The influence of perceptions of friends and peers contraceptive use on method choice among male and female adolescents and youth in Kenya

Lisa M. Calhoun, Anastasia Mirzoyants, Sylvia Thuku, Courtney McGuire, Elizabeth T. Knippler, Bernard Onyango, Ilene S. Speizer

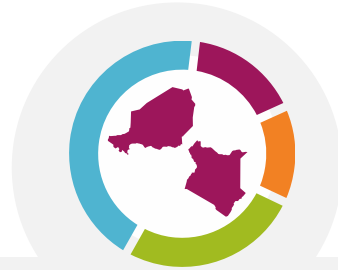22 November 2019, UAPS 2019

OVERVIEW OF FULL ACCESS, FULL CHOICE

Full Access, Full Choice aims to generate and synthesize evidence on expanded method choice for adolescents and youth by harnessing secondary data, undertaking targeted collection of primary data, and partnering with a pool of BMGF investments to leverage one another's efforts.

OBJECTIVE 1

Increase global evidence base on expanded method choice, including LARCs, for youth

OBJECTIVE 2

Generate evidence on youth's access to expanded method choice to inform policy shifts and programmatic actions in Kenya and Niger

OBJECTIVE 3

Undertake MLE alignment across new investments focused on expanded method choice for youth

ORIGIN OF THE RESEARCH QUESTION

KENYA LEARNING AGENDA
Expanded Method Choice for Adolescents and Youth

FULL ACCESS FULL CHOICE
expanded method choice for youth

AFIDEP
African Institute for Development Policy

Learning Agenda Question
What are the external influences and influencers to youth method choice?

Revised Learning Question
Do perceptions of peers' or friends' use of FP influence method choice among male and female youth?

WELL TOLD STORY

- Mission: to deliver social and economic value to youth by producing insight-driven experience, consistent positive influence, and information that result in large scale social and behavior change among WTS target audience.

- Monthly comic, weekly radio show, daily engagements through digital channels, and events; all media are free to the audience.

- Robust monitoring and evaluation system including audience consultations, qualitative and quantitative data collection

BACKGROUND

- Social networks influence behavior, including FP use

- Prior evidence exists suggesting influence of peers, friends and partners on FP use in Kenya

- Key life transitions for ages 15-24: sexual activity, marriage, childbearing

- Large population of young people: 61% of Kenya population is <24 years

- Contraceptive method mix is dominated by injectables, condoms and implants with differences by marital status

SURVEY DESIGN AND SAMPLE SIZE

- Shujaaz State of the Kenyan Youth annual surveys from 2018 and 2019

- Multi-stage sampling procedure to collect nationally representative data for males and females ages 15-24 years

- Sample size

Survey year	Males	Females	Total
2018	1,009	1,011	2,020
2019	1,023	997	2,020
Total	2,032	2,008	4,040

DEPENDENT VARIABLES

- Respondents who said, "I use this (method) in all or almost all sexual encounters, I always have it with me" were coded as current modern contraceptive users

- Respondents who had never used contraception, occasional users, traditional method users and those who said they were not using were coded as nonusers/traditional method users

- Different dependent variables were created for males and females based on methods used and sample size

Current Use Variable for Males (3 category variable)

Condom users
Other modern method users
Traditional methods/nonuse

Current Use Variable for Females (4 category variable)

