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# Knowledge, Attitudes and Practices (KAP) Survey related to Family Planning and Reproductive Health

KAP Dissemination Event  
September 30th, 2015  
10 – 11:30



# Agenda



- Welcoming Remarks and Acknowledgements
- Introduction to JCAP
- KAP study methodology and main findings
- Questions and Answers
- Closing Remarks

# Introduction



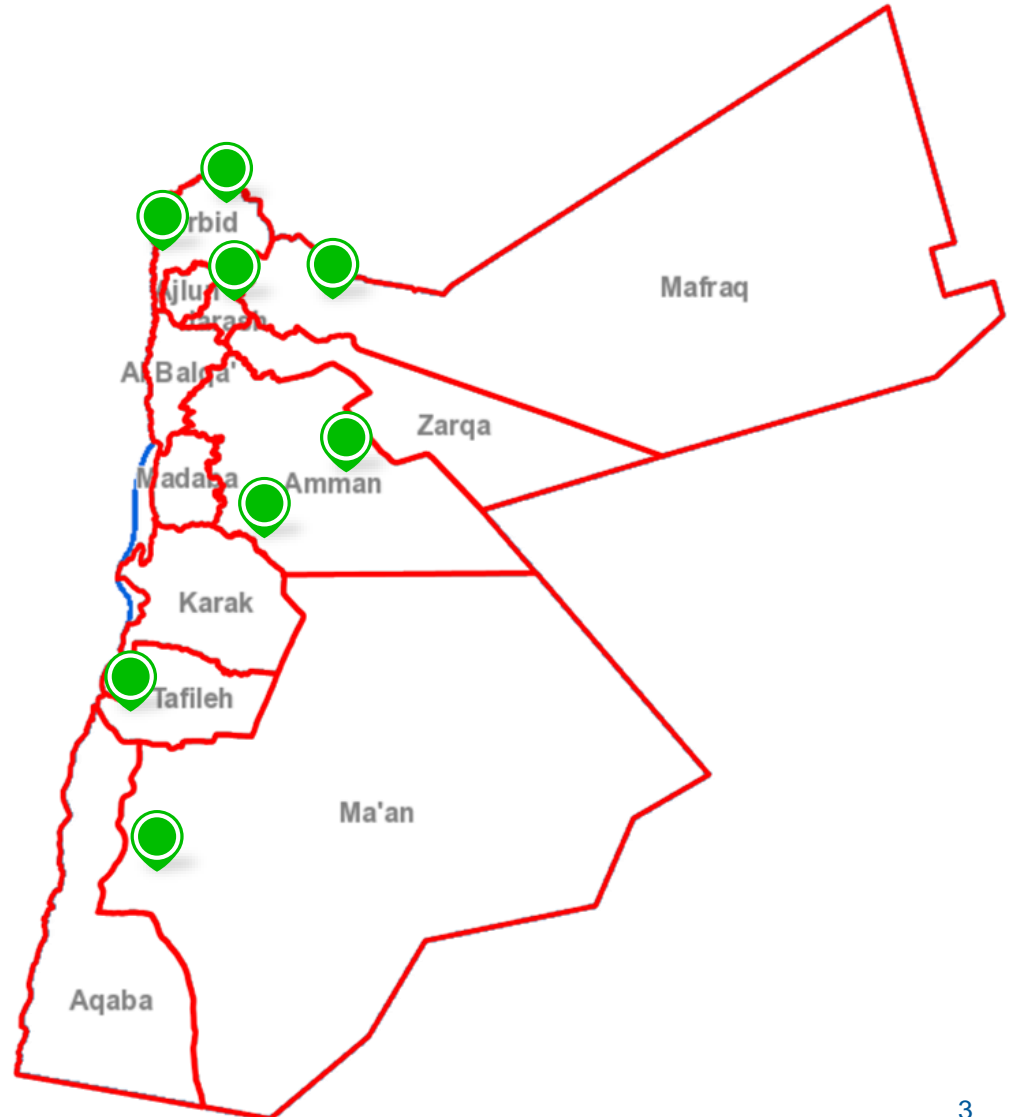
- The Jordan Communication, Advocacy, and Policy (JCAP) Project  
5 year USAID-funded activity that aims to:
  - Increase demand for and use of modern FP methods
  - Build capacity of government, civil society, and other partners for social behavioral change communication, policy & advocacy
  - Improve the enabling environment for FP programs



# JCAP Geographic Coverage



1. Irbid: Bani Obeid District
2. Irbid: Al-Koura District
3. Mafraq: Qasabah District
4. Jerash: Qasabah District
5. Amman: Quaismeh District
6. Amman: Na'oor Sub-district
7. Tafileh: Hasa District
8. Ma'an: Huseineiya District





# Survey Purpose



- Measure knowledge, attitudes and practices (KAP) related to Family Planning and Reproductive Health
- Measure social and cultural norms and behavioral determinants related to gender roles, empowerment, decision making and sources of information on FP
- Use findings to inform JCAP programmatic decisions
- Create a rigorous baseline to enable future assessment of JCAP impact



# Survey Sample



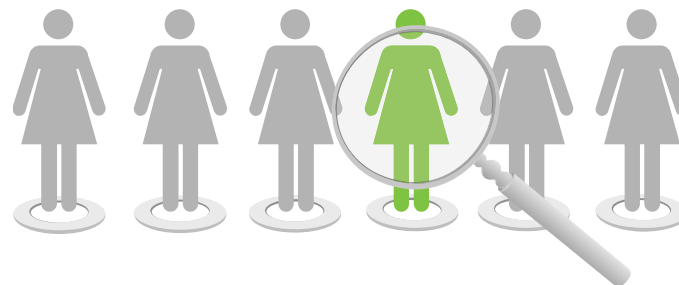
- Population-based survey
- Sample of **4076** MWRA
- **8** intervention, **8** control sites
- Findings represent **district** level (not governorate or national level)

## KAP Survey Intervention and Control Districts

Intervention Districts	Control Districts
Bani Obeid	Ajlun Qasabah
Koorah	Ramtha **
Mafrag Qasabah**	Hashemiyah
Jarash Qasabah	Salt Qasabah
Quaismeh **	Russeifa **
Na'oor *	Theban
Hissa	Qatraneh
Huseiniya	Eil *
Total Pop.: 963,740	Total pop.: 845,770

