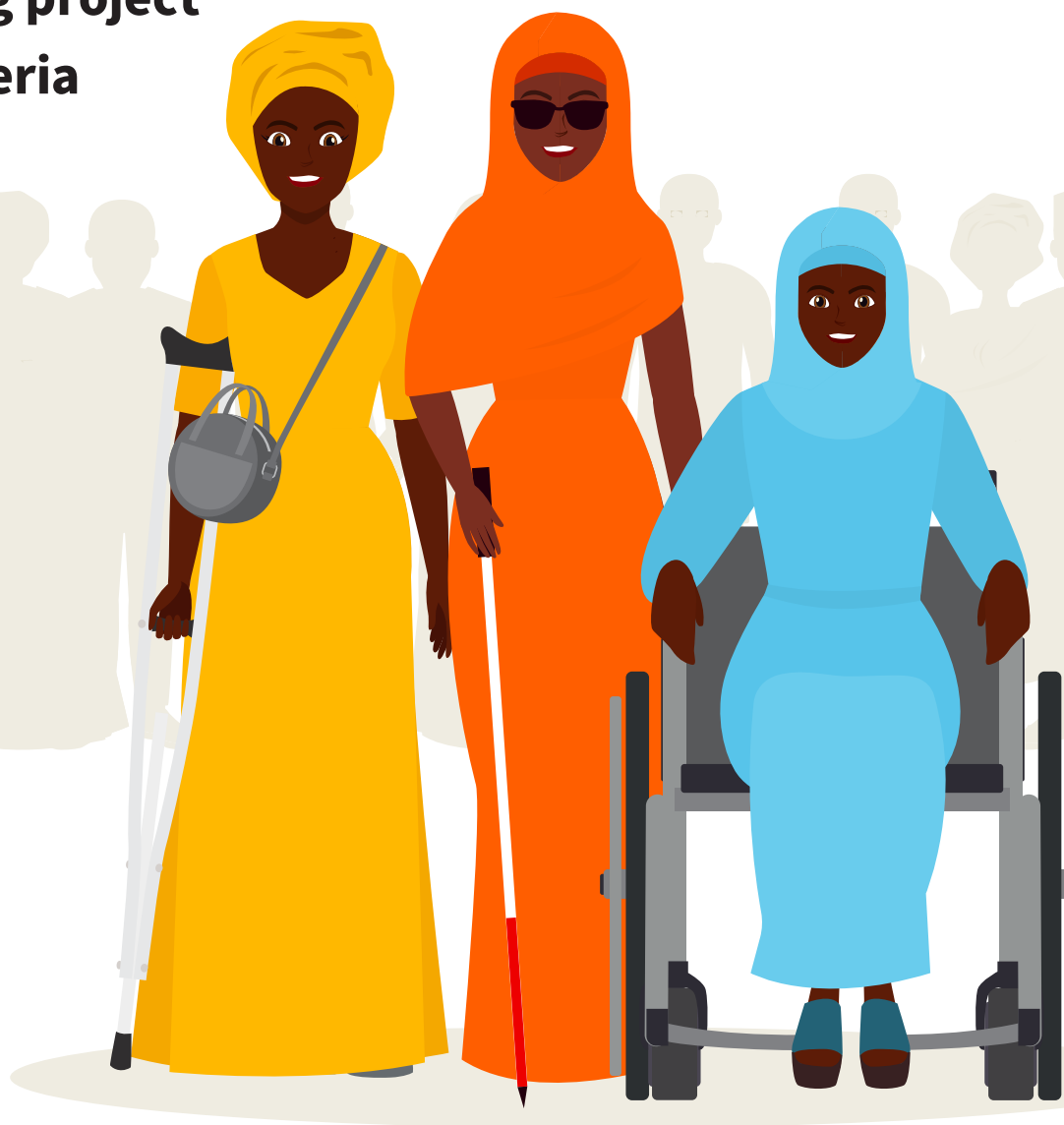


Social Behaviour Change

Summary of the inclusive family planning project in Kaduna, Nigeria



What is the inclusive family planning project all about?

