

YUVAA SEGMENTATION OVERVIEW

The YUVAA project is focused on promoting genuine choice and supporting young married couples and first-time parents in the decisions they make before, during, and after their first birth. To that end, this document is a summary of the results and recommendations from the quantitative segmentation analysis that was done as part of the project. It provides an overview of the overall family planning dynamics of young married couples in India including archetypes of five distinct subgroups of men and women. YUVAA content, program deployment, and technological interventions will be informed by the segmentation analysis and will be used to ensure that the YUVAA project can serve men, women, and couples' needs as effectively as possible.

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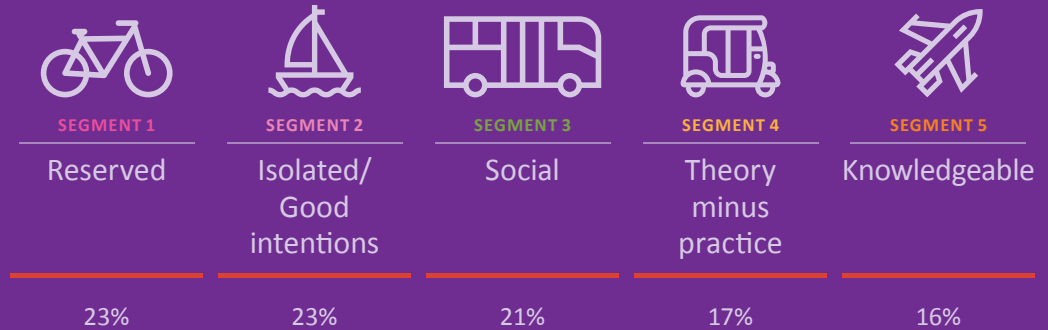


Segment Overview

HOW TO INTERPRET VISUALS? FOR EACH SEGMENT....

Step 1: Refer to data points listed in the column associated with the segment for information for that particular segment (e.g segment 1 represents 23% of the total population)

Step 2: Refer to colored rectangles for relative comparison of the strength of each segments' characteristics (e.g. Segment 1 has low knowledge (light shading) compared to segment 5's knowledge (dark shading))



→ KEY TAKEAWAY **Segment 1 is least open to behaviour change; segment 5 is most open.**



Knowledge and Skills	Low	Low	Medium	Low	High
Enabling Attitudes	Low	Medium	Medium	High	Medium
Saliency	Medium	Medium	Medium	Low	High
Enabling Norms	Low	Low	High	Medium	Medium
Agency	Low	Medium	Low	High	High

→ KEY TAKEAWAY **Segments vary in their levels of FP use and awareness; segment 5 is comparatively high on both.**

KNOWLEDGE AND SKILLS

Current Use (modern)	1%	1%	5%	2%	22%
Ever Use (modern)	5%	3%	19%	9%	53%
Spontaneous Awareness	36%	45%	56%	38%	88%
*Unmet Demand	38%	14%	37%	16%	44%

TOP INFLUENCERS (THOSE WHO WERE APPROACHED FOR DISCUSSION AND GUIDANCE IN THE LAST 12 MONTHS)

#1	Partner	Partner	Partner	Partner	Partner
#2	Man's mother	Health workers	Health workers	Man's mother	Man's mother
#3	Man's father	Man's mother	Friends	Man's father	Woman's mother

Methodology

Camber collective has conducted an individual level survey with structured questionnaire in ten YUVAA districts in Bihar and Maharashtra among 1,851 respondents, made up 848 women (aged 15-24 years and having either one or no child) and their husbands, and 155 migrant wives (husbands not interviewed). The survey was conducted to identify key behavioral dynamics that are preventing the target population – or segments of the target population – from changing their behavior. The expected outcome was to define: 1) key dynamics that influence behavior, and 2) willingness to change behavior.

Segmentation Insights

The segmentation identified 5 distinct subgroups of men and women who have different FP needs, attitudes, and behaviors and who, as a result, have varying relative propensities to change behavior. This approach looked beyond demographic factors and focused more on attitudinal and behavioral characteristics. The segmentation analysis identified five key co-ed segments.



SEGMENT 1 (23%; mostly female)

Reserved

Happy with short spacing (< 3 years between children), has low use, knowledge and comfort with discussing FP and is generally reserved and reliant on others for approval



SEGMENT 2 (23%; mostly female)

Isolated/ Good intentions

Healthy spacing intentions (> 3 years between children) but satisfied with short gaps, has lowest FP use, knowledge and, openness to discussion and lacks strong communication with partner



SEGMENT 3 (21%; mostly male)

Social

Doesn't strongly believe in YUVAA spacing (> 3 years between children), but very open to discussing FP outside of family; only has limited experience using it or discussing with partner



SEGMENT 4 (17%; mostly male)

Theory minus practice

Believes in spacing (> 3 years between children) and has strong partner communication but has never used FP before and doesn't have particularly strong intention to use



SEGMENT 5 (16%; mostly female)

Knowledgeable

Believes in urgency of spacing children (> 3 years between children) and seems knowledgeable about FP, also has a strong relationship and healthy communications dynamic with partner