LARC users
Short-acting hormonal users
Condom users
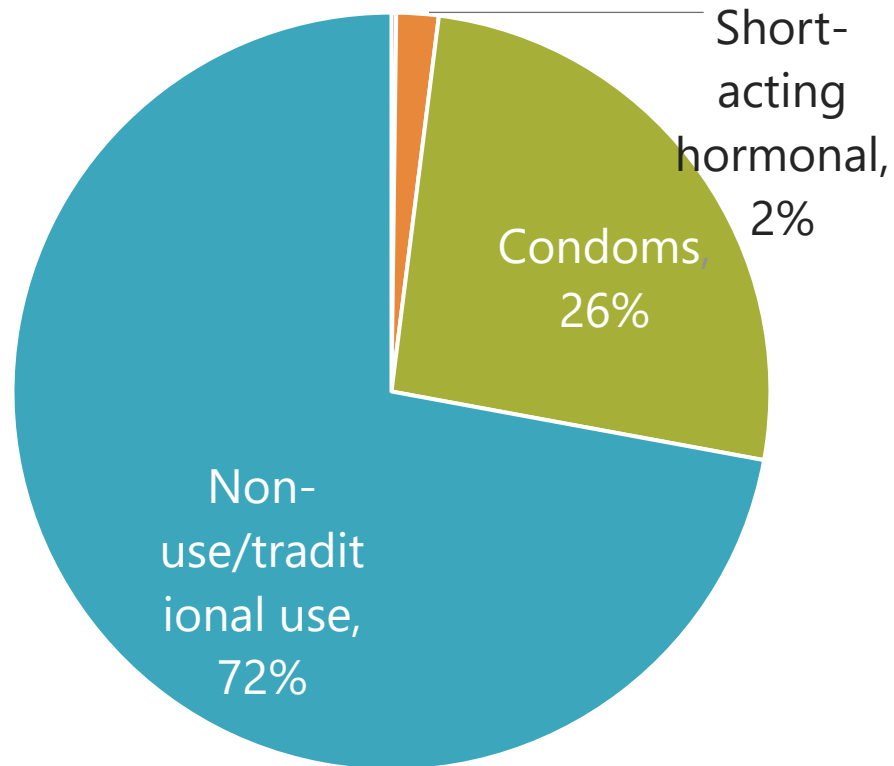Traditional methods/nonuse

INDEPENDENT VARIABLES

- Two independent variables which come from the following questions:

    1. How many of your **friends use** contraception to protect from pregnancy/STIs?

    2. How many of your **peers use** contraception to protect from pregnancy/STIs?

- Response options for "All" and "Most" were coded '1' and "Some", "None" and "Don't know" were coded '0'
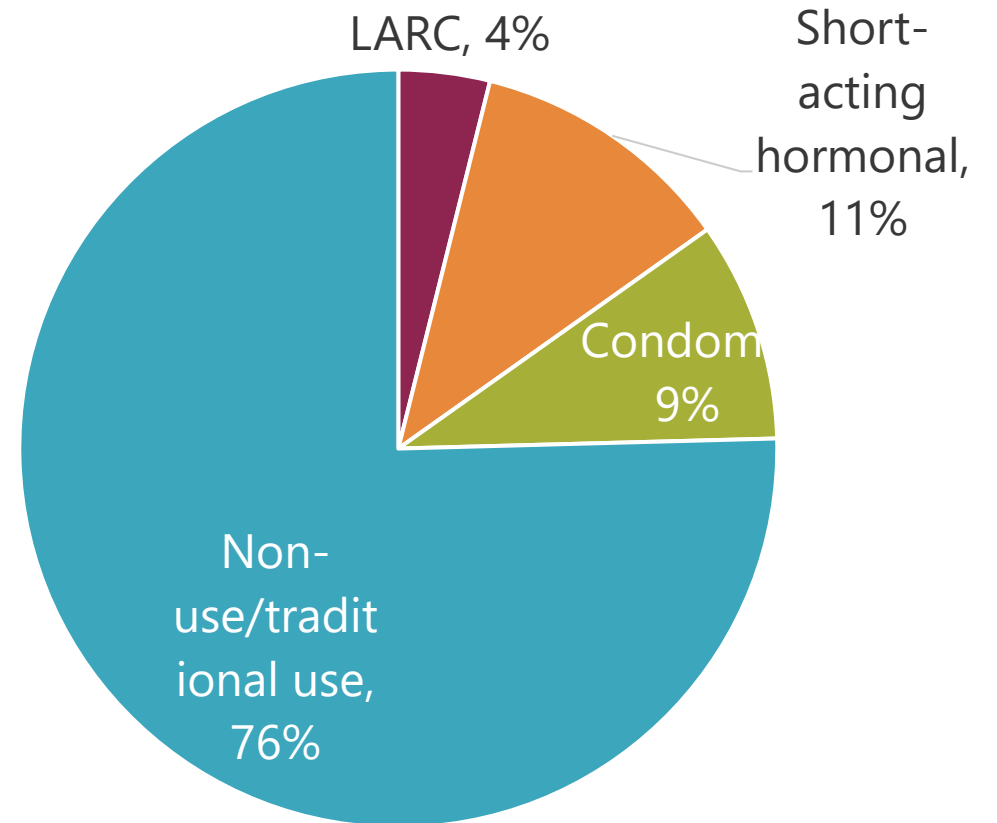
ANALYSIS APPROACH

