



Knowledge, Attitude, Practice, & Behavior

on family planning of the Acceptor

DKT Indonesia

DKT Indonesia is a non-profit organization whose mission is to improve the quality of life among high-risk and low-income groups by preventing HIV/AIDS, Sexually Transmitted Infections, and unwanted pregnancies.

DKT Indonesia uses the strategy of social marketing to achieve its mission. Social marketing strategy is the application of classic marketing techniques to influence and encourage voluntary behaviour of the target audiences. Through “Program KB Andalan”, DKT have been actively involve in promoting the importance of having planned pregnancy. To assess the impact and effectiveness of the program, DKT Indonesia commissioned GFK, an independent international research agency, to conduct a survey in key Indonesian cities in end 2019.

The objectives of the study were to track changes in the acceptors’ knowledge, attitudes, practices, and behaviours (KAPB) as well as the progress of “Program KB Andalan”.

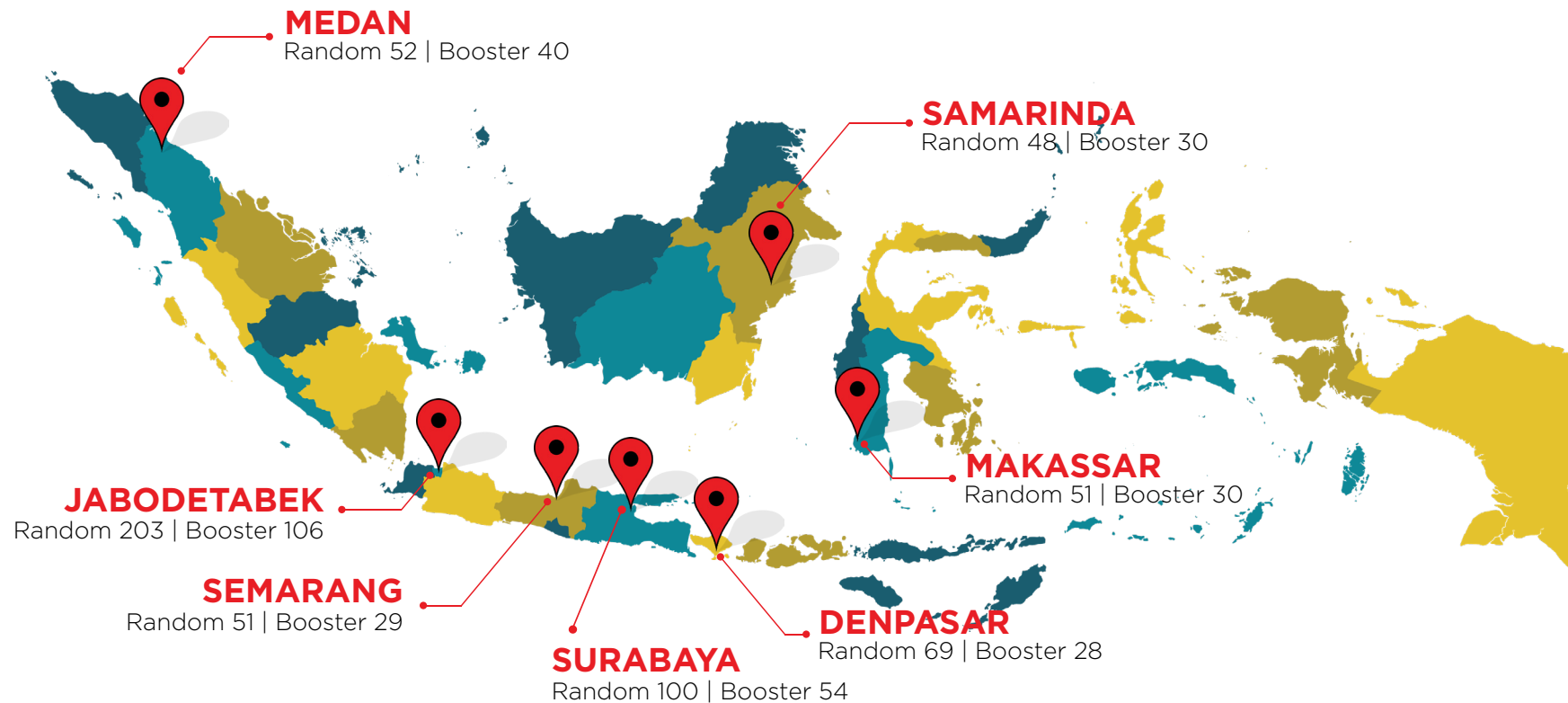
The study towards acceptors aimed to:

- Obtain understanding of the shifts in acceptors KAPB towards family planning concept and programs.
- Level of awareness and usages of different family planning methods.
- Identify key barriers and facilitators towards the usage of contraception.

This research briefing summarizes the survey result of the survey among acceptors. A separate report of Midwife is also available.



The study involved interviews with 891 married females aged 20 to 35 years old in Medan, Samarinda, Makassar, Denpasar, Surabaya, Semarang and Jabodetabek among family planning acceptors from the ABCD socio-economic classes whose monthly household expenditures range from Rp 1,000,000 up to Rp 5,000,000 and above. Random sampling which mirror the population distribution was adopted for 574 respondents. Additional booster sample was imposed on 317 users to enable robust analysis of this subgroup.





Respondents were all married women, with 92% were married with children. On average respondents have 2-3 children. The age of respondents was between 20-35 years old, with majority being 31-35 years old (45%). Respondents have occupations are vary from housewives (79%), employees (13%), entrepreneurs (3%), and skilled labour (4%).

Economically, 36% of respondents belong to families in Social Economic Class B (defined by household spending 3 million per month) and another 36% belong to families in Social Economic Class C (defined by household spending 2 million per month).

Digital Platform is Still Under Utilized in Delivering Information on Family Planning

Healthcare professional roles is important in providing information on family planning methods, with total 83% respondents mentioned them as their main source of knowledge. Word of mouth from friends, family members, and relatives also contribute significantly to respondents' knowledge (69%). Another important source is media (50%), mainly through TVs. The role of digital is still relatively low (11%) in delivering family planning information.



Source of Information on Family Planning



Information Media – TV, Print Media, KIA Books/Books on Health

50%



Digital – Chat Apps, YouTube, Internet

11%



Health Care Professional – Midwives, Doctors, PLKB
(Petugas Lapangan Keluarga Berencana)

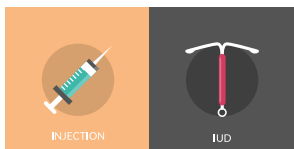
83%



Word of Mouth (net) – Friends, Other Family Members, Husband

69%

In the current digital era, the low exposure in this medium can be viewed as opportunity to increase the availability of information related to family planning through various available platforms. Healthcare professionals can further utilize the digital platforms in order to increase the coverage of their services



Awareness on Different Type of Contraceptive Methods is Generally High

The top three methods with highest awareness among all respondents are the 3 months injectables (95%), IUDs (89%), and 1-month Injectables (86%). Pills, Condoms, and Implants also gain fair amount of awareness (85%, 83%, and 71% respectively), while female and male sterilization receives lower level of awareness (18% and 29% respectively).

Awareness on Family Planning Method (N=574)

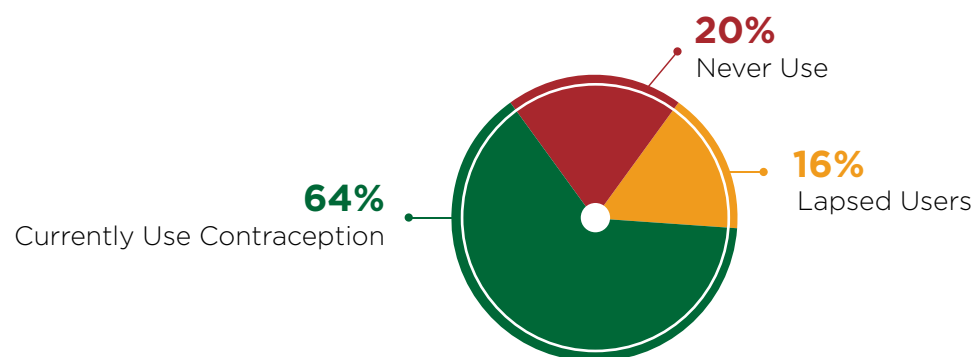
Method	Total Awareness	Total Spontaneous	Top of Mind
Inj. 3 months	95	66	20
IUD	89	65	13
Inj. 1 month	86	66	11
Pills	85	24	24
Condom	83	43	2
Implants	71	32	2
Tubectomy	29	4	-
Vasectomy	18	3	-

