

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.

2018



SOLUTION IDEATION 2 Days

7

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 innovation

PRIORITIZATION SESSION WITH PARTNERS 2-Days (In-Person And Online)

8

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

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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

10

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

11

Summary Process:

- Conducted TAG meeting to review prototypes and provide suggestions.

Summary Outcome:

Validation from TAG to pursue:

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

FINALIZATION 1 Month

12

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)

