Social and Behaviour Change Communication Approach to Family Planning in Ikpe Community in Urue-Offong-Oruko of Akwa Ibom State

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ABSTRACT
This research focused on the impact of Social and Behaviour Change Communication Approach to Family Planning in Ikpe community in Urue-Offong-Oruko of Akwa Ibom State as a focal area. A total of 200 copies of the questionnaire were randomly administered to residents of Ikpe Community who were sampled for this study. The sampling of the community was done using simple random sampling technique where most of the married people were listed and selected for the study. The method of data analysis adopted for this study was the simple percentage statistical formula. The findings of this research revealed that strategic communication has helped in great measure in shaping the perception and behaviour of residents of the study area as evidenced by their family size. The researchers, therefore, recommended that strategic communication, as well as Social Behaviour Change Communication (SBCC), should be effectively applied to revitalise conversations around healthy timing and spacing of pregnancies for high-risk groups in the area, like women of advanced maternal age, or those who have five or more children.

Keywords: Behaviour Change, Healthcare, Family Planning, Rural, Contraceptives

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