\* Selected sites are sub-districts

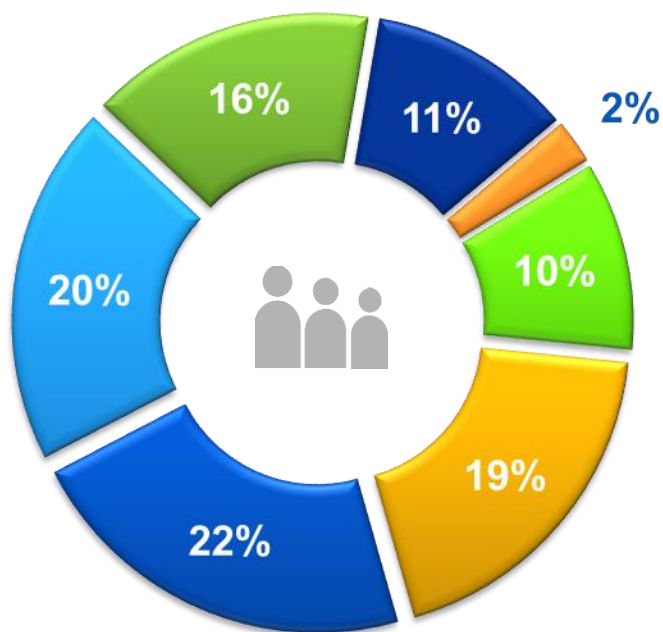
\*\* Jordanians & Syrians are included



# Sample Demographics

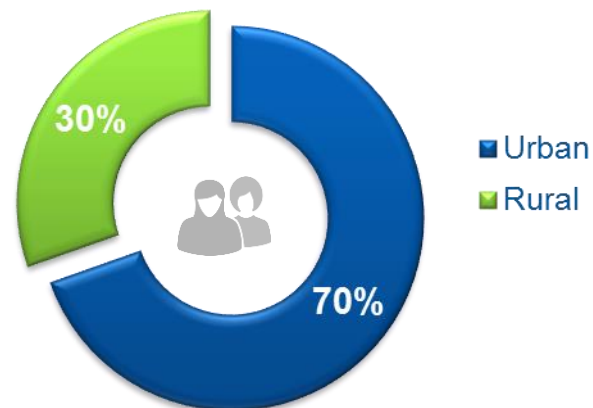


## Age Group

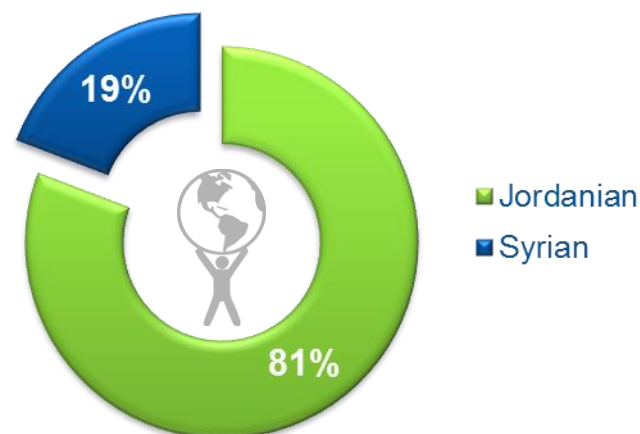


- 15-19
- 20-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49

## Residence



## Nationality

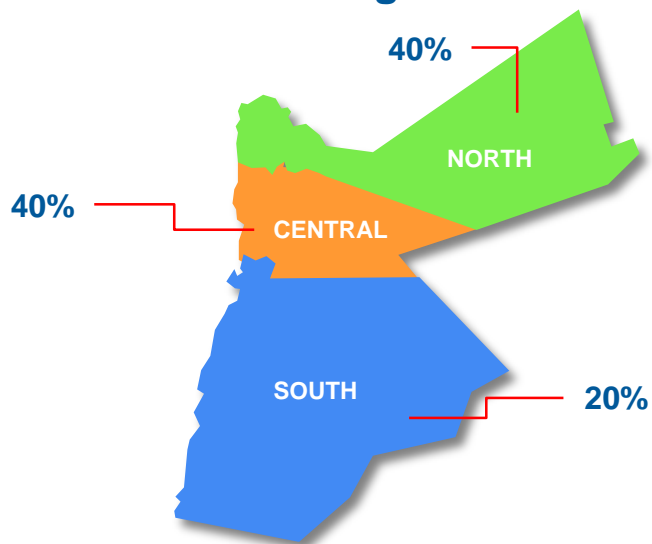




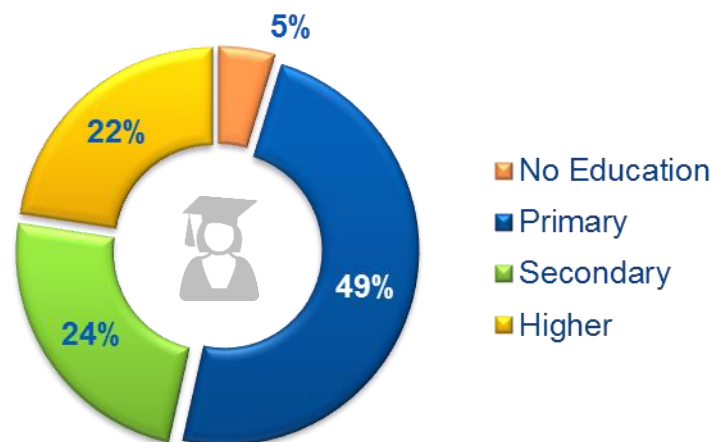
