

# PILOT TESTING A COMPREHENSIVE MODEL TO ADDRESS FAMILY PLANNING NEEDS OF FACTORY WORKERS IN EGYPT

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## BACKGROUND

- Egypt's 2014 Survey of Young People showed an increase in the proportion of unmarried young people who wanted more than three children. From 2008 to 2014, this increased from 48% to 59% among males and from 37% to 54% among females.
- Peer education is a widely used strategy for raising awareness among young people. Research indicates that peer educators (PE) can be effective sources of family planning (FP) information and referrals when PEs are integrated into a system that provides services.
- The factory environment offers a good venue for communicating health messages to factory workers, many of whom are young people.
- Population Council/Evidence Project, with funding from USAID, is currently implementing a comprehensive project to create FP/RH demand among factory workers and to improve the quality of care in selected service delivery points inside the factories and areas of close proximity.

## METHODS

- The activity is part of *Expanding the Role of the Private Sector in Addressing Family Planning Needs of Young People in Egypt* project which is implemented in 5 selected factories with a total of 15,000 workers in the investment zone of Port Said, an urban governorate in the North of Egypt.
- 127 factory workers (77 male and 50 female) were selected and trained as PEs. Each PE was responsible for conveying a family planning message to 50 colleagues over one month.
- Senior and mid-level factory managers were involved in all design and implementation steps to gain their support and build their sense of ownership.
- Given the expanding role of social media among youth, the project collaborated with *Ma3looma*, a social media platform that provides credible online information on FP and addresses anonymous questions posed by young people.
- An interactive referral map of trained service delivery points in Port Said is posted on the *Ma3looma* website.

## FOR MORE INFORMATION

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## PROGRAM INTERVENTION

Training selected factory workers in (a) basic reproductive health information, (b) family planning, and (c) how to convey messages to their peers using innovative edutainment techniques (e.g. role-plays, theatre technique, games and discussions). The trained workers will work as PEs by spreading messages to their peers and, if needed, referring them to trained nurses for more personalized counselling.



## RESULTS

- An increase of 40% in the FP/RH knowledge of trained peer educators was observed in post-training test.
- The training evaluation forms revealed that the PEs were excited by the training techniques, friendly motivating environment, and interactive trainers. The 1-month follow-ups by project staff reflected acceptance of the peer facilitators as a credible source of information about FP.
- Over six months, PEs managed to reach 5000 workers. Approximately 160 workers were referred to receive FP counselling in factory clinics. The project is still ongoing. It is targeting 10,000 factory workers through PEs, in addition to using the *Ma3looma* platform.



## PROGRAM IMPLICATIONS

This experience underscored several lessons learned:

- **EDUTAINMENT** transformed the learning process into a fun interactive one by taking factory workers outside their workplace and using new methods such as role-plays and games.
- **INTEGRATION** of factory management in the planning and implementation steps ensured smooth implementation of activities without disrupting the production process and ensured the sustainability of the project afterwards.
- **OWNERSHIP** was developed among factory workers responsible for a group of their co-workers throughout the project.
- **TASK SHARING** among health staff in factories can do more than just treating the job-related injuries when staff are adequately trained to raise health awareness related to family planning and reproductive health.
- **A COMPREHENSIVE APPROACH** can create demand for FP information and services among workers and referral of workers, as needed, to services delivery points with trained staff.