

Achieving Results through Integrating Supply and Demand

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Abt Associates leads the project in collaboration with:

Banyan Global

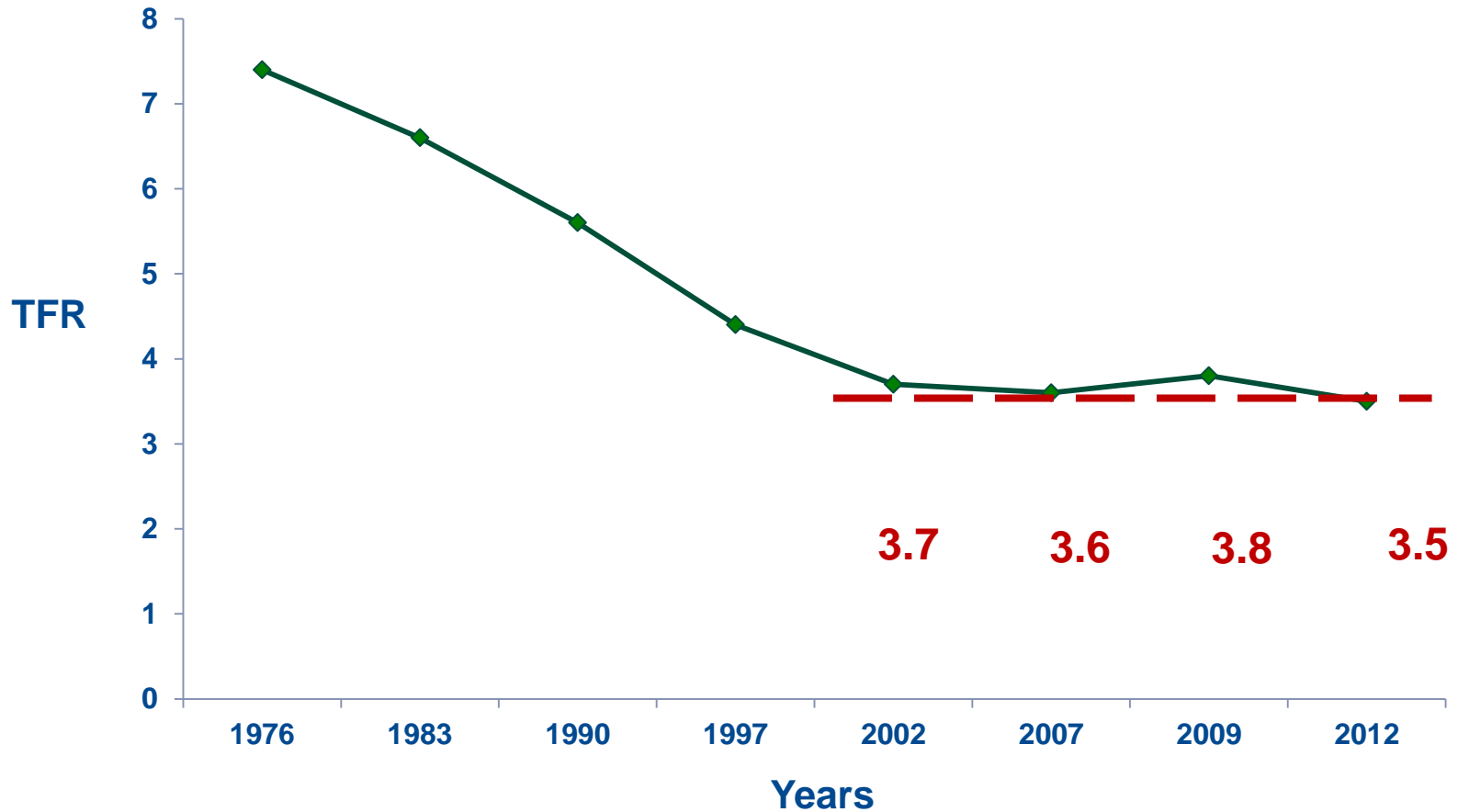
Jhpiego

Marie Stopes International

Monitor Group