When and where?

Sightsavers manages the UK Foreign and Commonwealth Development Office (FCDO) flagship disability inclusive development programme Inclusive Futures.

As part of this programme, we are delivering a £2.3 million inclusive family planning



The team behind the project

The project is led by Sightsavers and supported by BBC Media Action, Joint National Association of Persons with Disabilities, Network of Women with Disabilities, Primary Health Care Development Agency and Kaduna State Ministry of Health.



Our goal

The aim is to make family planning more accessible to people with disabilities, particularly young women and adolescent girls. It is part of our approach to inclusive sexual and reproductive health and rights.

Social behaviour change approach

Social behaviour change (SBC) empowers individuals and communities to adopt inclusive and healthy behaviours. In this project we have used an SBC approach to listen to the experiences of people with disabilities, and their families, to understand the barriers they face and how to support them to feel able, confident, motivated and supported, if and when they choose to use family planning and modern contraceptives.

We've also talked to and involved community leaders, health workers, the media and the Kaduna state team working on the promotion of family planning to find out how we go about making change.

Including people with disabilities

People with disabilities have played leading roles in the development of our SBC approach. We have involved them in the design of activities and materials through co-creation workshops and two design groups. This has been vital in making sure the SBC activities are effective, culturally sensitive and reach the right people in the right way.

Our Principles

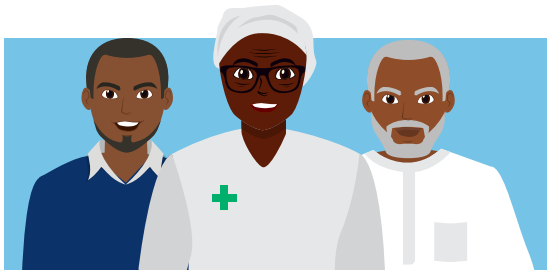
Our SBC approach is grounded in these principles:



Ensure bodily autonomy, free and **informed choice**



Ensure people with disabilities **participate in, lead and co-create** the SBC approach



Collaborate with key stakeholders, especially organisations of persons with disabilities and government family planning teams



Learn and adapt

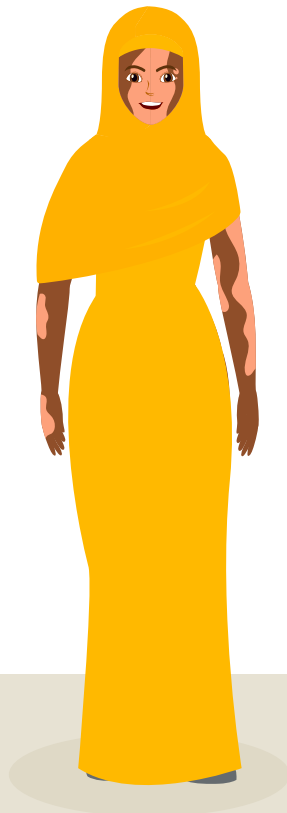
Our Audiences

Our priority audience are women, young people and adolescents with disabilities, married and unmarried, and our influencing audiences are those that influence their ability and choices to access family planning and use modern contraceptives.

