Addressing Myths and Misconceptions to Increase the Uptake of Contraceptives: The experience of Bukuuku Health Center IV

With support from the United States Agency for International Development (USAID) and the U.S. President’s Emergency Plan for AIDS Relief (PEPFAR), 18 health facilities in Western Uganda are preventing unintended and high-risk pregnancies and reducing maternal and new-born mortality by increasing the uptake of modern family planning methods. With support from USAID ASSIST and implementing partners, the facilities applied improvement methods to systematically address barriers to the supply of and demand for family planning. The case study describes the experience of Bukuuku Health Center IV, which made changes at both the facility and community levels to ensure that women in the community had accurate information about contraceptive options and that family planning services were more accessible. In just four months, the improvement team increased the proportion of women at immunization clinics who were counselled on family planning from 38% in March 2014 to 93% in July 2014, and they have sustained this high level of coverage for the past nine months. The proportion of counselled women who left the facility with their chosen family planning method rose from 17% in March 2014 to 38% by July 2014 and continued rising, reaching 79% by March 2015.

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