



सुनौलो परिवार नेपाल



Newlywed Project (Subharambha)

Situational Analysis:

Globally, adolescents (age 10-19) and young people (age 10-24) account for nearly one-fifth (18%) and one-quarter (26%) of the total population, respectively¹. In Nepal, this group comprises an even larger proportion of the population with 24% of adolescents and 33% young people².

Unmet need among the adolescent and young is particularly high for spacing with 37.5 and 23.3 percent respectively³. Unmet need for family planning has declined from 27 in 2011³ to 25.2 in 2014⁴.

Newlyweds in Nepal:

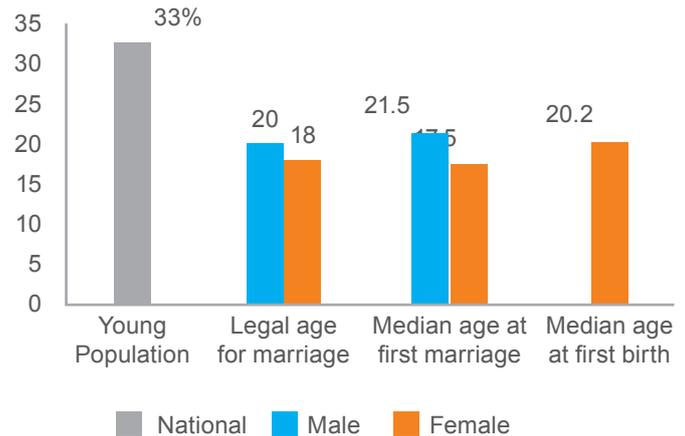
The newlywed project targets the urban youth using web-site, app and various vendors vital for wedding planning. Couples planning their wedding and newlyweds present an opportune time to provide family panning (FP) information and services. With high early marriage rates and low modern method use among youth (<15%)³. Many couples begin their marriages ill-equipped to plan their families. A focus group discussion (FGD) conducted in 2014 revealed that family planning is not a priority for young couples and the information they receive come from their friends/family which may not be comprehensive and/or accurate. A comprehensive targeted communication package and increase in FP uptake will reduce untimed and unwanted pregnancy among youths.

Newlywed Phase I:

The newlywed project was initiated to tap into the youth market using a new resource (wedding industry providers) and new approach (pre-wedding melas) to providing FP messages and services to couples planning to marry. The main objective was to encourage spousal communication and address myths and misconceptions related to contraception during fun evenings for engaged and newlyweds.

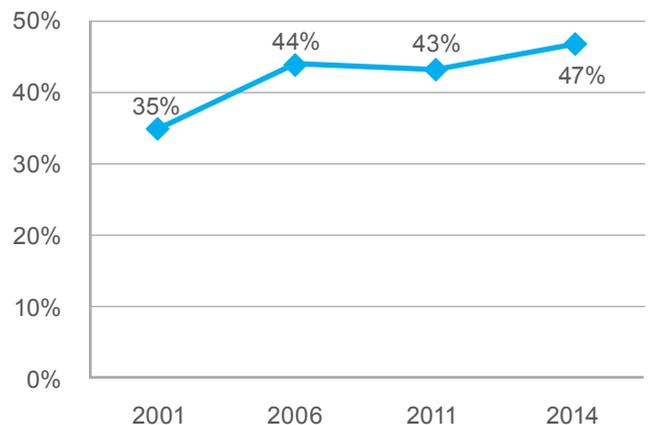
During this phase, focus group discussions and in-depth interviews were conducted which revealed the following:

- Non-existence of FP communication between couples around time of marriage.
- Relied on informal sources of information. Friends and families were the primary source of information and there