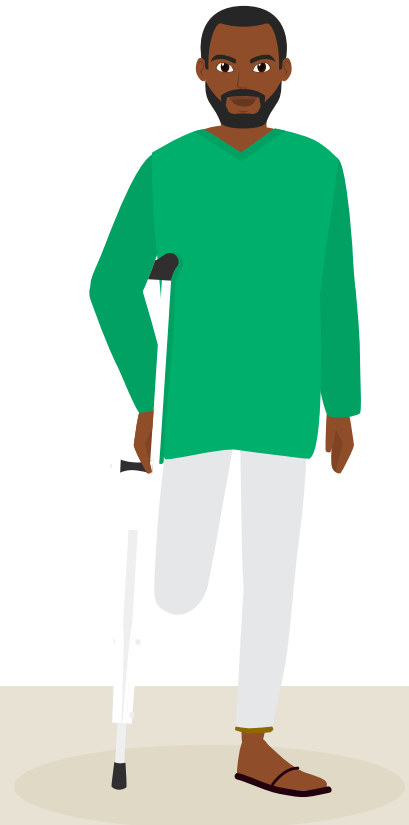
Priority Audience



Unmarried women
with disabilities

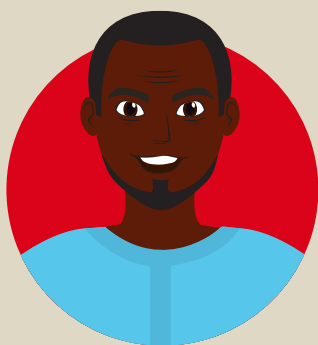


Married women
with disabilities

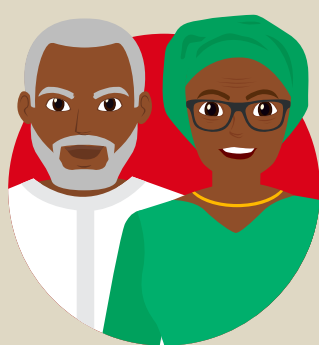


Young men
with disabilities

Influencing Audiences



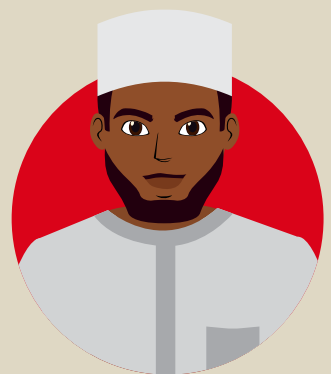
Husbands



Family members



Health workers



Religious and
community leaders

What are the barriers and the enablers?

We received feedback about what is preventing or motivating women and men with disabilities to access family planning and using modern contraceptives. Some of this is shown below:



"I don't think there is free and accessible family planning facilities near me"

"I'm worried about side effects of modern contraceptives"



"My family thinks modern contraceptives are only for married people"

"I need the support and agreement of my husband to use modern contraceptives"



"I believe I have the right to health services"

"I am hopeful to get married and have children"



"Some people in my community think I shouldn't use modern contraceptives due to religious beliefs"

"I don't know where to find accessible information on modern contraceptives and their benefits to me"

"Some people in my community believe that people with disabilities should not get married or have children"



Social behaviour change interventions

Here's what we're doing to overcome the barriers and encourage change.

Mass media

Broadcasting a radio drama

Three seasons of the well-known and popular radio drama called Madubi have been developed to address the issue of disability inclusion in family planning services. This radio drama, aired in the Hausa language, is produced by BBC Media Action Nigeria and broadcast across the northern states of Nigeria on local partner radio stations as well as the BBC Hausa Service.



The storylines and characters of the radio drama have been used as inspiration across many of the other activities and materials

The three seasons focus on these topics:

Season 1
Knowledge and attitude

A green rectangular box containing the text 'Season 1 Knowledge and attitude' and a yellow lightbulb icon with rays emanating from it.

Season 2
Inclusive service delivery

A green rectangular box containing the text 'Season 2 Inclusive service delivery' and an icon of four stylized human figures in yellow, orange, red, and blue.

Season 3
Inclusion in high-level decision-making

A green rectangular box containing the text 'Season 3 Inclusion in high-level decision-making' and an icon of a wooden signpost with two white arrows pointing left and right.

Posting videos and social media cards

A social media card for Facebook. It features a 'Fact' section with a person icon and a 'Myth' section with a hand holding a condom icon. The text reads: 'Fact: People with disabilities have the same rights as everyone else, whether to get married or to have children.' and 'Myth: Family planning methods cause infertility'. It includes Facebook and WhatsApp icons.

Social media cards addressing family planning myths and facts

An animation sequence. The top frame shows a graduate in a black gown standing on a stack of books. The bottom frame shows a man and a woman sitting at a table in a clinic setting, talking. A large green play button icon is overlaid in the center.