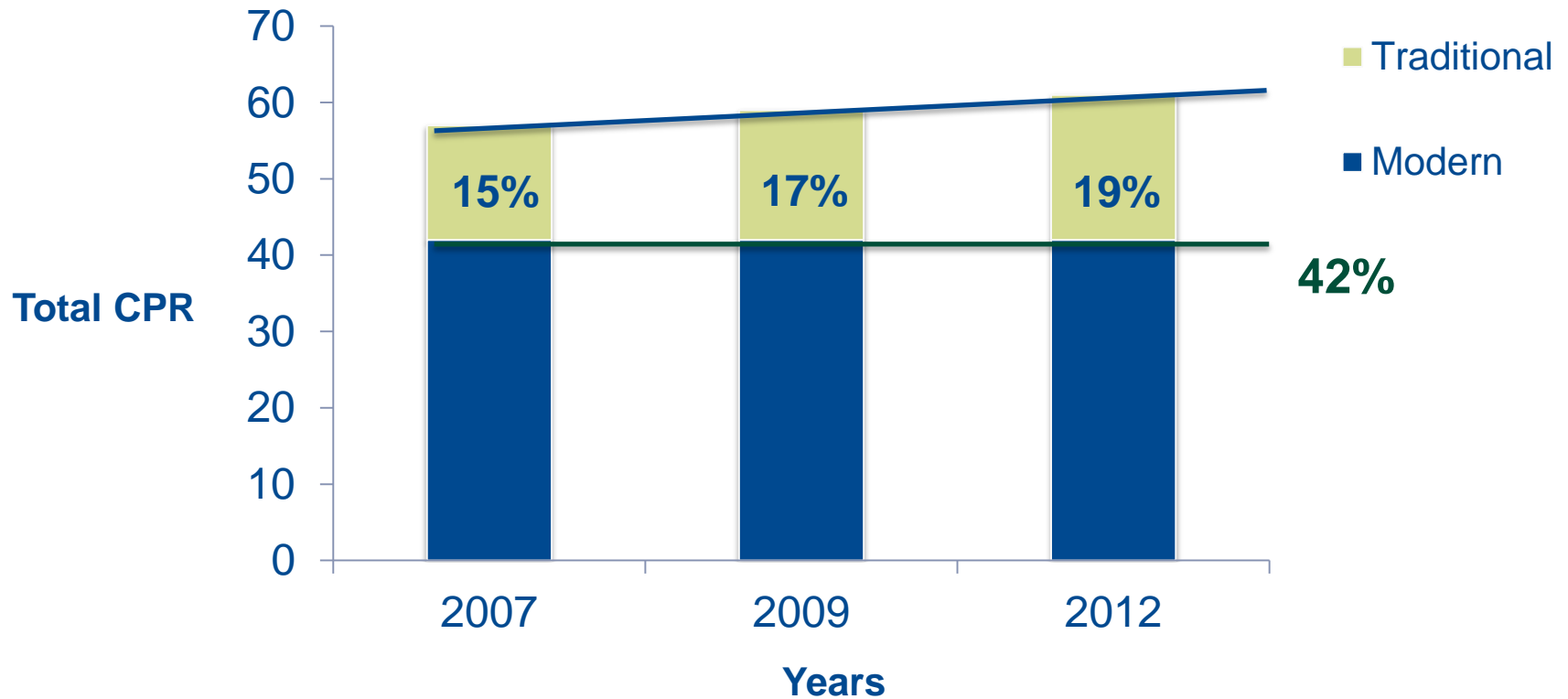
O'Hanlon Health Consulting

TFR stagnant for over a decade



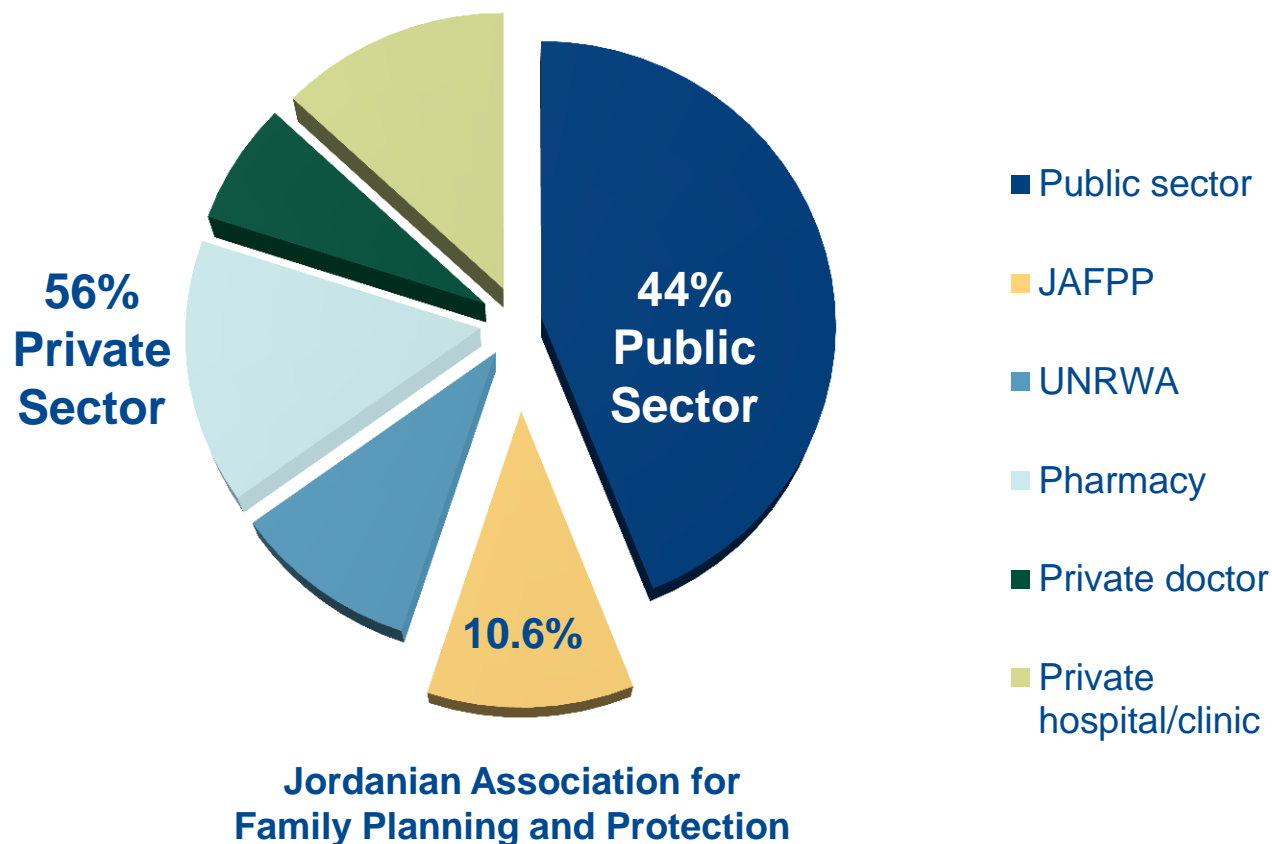
Source: Jordan DHS, JPFHS

Modern CPR stalls at 42%



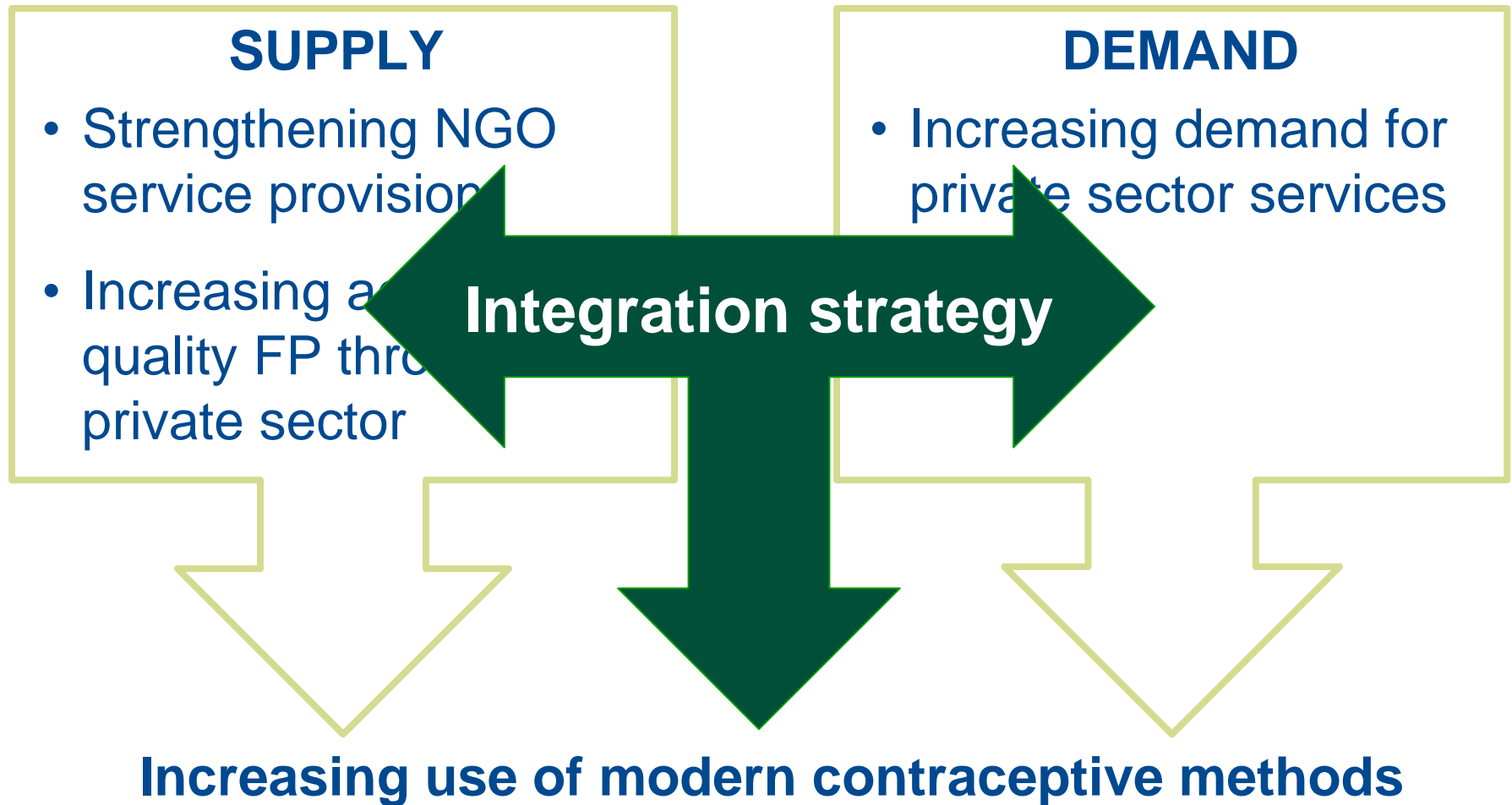
Source: Jordan DHS, JPFHS

Private sector provides more FP than public



