



Promoting Family Planning, Maternal, and Child Health through Beauty Parlors in Afghanistan



Marianne El-Khoury; Tess Shiras; Soumitra Ghosh Abt Associates

The Problem

$\frac{1}{1}$ in every $\frac{7}{1}$ live births results in maternal death

Despite recent

1 in every 18 children

29% of children

Afghanistan has some of the world's worst

A woman has on average 5.3 children only **23**% use

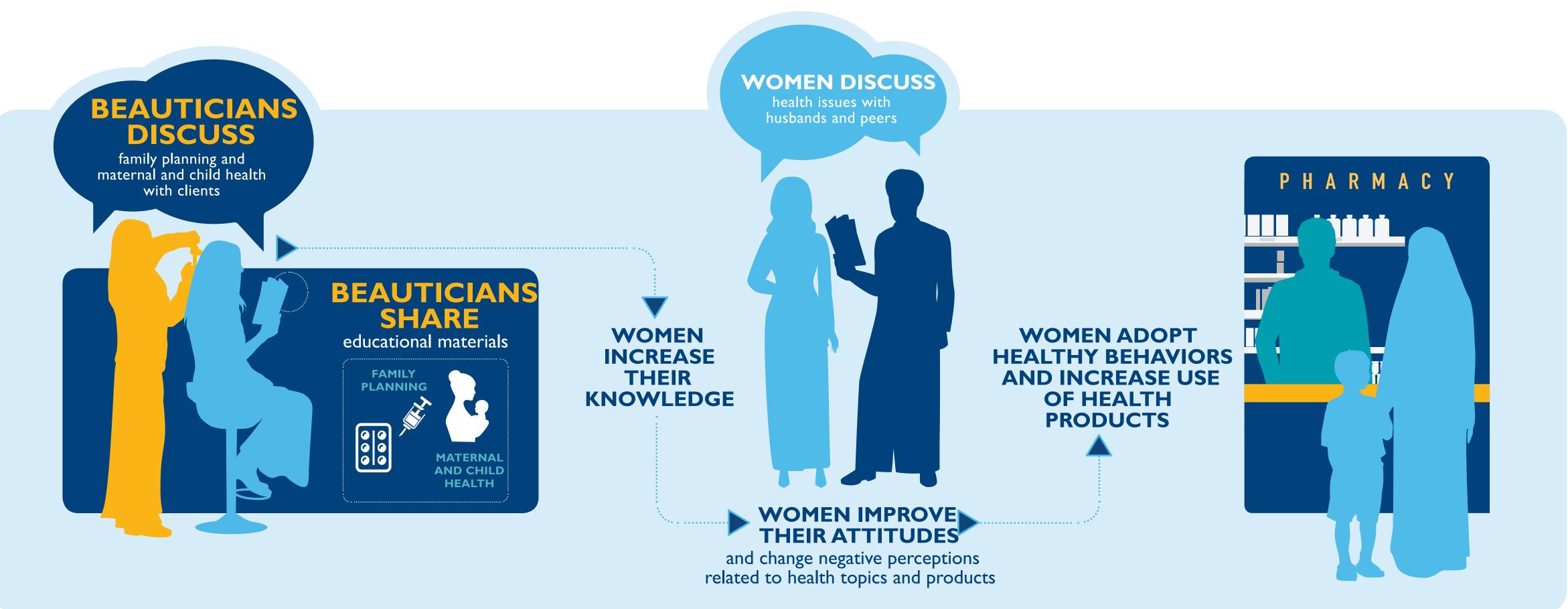
Up to **44**%

Afghan women face barriers to health access

- Social and cultural norms restrict women's autonomy in health decision making
- Women have insufficient and **inaccurate knowledge** of FP
- Lack of opportunity and ability to seek and exchange information perpetuates myths and misconceptions about health products and practices



Theory of change: An innovative approach to reach Afghan women with health information



Key Findings

The Beauty Parlor Pilot

Cary Cray

SHOPS Plus in Afghanistan

- Supports the Afghan **Social Marketing** Organization (ASMO) to increase demand for and access to life-saving health products
- ASMO markets and distributes family planning and other health products
- 22% of modern contraceptive users and 11% of ORS users purchase ASMO brands

A promising pilot 198 parlors in the pilot Middle- and lower middle

Parlors have 2-3 staff and 5-8 customers per day

neighborhoods

- Over 80% of clients are comfortable discussing their own and their child's health with a beautician
- Women visit parlors every 10 days and spend up to 2 hours each visit
- Afghanistan has over 10,000 beauty parlors