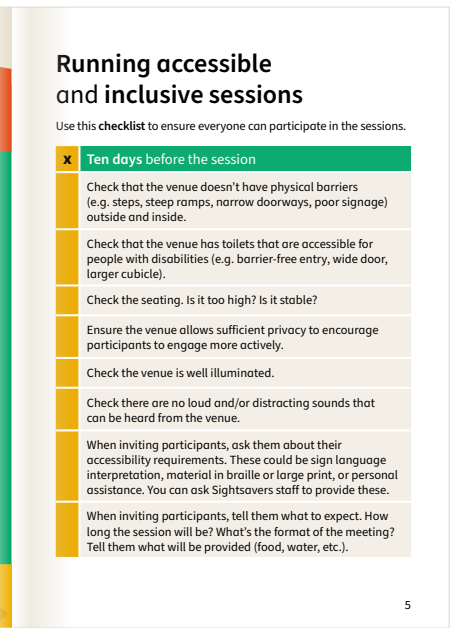
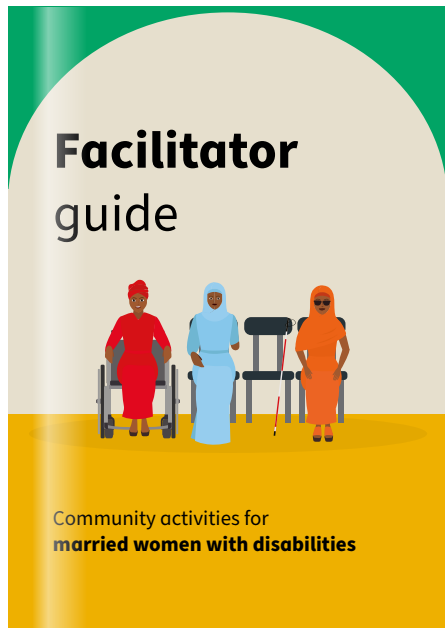
Animation on family planning

Two video testimonial frames. The top frame shows a woman's silhouette with red and blue speech bubbles. The bottom frame shows a man's silhouette with an orange and green speech bubble.

Video testimonials of people in Kaduna using family planning

Community activities

We are reaching people with disabilities, their families and communities through targeted activities



Peer-to-peer sessions led by inclusive champions for women and men with disabilities with the support of facilitation guides.

Sessions include:





Posters to increase awareness of accessible SRH service

Other Activities include:

- **Town hall meetings** with religious and community leaders
- **Majalisa** (local gathering of men) sessions with husbands of women with disabilities
- **Dillaliya** (women who go from house-to-house selling goods) visiting the homes of family members of people with disabilities
- **Community drama**

Accessible health centres

The following actions are being taken to ensure health centres and their staff are more accessible and disability inclusive.

People with disabilities are leading on the training that is being provided to family planning health workers and administrators in public and private health care settings



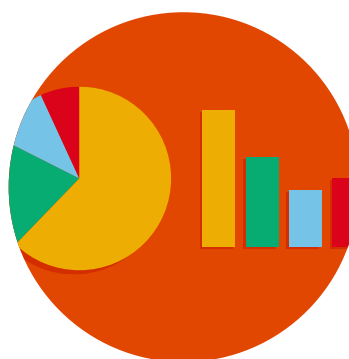
Conducting accessibility audits of health facilities

to identify barriers for people with disabilities - and supporting government partners to take responsibility for renovations



Carrying out disability inclusive scorecards

which bring together people with disabilities, service providers and local administration to jointly analyse problems in access to health care, and to find collaborative ways to address them issues.



Advocacy to decision-makers

Advocacy is an important approach to influence the public policies and systems that can enable people with disabilities to access family planning services. The project's advocacy priorities include:

- Domestication of the National Sexual and Reproductive Health policy and national policy on Sexual and Reproductive Health and Rights of People with Disabilities with emphasis on women and girls in Kaduna
- Incorporate disability inclusion in the curriculum of health training institutions
- Increase representation of people with disabilities in policies, health financing and health committees in Kaduna state