# Demographic Characteristics



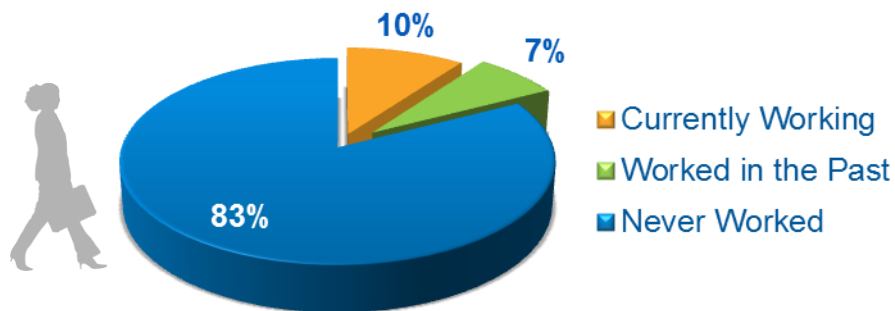
## Region



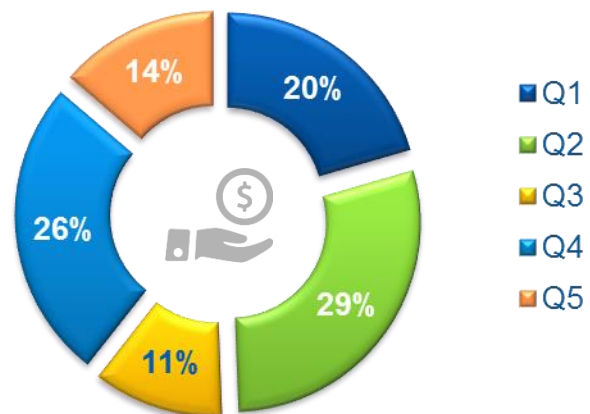
## Education



## Job



## Income Quintiles



# Survey Thematic Areas



- Marriage and Fertility
- Fertility Preferences
- Knowledge of FP Methods Used
- Use of FP Methods
- FP Messages and Services
- Benefits of Family Planning
- Women's Empowerment and FP



# Marriage and Fertility

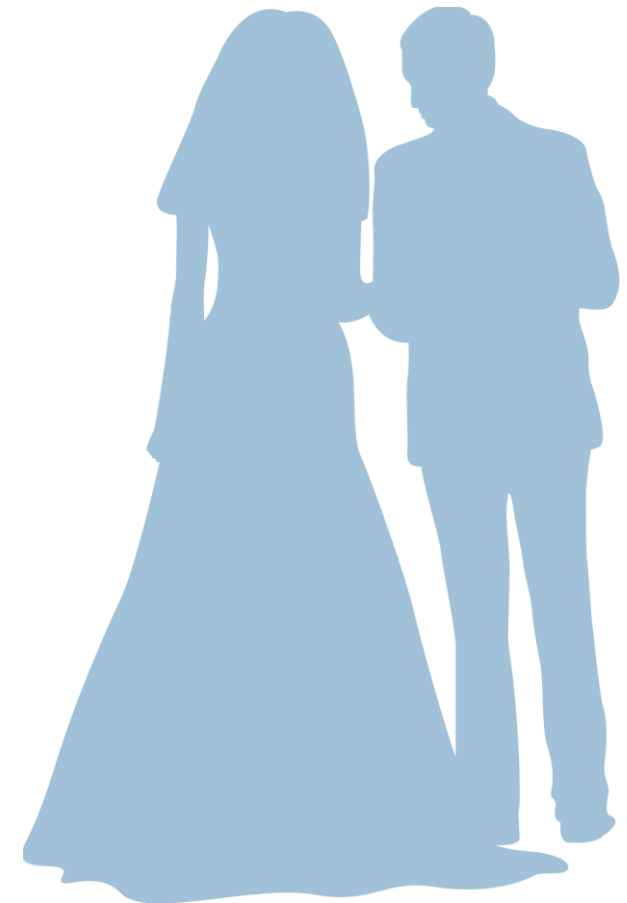
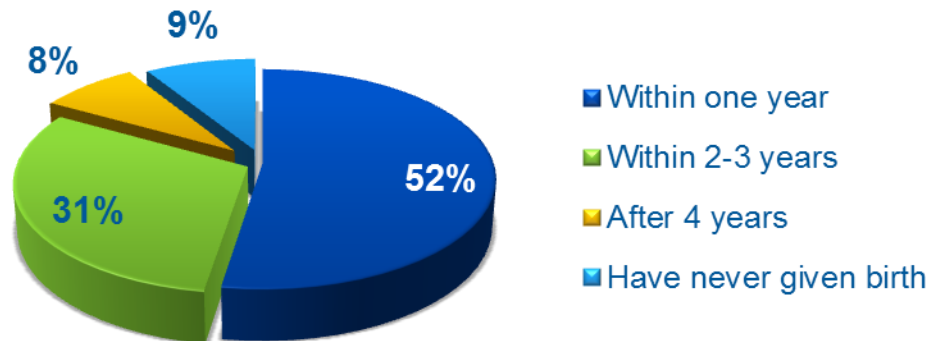


