

# Family Planning in Bangladesh- Improving Quality & Access “Community Access” through Community Radio



# Improving Access to Quality Family Planning in Bangladesh

## Project Overview:

Women in Bangladesh, especially young women and those residing in hard-to-reach areas, are able to fully realize their sexual and reproductive health rights (SRHR) and receive high-quality reproductive health care and contraceptive services through community radio.

# Objectives

## **Goal**

To improve and increase awareness of community people for increasing uptake of quality Family Planning (FP) services.

## **Specific objectives**

- ▶ To increase and improve knowledge of community women and men by the women & men including adolescent and newlywed couples on FP, Menstruation Regulation (MR), Post Abortion Care (PAC) issues
- ▶ To increase the uptake of FP methods especially PFP (Post-partum family planning) and PAFP (Post abortion family planning)
- ▶ To let women, men or couple get motivated to start using FP methods through gaining information and knowledge from QFP
- ▶ To engage more of service providers.

# Create Awareness

- a. **Empowering People:** Comprehensive radio programs and psychological persuasion enhancing knowledge & understanding on SRHR & MR, PAC & PFP vis-à-vis changing attitude, beliefs and behavior.
  
- b. **Creating Space:** Developing a more inclusive public space through multi-platform presence & multi-generation reach, connectedness & bridging as well as collective problem solving.
  
- c. **Influencing Power:** Improving responsiveness of stakeholders through demanding issue based solutions, supporting people to ask questions to service givers.

# Program Coverage

**Divisions:** Barishal, Chattogram, Sylhet, Rajshahi and Rangpur.

- Radio Lokobetar (Barguna): Total listeners - 484593
- Radio Meghna (Charfession, Bhola): Total listeners - 400000
- Radio NAF (Teknaf, Cox's Bazaar). Total listeners - 850000
- Radio Pollikontha (Moulovibazaar). Total listeners - 400000
- Radio Padma (Rajshahi). Total listeners - 500000
- Radio Mahananda (Chapainawabgonj). Total Listeners - 450000
- Radio Borendra (Naogaon). Total listeners - 500000
- Radio Chilmari (Chilmari, Kurigram). Total listeners - 500000
- Radio Sarabela (Gaibandha). Total listeners - 500000
- Radio Krishi (Amtali, Barguna). Total listeners - 150000
- Radio Boral (Bagha, Rajshahi). Total listeners - 1000000

**Main Listeners:** Youth and adolescents, men & women and newlyweds.

# On-air Time of Community Radios and Episode

- Radio Lokobetar (Barguna): 3:00 to 10:00 pm (07 hours)
- Radio Meghna (Charfession, Bhola): 9:00 am to 12:00 and 5:00 to 8:00 pm (06 hrs.)
- Radio NAF (Teknaf, Cox's Bazaar): 10:00 am to 1:00 pm and 4:00 to 7:00 pm (06 hrs.)
- Radio Pollikontha (Moulovibazaar): 9:00 am to 9:00 pm (12 hours)
- Radio Padma (Rajshahi): 10:00 am to 12:00 pm (14 hours)
- Radio Mahananda (Chapainawabgonj): 3:00 pm to 1:00 am (10 hours)
- Radio Borendra (Naogaon): 3:00 to 12:00 pm (09 hours)
- Radio Chilmari (Chilmari, Kurigram): 3:00 to 8:00 pm (05 hours)
- Radio Sarabela (Gaibandha): 7:00 am to 11:00 pm (16 hours)
- Radio Krishi (Amtali, Barguna): 9:00 to 11:00 am and 3:00 to 9:00 pm (08 hours)
- Radio Boral (Bagha, Rajshahi): 3:00 to 12:00 pm (09 hours)

# Episode and Content

Both for Radio Magazine and Radio Talks:

- ▶ Local situation of Family Planning
  - ▶ Modern methods of family planning focusing on long-acting permanent methods (LAPM)
  - ▶ Sexual & reproductive health rights (SRHR) of women, newlyweds and adolescents
  - ▶ Menstruation regulation (MR), post abortion care (PAC) and postpartum family planning (PPFP)
  - ▶ Service available (Place).
- Local context of family planning
  - Prospects & problems of SRHR and LAPM
  - Importance of MR, PAC and PPPF service
  - Early marriage & family planning
  - Adolescents reproductive health and school hygiene
  - Service available at Community clinic, UH&FWC, Uz. Health Complex, MCWC, District Hospital, Medical college Hospital, NGO clinic.

# Community Open Dialogue

Multi stakeholders including govt. officials, CBOs/CSOs and representative of LGIs come in particular place for sharing of ideas & views and sharing of problems and prospects in family planning services considering local context.

## Discussion Topics:

- ▶ Importance of family planning and LAPM
- ▶ Menstruation regulation (MR), post abortion care (PAC) and postpartum family planning (PPFP) services and its importance
- ▶ Sexual & Reproductive Health Rights (SRHR) of women, newlyweds and adolescents including puberty
- ▶ Early marriage & family planning and mother & child health care and nutrition.

## Results:

1. Increasing knowledge and understanding of rural communities on modern family planning services
2. Reducing of social stigma/taboo of communities on SRHR, LAPM, MR, PAC & PPFP
3. Enhancing capacity of radio broadcasters and youth volunteers for organizing & facilitating of different events and developing of community driven radio programs
4. Representatives of govt. officials, LGIs and CBOs/CSOs are playing positive role towards family planning program and
5. Strengthening of govt. health & family planning services at grassroots level.



# Journalist Fellowship

Involved local Journalist for preparing and publishing of Features in newspapers on SRHR and LAPM considering local context.

- ▶ Communities are coming forward to adopt modern family planning method in Rajshahi
- ▶ Women's are motivated for accepting LAPM at Chandnihat Union, Moulvibazar
- ▶ Increasing acceptance rate of LAPM "Implanon" at C'Nawabgonj
- ▶ Women's are coming forward for receiving FP Method at Teknaf, Cox's Bazar
- ▶ SRHR and FP services are user friendly at Gaibandha
- ▶ Teachers at educational institutions aren't feeling good to discuss about SRHR and Puberty at Chilmari, Kurigram
- ▶ Community peoples are enjoying happy life using LAPM at Nagaon
- ▶ Women's are facing some health problem with LAPM "Implanon" at Charfession, Bhola
- ▶ Adolescents parents aren't aware about Puberty at Charfession, Bhola
- ▶ Some Challenges of FP Programs in Gaibandha
- ▶ Adolescents must to learn about SRHR at C'Nawabgonj
- ▶ Dalit communities are less interested to receive LAPM at Chilmari, Kurigram
- ▶ Women's are motivated to receive modern family planning methods at Barguna.

# Lesson Learnt

- ▶ Engagement of stakeholders more in Radio programs is very useful for achieving desired goal of the project.
- ▶ Social and new media encouraging young generations for knowledge management.
- ▶ Young youth & newlyweds are interested to know and learn more about SRHR & LAPM.
- ▶ SRHR and puberty issues at educational institutions level are very important.

# Challenges

- ▶ Stakeholders mobilization and engagement in different radio programs are hard.
- ▶ Inflexibility in time management between program broadcasting and audience listening.
- ▶ Inter & intra communication gap and inadequate coordination.
- ▶ Inefficient knowledge management.



**Thank you**