Source: JPFHS 2012

SHOPS Jordan goals



Demand interventions involving private service providers

Social marketing campaigns

Doctors on TV and at community events



Home visits program

Vouchers for free FP services at network doctors



NGO clinics marketing

Clinics' branding and community promotion



Social marketing campaign: IUD



Mass Media
and PR

Doctors
media
training and
TV
broadcasts



Community
Outreach

Doctors
“edutaining”
lectures in
the
community



Points of
Service

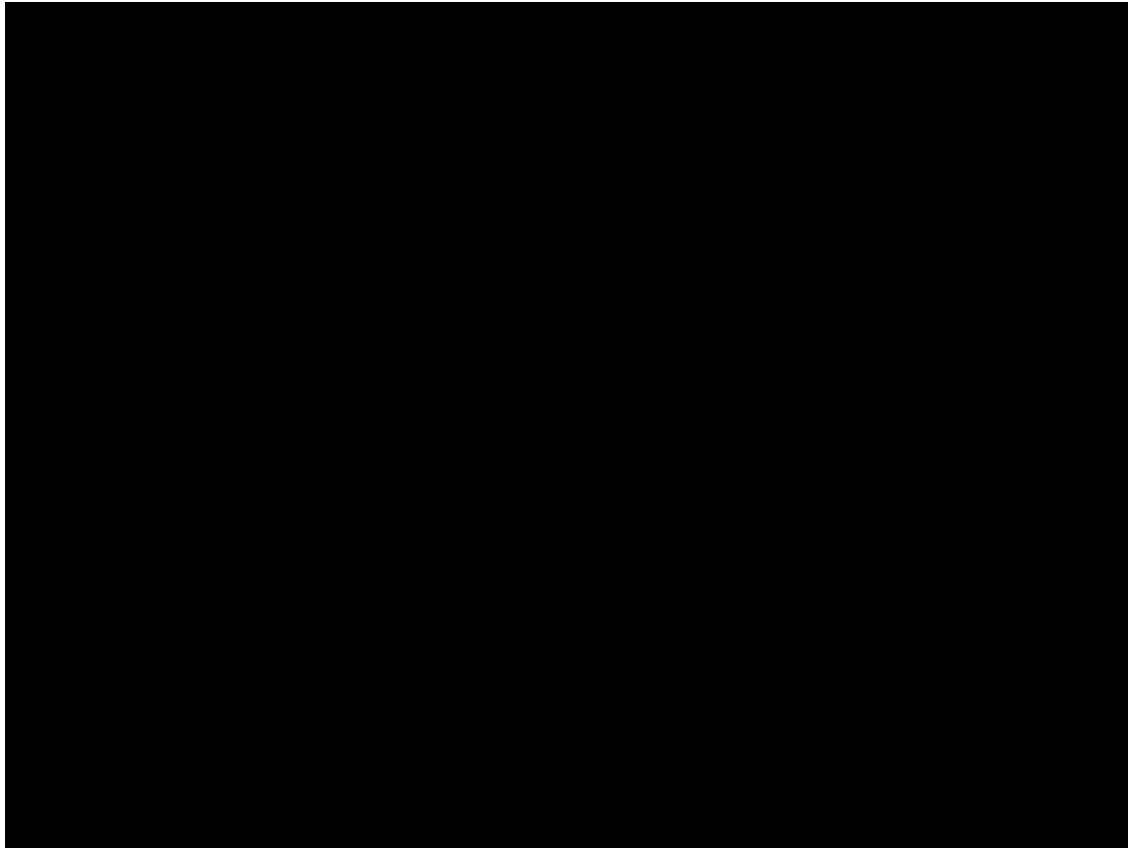
IEC
materials in
private and
NGO clinics