- Models control for age, education, relationship status, parity, employment status in the last 12 months, urban/rural and survey wave (2018, 2019)

- Multinomial logistic regression models

- Analyses performed using Stata 14

CONTRACEPTIVE METHOD USE AMONG MALES AND FEMALES
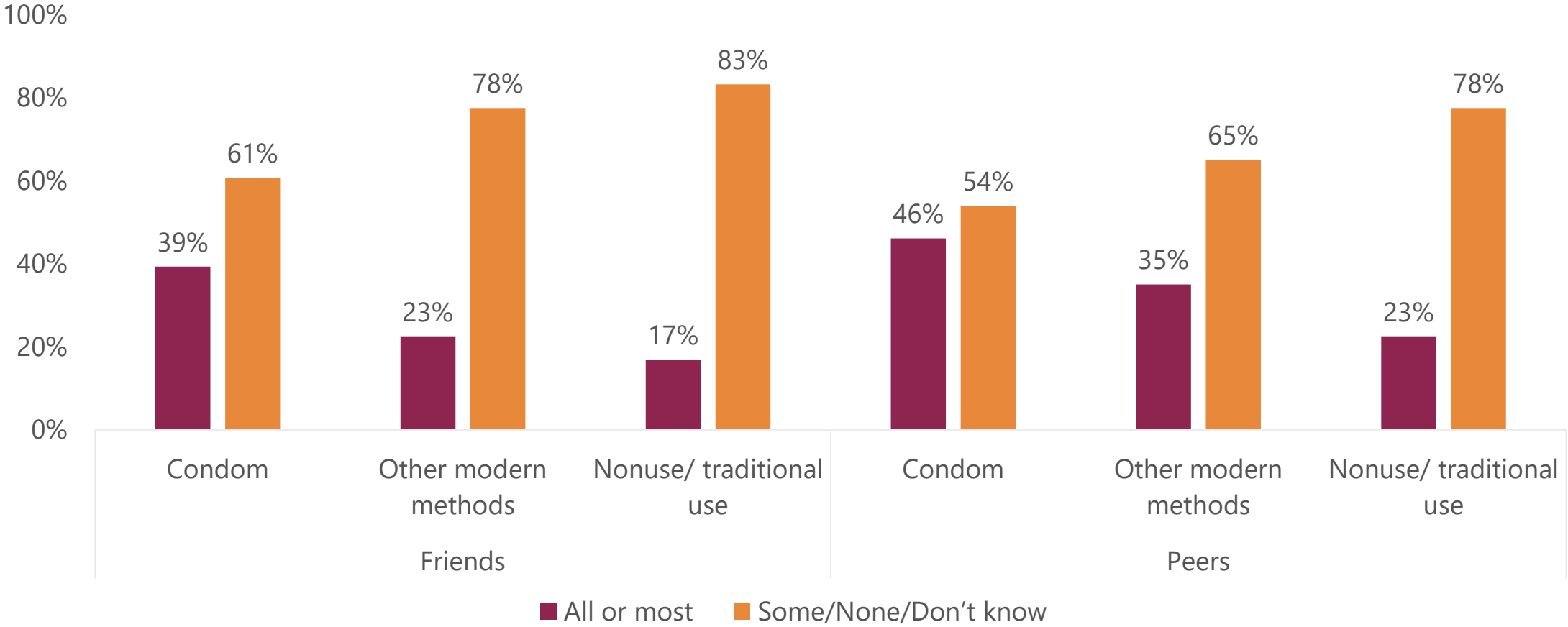
Males (n = 2,032)

Short-acting hormonal, 2%
Condoms, 26%
Non-use/traditional use, 72%

Females (n = 2,008)