Among all respondents, injectable is perceived as method that are highly recommended by healthcare providers, friends, and family. It is also perceived by respondents as method with the most side effects (weight gain, disruption of menstrual cycle, etc). IUDs on the other hand receives better perception, and recognized as methods that provides long-term protection that can also be used for spacing. IUDs also considered as a costly method. Methods like Pills and Condoms receives positive perception particularly on availability and affordability. Implants is perceived as one of the most suitable for long-term use but seems hard to be found. Similar with implants, tubectomy is also seen as a good method for long-term but considered unpractical and should be more affordable.

Higher Adoption Rate of IUDs

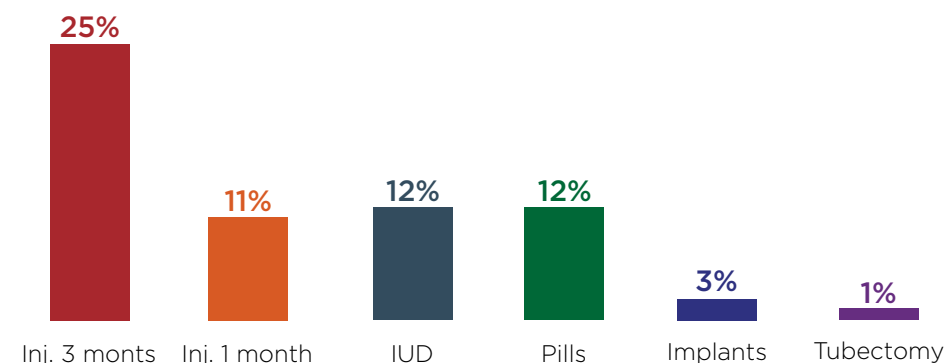
The adoption rate of modern contraceptive methods among respondents are also relatively high (64%). In line with the high awareness level, the 3 months injectables is the most used method among respondents (25%). It is noteworthy that the study recorded a high adoption rate of IUDs (12%). Efforts to increase the usage of Long Acting Reversible Methods (LARC), which includes IUDs and Implants have been a crucial part of national family planning strategy in the past years.

Contraceptive Adoption Among All Respondents (N=574)



Both Injectables however, tends to have higher trial rate (conversion from awareness to ever use), but lower retention rate (conversion from ever used to current use). This indicates higher possibility of drop outs for these two methods. Pills on the other hand, despite its lower trial, performs better in terms of retention rate. IUDs, Implants, and Tubectomy are having lower trial rate, but performs better in the overall retention rates.

Method Usages Among Acceptors (N=574)



