



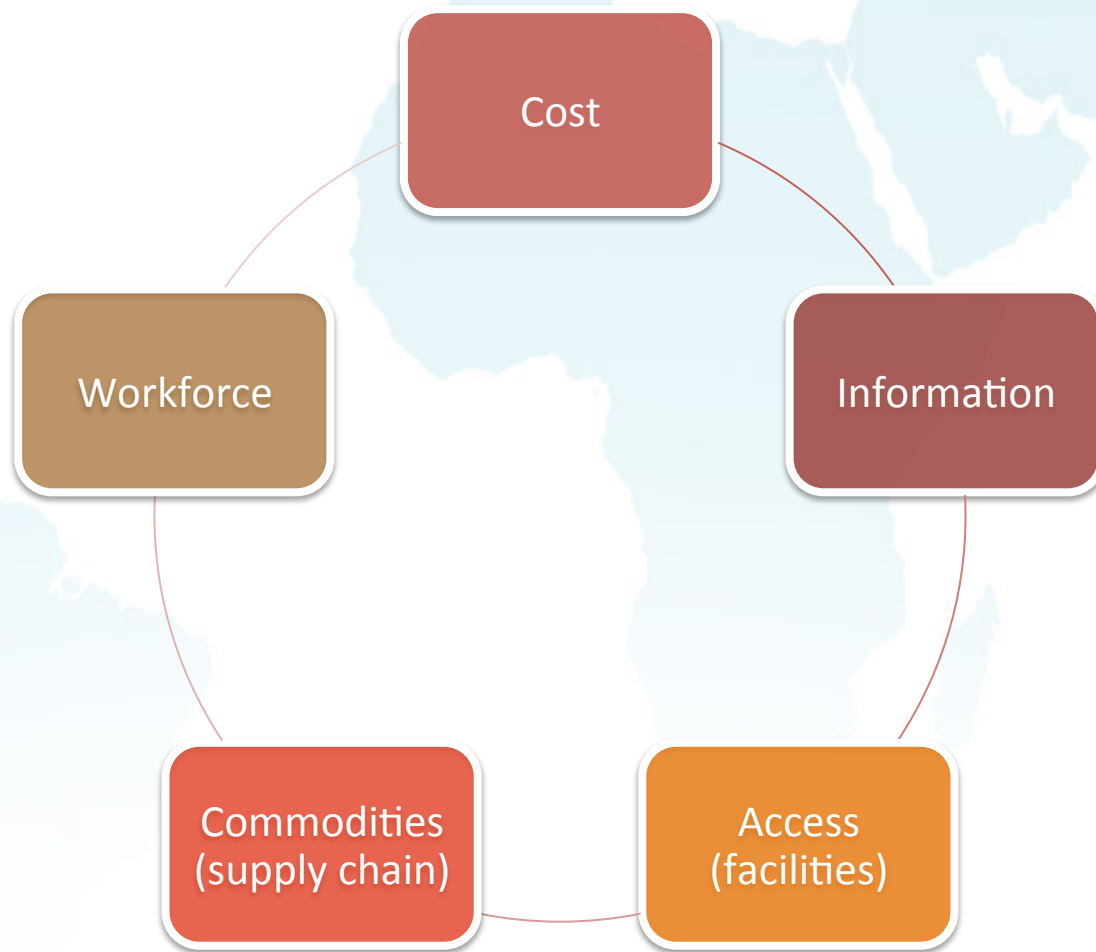
Behavioral Economics in Reproductive health Initiative