LARC, 4%
Short-acting hormonal, 11%
Condoms, 9%
Non-use/traditional use, 76%

AMONG MALES, PERCEPTIONS OF FRIENDS OR PEERS USE CONTRACEPTION BY FP METHOD

Percentage of male contraceptive users, by method, who report all/most or some/none/don't know their friends or peers use contraception
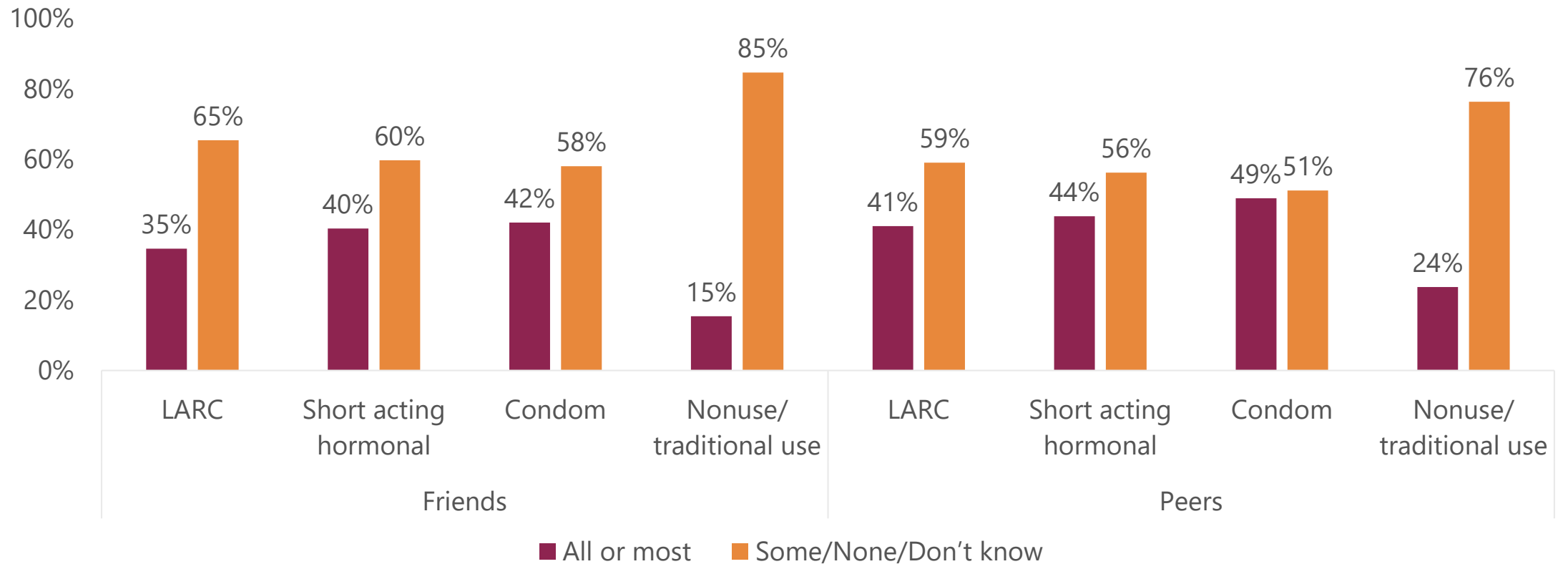
AMONG FEMALES, PERCEPTIONS OF FRIENDS OR PEERS USE CONTRACEPTION BY FP METHOD

Percentage of female contraceptive users, by method, who report all/most or some/none/don't know their friends or peers use contraception

- All or most
- Some/None/Don't know

MULTINOMIAL MODEL AMONG MALES

Perceptions of friends and peers use of FP

Males who perceive that their friends are using contraception versus those that perceive that some or none use FP are more likely to:

- Use a condom as compared to nonuse/traditional method use.
- Use a condom as compared to other modern methods

Males who perceive that their peers are using contraception versus those that perceive that some or none use FP are more likely to:

- Use a condom as compared to nonuse/traditional method use.

Condom vs. nonuse/traditional use
Coef = 0.94
SE = 0.14
P-value=0.000

Condom vs. other modern use
Coef = 0.89
SE = 0.45
P-value=0.049

Condom vs. nonuse/traditional use
Coef = 0.91
SE = 0.14
P-value=0.000

MULTINOMIAL MODEL AMONG FEMALES

Perceptions of friends use of FP

Females who perceive that their friends are using contraception versus those that perceive that some or none use FP are more likely to:

- Use a condom as compared to nonuse/traditional method use.
- Use condoms compared to short acting hormonal methods.
- Use condoms as compared to LARCs.
- Use a short-acting hormonal method as compared to nonuse/traditional use.

