

**THE EFFECT OF INFORMATION EDUCATION AND COMMUNICATION  
ACTIVITIES ON MODERN CONTRACEPTIVE USE AND INTENTION  
TO USE AMONG MARRIED WOMEN IN CAMBODIA**

**CHEA SOVANN**

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS  
FOR THE DEGREE OF MASTER OF ARTS  
(POPULATION AND REPRODUCTIVE HEALTH RESEARCH)  
FACULTY OF GRADUATE STUDIES  
MAHIDOL UNIVERSITY  
2003**

**ISBN: 974-04-3772-9  
COPYRIGHT OF MAHIDOL UNIVERSITY**

THE EFFECT OF INFORMATION, EDUCATION, AND COMMUNICATION  
ACTIVITIES ON MODERN CONTRACEPTIVE USE AND INTENTION TO USE  
AMONG MARRIED WOMEN IN CAMBODIA

CHEA SOVANN 4538003 PRRH/M

M.A (POPULATION AND REPRODUCTIVE HEALTH RESEARCH)

THESIS ADVISORS : URAIWAN KANUNGSUKKASEM, Ph.D., ROSSARIN  
GRAY, Ph.D.

ABSTRACT

The objective of this study is to assess the effect of activities in information, education, and communication on contraceptive use and intention to use them among married women in Cambodia. The two separate sample groups are derived from the 2000 Cambodian Demographic and Health Survey, in which 15,351 women aged 15-49 were interviewed.

Bivariate analysis was conducted to find the relationship of socio-demographic characteristics and activities in information, education, and communication with contraceptive use and intention to use. Multivariate logistic regression with corrected standard errors was used to examine the relative effects of activities in information, education, and communication on contraceptive use and intention to use. The findings have shown that exposure to family planning through information, education, and communication is related to contraceptive use and intention to use. The family planning worker is one important source of family planning information in rural areas. The effects of electronic and printed media on contraceptive use and intention to use have been found statistically significant, especially when women are exposed to multiple sources of information. In the meantime, a substantial influence of socio-demographic characteristics on contraceptive use and intention to use has been observed.

The government should continue sponsoring messages on electronic and printed media. Multiple media sources reinforce one other and extend the reach to a larger audience. The program should upgrade knowledge and skills of family planning workers to enable them to facilitate discussions about family planning and benefits of smaller family size among couples in their communities. Moreover, the family planning program should focus not only on women in the middle reproductive years who are more likely to be using contraceptives, but also on younger age groups who are the most likely to intend to use contraceptives in the future.

KEY WORDS: CAMBODIA / MARRIED WOMEN / IEC/ MASS MEDIA/  
CONTRACEPTIVE USE / FAMILY PLANNING.

56 p ISBN 974-04-3772-9