

# Pilot testing of a model to address the family planning needs of factory workers in Egypt

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## BACKGROUND

The recent increase in Egypt's fertility rate highlights the need for renewed attention to the country's family planning (FP) program. Research indicates that peer educators (PEs) can be effective sources of FP information. The factory environment offers a good venue for communicating health messages to young factory workers.



## METHODS

A select group of young factory workers of both sexes from Port Said were trained in basic FP information, other health topics, and communication skills using innovative edutainment techniques to act as PEs. Each of the trained PEs was required to spread messages to 50 of their peers and, if needed, refer them to factory clinics for counselling. Those who need FP services are referred by the factory nurse to trained providers.

## FINDINGS

181 young male and female factory workers were trained to transfer health messages to their peers. Peer educators were not only approached by their peers in factories regarding health matters but also their friends, relatives and neighbors.



PEs managed to reach approximately 13, 200 workers through individual messages and SBCC materials.



## CONCLUSION

Despite the workload of factory workers, this model proved feasible with a potential for scale-up. Transforming the learning process into an interactive one developed a sense of ownership amongst factory workers. Their commitment suggests that they will likely continue to raise awareness and correct misconceptions after the project ends. The integration of factory management in the planning steps ensured smooth implementation of activities, hence ensuring the sustainability of the project.



## FOR MORE INFORMATION

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