**20 years**

median age at first marriage

**25%** agreed it is desirable to delay  
the first birth, by an average of one year  
of desired delay

## Marriage to first birth interval



# Fertility Preferences



**3.7** was the average desired number of children

**61%** desired more than three children

**82%** would like to space at least two years between births

**71%** reported no child sex preference

**45%** who reach their desired family size will continue to bear children to get a son

**40%** of last pregnancies were undesired at the time



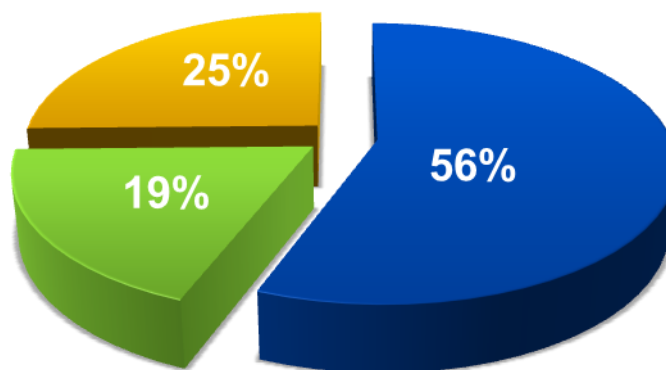
# Fertility Preferences



**46%**

expressed their current desire  
to limit childbearing

## Contraceptive Use of Women Who Want to Limit Childbearing



■ Use of Any modern

■ Use of Any traditional

■ Not using

# Knowledge of FP Methods



**95%** recalled at least one family planning method

**33%** did not think modern FP methods are more effective than traditional methods

**77%** believed that use of modern FP by newlyweds would reflect negatively on future pregnancies

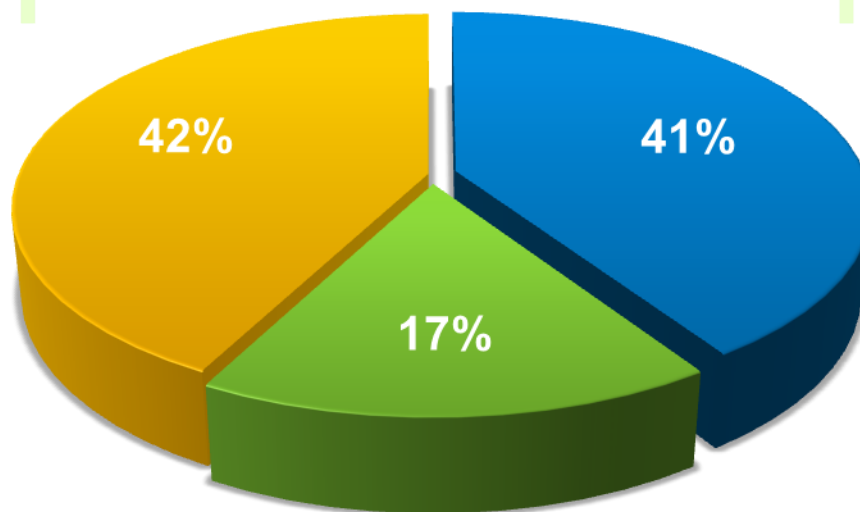




# Use of FP Methods



% Users of FP Methods



■ Any Modern Method

■ Any Traditional

■ Not Using

# Factors Affecting FP Use



**56%** reported that it was their sole decision to practice or not practice FP, not based on anyone's advice

Factors cited why a woman might not use, or continue to use a modern FP method:

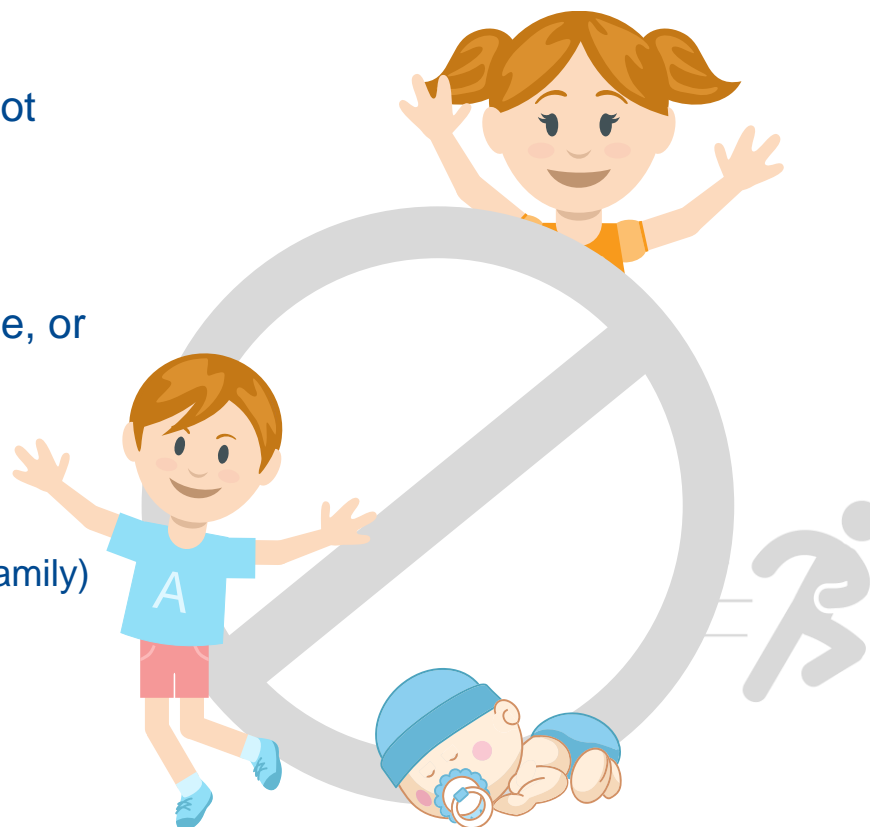
**47%** Side effects

**13%** Opposition to use (by self, husband, family)

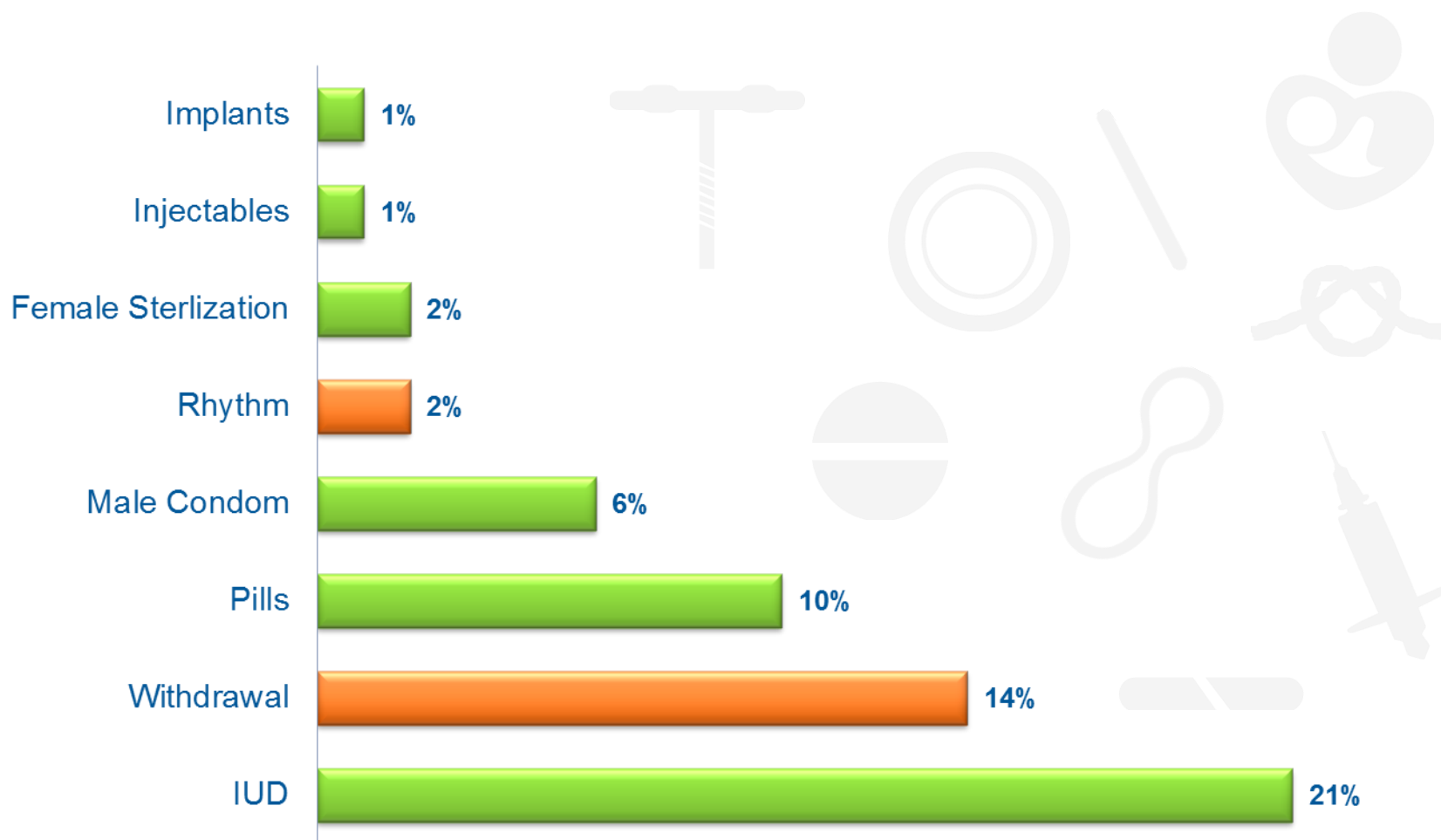
**4%** Religious or cultural

**1%** Access and cost

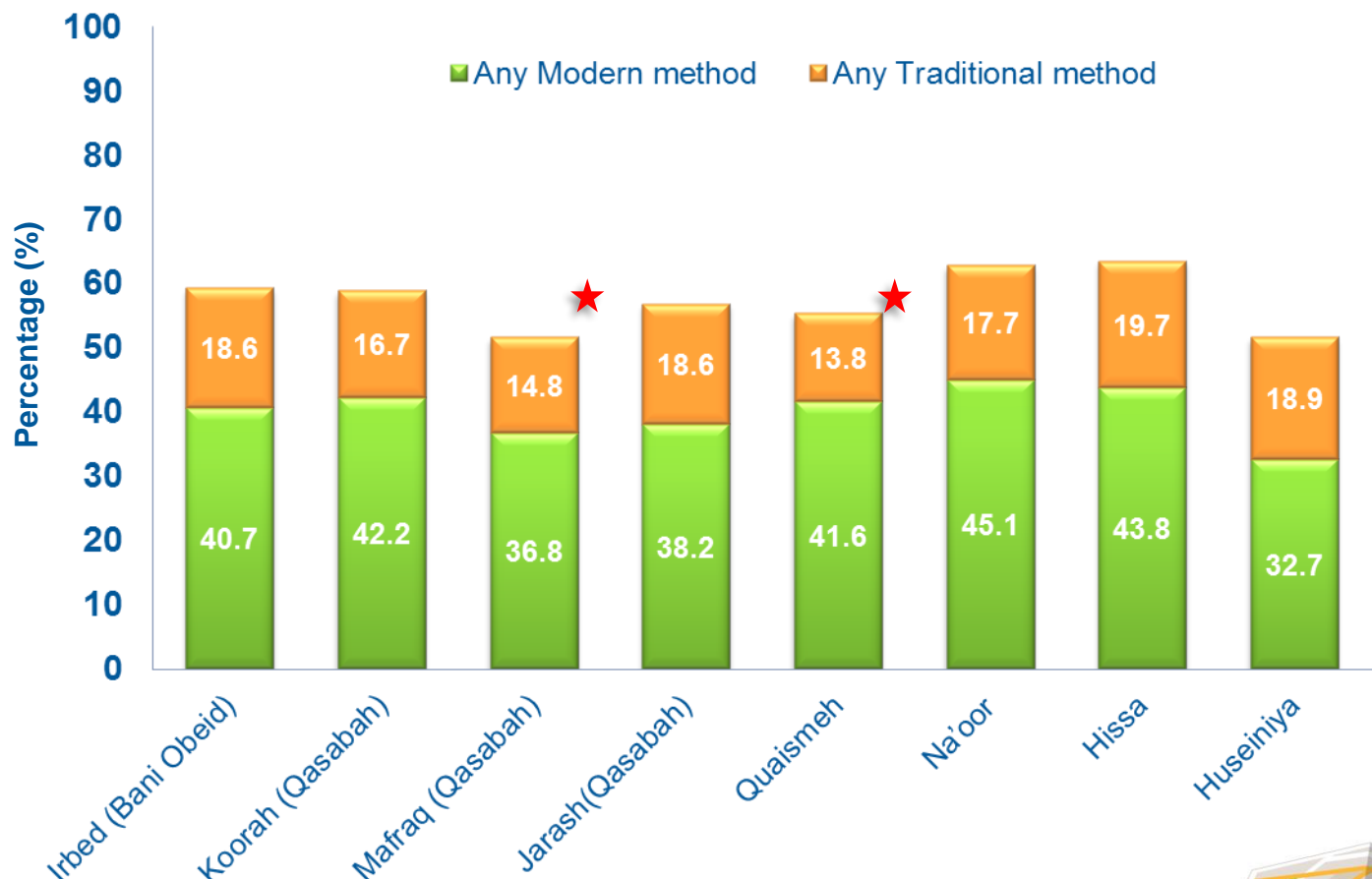
**1%** Provider related



# Type of FP Method Used



# FP Use by Intervention Site



★ sample includes both Syrians and Jordanians



