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# Exploring the potentials of the Key Influencers of a Somali Woman for Increased impact of Behaviour Change Interventions

Christopher Meraiyebu  
PSI Somaliland, Somalia





# Presenter Bio & Picture

- Name: Christopher Meraiyebu
- Country of origin: Nigeria
- Education: B. Pharm, Mph
- Work experience: SFH Nigeria, PSI Uganda, PSI Somaliland.  
120 Under 40 FP Leader



- If you were an animal, which animal would you be?

A Stallion



# Introduction

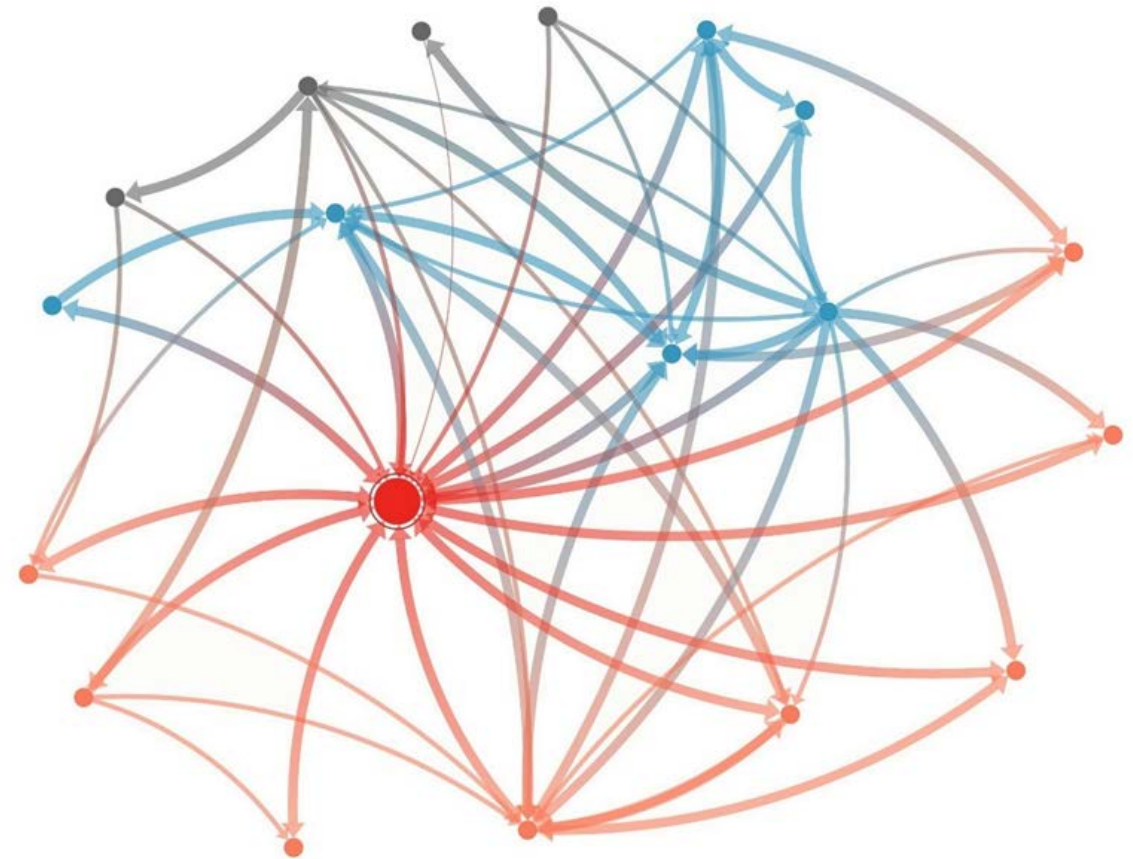
- Somalia has one of the worst maternal and child health indicators in the world.
  - MMR: 732/100,000 live births
  - U5MR: 137/1000 live birth
  - FR: 6.6 Children per woman
  - mCPR: 5.1% in 2016.
  - About 1 in 10 marriages occurs before the girl is 15 years old, and about half before she is 18.
- Somalia is a highly patriarchal society where women can rarely take unilateral decisions even when it concerns her body or her health.
- Only few behavior change interventions have sought to first identify and target the influencers of the Somali woman's choices and behavior.