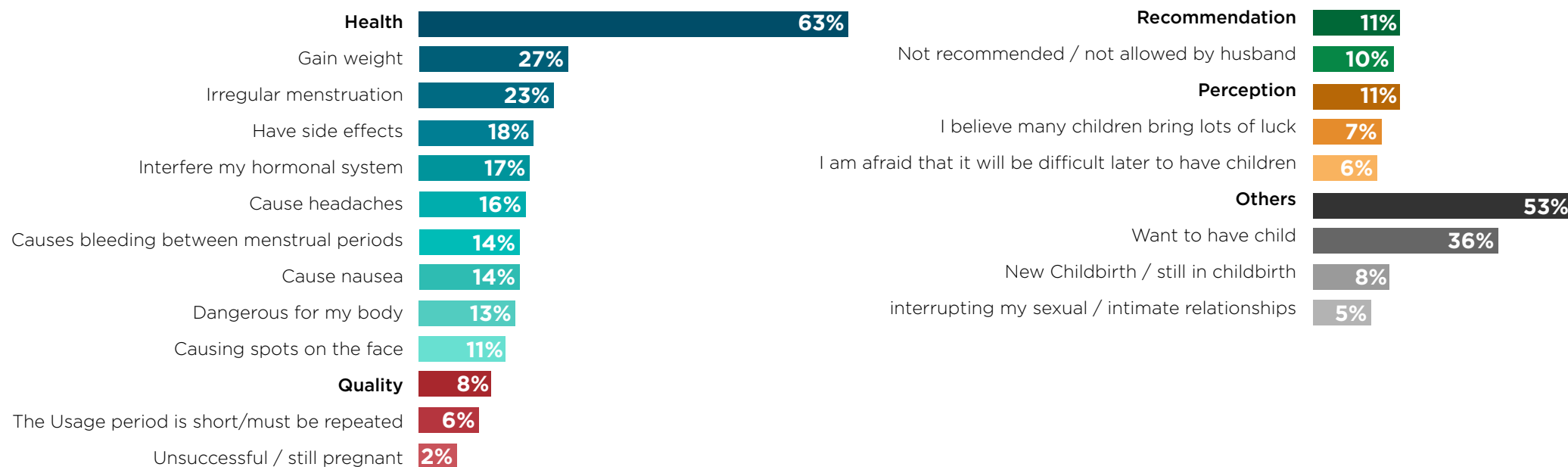
Category Funnel among Respondents

Method	Aware	Ever Use	Current Use	Trial Rate	Retention Rate
Inj. 3 months	95%	44%	25%	46%	57%
Inj. 1 month	86%	25%	11%	29%	44%
Pills	85%	18%	12%	21%	67%
IUD	89%	15%	12%	17%	80%
Implants	71%	4%	3%	6%	75%
Tubectomy	29%	1%	1%	3%	100%

Addressing Side Effects of Contraceptive is Needed in Order to Retain Users and Obtain New Users

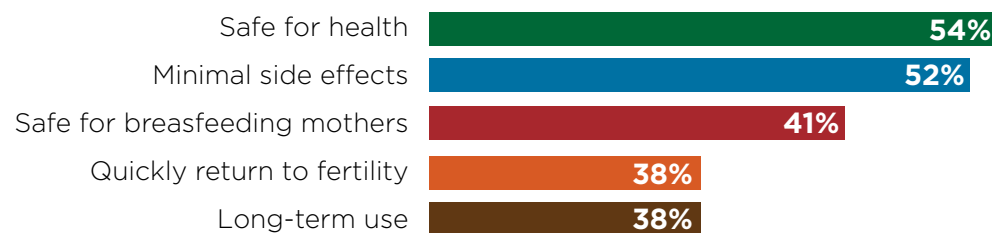
As noted previously, the study shows that 16% of respondents have stopped using contraception. Reasons for stopping contraceptive use are varies, but mainly the decision was driven by health side effects (63%) or wanting to have child (36%). Among respondents who never use contraception (20% of respondents), reasons for not using contraceptive are nearly similar to lapsed users such as: want to have children (23%), worried about side effects (48%), worried contraceptive use will interrupt menstrual cycles (26%), and disapproval/not recommended by husband (17%). Other reasons such as interrupting intercourse (14%) and weight gain (14%) also contribute as barriers for contraceptive usage.

Reason for Stop Using Contraceptive Among Lapsed Users



Among the majority of all respondents (90%), health effect of contraceptive considered as an important attribute upon choosing contraceptive. Minimum side effects, safe for breastfeeding mothers, and quick return to fertility are some of the most top chosen attributes among all respondents

Important Attributes Upon Selecting Contraceptive Methods



It is important to note that side effects are the dominating factor for women to stop or not using contraceptive, and therefore implementing the right IEC (Information, Education, and Communication) strategy on this issue could prevent higher drop rate in the future.