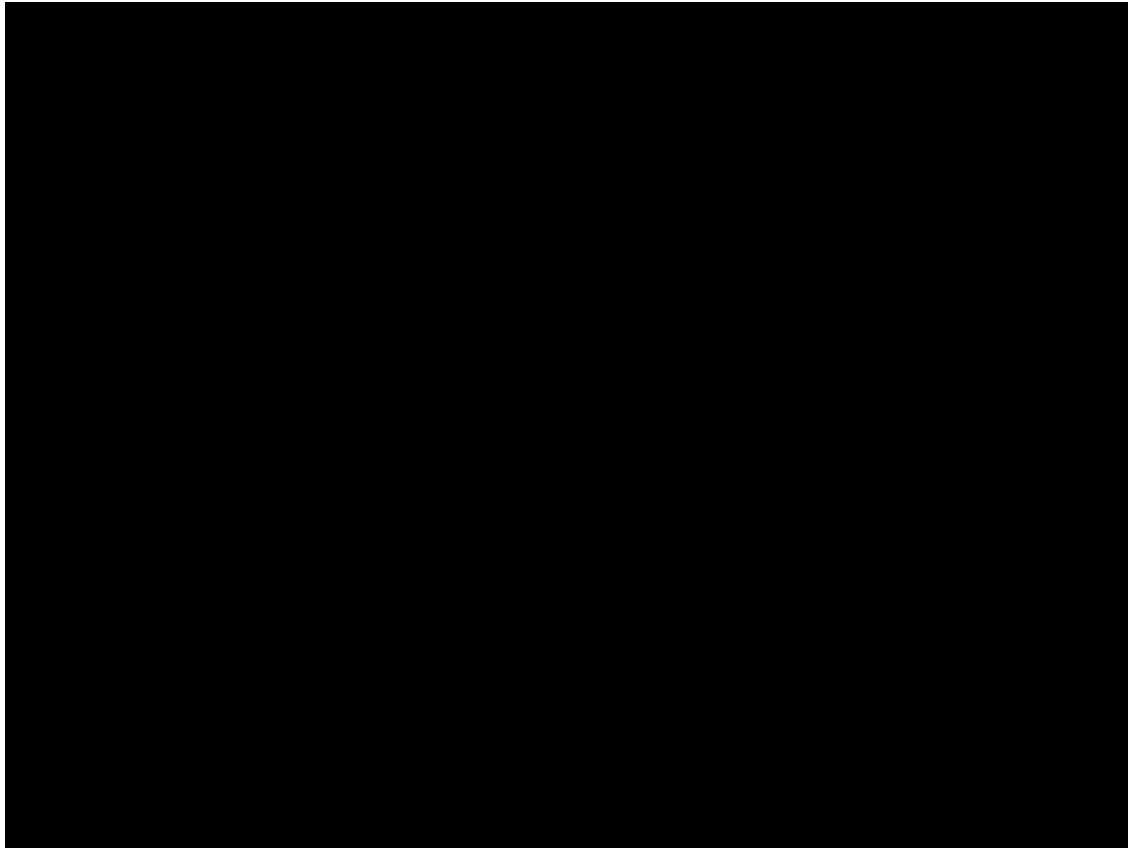
Social Media

Doctors
Q&A with
audience on
Facebook

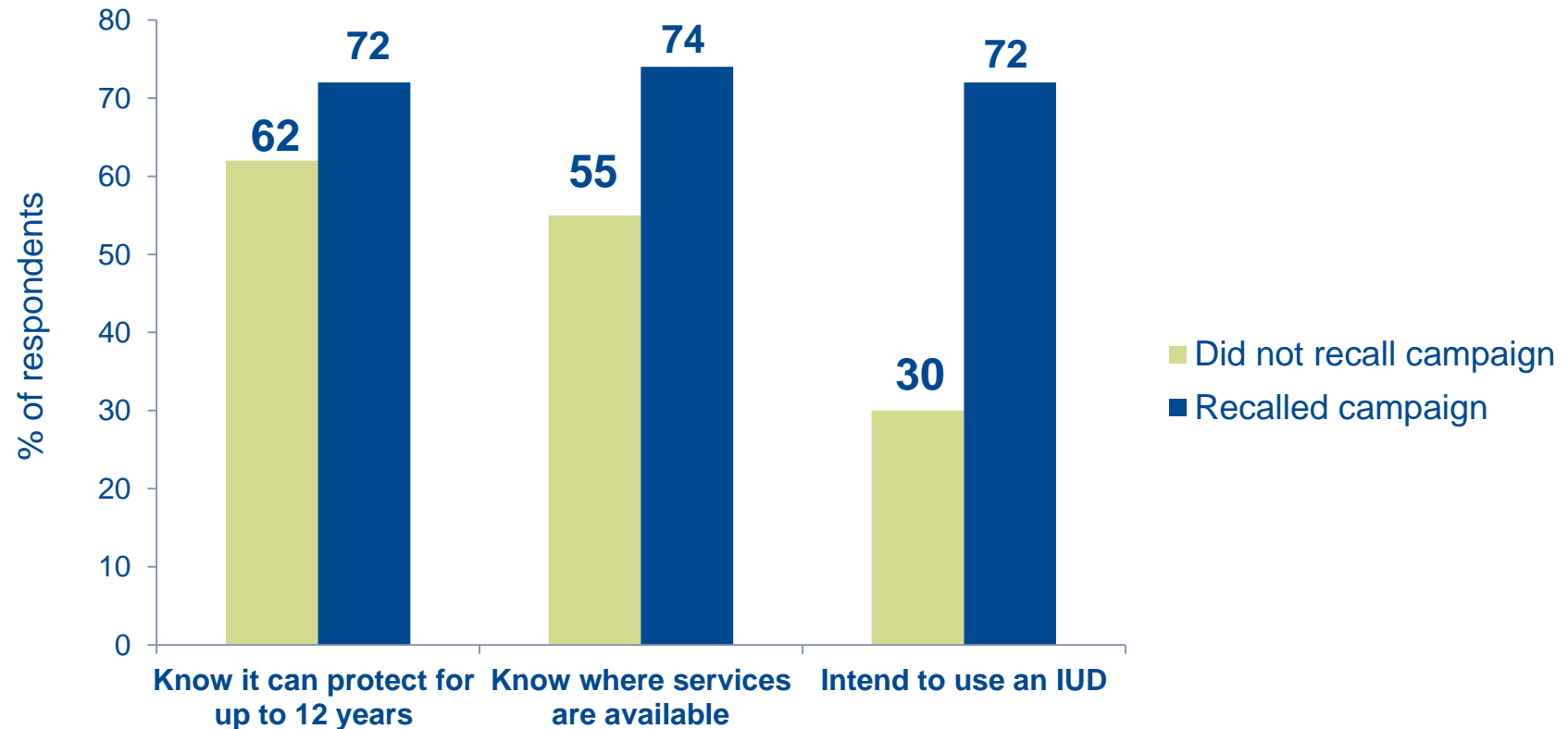
“Limiters” TV ad