# Family Planning Messages

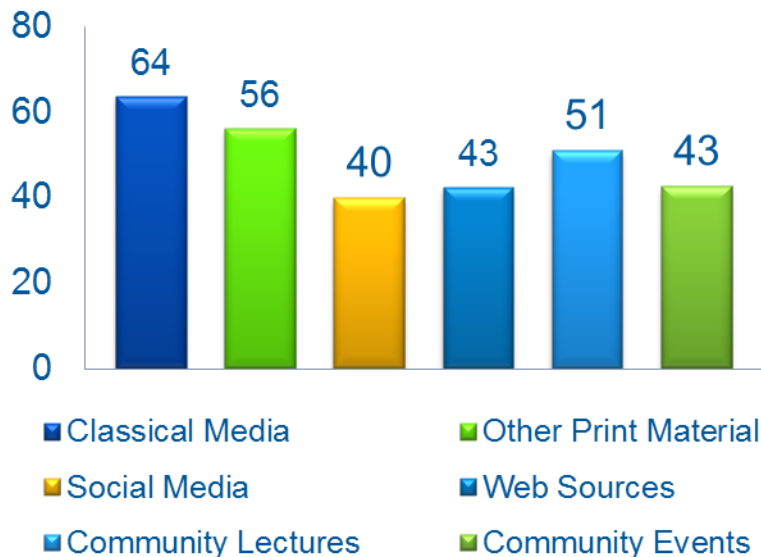


**83%**

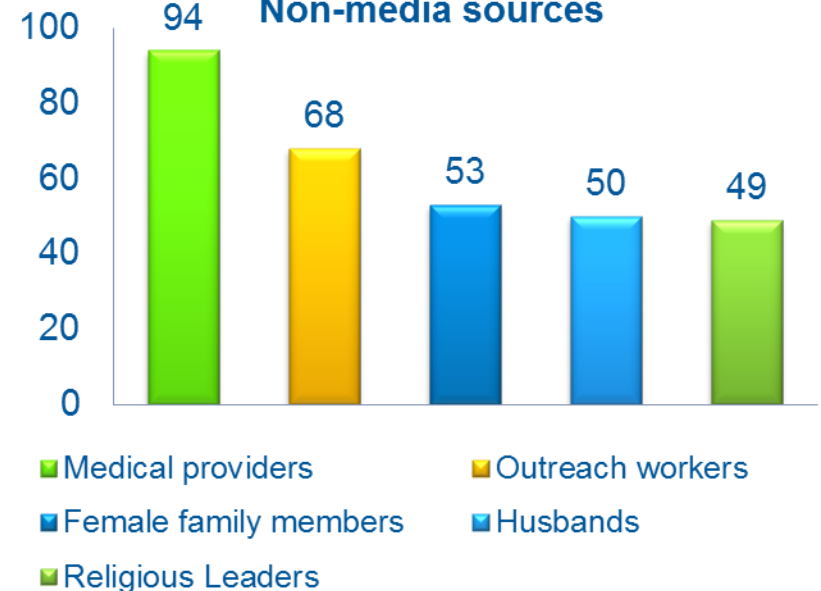
have been exposed to at least one source of FP messages

## Trusted Sources for Information on FP

### Media sources



### Non-media sources



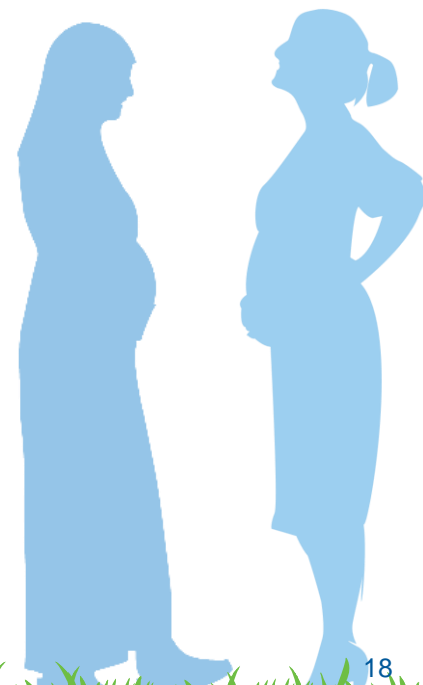
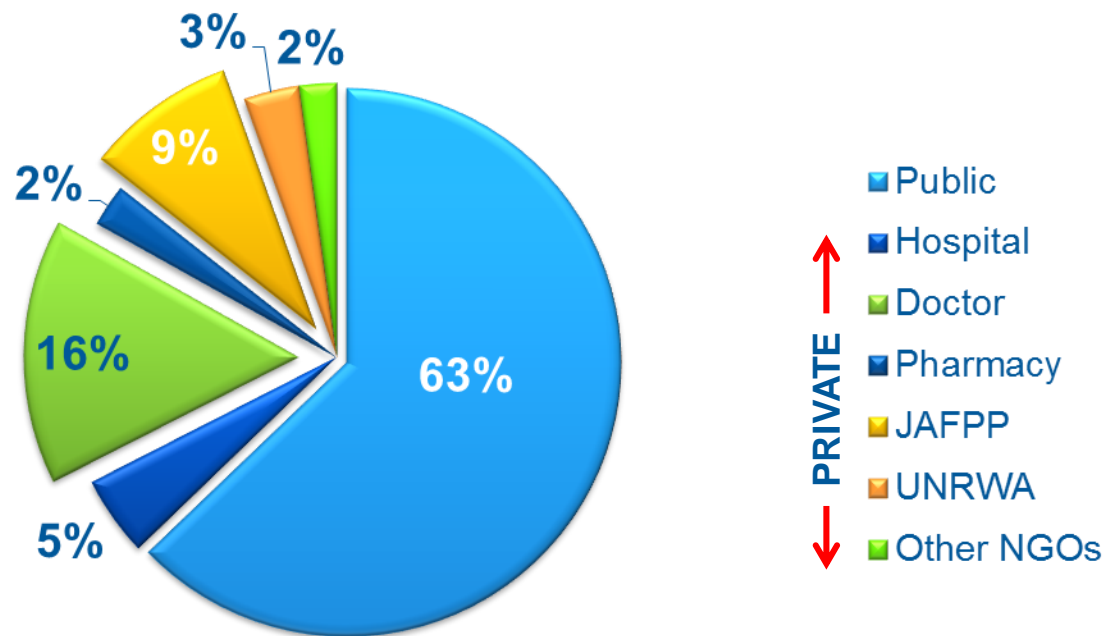
# Knowledge & Access to FP Services



