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The Role of Faith Communities in Social and Behavior Change Communication for Child Survival

WEBINAR: January 15, 2015

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Engaging with Religious Leaders For Effective SBCC Programming Outcomes Jordan Health Communication Partnership

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Family Health Program

Vision:

Create a supportive environment for gender equity, birth spacing and reproductive health through Religious Leaders (Imams, Wa'izat and Awqaf Directors) from the Ministry of Awqaf, Islamic Affairs, and Holy Places (MAIAHP), IFTA'A Department and Higher Population Council (HPC)



Goals

- Promote healthy life styles, gender equity, and RH/FP.
- Provide RLs with the needed information, enhance their skills in the area of family health.
- Provide RLs with the resources needed to preach more effectively on matters regarding RH/FP and gender equity.

Activities

- Television and radio spots on gender equity and birth spacing, using verses from the Holy Quran, as part of the National Campaign “Hayati Ahla”.
- Training for Ministry staff and Religious Leaders on the Family Health Package including family sermon booklets, flash cards and film – included TOT and development of action plan including Friday sermons and religious lessons on family health
- Posters and pamphlets
- Observational Study Tour to Egypt



Topics

1. Role of RLs in Promoting Family Welfare
2. Male – Female Relationships in Islam
3. Islam and Family Health
4. Islam and Safe Motherhood
5. Islam and Spacing Pregnancies
6. Leadership Skills
7. Mobilizing Communities for Better Health

Research on Family Health Program*

Methods at a glance:

- Primary audience
 - Cohort study– RLs completed a self-administered questionnaire pre-intervention (baseline) and again six months post-intervention (endline)
 - Field work: March-June 2011 (baseline) & November-December 2011 (endline)

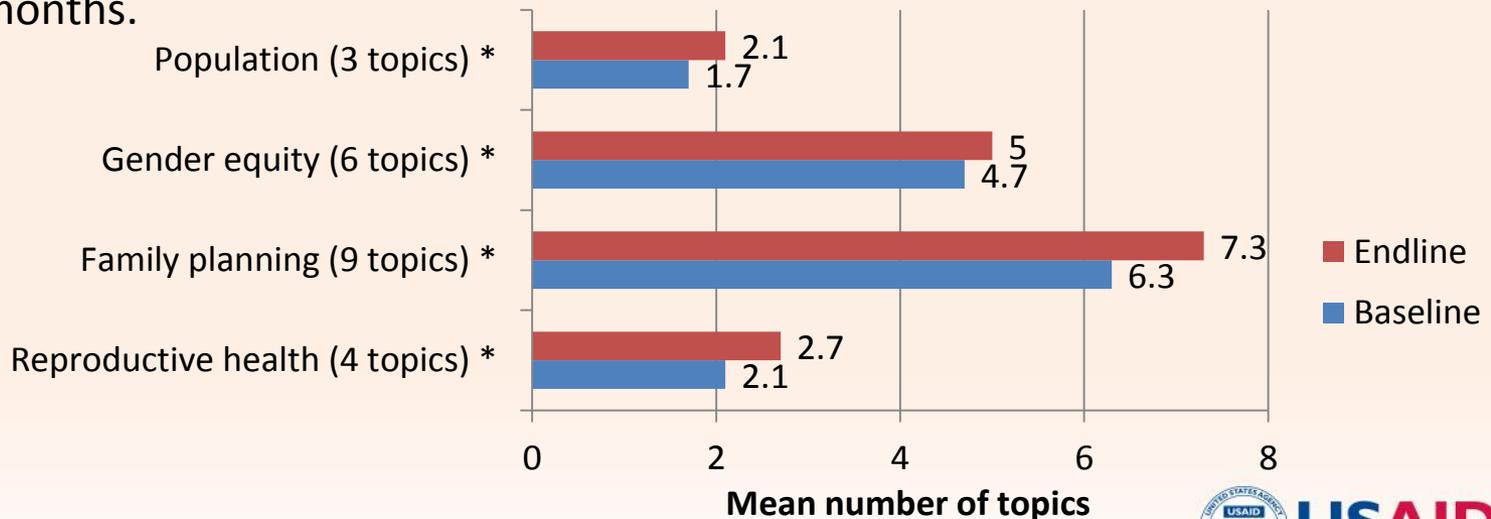
- Secondary audience
 - Cross-sectional, household survey with mosque congregants surrounding 21 mosques in each of Irbid City and Jerash (control)
 - Field work: July 2012

*Carol Underwood and Sarah Kamhawi. Journal of Public Health Advance Access, November 13, 2014.

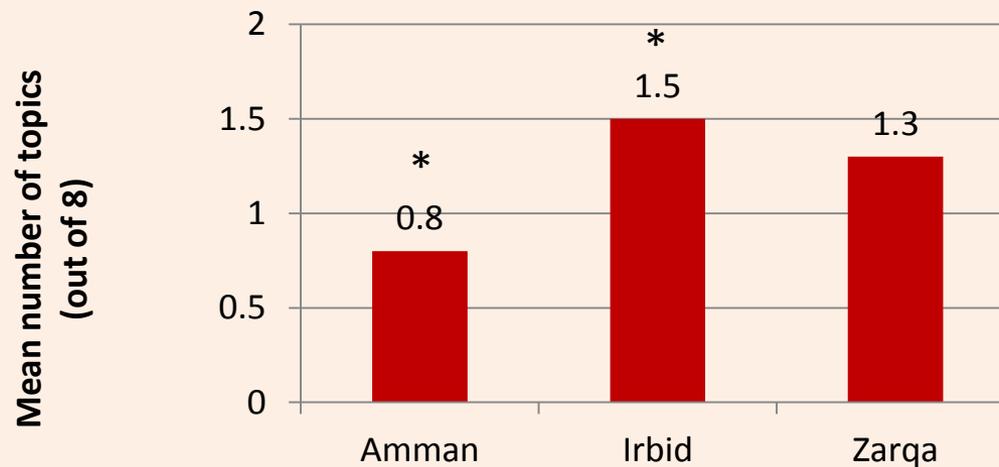
Primary Audience - Key Findings:

Compared with the baseline, RLs at endline were significantly more likely to:

- Register positive attitudes about family planning
- Believe that a wider range of contraceptive methods are acceptable according to Islamic teachings
- Preach or counsel about a wider range of topics related to family planning and population as well as about gender equity among men during the previous 3 months.



- Secondary Audience - Key findings:
 - Mosque congregants in Irbid recalled hearing Family Health Program messages during the previous 6 months



- They were also more likely to take action as a result of this exposure

* Differences in proportions are significant ($p < 0.05$) while utilizing ANOVA and confirmed by multivariate regression controlling for potential confounders

THANK YOU FOR PARTICIPATING!

Presentations and a recording of this webinar will be made available soon at www.healthcommcapacity.org

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