“Clinics” TV ad



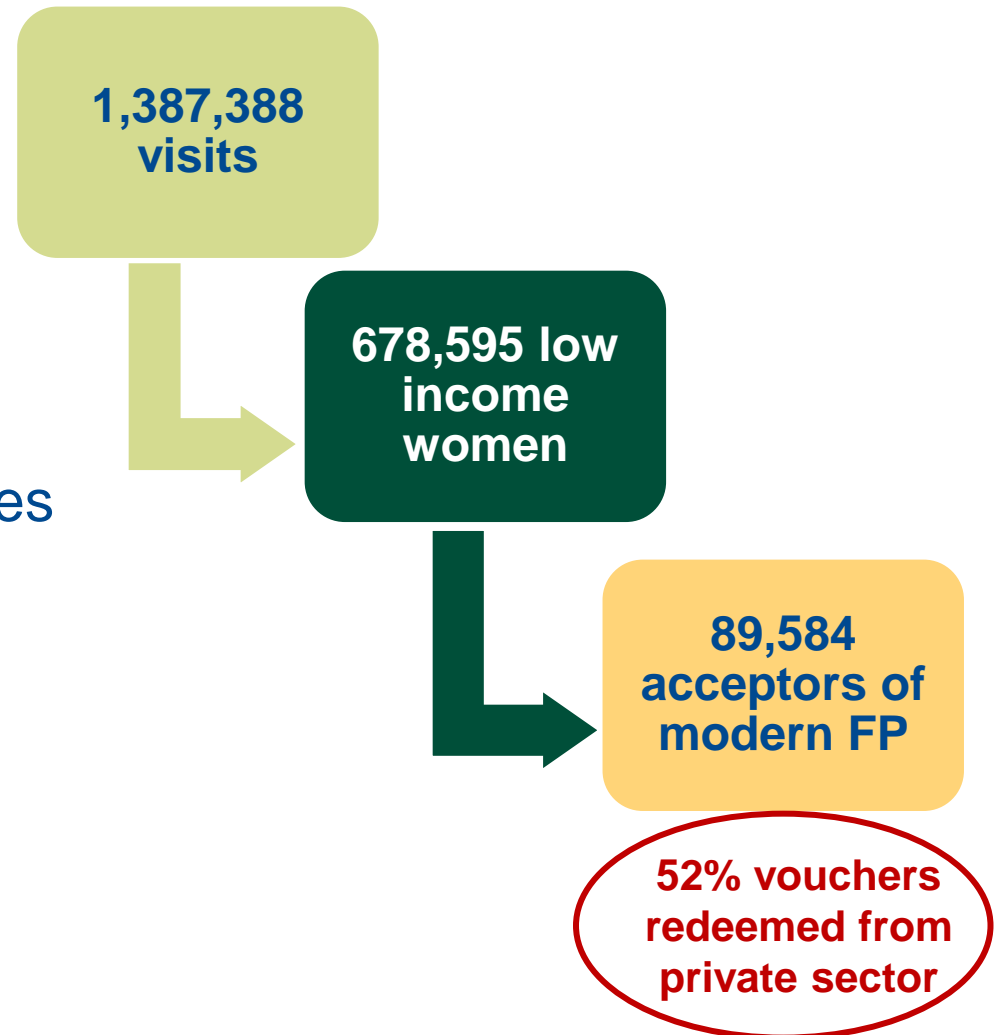
Strong correlation between exposure to IUD campaign and positive outcomes