**87%**

knew where to obtain an FP method

**30% Visited an FP Service in the Last 12 Months**

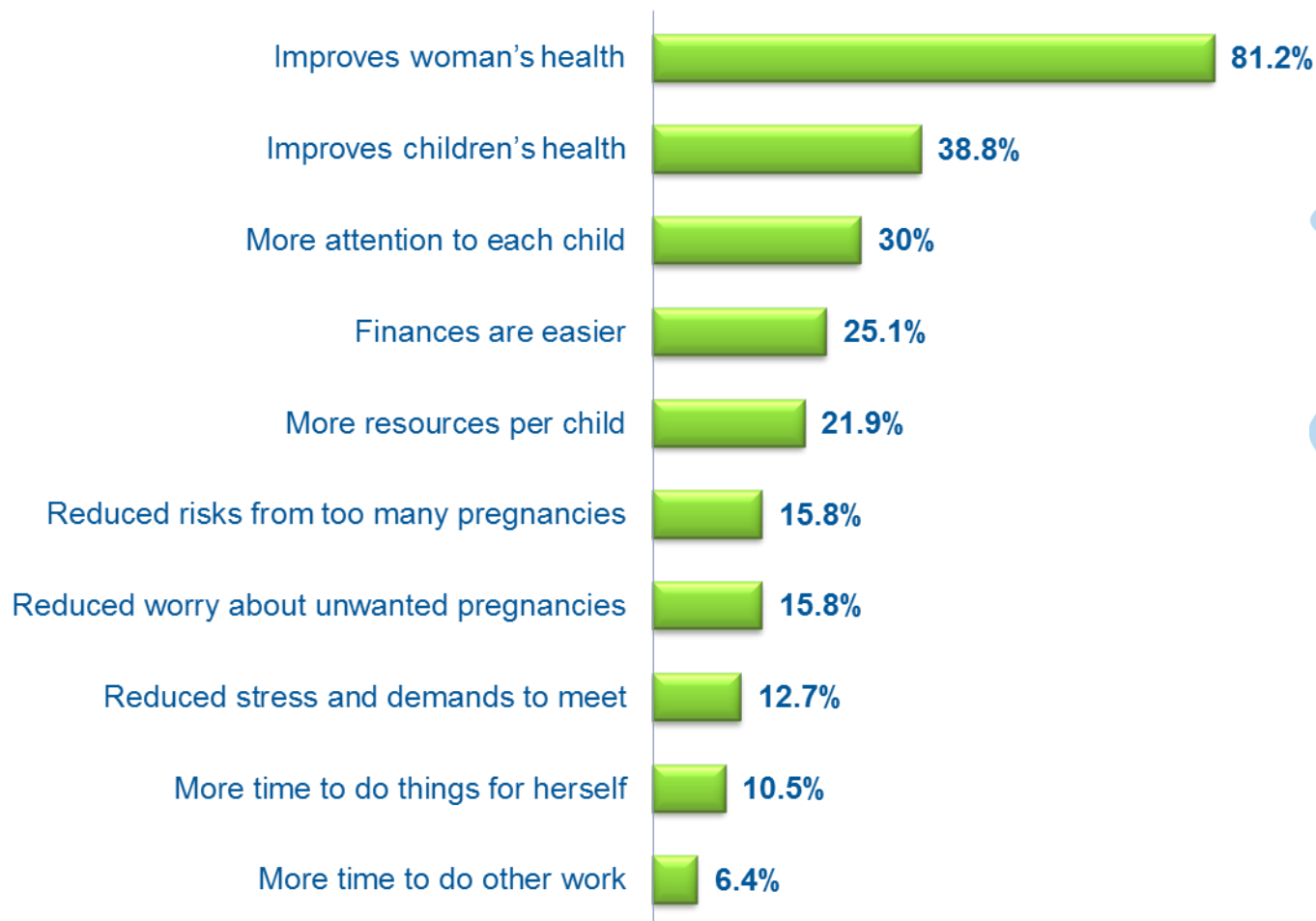




# Benefits of Family Planning



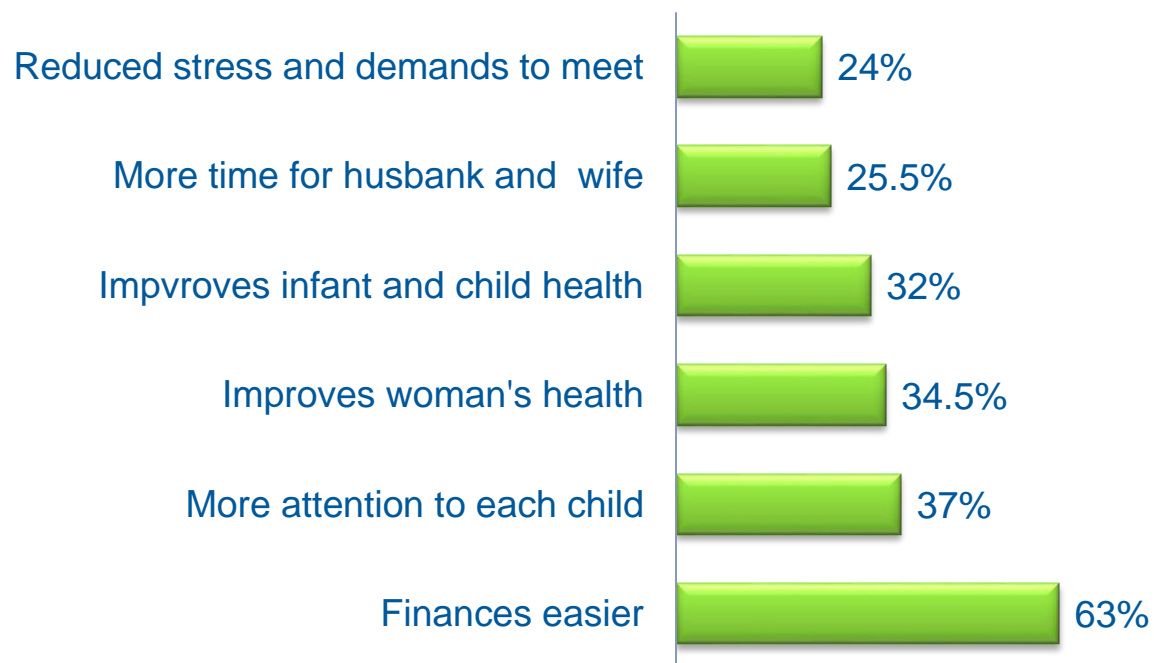
## Benefits of FP to a Woman



# Benefits of Family Planning



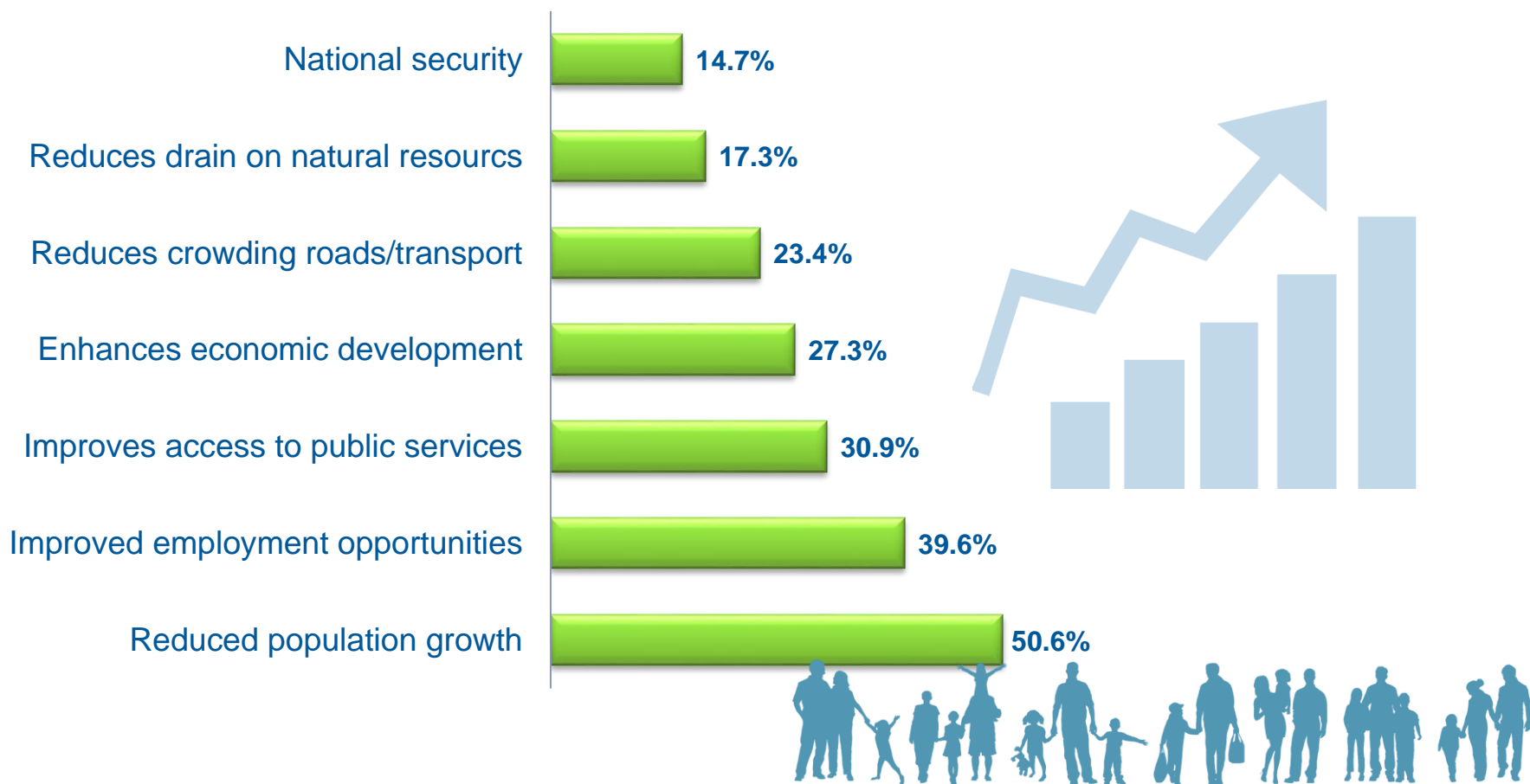
## Benefits of FP to the Family



# Benefits of Family Planning



## Benefits of FP for Jordan

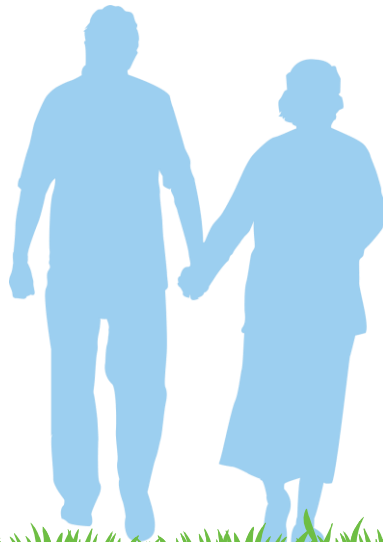


# Women's Empowerment



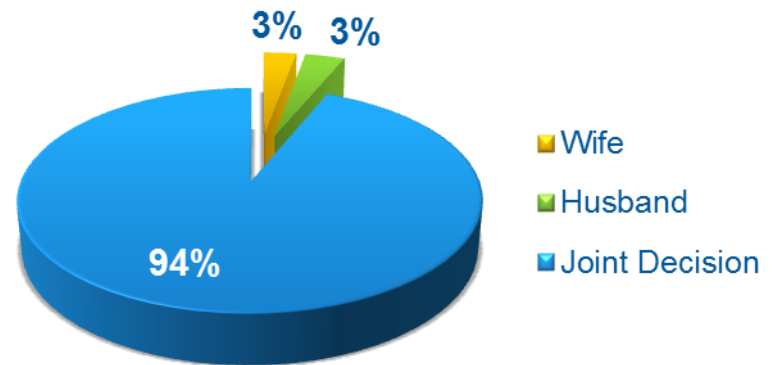
**72%** contribute to making decisions related to visits to healthcare, visits for FP/RH and major household purchases

**52%** agree woman should tolerate violence to keep the family together



**94%** cited joint decision making on number of children

**73%** cited joint decision making on FP use, 20% the decision as their own and 6% their husband's



## Characteristics of Syrian Sub Sample



# Syrians & Jordanians



**SYRIAN  
MWRA**



**25%**

**90%**

**86%**

**63%**

Q1

**87%**

Q1 + Q2

**95%**

**YOUNGER**  
(15 - 24 years)

**MORE URBAN**  
(live in urban areas)

**LESS EDUCATED**  
(completed Primary  
School or less)

