# Motivational Intensity:
# A New Perspective on Family Planning Needs

November 13, 2013
Addis Ababa, Ethiopia

*Bernice Kuang*
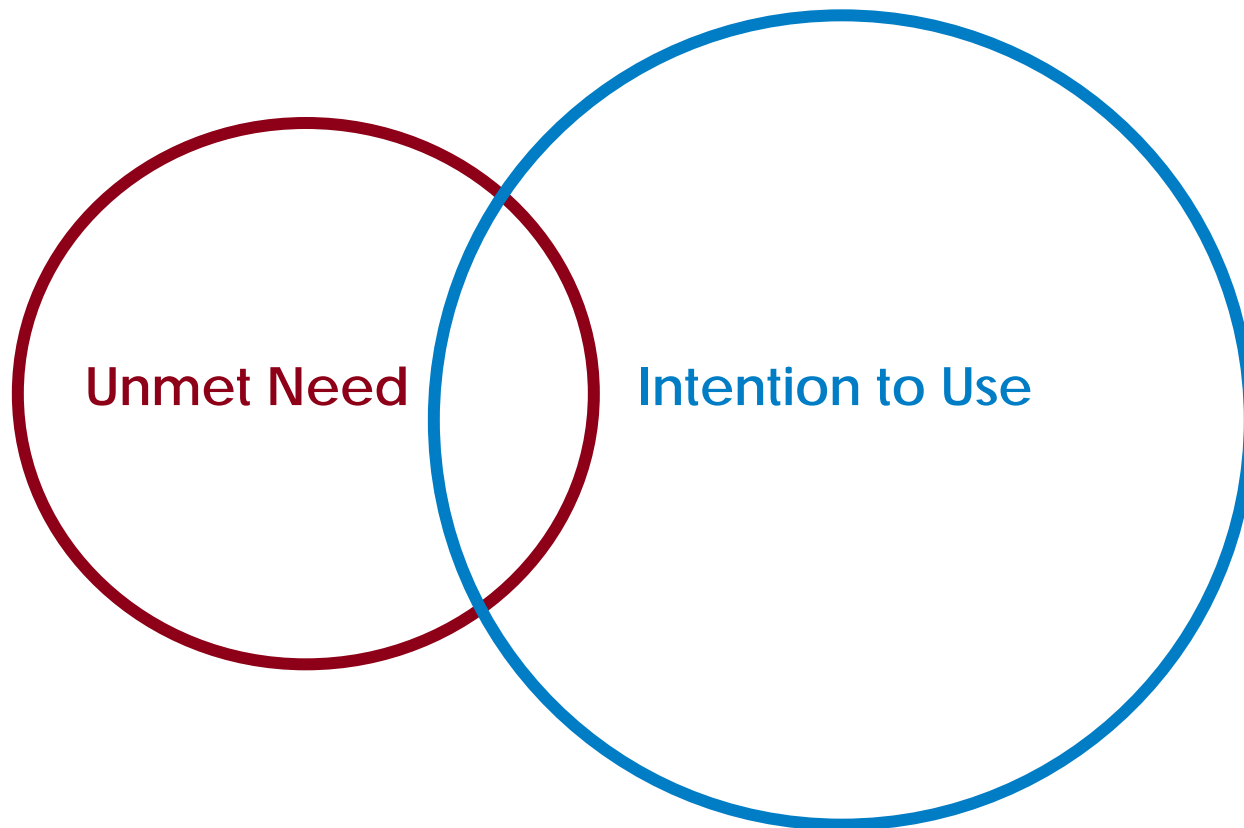*John Ross*
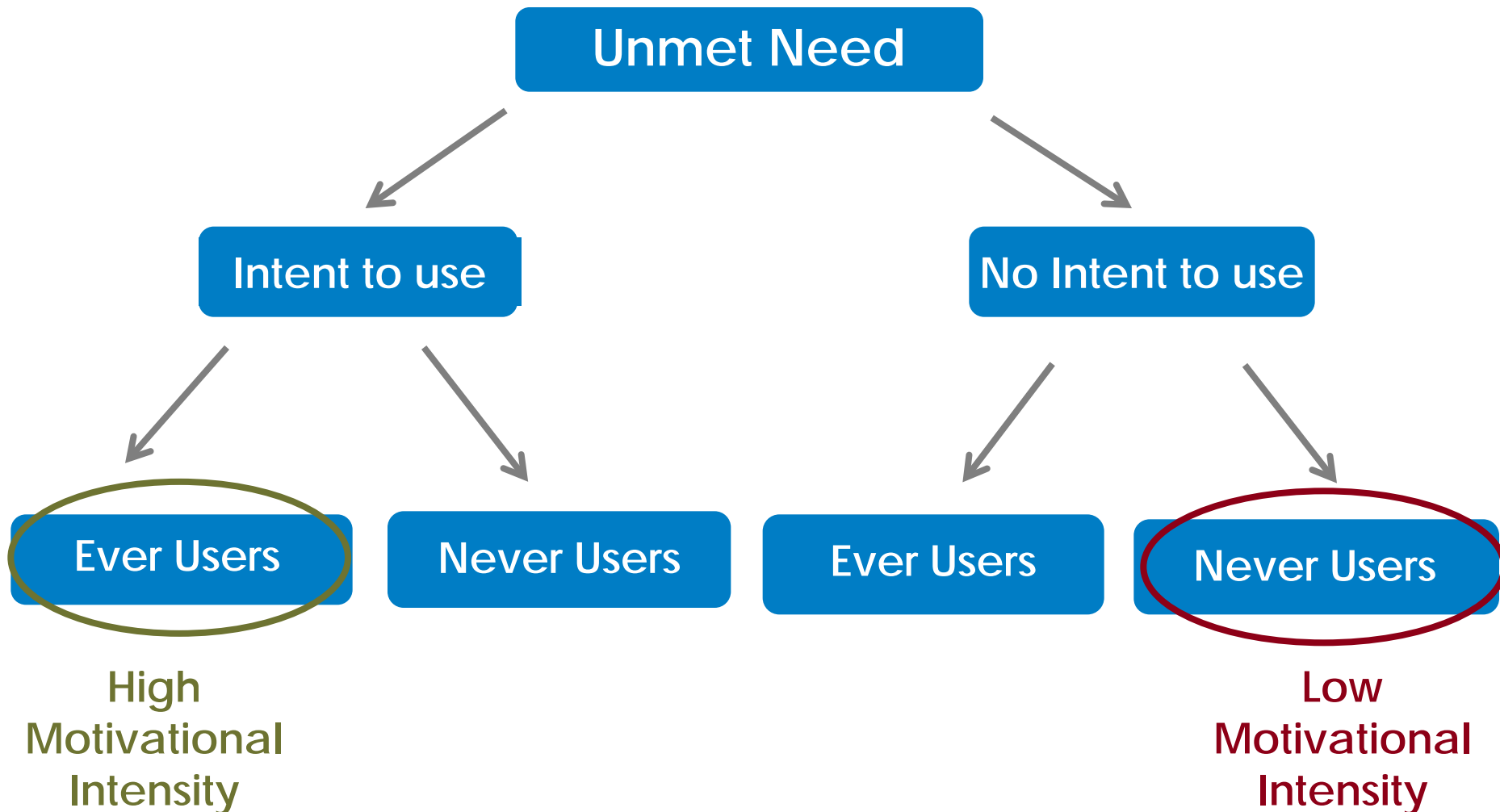*Elizabeth Leahy Madsen*

