

INTEGRATING FAMILY PLANNING/REPRODUCTIVE HEALTH MESSAGES INTO LIVELIHOOD PROGRAMS FOR YOUNG PEOPLE IN URBAN UPPER EGYPT

Maryam Aly,¹ Doaa Oraby¹

¹Evidence Project/Population Council Egypt

WHY WE USED PEER EDUCATION AND INTEGRATION



The Evidence Project/Population Council, with funds from the USAID, is currently implementing an intervention to raise family planning and reproductive health (FP/RH) knowledge among young people in Souhag; one of the poorest governorates in Egypt with the lowest contraceptive use according to Egypt's 2014 DHS.

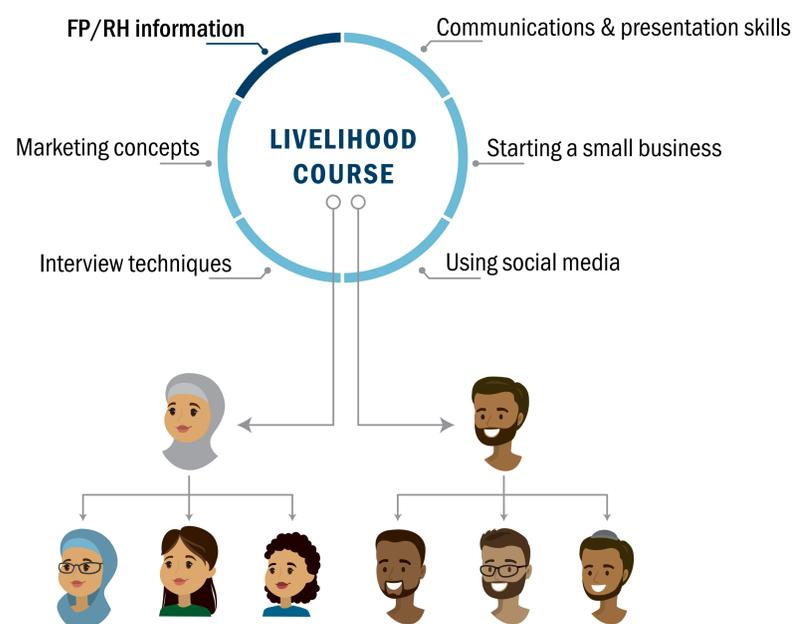
The intervention uses peer education to communicate information on FP/RH to young people of both sexes. FP/RH was deliberately integrated into livelihood training courses to attract a large number of young people.

We used a peer education model because young people are influenced by their peers to develop positive norms and make good decisions.

WHAT WE DID

We selected sixty young people of both sexes and provided them with a one-week peer educator training course that included livelihood and FP/RH components. The training also highlighted the use of social media as an entry point for job seekers into the job market and as a credible source of FP/RH knowledge through “Ma3looma.”

Since receiving training, peer educators have trained 1,600 young people of the same age and sex and are continuing to train others in Souhag as of April 2018.



WHAT WE FOUND



Through training 1,600 young men and women to date, we found that:

Using a livelihood course attracted a large number of young people especially men – who are deemed as breadwinners in this context – and who would have otherwise not attended a training on family planning, a topic they perceive as of secondary importance.

When young people are spearheading interventions, there is greater reach because of their networks. They are also more likely to open up with each other about sensitive topics than they are with parents, teachers, etc.

Promoting a credible social media platform amplified the reach of the intervention among young people.



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FOR MORE INFORMATION

MARYAM ALY, messam@popcouncil.org
Project Coordinator