## Using the socioecological model



# Social Network

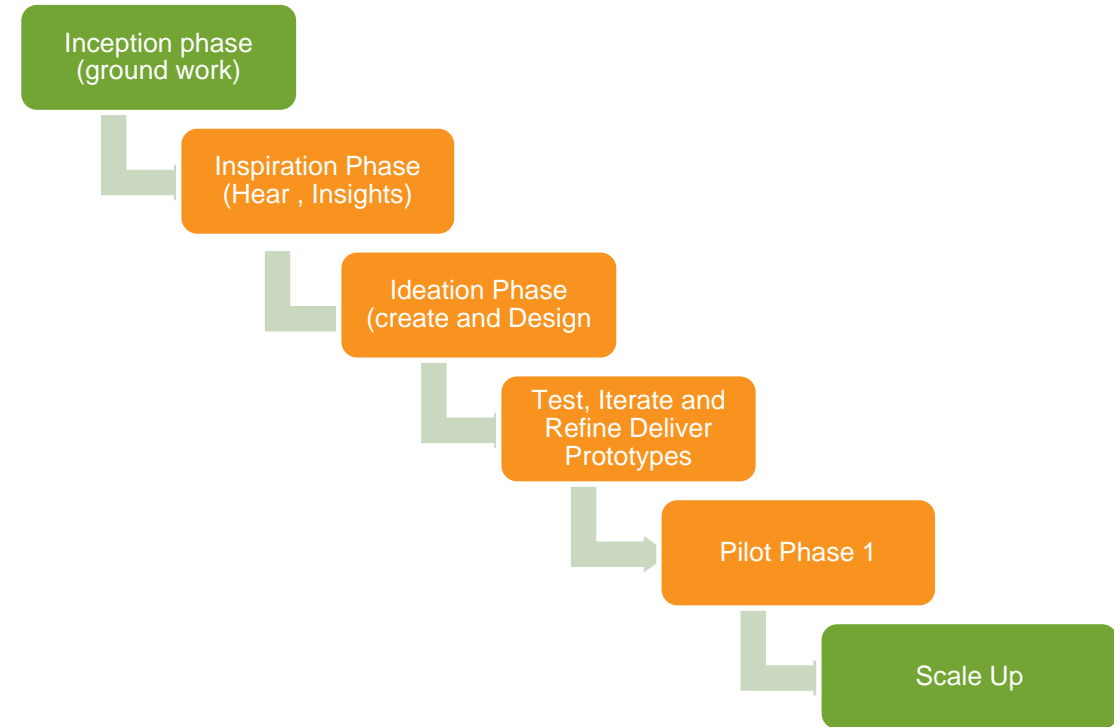
- A social network is a set of individuals or groups who are joined together by relationships that serve as channels through which emotional, information, and financial resources flow.
- This is based on the socioecological theory which seeks to explain the social dynamics that influences decisions individuals make.



# SAHAN Program

- PSI Somaliland is currently implementing a DFID sponsored SAHAN (Somali Advocates for Health and Nutrition) program
- We are applying HCD (Human Centered Design) to develop innovative behavior change interventions aimed at increasing utilization of maternal health services.
- This makes a deep understanding of the Somali social network necessary for programmers especially since the target of the intervention is not the only decision maker for the adoption of new behaviours.