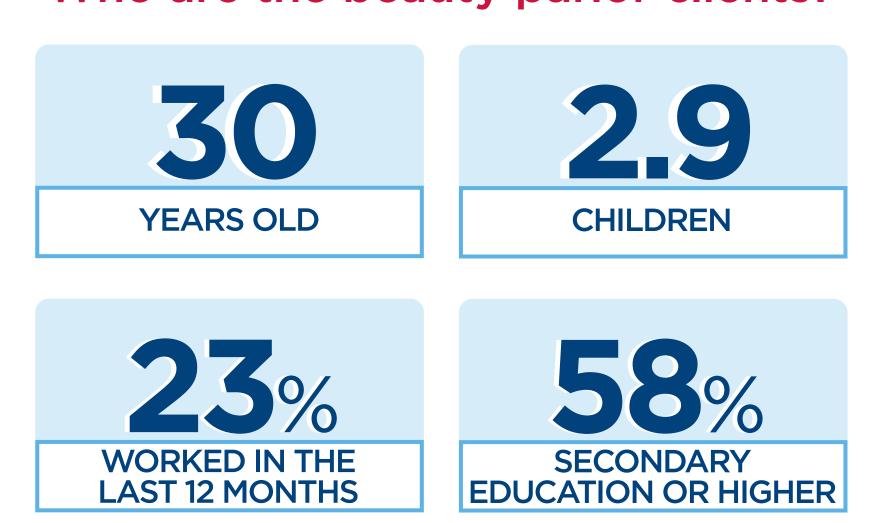
Research Design

Mixed Methods Study

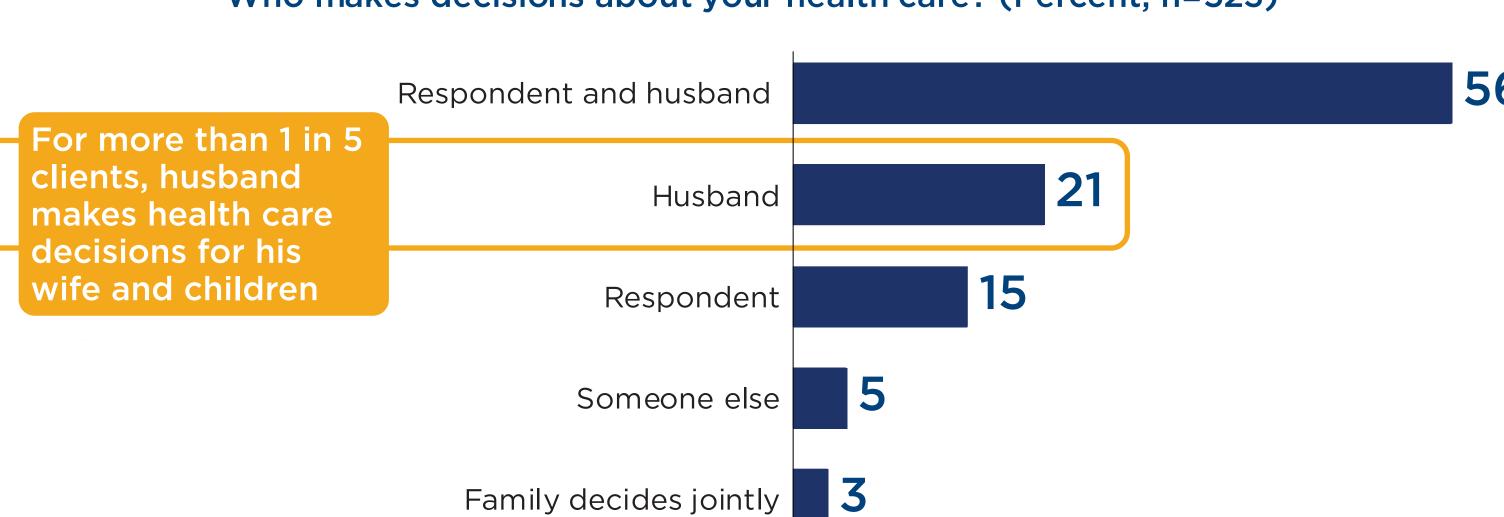
- . Parlors randomized into treatment (2/3) and control
- 2. Baseline survey to evaluate knowledge, attitudes, and practices of beauty parlor clients (N=530; married women, age 18-49)
- 3. Operational research to identify pilot challenges and make improvements (in progress)
- 4. Endline survey of parlor clients to evaluate pilot impact (forthcoming)