Source: NDHS 2011

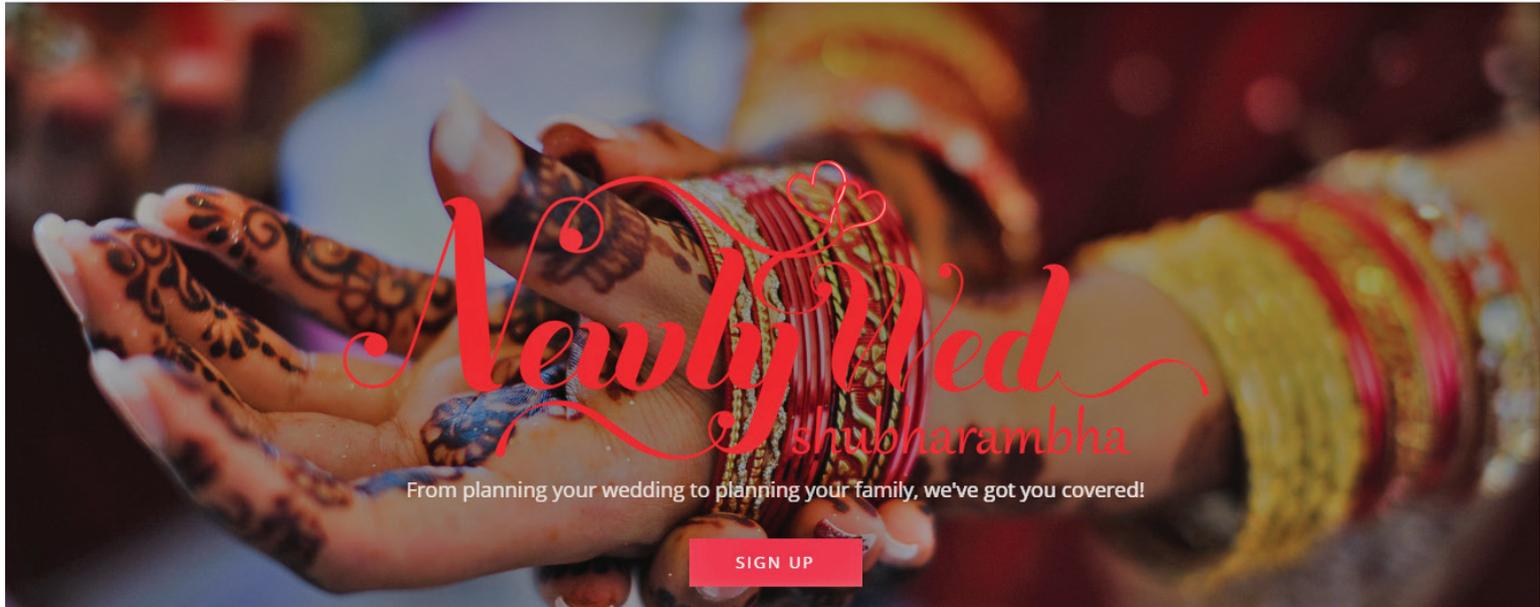
Trend in CPR



Source: NDHS 2001, 2006, 2011; MICS 2014

Unmet need among the adolescent and young is particularly high for spacing with 37.5 and 23.3 percent respectively³. Unmet need for family planning has declined from 27 in 2011³ to 25.2 in 2014⁴.

1. UN, 2011
 2. MoHP, 2011
 3. NDHS, 2011
 4. MICS, 2014



was a lack of confidence in information obtained on the web/media.

- Mistrust of modern contraceptive due to fear of discomfort and side effects as well as myths and misconception around newlywed couples' use of contraception.

In 6 months, the project resulted in 297 couples in KTM and Kavre visiting our centres for counseling, FP services, abortion and other services (25% directly referred by beauticians). More than 240 couples called our Meri Saathi hotline.

Newlywed Phase II:

Following the success of the first phase, newlywed phase II will continue utilizing beauticians as referral agents and educate vendors and newlyweds in Kathmandu. The exciting feature of this phase encompasses the use of technology in order to cater to the urban young population. We have introduced a website (www.newlywed.org.np) which is accompanied by a mobile phone application that strives to address the gap resulting from lack of communication between couples, lack of comprehensive information and lack of planning culture in Nepal.

The website/app attempts to instill the culture of planning a wedding as well as a family. The website/app lists vendors necessary for wedding planning and allows the user to set appointments with the vendors for which the user will receive alerts about the appointment. It also encompasses a checklist for wedding planning and blogs containing articles on love, sex, relationship and marriage.

In order to encourage conversation and to provide comprehensive and accurate information, "SEXplore" provides in-



formation on sexual and reproductive health (safe abortion, family planning contraceptives, safe abortion, SRH rights, and where to obtain FP and abortion services).

The mobile app user will also occasionally receive pop up messages regarding family planning to encourage conversation as well as planning of a family before or after they get married.

The ultimate goal of this project is to ensure newlywed couples are equipped with the comprehensive knowledge of SRH, mainly family planning. Furthermore, the impact indicators will include service utilization (Marie Stopes Centre), increase calls to our toll free hotline Meri Saathi (16600119756 or 9801119756), and brand positioning. The next phase will see tweaks in the project for upscale in other cities and rural areas.

For more information on the Newlywed Project, please contact:

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