

Increasing Demand for Modern Contraception in Burkina Faso with a Mass Media Campaign



Mass media reaches a large and growing share of the population in developing countries, but can it be used to tackle poverty and change behaviors, such as the adoption of modern contraception? Given the low marginal costs of mass media campaigns, even small effects could be highly cost-effective. IPA partnered with researchers and Development Media International to evaluate the impact and cost-effectiveness of an intensive, 2.5-year mass media radio campaign in Burkina Faso that promoted family planning and aimed to dispel myths and misinformation about modern contraception.

Key Findings

After two and a half years:

- On average, the campaign led to a 5.9 percentage point increase in the evidence-based contraceptive prevalence rate (CPR). In December 2018, 25.3 percent of the comparison group were using modern contraception compared to 20.5 percent of the group exposed to the campaign.
- The impact appears to be driven by more accurate information. The campaign led to a 9 percentage point reduction in the share of women thinking that modern contraception makes a woman sterile and an 8.4 percentage point reduction in women believing contraceptive cause sickness.
- There is evidence that the impact on contraception translated into a 10 percent reduction in births and an increase in women's self-assessed health and well-being.
- Women exposed to the campaign were significantly more likely to have positive attitudes towards family planning.
- Believing that "women should control the number of children they have during their lifetime."
- These results are supported by administrative vital data that show positive impact on the number of family planning consultations and the number of contraceptives distributed in areas exposed to the campaign.
- Intensive-media campaigns such as these are likely to be highly cost-effective when delivered at scale. We estimate that a nationwide media campaign in Burkina Faso would lead to 225,000 additional women using modern contraception annually at a cost of US\$7.70 per additional woman.
- Overall, these results demonstrate that high-intensity mass media campaigns can significantly impact modern contraception uptake and can potentially empower millions of women to plan their families and spare lives.

RESEARCHERS

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PARTNERS

Development Media International

COUNTRY

Burkina Faso

TIME LINE

2016-2018

SAMPLE

16 radio stations, 2,315 women in 230 villages, 608 clinics

TOPICS

Family Planning & Contraception Use, Gender

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