www.beri-research.org

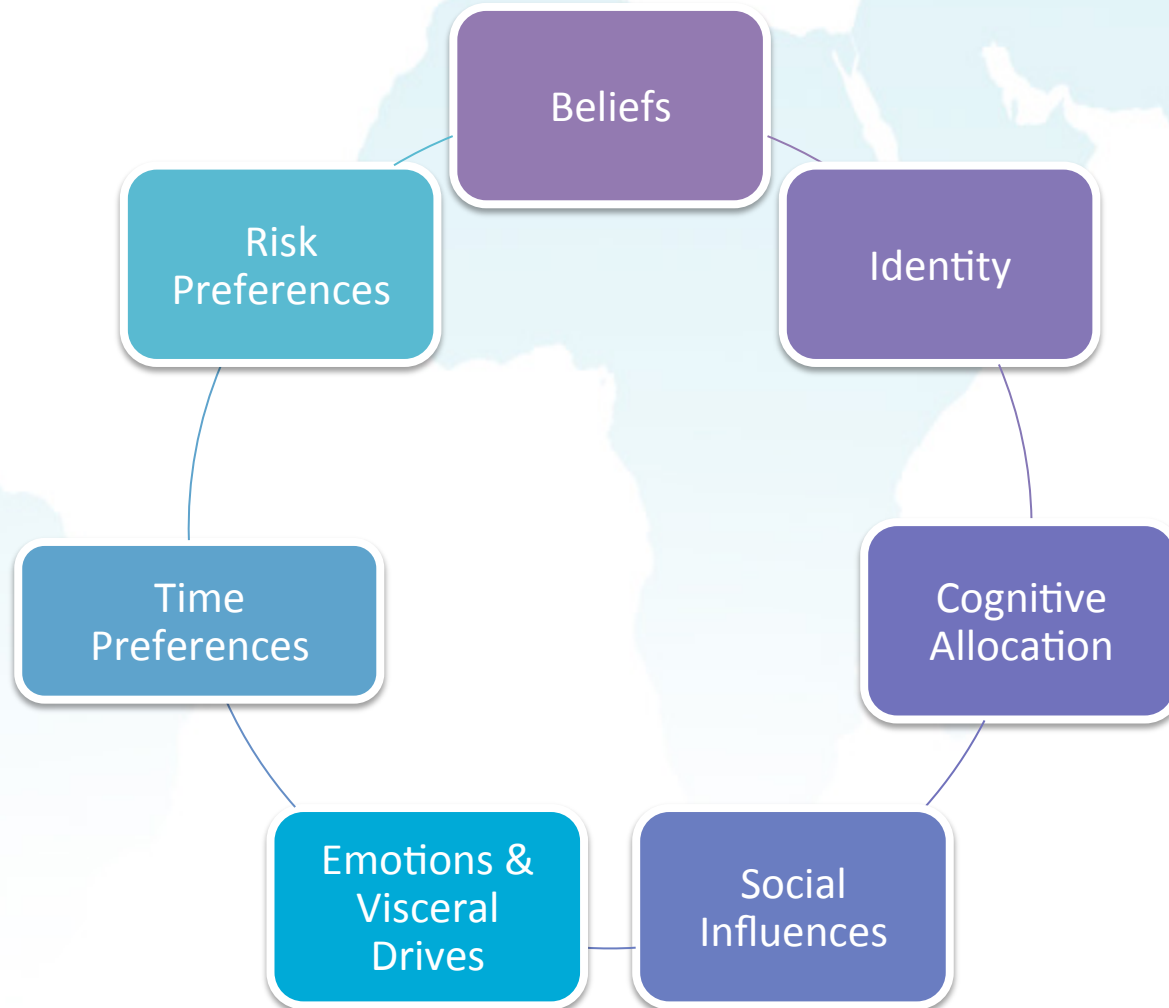


Center for Effective Global Action
University of California

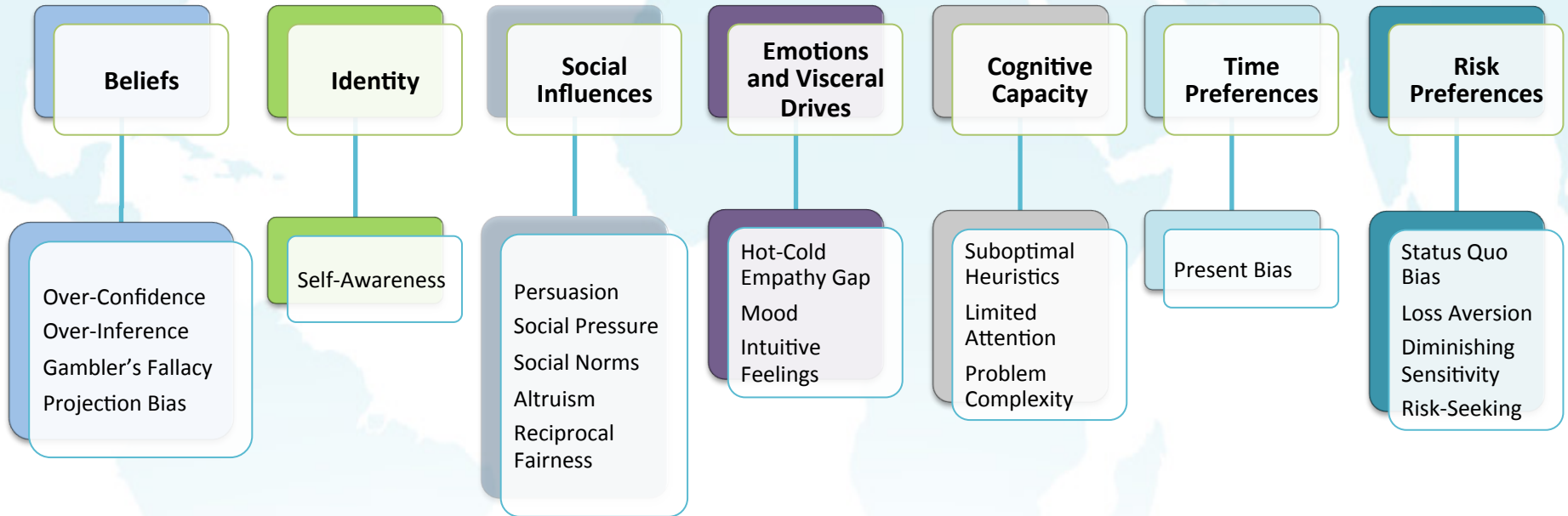
We often know how to address the “market failures”



