

Using Home Grown Social Behaviour Change Communication Committee as Sustainability Platform for Reproductive Health Social Mobilisation in Ogun State, Nigeria

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Introduction

In Ogun State, knowledge of any method of Family Planning among women and men is high, 99.1% and 96.7% respectively. However, Family Planning (FP) uptake is very low, the Contraceptive Prevalence Rate (CPR) is 26%. The Challenge Initiative (TCI) is supporting Ogun State to meet 52% CPR target by year 2019 using the State-owned Social Behaviour Change Communication (SBCC) Committee as one of the approaches.

Aim

To strengthen the implementation and coordination of demand generation interventions for FP services through the SBCC Committee.



Ogun State SBCC Members

Methods

TCI supported a 3-day workshop and trained Ogun State SBCC Committee on innovative strategies.

Committee was drawn from an already existing but larger Social Mobilisation Committee of the State and included stakeholders from the State, Local Government Areas, communities, relevant line ministries, media houses and Civil Society Organizations. The Committee was guided to develop a workplan where existing as well as untapped avenues for FP demand generation were outlined. Indigenous festivals were identified as key but untapped avenues for FP mobilization and were included in the

workplan.

The Committee then rolled out its activities with focus on indigenous festivals which were deemed to be more sustainable since they held periodically and attract huge following.



L: Community entry through advocacy: SBCC committee paying homage to the Olisa, Ijebu, Nigeria.
R: Mobilising women for uptake of family planning during Lisabi festival, Alake Palace, Abeokuta, Nigeria

Results

The Committee in the first six months focussed on four major festivals in the State. With the roll out of the workplan, the Committee was able to identify, through advocacy efforts, over 500 community influencers to speak in support of FP during and after the festivals. During these festivals, the SBCC Committee conducted social mobilization for FP services reaching an estimated 7,820 people with FP messages. In addition, FP services were provided both at the venue of the festival and at nearby health facilities.

The Committee's advocacy efforts to LGA Chairmen (political heads) also ensured the Chairmen released funds for procurement of FP consumables.

Discussion

With the capacity building of the SBCC Committee, the Committee has been positioned to effectively coordinate and sustain the tempo of social mobilization for Reproductive Health (RH)/FP in the State.

The strategic focus of the Committee on indigenous festivals will not only ensure the sustainability of RH/FP social mobilization interventions but also contribute significantly to the increase in CPR of the State.