# Background

# Context

- Non-users of contraception—both those with and without unmet need—are diverse in their need for family planning and their intensity of interest in its use.

- Unmet need does not tell us **HOW MOTIVATED** to use family planning women are.

- Few studies of unmet need have examined how some sub-groups of non-users may be more motivated to seek and adopt family planning methods than others.

# A puzzle

Not all women with unmet need intend to use in the future.



Unmet Need

Intention to Use

# Unmet need: motivational intensity



**Unmet Need**

**Intent to use**

**No Intent to use**

**Ever Users**

**Never Users**

**Ever Users**

**Never Users**

**High Motivational Intensity**

**Low Motivational Intensity**

Source: Westoff, C. 2012. *Unmet Need for Modern Contraceptive Methods. DHS Analytical Studies No. 28.* Calverton, Maryland: ICF International.

# Research Question & Methodology

# Hypothesis

**Non-users vary in their motivation to use family planning—**

- Analyzing motivation can tell us more about potential users and family planning needs than unmet need alone

- By evaluating motivation against demographic characteristics and fertility preferences, we can characterize a set of indicators that consistently identify interested potential users

# Methodology

- Most recent DHS surveys from 23 sub-Saharan African countries were analyzed (2003–2011)

- Unmet need coded according to DHS revised definition

- No need → Sexually active and not seeking to avoid pregnancy, essentially, non-users without unmet need