**POORER**  
classified in Q1  
classified in Q1 or Q2

**LESS EMPLOYED**  
(have never worked)

**10%**

**65%**

**46%**

**10%**

**40%**

**80%**



**JORDANIAN  
MWRA**



# Fertility Characteristics



## SYRIAN MWRA



19

MEDIAN AGE OF  
FIRST MARRIAGE

3.7

DESIRED NO. OF  
CHILDREN

5.1

NO. OF CHILDREN  
(40-49 year women )

11%

NOT LIVING WITH  
HUSBANDS

13%

CURRENTLY  
PREGNANT

49%

DESIRE TO LIMIT  
BIRTHS

51%

39% modern  
12% traditional

CPR



## JORDANIAN MWRA

21

MEDIAN AGE OF  
FIRST MARRIAGE

3.7

DESIRED NO. OF  
CHILDREN

5.5

NO. OF CHILDREN  
(40-49 year women )

2%

NOT LIVING WITH  
HUSBANDS

11%

CURRENTLY  
PREGNANT

45%

DESIRE TO LIMIT  
BIRTHS

41% modern  
18% traditional

59%

# Concluding Highlights



- Concerns about side effects and method safety remain prevalent
- One third do not believe that modern methods are more effective than traditional methods
- Desire to have more children and larger families remains a social norm
- Minor differences between Syrian and Jordanians with respect to fertility, attitudes and behavior towards use of FP





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