

# BEHAVIOR

CHANGE

# IMPACT

*Evidence in Action*

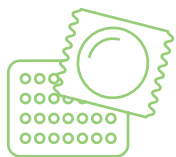
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## Focusing on the Future, Now

### Meeting the needs of youth through social and behavior change for family planning

In several African countries, people under the age of 18 make up the majority of the population share, reminding us that youth are not only the future; they are the present. Investment in social and behavior change (SBC) can foster environments where these youth have the opportunity, capacity, agency, and support to combat outcomes such as early marriage and teenage pregnancy. Evidence shows us that SBC, particularly in the area of family planning, is an effective way to help youth prevent unwanted pregnancies and increase their intention and self-efficacy around things such as partner communication and condom use.<sup>1,2</sup> SBC interventions have proven effective in building higher self-esteem and stronger communication and decision-making skills; improving understanding of responsibility in relationships; and increasing sexual and reproductive health knowledge.<sup>3</sup>

### KEY FINDINGS



The Promotion of Youth Responsibility Project in Zimbabwe launched a multimedia campaign aimed to increase reproductive health knowledge among young people. The

campaign **reached 97% of the youth audience** and resulted in increased awareness of contraceptive methods in campaign areas. As a result of the campaign, youth were **4.7 times as likely to visit a health center**, and **contraceptive use at last sex rose significantly in campaign areas from 56% to 67%.**<sup>4</sup>



Results from the Promoting Change

in Reproductive Behavior of Adolescents Project in India demonstrate that a comprehensive program with multiple reinforcing interventions, tailored to specific life stages and aimed at different levels of a socioecological model, effectively increased contraceptive use among married young people in a conservative context. The program **sustained its impact for four to eight years after it ended.**<sup>5</sup>



10%

The behavior change communication component of the African Youth Alliance program in Uganda included life-planning skills and edutainment activities, youth-friendly services, and integration of adolescent sexual and reproductive health with livelihood skills training through in-school and out-of-school activities. Young women participating in the program were **at least ten percentage points more likely to have used contraceptives at last sex.**<sup>6</sup>



In Uganda, the Link Up project trained and employed peer educators to reach youth living with HIV through informal networks of peer support groups. Multivariate analyses showed significant increases in self-efficacy, condom use at last sex, and current use of a modern contraceptive method.<sup>7</sup>



Summaries of the articles referenced here as well as additional studies on the contribution of SBC to youth family planning outcomes are accessible through the [SBC for Family Planning Evidence Database](#) and [SBC for Urban Youth Evidence Database](#). The six SBC Evidence Databases, which together host over 600 articles, compile and highlight key SBC successes spanning over 20 years.

1. Taylor, M., Jinabhai, C., Dlamini, S., Sathiparsad, R., Eggers, M. S., & De Vries, H. (2014). Effects of a teenage pregnancy prevention program in KwaZulu-Natal, South Africa. *Health Care for Women International*, 35(7-9), 845-858.
2. Suwannarurk, K. (2015). The effects of promoting self-efficacy program on the oral contraceptive used behavior among adolescent mothers. *Journal of the Medical Association of Thailand*, 98(5), 444-50.
3. Tebbets, C., & Redwine, D. (2013). Beyond the clinic walls: empowering young people through Youth Peer Provider programmes in Ecuador and Nicaragua. *Reproductive Health Matters*, 21(41), 143-153.
4. Kim, Y. M., Kols, A., Nyakauru, R., Marangwanda, C., & Chibatamoto, P. (2001). Promoting sexual responsibility among young people in Zimbabwe. *International Family Planning Perspectives*, 27(1), 11-19.
5. Subramanian, L., Simon, C., & Daniel, E. E. (2018). Increasing contraceptive use among young married couples in Bihar, India: Evidence from a decade of implementation of the PRACHAR project. *Global Health: Science and Practice*, 6(2), 330-344.
6. Karim, A. M., Williams, T., Patykewich, L., Ali, D., Colvin, C. E., Posner, J., & Rutaremwa, G. (2009). The impact of the African Youth Alliance program on the sexual behavior of young people in Uganda. *Studies in Family Planning*, 40(4), 289-306.
7. Vu, L., Burnett-Zieman, B., Banura, C., Okal, J., Elang, M., Ampwera, R., ... Yam, E. (2017). Increasing uptake of HIV, sexually transmitted infection, and family planning services, and reducing HIV-related risk behaviors among youth living with HIV in Uganda. *Journal of Adolescent Health*, 60(2), S22-S28.

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