Midwives Continue to Serve as Main Source of Information and Services of Family Planning

Indonesia have a long history of Midwives involvement as front liners in delivering information and services on family planning, and the study result confirms their importance to the national family planning program. Among health care professionals, midwives contribution as source of information for contraceptive is significant (51%), followed by Doctors/Midwives in Puskesmas (42%).

Source of Information for Family Planning on Health Care Segments

<i>(All Respondents) – Source of Information</i>	
Health Care Professional (net)	83%
Midwives in Clinic	51%
Doctor or midwives in Puskesmas	43%
Midwives in Hospital	21%
KB Field Officer	19%
Doctor in Clinic	17%
Doctor in Hospital	16%



Majority of respondents that currently use contraceptive are accessing services through PMB* (47%), particularly those who are using injectables. For IUDs, PMB share of service is equal to Maternity Hospitals and Puskesmas (27%, 23%, and 23% respectively). It is worth considering that family planning service in Puskesmas are also being provided by midwives.

*: PMB = Praktik Bidan Mandiri / Midwife Private Practices

Family Planning is one of the services that are covered in the National Health Insurance Scheme (BPJS). The study displayed that the majority of contraceptive users have BPJS (74%). However, among users who has BPJS, only 50% ever used them for family planning services. Main access points of family planning services for BPJS are Puskesmas (40%) and private midwives (27%).

Pills are known to be generally accessed through pharmacy. However, the study displayed midwife's contribution on pills is higher (44%), compare to pharmacy (29%). Reasons for choosing the midwives and Puskesmas as main channel to obtain family planning services are because clients are able to get further explanation on contraceptive, including making further consultation should side effect occurred.

Source of Methods

Health Care Professional (net)	TOTAL	INJ. 3 MO	INJ. 1 MO	IUDs	PILLS	IMPLANT	TUBECTOMY
Base (Contraceptive Users - with boosters)	683	195	119	113	180	63	6
General Hospital	4%	1%	0%	10%	3%	10%	50%
Maternity Hospital	8%	3%	3%	23%	7%	11%	50%
General Practitioner Practices	2%	3%	2%	4%	2%	0%	0%
Gynecologist's Practice	3%	1%	2%	10%	2%	8%	0%
Midwife practice (PMB)	47%	62%	63%	27%	44%	27%	0%
Mother and Child Health Clinic / Center	4%	5%	8%	2%	3%	0%	0%
Puskesmas	21%	23%	22%	23%	11%	40%	0%
Pharmacy / Drugstore	8%	0%	1%	0%	29%	2%	0%



Penetration of Andalan Family Planning Program

DKT Indonesia also have been actively supporting the campaign to popularize the use of IUD by providing capacity building session to more than 50,000 midwives on insertion techniques since 2008, and launch numerous campaigns. In this study however, direct association of Andalan with family planning program is very low (1%). By large, the association of family planning with the Indonesian government slogan “Dua Anak Cukup” were still solid (69%) among respondents. The brand Andalan performs better when it comes to its positioning as contraceptive brand of injectables and pills, achieving 60% and 59% as Brand Used Most Often (BUMO) in the category of combined oral contraceptive and 1-month injectables respectively.

Brand Used Most Often Category Injectables & Pills

Methods	Ever Used	BUMO
Andalan Inj 1 month (N=119)	64	59
Andalan Inj 3 month (N=195)	38	29
Andalan Pills (Combined Hormones) (N=95)	66	60
Andalan Laktasi (N=55)	35	38

The study did not assess BUMO for IUDs and Implants, taking the assumption the probability of users knowing brand name will be very low.



Conclusion

- All respondents' have good awareness and positive attitudes to family planning methods. Side effects are the main concern to join family planning both for the users and the non-users, and acceptors have limited knowledge of side effects and their management. More education is needed in order to increase adoption rate, particularly by addressing side effects.
- In the current digital era, the low exposure can be viewed as opportunity to increase the availability of information related to family planning in this medium, especially for the younger segment of potential contraceptive users.
- BPJS should enable greater access and usage of contraception, particularly for long-term methods such as IUDs and Implants that tends to have higher service cost. The integration of BPJS in midwives' private clinics can create opportunity to increase these methods.
- Andalan Program need to increase the effectiveness of its campaigns.





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