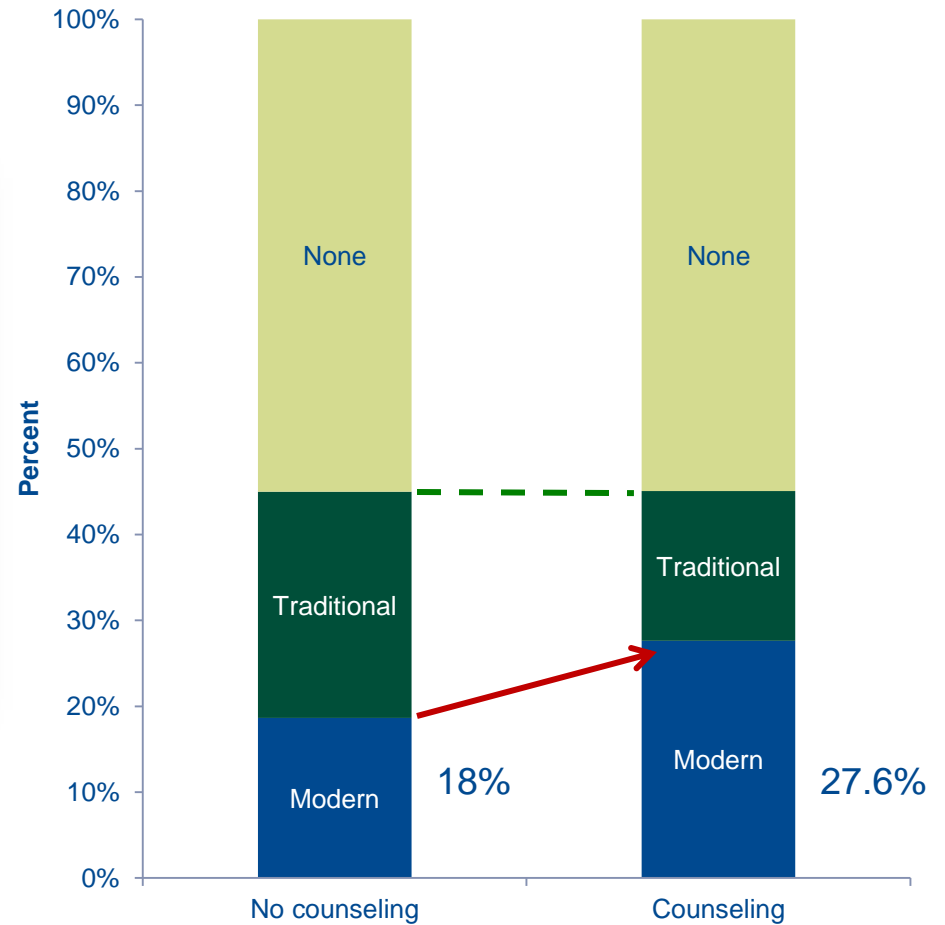
Source: Reach and Effect of the IUD Social Marketing Campaign, Wave 2, SHOPS Jordan, December 2014