- Data analyzed using Stata 12 and checked against STATcompiler

- Data weighted according to DHS instructions to account for survey design

# Sub group analysis of non-users
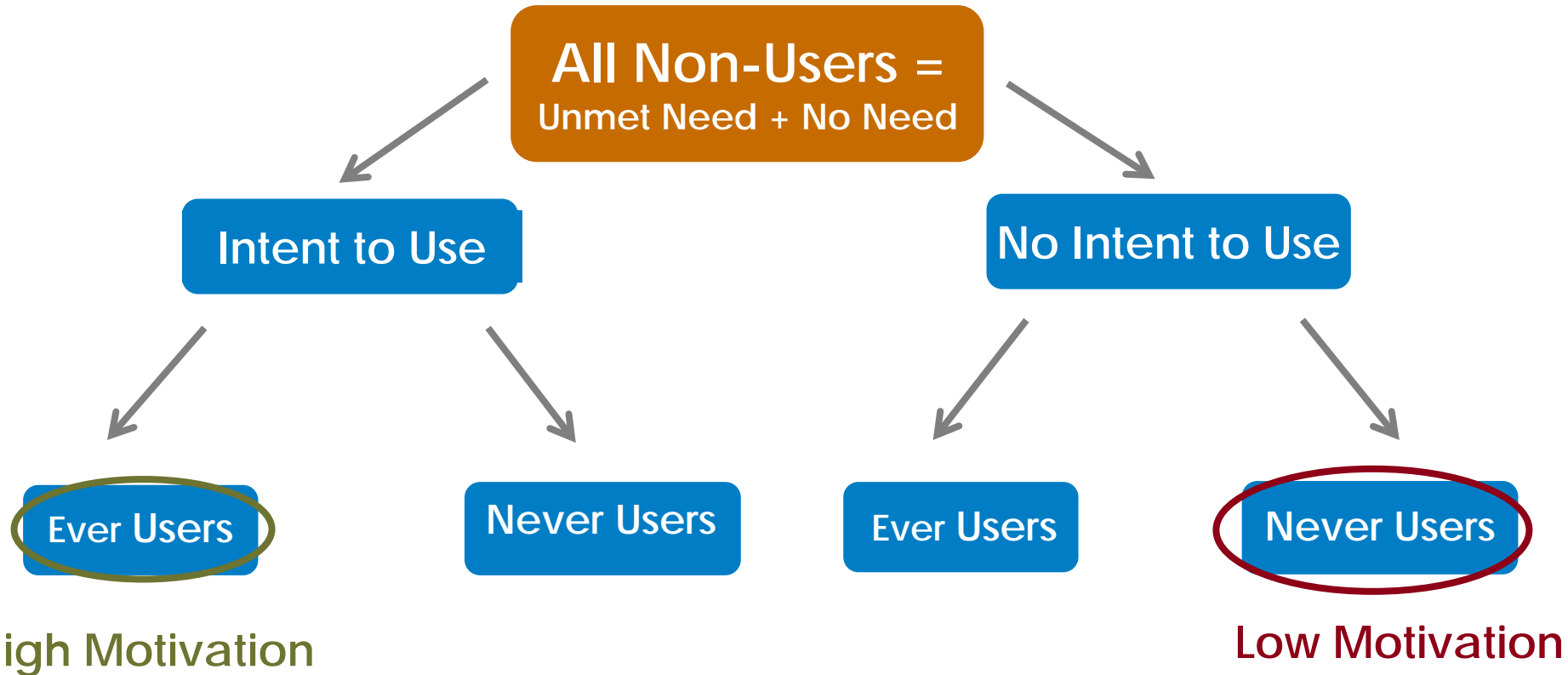
# Results

# Motivation differs by socio-demographic characteristics

**High Motivation**

| | | | Age (Median) | % Rural | % No Education | % in Poorest Quintile |
|---|---|---|---|---|---|---|
| **Intend to Use** | **Unmet Need** | Ever Use | 29.5 | 65.5% | 31.4% | 14.7% |
| | **No Need** | Ever Use | 27.6 | 63.5% | 31.2% | 13.8% |

**Low Motivation**

| | | | Age (Median) | % Rural | % No Education | % in Poorest Quintile |
|---|---|---|---|---|---|---|
| **Do Not Intend** | **Unmet Need** | Never Use | 31.3 | 79.3% | 53.6% | 28.5% |
| | **No Need** | Never Use | 26.8 | 82.6% | 56.5% | 33.6% |

Source: Most recent DHS, various years.

# Motivation differs by fertility history and preferences

| | | | Ideal Number of Children | % Within 12 Months of Birth | % Reported Last Birth Unwanted |
|---|---|---|---|---|---|
| **High Motivation** | | | | | |
| **Intend to Use** | **Unmet Need** | Ever Use | 4.7 | 28.7% | 15.0% |
| | **No Need** | Ever Use | 4.9 | 26.9% | 1.4% |
| **Low Motivation** | | | | | |
| **Do Not Intend to Use** | **Unmet Need** | Never Use | 6.2 | 30.4% | 12.9% |
| | **No Need** | Never Use | 6.7 | 33.2% | 0.8% |

Source: Most recent DHS, various years

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| | No Need | Never Use | 6.7 | 33.2% | 0.8% |

Source: Most recent DHS, various years

# Motivation differs by fertility history and preferences

| High Motivation | | | % Unmet Need for Limiting | % Reported Contact With FP Worker in Last 12 months | % Reported Previous Termination |
|---|---|---|---|---|---|
| **Intend to Use** | **Unmet Need** | Ever Use | 37.3% | 28.8% | 18.8% |
| | No Need | Ever Use | N/A | 28.7% | 20.1% |
| **Low Motivation** | | | | | |
| **Do Not Intend to Use** | **Unmet Need** | Never Use | 36.7% | 16.1% | 13.9% |
| | No Need | Never Use | N/A | 12.1% | 14.3% |

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# Does high motivation agree with other predictors of interest in FP?

| Indicator | Agreement? |
|---|:---:|
| Higher Education | ✔ Yes |
| Higher Income | ✔ Yes |
| More Urban | ✔ Yes |
| Lower Ideal Family Size | ✔ Yes |
| Recent Contact with FP Staff | ✔ Yes |
| Previous Termination | ✔ Yes |
| Last Birth Unwanted | ✔ Some |
| Recently Postpartum | NO |
| Unmet Need for Limiting | NO |