Condoms vs. nonuse/traditional use
Coef = 1.08
SE = 0 .81
P-value=0.000

Condoms vs. short-acting hormonal methods
Coef = 0.43
SE = 0.23
P-value=0.058

Condoms vs. LARC
Coef = 0.66
SE = 0.33
P-value=0.043

Short-acting hormonal methods vs. nonuse/traditional use
Coef = 0.65
SE = 0.20
P-value=0.001

MULTINOMIAL MODEL AMONG FEMALES

Perceptions of peers use of FP

Females who perceive that their peers are using contraception versus those that perceive that some or none use FP are more likely to:

- Use a condom as compared to nonuse/traditional use.
- Use condoms as compared to short acting hormonal methods.
- Use condoms as compared to LARCs.
- Use a short acting hormonal method as compared to nonuse/traditional method use.

Condoms vs. nonuse/traditional use	Condoms vs. short-acting hormonal methods	Condoms vs. LARCs	Short-acting hormonal methods vs. nonuse/traditional use
Coef = 0.94	Coef = 0.47	Coef = 0.67	Coef = 0.47
SE = 0.19	SE = 0.22	SE = 0.30	SE = 0.17
P-value=0.000	P-value=0.032	P-value=0.025	P-value=0.004

SUMMARY

- Condom use is commonly reported by young males and females; females also report use of short acting hormonal methods and LARCs

- Males and females are more likely to be a user of condoms as compared to other methods or non-use if they perceive that their friends are using FP

- Similar results for perceptions of peers' and friends' use of FP on method choice

- Females are more likely to be users of condoms as compared to LARCs or SA hormonal methods if they perceive their peers or friends are using FP as compared to those who think some or non are using FP

LIMITATIONS

- Approach to measurement of dependent and independent variables
  - Measurement of contraceptive use is not comparable to standard surveys such as DHS

  - Questions may bias respondents towards reporting condom use
    - Response option includes "always have it with me"

  - Perceptions of friends' and peers' use questions ask broadly about FP use, not about specific contraceptive methods and include "prevention of STIs" in questions

- Study does not include measures of size of social network or any other variables that reflect community-level context
  - Inability to create community level variables on norms or social influence

- Cross sectional survey only allows for explorations into associations

CONCLUSIONS

- Results highlight high knowledge and use of condoms by young people

- Perceiving that friends and peers use FP influences a young person's own contraceptive behaviors

- Condom use may be normalized and more familiar among young people

- Media and information campaigns can promote contraceptive method choice and provide information to young people about where they can receive information about other methods.
  - This may normalize use of other methods among young people.

NEXT STEPS

- Revise draft manuscript for submission to International Perspectives on Sexual and Reproductive Health
  - Add more content to the methods section about the WTS data collection approach to measurement and tools

  - Add more content to the discussion section on:
    - Programmatic and policy implications
    - Role of religiosity and social connectedness
    - Limitations, including non-standard measurement of contraceptive use
    - A comparison between contraceptive use estimates in DHS or PMA data to WTS along with a discussion of any differences

Thank you!

MULTINOMIAL MODEL AMONG MALES

	Condom vs. nonuse/traditional use			Other modern use vs. nonuse/traditional use			Condom vs. other modern use		
	Coef	SE	p-value	Coef	SE	p-value	Coef	SE	p-value
Age (continuous)	0.09	0.03	**0.001**	0.24	0.08	**0.004**	-0.15	0.08	0.074
Education (ref: secondary completion or more)									
None/some primary	-0.65	0.27	**0.017**	0.15	0.68	0.828	-0.80	0.69	0.247
Primary completion	-0.35	0.21	0.095	0.39	0.63	0.535	-0.74	0.64	0.243
Some secondary	-0.14	0.19	0.462	0.89	0.59	0.128	-1.03	0.57	0.072
Relationship status (ref: married/in union/divorced/separated/widowed)									
Dating	1.34	0.33	**0.000**	0.37	0.56	0.502	0.97	0.55	0.077
Single	0.34	0.36	0.346	-1.84	0.92	**0.045**	2.17	0.92	0.018
One or more children (ref: none)	-0.15	0.26	0.566	1.80	0.51	**0.000**	-1.95	0.49	**0.000**
Employment status (ref: Unemployed)									
Student (current)	-0.21	0.19	0.258	1.03	0.86	0.229	-1.24	0.88	0.156
Employed, full time	0.17	0.22	0.432	0.63	0.81	0.432	-0.46	0.82	0.570
Employed, part time	0.44	0.22	**0.040**	0.39	0.86	0.654	0.06	0.87	0.947
Urban (ref: rural)	-0.15	0.15	0.325	-0.35	0.39	0.366	0.21	0.39	0.598
2019 Survey wave (ref: 2018)	-0.08	0.14	0.569	-0.24	0.34	0.488	0.16	0.35	0.650
All or most friends use contraception to protect from pregnancy or STI (ref: some/none/don't know)	0.94	0.14	**0.000**	0.06	0.47	0.906	0.89	0.45	**0.049**