Home visits program

- 120 Community Health Workers
- Door-to-door household FP counseling
- National coverage
- Vouchers for free FP services



RCT finds that in-home counseling visits shifted traditional method users to modern methods

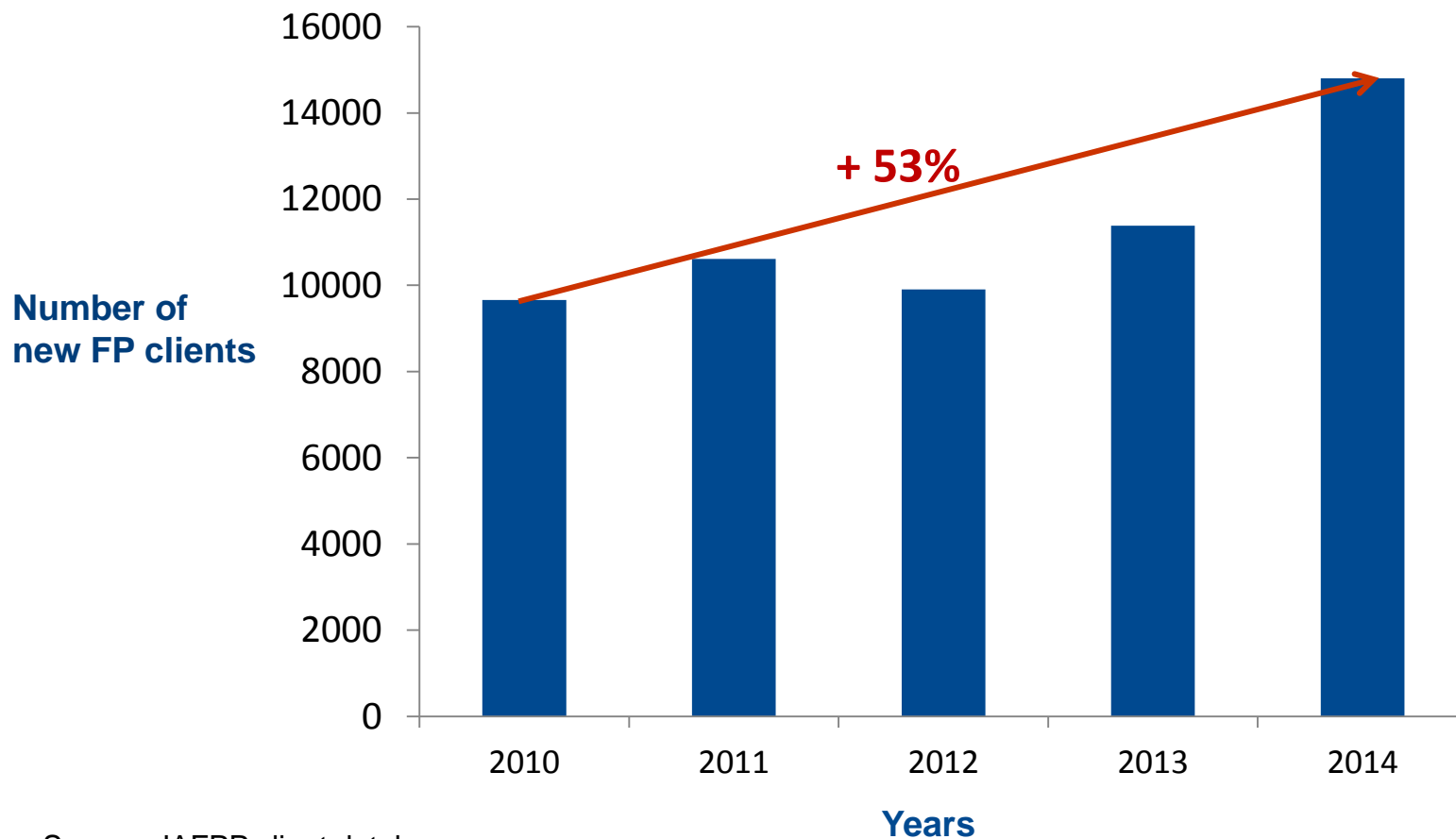


NGO clinics' marketing

- Mass media
- Indoor promotional materials
- Outdoor advertising
- “Family fairs”



New FP clients increased by 53% at JAFPP clinics



Source: JAFPP client database



Learnings

- **Social marketing campaigns**
 - Involving doctors increases message impact
 - Multi-channel campaigns effectively support behavior change
- **Home visits program**
 - Free-service vouchers support the uptake of modern FP through the private sector
 - Home counseling is effective in shifting traditional to modern FP users
- **NGO clinics marketing**
 - Strategically designed clinics marketing plans increase number of FP clients





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