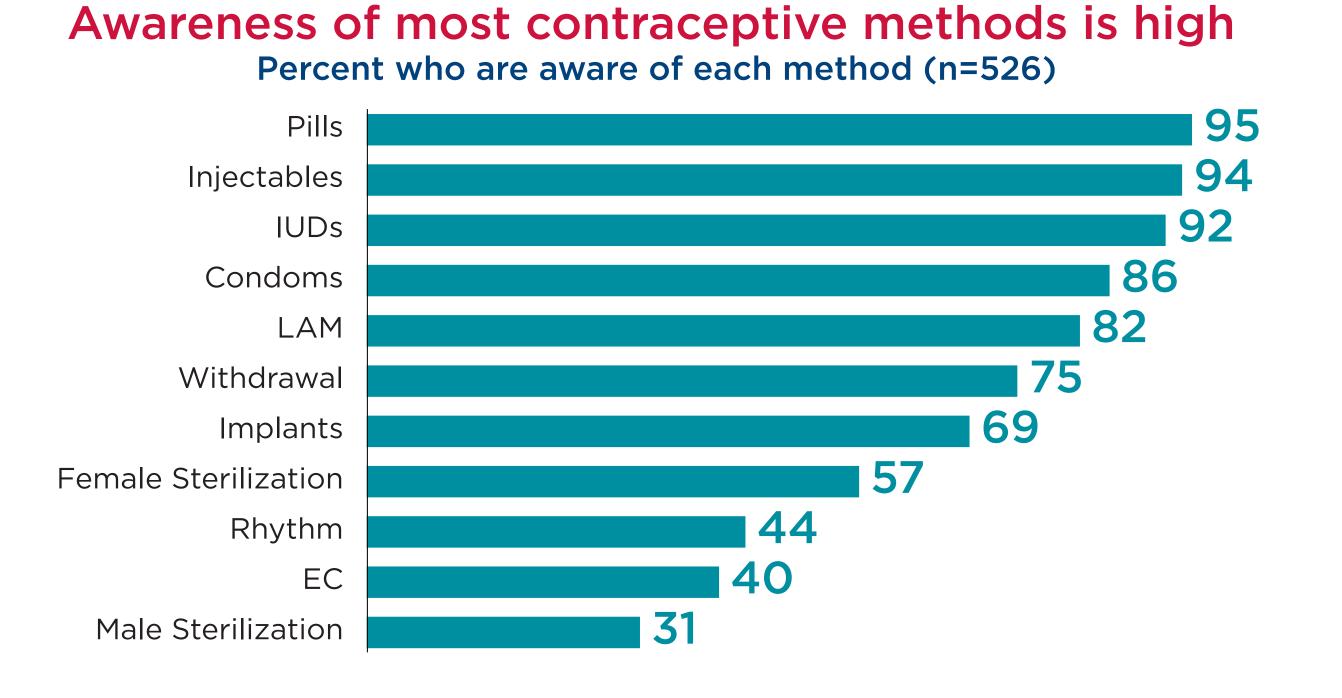


Who are the beauty parlor clients?

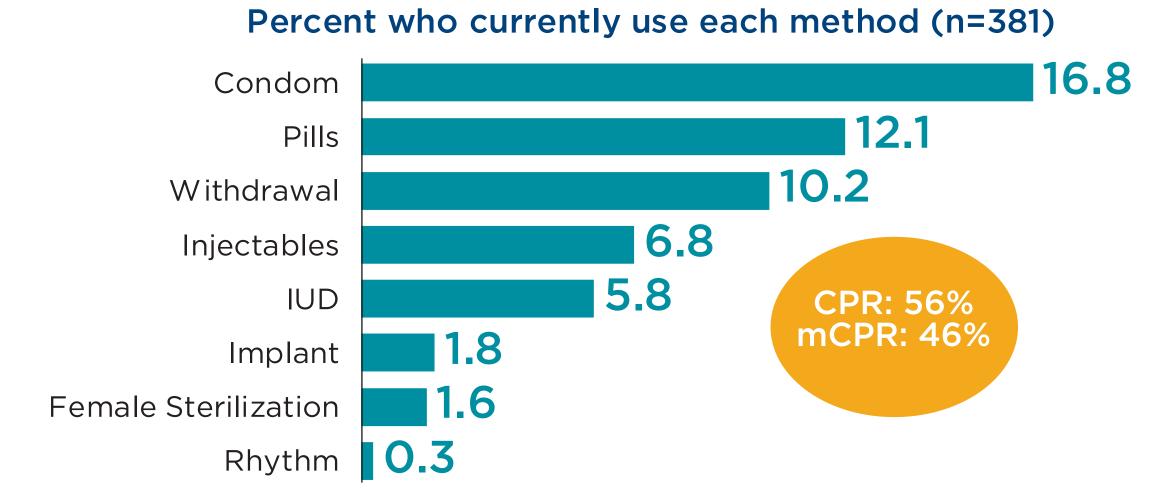


Husbands are important decision-makers for wife's health Who makes decisions about your health care? (Percent, n=523)