# Summary & Conclusion

# High motivation – representation among unmet need and no need



Source: Most recent DHS, various years.
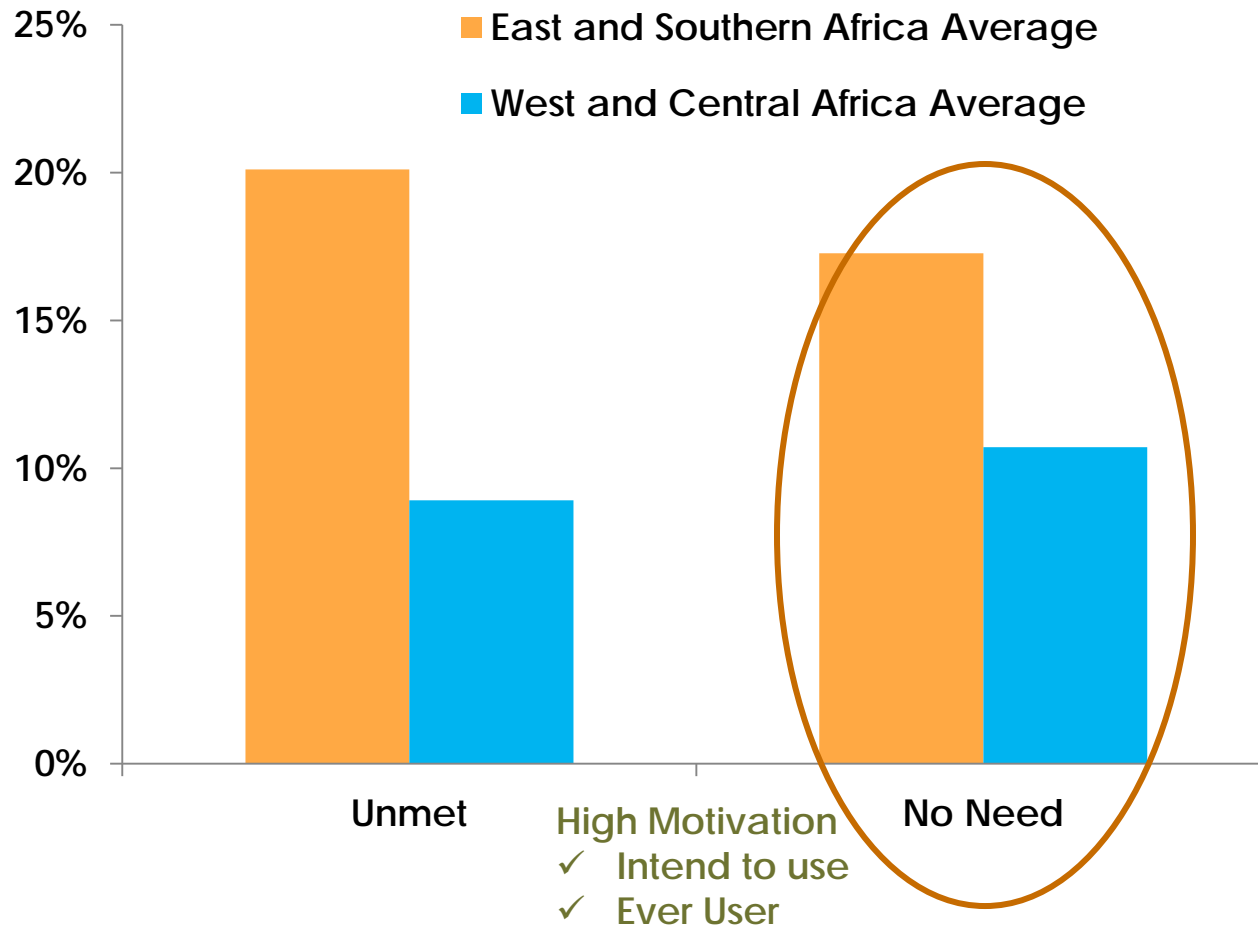
# Motivation in East and West Africa