## HCD Process



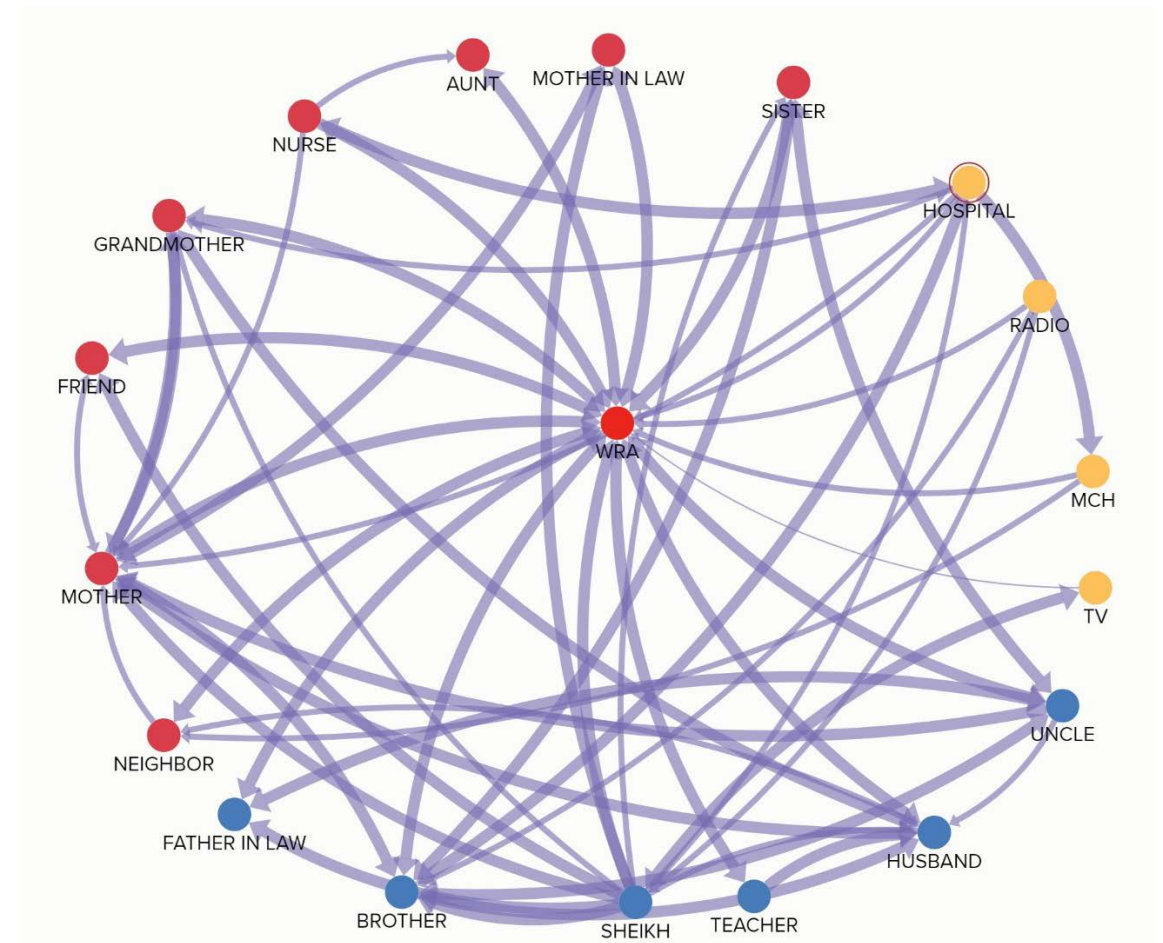
# Study Methodology

- This is a qualitative study.
- The first round applied a participatory workshop approach to develop sociograms.
- These were followed by a key influencer sessions that involved influencers named by the women.
- A total of 36 WRA and 18 key influencers were involved in this round.
- The participants were purposively selected to include
  - newly married,
  - currently pregnant,
  - Women having four or more children,
  - those currently breastfeeding,
  - women from urban areas,
  - internally displaced WRA.
- A Social Network Analysis software - Kumu - was used to help visualize the network connections and to calculate network metrics. It also allowed rapid visualization of network maps.



# Results

- The mother and mother in law as well as the husband were identified as the key influencers of the WRA.
  - The mother was described as key influencer and a confidant.
  - Their mother in-laws are also very influential because of her relationship with their husbands.
  - The healthcare provider is a key influencer because of their perceived knowledge of health issues.
  - Women Community Leaders because of their experience.
- The husbands affirmed their role as key influencers. Being the head and primary provider of the family.
- The husbands added that they are influenced by their sheiks and their mothers.





# Lessons Learnt

- Most times, adoption of a new behavior remains indecisive until counsel of one or more of the key influencers is sought.
- The SAHAN program is currently applying HCD to design interventions that target the key influencers of WRA as identified by the study.
- The in-depth interviews highlighted the hunger for more SRH information.

*The Husband, The Mother, the Mother-in-law and the Religious leaders are her Key influencers*



# Recommendations

- A positive change in the attitude and perception of her key influencers like her husband mother/mother in-law and Religious leaders would certainly make adoption and retention of new behaviour easier.
- BCC interventions must be developed targeted at the key influencers of the Somali WRA.





Questions, Comments



# OUR CONTACTS



PSI Somaliland/Somalia  
Hargeisa, Somaliland



Tel:



Cmeraiyebu@psi.org  
psisom.org