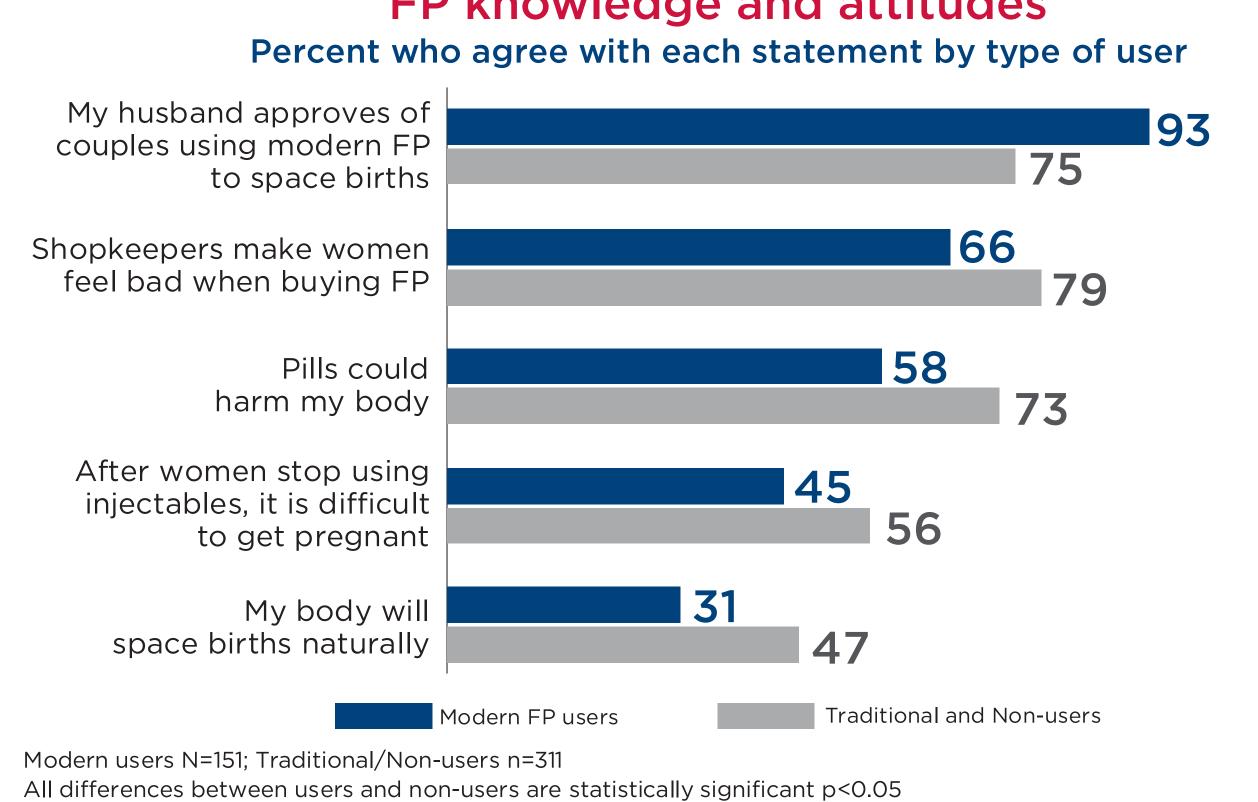




Condoms, pills, and withdrawal are most popular methods



Opportunities to change FP knowledge and attitudes



In their own words...

"I am very happy and proud to...give my clients more than the service they would normally get from a beauty parlor."

- Beauty parlor owner

"I study part-time...and I told my classmates about these [health topics].

It was nice because even the boys were interested and asked questions."

Implications for the Pilot

- Focus on educating traditional method users about modern method benefits
- Discuss strategies for approaching husbands and initiating an open dialogue
- Share experiences and strategies to raise confidence and breakdown stigma
- Communicate the reversibility of hormonal methods and discuss side effects and their management
- Educate clients about spacing and its benefits for the family's well-being



For more information, please visit www.shopsplusproject.org or contact: Marianne_ElKhoury@abtassoc.com