MULTINOMIAL MODEL AMONG MALES

	Condom vs. nonuse/traditional use			Other modern use vs. nonuse/traditional use			Condom vs. other modern use		
	Coef	SE	p-value	Coef	SE	p-value	Coef	SE	p-value
Age (continuous)	0.10	0.03	**0.000**	0.24	0.08	**0.004**	-0.14	0.08	0.097
Education (ref: secondary completion or more)									
None/some primary	-0.61	0.27	**0.024**	0.25	0.67	0.709	-0.86	0.68	0.207
Primary completion	-0.33	0.21	0.117	0.45	0.62	0.466	-0.77	0.62	0.210
Some secondary	-0.12	0.18	0.506	0.93	0.58	0.113	-1.05	0.56	0.061
Relationship status (ref: married/in union/divorced/separated/widowed)									
Dating	1.31	0.32	**0.000**	0.34	0.56	0.541	0.97	0.55	0.080
Single	0.31	0.35	0.378	-1.85	0.92	**0.043**	2.16	0.91	**0.018**
One or more children (ref: none)	-0.21	0.25	0.398	1.76	0.51	**0.001**	-1.98	0.51	**0.000**
Employment status (ref: Unemployed)									
Student (current)	-0.19	0.19	0.295	1.01	0.85	0.234	-1.21	0.88	0.167
Employed, full time	0.11	0.22	0.611	0.58	0.81	0.474	-0.47	0.82	0.568
Employed, part time	0.39	0.22	0.078	0.36	0.86	0.680	0.03	0.87	0.971
Urban (ref: rural)	-0.15	0.15	0.338	-0.35	0.39	0.379	0.20	0.39	0.605
2019 Survey wave (ref: 2018)	-0.19	0.14	0.174	-0.24	0.33	0.466	0.05	0.34	0.873
All or most peers use contraception to protect from pregnancy or STI (ref: some/none/don't know)	0.91	0.14	**0.000**	0.41	0.36	0.263	0.50	0.40	0.205

MULTINOMIAL MODEL AMONG FEMALES

	LARC vs. nonuse/traditional use			Short-acting hormonal methods vs. nonuse/trad use			Condoms vs. nonuse/traditional use			Condoms vs. LARC			Condoms vs. Short-acting hormonal methods		
	Coef	SE	p-value	Coef	SE	p-value	Coef	SE	p-value	Coef	SE	p-value	Coef	SE	p-value
Age (continuous)	0.12	0.07	0.085	0.15	0.05	**0.004**	0.09	0.05	0.075	-0.03	0.08	0.688	-0.06	0.06	0.351
Education (ref: secondary completion or more)															
None/some primary	0.32	0.63	0.613	-0.08	0.47	0.867	-1.06	0.42	**0.012**	-1.38	0.78	0.076	-0.98	0.57	0.085
Primary completion	0.36	0.60	0.548	-0.06	0.43	0.897	-0.23	0.30	0.430	-0.59	0.68	0.383	-0.18	0.46	0.700
Some secondary	0.54	0.64	0.404	0.19	0.43	0.655	-0.45	0.32	0.160	-0.98	0.73	0.175	-0.64	0.49	0.193
Relationship status (ref: married/in union/divorced/ separated/widowed)															
Dating	-1.18	0.35	**0.001**	-0.58	0.23	**0.011**	0.98	0.27	**0.000**	2.16	0.43	**0.000**	1.56	0.31	**0.000**
Single	-1.51	0.44	**0.001**	-1.41	0.25	**0.000**	-0.50	0.33	0.131	1.01	0.56	0.069	0.91	0.40	**0.023**
One or more children (ref: none)	2.44	0.43	**0.000**	1.59	0.26	**0.000**	-0.34	0.23	0.138	-2.79	0.48	**0.000**	-1.93	0.34	**0.000**
Employment status (ref: Unemployed)															
Student (current)	-1.04	0.70	0.141	-0.65	0.29	0.028	-0.39	0.31	0.206	0.65	0.72	0.369	0.26	0.41	0.528
Employed, full time	0.24	0.30	0.415	0.23	0.25	0.366	-0.17	0.28	0.553	-0.41	0.35	0.247	-0.39	0.34	0.248
Employed, part time	0.31	0.42	0.459	-0.31	0.29	0.288	0.31	0.30	0.300	-0.00	0.44	0.995	0.62	0.38	0.100
Urban (ref: rural)	0.10	0.31	0.737	0.25	0.19	0.190	0.19	0.18	0.285	0.09	0.32	0.786	-0.06	0.23	0.778
2019 Survey wave (ref: 2018)	0.89	0.30	**0.003**	0.03	0.19	0.873	0.15	0.18	0.421	-0.74	0.31	**0.015**	0.12	0.24	0.624
All or most friends use contraception to protect from pregnancy or STI (ref: some/none/don't know)	0.42	0.30	0.172	0.65	0.20	**0.001**	1.08	0.18	**0.000**	0.66	0.33	**0.043**	0.43	0.23	0.058

