# Designing Change to Enhance **Post-Pregnancy Contraception** Uptake in Pakistan: A Visual Guide to Low-Fidelity Prototype Development

This infographic details the low-fidelity prototype development process led by Population Services International (PSI) under the Post-Pregnancy Contraception project led in collaboration with Ipas, Impact for Health International, and DKT Pakistan. The process involved thorough research, stakeholder engagement, and iterative testing to enhance post-pregnancy contraception uptake. Each phase is highlighted, displaying duration, key activities, and outcomes, offering a clear visual representation of the step-by-step progression toward finalizing effective interventions.







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2018

## FORMATIVE RESEARCH 1 Year **Summary Process:**

 Conducted qualitative research on women's experiences related to post-pregnancy contraceptive uptake

## **Summary Outcome:**

 Formative research report exploring factors affecting post-pregnancy contraceptive uptake

## SCOPING **5 Months**

**Summary Process:** 

Identified potential partners and evaluated their capabilities

## **Summary Outcome:**

- Partner assessment report establishing
  - Partnerships
  - Resources for project implementation

## **INCEPTION 5 Months**

#### **Summary Process:**

• Conducted a 2-month qualitative study in Barakahu and Tarlai areas to explore factors affecting PMAC uptake

#### **Summary Outcome:**

User Centered Design report identifying:

- Facilitators to PMAC uptake: Awareness of PMAC options
- Information from trusted sources like Lady Health Workers
- Motivators such as belief in preventive behaviors and

## Barriers to PMAC uptake:

- Widespread myths and fears surrounding PMAC
- Resistance from family
- members Perceived risks associated
- with PMAC
- Practical challenges like cost and access to hygiene products

## **INSIGHTS GATHERING 8 Months**

#### **Summary Process:**

• Reviewed formative research and User Centered Design reports and conducted 36 user interviews to identify factors that either facilitate or impede PMAC uptake and use

### **Summary Outcome:**

• User insights report identifying:

Gaps for improving PMAC uptake and use:

- Judgmental attitudes among pharmacy and medical store personnel
- Lack of uniform messaging and counseling services

## Insights for improvement:

savings platforms

- Rebranding family planning
- Establishing anonymous support networks via WhatsApp

communication for economic concerns

- Mobilizing social male mobilizers for sensitization
- Implementing customer engagement • Linking microfinance users to online

## **PROBLEM IDENTIFICATION** 1 Day



### **Summary Process:**

- Mapped stakeholders and personas
- Reframed identified problems into How Might We statements
- Consolidated 64 How Might We statements based on insights from MA users and stakeholders

## **Summary Outcome:**

54 How Might We statements inspiring design for:

- Community Support
- Pharmacists' role
- Partner involvement Access and privacy
- Post-pregnancy counseling and support
- Packaging and quality of FP Products

## **VALIDATION** 2 Days



## **Summary Process:**

- Validated How Might We statements with MA users and prioritized them
- Ranked How Might We statements based on relevance

### **Summary Outcome:**

Validated themes for prototypes designing:

- Communication plan
- Community engagement

## **SOLUTION IDEATION** 2 Days



## **Summary Process:**

• Developed interventions with activities against each How Might We statement

#### **Summary Outcome:**

Consolidated 44 How Might We statements filtered for impact,

- feasibility and resources needed, focused on: Communication and engagement
- Behavior change and adoption
- Combatting misinformation
- Access and support
- Product and service innovation
- Healthcare provider engagement
- Data and evaluation
- Technological solutions and innevation

## PRIORITIZATION SESSION 8 WITH PARTNERS

## 2-Days (In-Person And Online)

## **Summary Process:**

- Reviewed and refined interventions across thematic areas
- Assigned priorities to interventions based on thematic alignment

### **Summary Outcome:**

Prioritized list of 22 interventions:

- Must Do: Contemporary communications and let's engage community interventions
- Could Do: Strengthen capacity building and digital interventions

## **DIAMOND STAGE** 3 Days



## **Summary Process:**

- Generated diverse ideas.
- Grouped and evaluated ideas.

### **Summary Outcome:**

Prioritized ideas and themes:

- Idea 1: Communication Plan with modern themes
- Idea 2: Chatbot
- Idea 3: Video Library on side effects and myths
- Idea 4: Flyers on FP with new themes (education, financial wellbeing, and mother and child health)

## FIELD TESTING 1 Month



## **Summary Process:**

- Showcased interventions and conducted interviews for feedback
- Analyzed feedback to determine the effectiveness of interventions

## **Summary Outcome:**

- Field testing report confirming:
  Communication plan and flyers were aligned with user desires
  Importance of tailored communication, personalized approaches,
- and proactive information dissemination in social networks to support FP uptake

## **TAG VALIDATION** 1 Day



## **Summary Process:**

 Conducted TAG meeting to review prototypes and provide suggestions.

### **Summary Outcome:**

Validation from TAG to pursue:

- FP FlyersVideo Library (storyboard)
- SMS
- Radio scripts/voice notes
- Community Groups (analog and digital safe spaces)

## **FINALIZATION** 1 Month



## **Summary Process:**

Finalized interventions

## **Summary Outcome:**

Finalized interventions:

- FP Flyers
- Video Library (storyboard)
- SMS
- Radio scripts/voice notes
  Community Groups (analog and digital safe spaces)