

Project Title: *Promoting Small Family Norms in Yemen*

Project Cycle: 2 years and nine months (1st July to 31 March 2016)

Starting Date: 1 July 2013

Donor (s): Embassy of the Kingdom of the Netherlands (EKN)

Project Location: Governorates of Sana'a, Taiz, and Hadramout

Geographic Coverage: 22 districts in the 3 above governorates.

Partner(s):

Embassy of the Kingdom of the Netherlands (EKN), Ministry of Public Health and Population MOPH, Ministry of Endowment, Ministry of Planning and International Cooperation, MOPIC, MOE, MOHE, etc

Beneficiaries:

1. Newly established Family Friends Group
2. The Yemeni youth (16-35 yrs)
3. Newly married couples.

i) Background:

This intervention is meant to build on the conviction that one main cause for the enduring modest Family Planning (FP) progress and low contraceptives prevalence rate (CPR) in Yemen is the conventional approach in promoting FP; an approach that the Yemeni society interprets as a call instructing them to have 'fewer children' without illustrating how this will have a positive social and economic impact on their lives. This project will adopt a different approach that mainly focuses on promoting Small-Family Norms in Yemen as a means for individual and family socioeconomic prosperity and national economic development. The project will not directly promote for direct adoption of FP or increased consumption of contraceptives as a target or an objective in itself, but as a tool for accomplishing the personal and communal benefits to achieve a better quality of life for Yemenis. This proposed project relates to the experience of the 'Asian Economic Miracle', where it evidently proved that controlling the population growth rate was one of the fundamental issues that contributed to achieving national socioeconomic improvement. The proposed program will adopt specific features of the Indonesian innovative approach to family planning namely: generating social acceptance for Family Planning concept and creating a strong government -society link. The project has taken into consideration the low achievements of Family Planning in Yemen, and thus seek to adopt a different approach that while seeking to employ the targeted communities as the promoter and advocate of the "small family concept" also focus on targeting rural areas where government intervention has been modest. Through the creation of various community groups such as family friends groups, influential groups and establishing a network among all groups, the project aims to achieve its main objective which is raising the awareness of the 22 targeted communities on the socio-

economic benefits of having Small Families. The different planned activities including the pre and post intervention surveys as well as the area profile study will assist the project in its selection of the various groups and provide a baseline data for project impact evaluation.

ii) Goals :

Overall (Goals):

1. The main goal of the project is to raise public awareness and striving to change their attitudes toward small family concept through correcting traditional and religious misconception and remolding mindsets.
2. Enlighten and raise public awareness and change their attitudes, mindset and practices on family size concept.
3. Alter traditional and religious misconceptions and correct misperception of stereotypes of small families
4. Contribute to decreasing the population growth rate which will ultimately improve the national socioeconomic aspects.

Specific Objectives:

1. Establish 44 Family Friend Groups FFGs (an average of 15 FFG in each governorate);
2. Raise the awareness of the 22 targeted communities on the socio-economic benefits of having Small Families;
3. Establish a network of all FFGs (one network for each governorate). A total of 3 networks);
4. Develop a group of influential leaders/ figures (religious, tribal

iii) Project Contribution to SOUL Strategic Goals:

Health strategic goal

Expected Outcome (FINAL Results):

Based on the results of the pr-intervention survey we will set specific percentage for each of the following results:

1. FFGs active and sustainable by the end of the project;
2. % of increase in Family Planning Commodities usage in the targeted districts by the end of the project;
3. % of decrease in new birth in the targeted districts;
4. # of networks established and active by the end of the project; and
5. # of influential groups established and active by the end of the project.

iv) Monitoring & Evaluation: (please describe here how do you plan to monitor and evaluate the project)

The project will be monitored on monthly bases. Also a mid-term evaluation as well as final evaluation will be conducted. The project team in the field will carry out the project monitoring following the M & E tools developed by the project M&E consultant. A monitoring plan will be developed at the beginning of the project highlighting timeline, data collection tools to be used and line of responsibilities. The mid-term evaluation will be carried out by the project management team, while an external evaluator will be recruited to carry out the end of the project evaluation.

v) Current Status (as of-----):

- Revision and updating the projects documents .
- Recruitment and hiring the project team.
- Communication with the potential partners