Partner Dynamics and Gender Norms

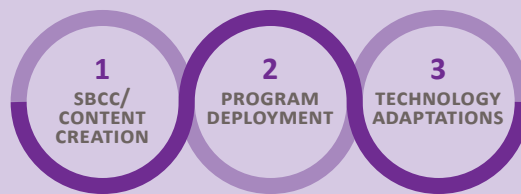
At a high-level, data showed that partners had the foundations for strong relationships (generally trusted each other, relied on each other, and had confidence in joint problem solving) but that, even with these relatively strong foundations, there were significant variations in couples' communication dynamics (by segment) as they played out on a day-to-day basis. The degree to which couples openly communicated about FP, took into account partner opinions, were open to disagreements, and talked about difficult topics varied by segment but was much lower overall than what one might expect given the strong foundations of trust, influence and joint problem solving that seemed to exist:

- 26% of men and 54% of women reported never having discussed FP with their partners
- 48% of men and 46% of women said they didn't always take into account what their partner thinks is important
- 32% of men and 67% of women were not open to disagreements between the couple
- Only 54% of women had discussed contraceptive goals with their partners, only 32% had discussed method availability, and only 10% had discussed method choice and selection in light of age and parity
- There were also indications in the data that women's interactions were constrained by others in their family and that there may be a need to focus on helping women feel more confident and empowered in holding and acting on their opinions.



Strategy implications

Segmentation results and our understanding of gender norms, are being used to inform YUVAA solutions at three levels:



SBCC/Content Creation

An in-depth understanding of each segment's attitudes and beliefs towards FP will be used to guide the development of tailored content that will address the specific triggers and barriers faced by each segment. Customizing content in this way will move beyond generic messaging and will, instead, maximize the probability of potential positive behavior change in each segment. Key themes for SBCC content creation include:

- 1 Improving Spacing Attitudes**
ESPECIALLY IMPORTANT FOR SEGMENTS **1, 2, 3**

- 2 Improving Communications Dynamics**
ESPECIALLY IMPORTANT FOR SEGMENTS **1, 2, 3, 5**

- 3 Encouraging FP Dialogue and Discussion**
ESPECIALLY IMPORTANT FOR SEGMENTS **1, 2**

- 4 Increasing Perceived Urgency of the Need to Use**
ESPECIALLY IMPORTANT FOR SEGMENTS **1, 2, 4**

- 5 Enhancing Basic Education and Knowledge around FP Methods and Use**
ESPECIALLY IMPORTANT FOR SEGMENTS **1, 2, 4**

Program Deployment

Macro-level information about segments (e.g. segment composition, distribution across states, preferences with regard to outreach) will be used to identify priority audiences in each state (for SBCC interventions and from a market affordability perspective) and to plan strategic outreach efforts. Key considerations for program deployment include:

STATE-SPECIFIC TARGET AUDIENCE CONSIDERATIONS

FTPs vs. YMCs: FTPs (First Time Parents) generally are more likely to have used modern methods than YMCs (Young Married Couples with no children) (23% vs. 6%) and tend to have higher levels of urgency of use. As such, FTPs may require less education and persuasion (than YMCs) to use FP

- This will be particularly true of segment 5 which has the highest proportion of p1 couples (79% of segment 5 is

p1 vs. ~50% of other segments) and which is much more prevalent in Maharashtra than in Bihar.

SUB-POPULATION SPECIFIC CONSIDERATIONS

Men vs. Women: In both states, men are more social about FP than women are (59% of men have talked to 3+ people about FP vs. 18% of women) but have weaker intentions to use FP than women do – virtually all women want to use a method (96%) as compared to only about half of men (51%).

- As such, YUVVA interventions can tap into male socialness about FP; Segments 2 and 3 in particular are heavily male-dominated (82% and 70% respectively) and men in these segments could be particularly responsive to group meetings.

Technology Adaptations

Last but not least, the insights on technology access and use will be used to identify sub-populations that are more likely to accept digital platforms and to help inform partner organizations as they attempt to strike a balance between IPC and digital touchpoints for different populations. Data indicates that most young couples have access to phones and have a fair degree of digital literacy. Across states, however, men tend to do more with phones (incl. texting, listening to music and using apps) than women. In addition, people in Maharashtra, are more sophisticated in their phone use than those in Bihar. As such, the YUVAA digital strategy will take into account key findings such as:

- Smartphone apps being most relevant for men in Maharashtra: They own and comfortably use smartphones (63% own and 64% use) at a higher rate than men in Bihar (40% own and 45% use)
- Texting being relevant for both states but more likely to gain traction in Maharashtra: Both men and women in Maharashtra (51% men, 39% women) report commonly using their phones for texting than their counterparts in Bihar (31% men, 11% women)
- Audio (recorded content) being more appropriately focused on men, especially those in Maharashtra: They report more commonly using their phones for listening to music than do women (73% men vs 38% women).

Conclusions

Segmentation can be a powerful tool for understanding subpopulations and for customizing approaches to meet distinct needs. Understanding and then applying segment knowledge with fidelity will go a long way in promoting YUVAA's objectives and in both convincing and supporting couples to take on healthier timing and spacing practices.