Source: Most recent DHS, various years.
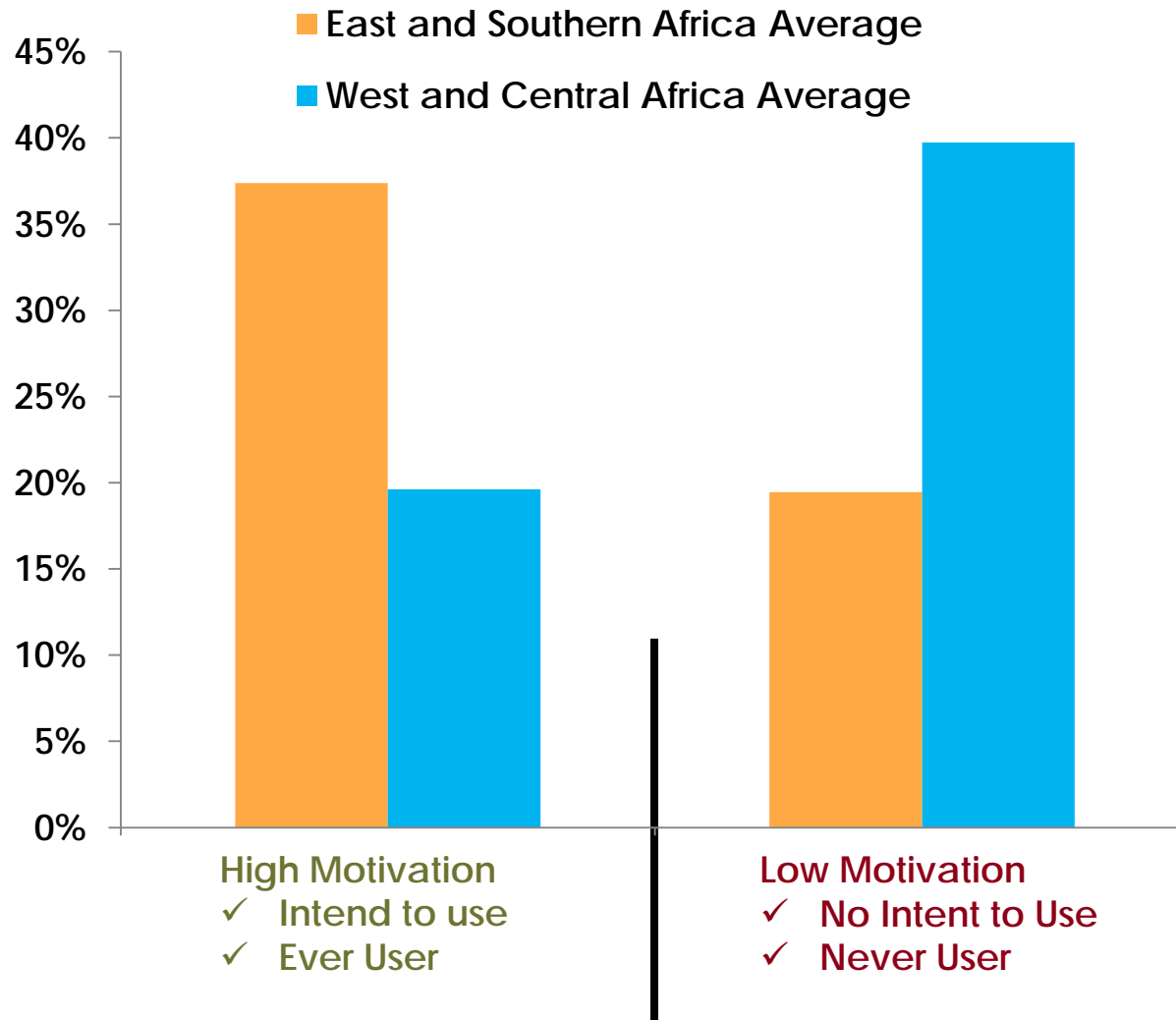
# Unmet need alone is not enough for program planning

- Targeting interested/motivated women who already desire smaller families may be an efficient way of increasing FP uptake, while broad-base outreach to whole populations continues.

- How can we better find and serve motivated/interested women?
    - Counsel women seeking care in postpartum or postabortion facilities
    - Provide FP services in urban workplaces, where more educated women may be found
    - Identify women lost to follow-up (ever users who are no longer using) for counseling to find them the right method and encourage continuity of care
    - Provide comprehensive baseline information to all non-users, including those with no current need, since many of them intend to use in the future

# Thank You!

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