Factors influencing RH decisions



Framework for BE in RH



Priority Challenges in FPRH

Beliefs

Identity

Social Influences

Emotions and Visceral Drives

Cognitive Capacity

Time Preferences

Risk Preferences

Over-Confidence
Over-Inference

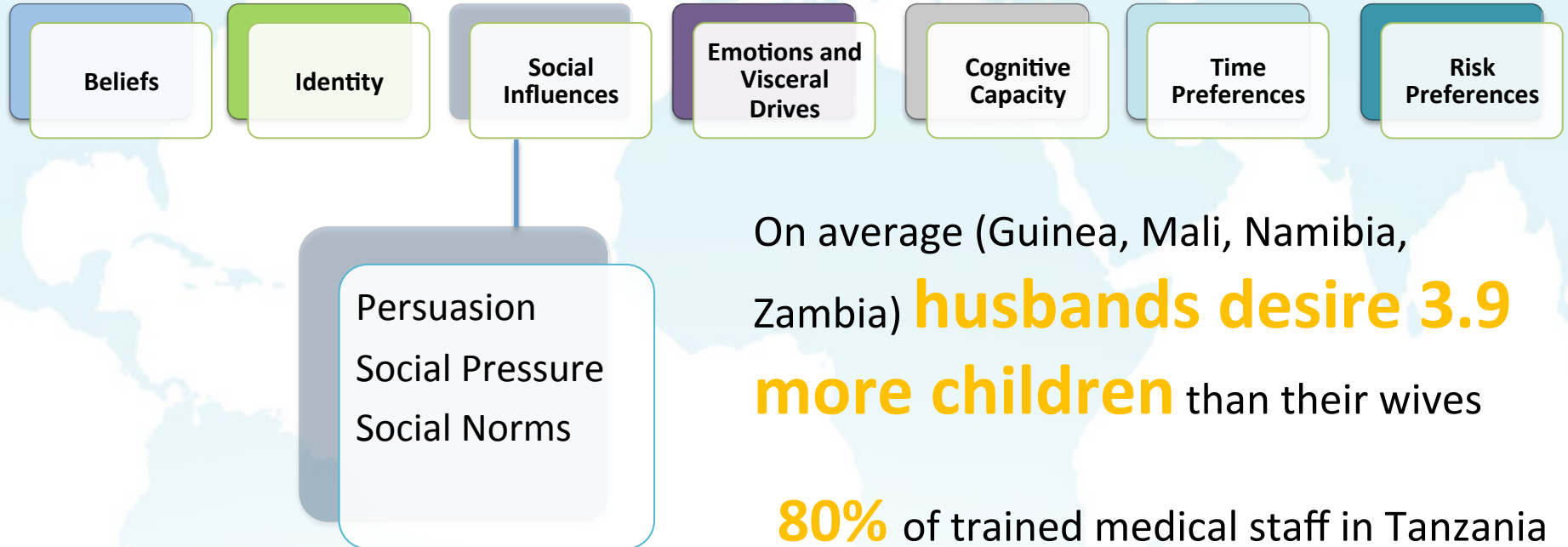
30.7% of surveyed Kenyan women do not use contraceptives due to **“fear of side effects”**

65% of women obtaining **abortions** in the US display **“magical thinking,”** believing themselves at a lower risk of pregnancy

1. PRB 2011
2. Frohworth et al. (2013)



Priority Challenges in FPRH



On average (Guinea, Mali, Namibia, Zambia) **husbands desire 3.9 more children** than their wives

80% of trained medical staff in Tanzania impose age restrictions for the pill

Community norms can contribute to the de-prioritization of **girls' education and employment**

1. Upadhyay and Karasek (USAID) 2010.
2. Speizer et al. 2000.



Framework for BE in RH

Beliefs

Identity

Social
Influences

Emotions and
Visceral
Drives

Cognitive
Capacity

Time
Preferences

Risk
Preferences

Providers often offer **excess and non-essential information** about contraceptives

Farmers have **lower cognitive performance** before harvest (when poorest) than after

Suboptimal Heuristics
Limited Attention
Problem Complexity

1. Steiner, Trussell and Bourne, 2007
2. Mani et al. 2011