MULTINOMIAL MODEL AMONG FEMALES

	LARC vs. nonuse/traditional use			Short-acting hormonal methods vs. nonuse/trad use			Condoms vs. nonuse/traditional use			Condoms vs. LARC			Condoms vs. Short-acting hormonal methods		
	Coef	SE	p-value	Coef	SE	p-value	Coef	SE	p-value	Coef	SE	p-value	Coef	SE	p-value
Age (continuous)	0.12	0.07	0.079	0.15	0.05	**0.003**	0.09	0.05	**0.055**	-0.03	0.08	0.733	-0.05	0.06	0.374
Education (ref: secondary completion or more)															
None/some primary	0.28	0.62	0.649	-0.10	0.47	0.830	-1.08	0.41	**0.009**	-1.37	0.77	0.075	-0.98	0.57	0.083
Primary completion	0.34	0.60	0.566	-0.05	0.43	0.909	-0.24	0.29	0.416	-0.58	0.68	0.391	-0.19	0.47	0.690
Some secondary	0.53	0.64	0.411	0.21	0.43	0.631	-0.44	0.30	0.145	-0.96	0.72	0.178	-0.64	0.48	0.185
Relationship status (ref: married/in union/divorced/ separated/widowed)															
Dating	-1.18	0.35	**0.001**	-0.57	0.23	**0.011**	0.98	0.27	**0.000**	2.17	0.43	**0.000**	1.55	0.32	**0.000**
Single	-1.52	0.44	**0.001**	-1.42	0.25	**0.000**	-0.54	0.34	0.109	0.98	0.55	0.077	0.87	0.41	**0.033**
One or more children (ref: none)	2.46	0.43	**0.000**	1.62	0.26	**0.000**	-0.32	0.24	0.170	-2.78	0.48	**0.000**	-1.94	0.34	**0.000**
Employment status (ref: Unemployed)															
Student (current)	-1.04	0.70	0.137	-0.65	0.29	**0.024**	-0.41	0.30	0.174	0.63	0.72	0.381	0.24	0.41	0.550
Employed, full time	0.25	0.30	0.399	0.23	0.24	0.344	-0.15	0.27	0.587	-0.40	0.35	0.261	-0.38	0.33	0.256
Employed, part time	0.31	0.42	0.466	-0.32	0.30	0.273	0.33	0.29	0.265	0.02	0.45	0.965	0.65	0.38	0.083
Urban (ref: rural)	0.10	0.31	0.738	0.26	0.20	0.184	0.19	0.17	0.261	0.09	0.31	0.774	-0.07	0.23	0.773
2019 Survey wave (ref: 2018)	0.85	0.31	**0.006**	-0.03	0.18	0.878	0.02	0.18	0.931	-0.84	0.30	**0.006**	0.04	0.23	0.852
All or most peers use contraception to protect from pregnancy or STI (ref: some/none/don't know)	0.27	0.29	0.361	0.47	0.17	**0.004**	0.94	0.19	**0.000**	0.67	0.30	**0.025**	0.47	0.22	**0.032**