

# Contraceptive influencers among currently married women in India, 2015-16

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# Abstract

The study endeavours to find the association of contraceptive use of elder daughter-in-law (DIL) on the younger (index) DIL within the household, as it is hypothesized that they might share their contraception experience and act as a influencer. The data from the fourth round of the National Family Health Survey (NFHS) conducted in 2015-16 was used for the analysis. Multivariate logistic analysis was used to examine the effect of various factors influencing contraceptive use among women. The results from logistic regression found that in a household if a older DIL uses contraceptives, then the percentage use of contraceptives among younger (index) DIL increased to 42% after controlling for other confounding factors. This suggest that the older DIL act as a influencer in the contraceptive choices for younger DIL residing in the same household. Community health workers can promote intrahousehold family planning communication which can help to increase the family planning use in the country.

#### Introduction

- The range of contraceptive products delivered through the family planning programme has widened in the last two decades, but stagnant prevalence of contraceptive use in India put forth many challenges in front of government.
- According to different literatures on contraceptive use, the role of community is well studied but less is explored to see the effect of peer on the contraception use of younger women residing in the same household.
- So this study endeavours to find the association of contraceptive use of elder daughter-in-law (DIL) on the younger (index) DIL in the household, as it is hypothesized that they might share their contraception experience to each other and act as a influencer.

#### Data

- For this study we have used the data from India DHS, conducted in 2015-16.
- For NFHS-4 the sample size was 122,474 currently married DIL.

### Methodology

- Descriptive and Multivariate logistic regression analysis was conducted to examine the associations between contraceptive use of index DIL and older DIL. The analysis was done for 11 populous country of India.
- The main independent variable was the modern contraceptive use of older DIL.



# Findings

Figure 1 : Percentage Distribution of Index DIL contraception use by older DIL contraception within Household, India, 2015-16



Figure 2 : Percentage Distribution of Index DIL contraception use by older DIL contraception within Household for four selected states of India



Figure 3 : Adjusted odds ratios (with 95% CI) from multivariate logistic regressions examining the contraception use among index DIL by selected covariates in India,NFHS-4

		95% Confidence Interval	
Contraception use of Older			
DIL	AOR	Lower	Upper
No	1.00		
Yes	1.42*	1.37	1.48
Average Education of DIL in Household			
No Education	1.00		
Primary	1.26*	1.04	1.53
Secondary	1.50*	1.29	1.89
Higher	1.73*	1.36	2.21
Number of children dead of Index DIL			
0	1.00		
1	0.52*	0.41	0.67
2	0.42*	0.22	0.80
Household level variables			
Wealth Quintile			
Poorest	1.00		
Poorer	0.94*	1.21	1.57
Middle	1.13*	1.46	1.90
Richer	1.56*	2.01	2.60
Richest	1.83*	2.39	3.13
Place of Residence			
Urban	1.00		
Rural	0.75*	0.86	0.99
Caste			
Schedule Caste	1.00		
Schedule Tribe	0.79*	1.02	1.30
Religion			
Hindu	1.00		
Muslim	0.57*	0.69	0.83
Others * p<0.05 , DIL – Daughter –in-law	1.22*	1.59	2.06

# Conclusion

- The findings suggest that the older DIL act as a influencer in the contraceptive choices for younger DIL residing in the same household.
- Community health workers can promote intrahousehold family planning communication and target the older women in the household in promoting the family planning use in the country.