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| **Title of Research Presentation** Financial considerations are the primary motivating factors in initiating and sustaining family planning use among women in Rwanda |
| **Maximum 2500 characters (including spaces but excluding title)****Background/Objectives**Rwanda boasts an unexpectedly high contraceptive prevalence rate (CPR) given its regional context. To understand how this was accomplished, the motivations of current contraceptive users were studied. Two prominent themes uncovered were financial savings and societal well-being with the latter encompassing impacts such as population control and environmental health.**Methods**There were 32 in-depth interviews conducted with modern contraceptive users in Rwanda in 2018. The interviews were divided equally between Musanze and Nyamasheke, districts having the highest and lowest modern CPRs in the country, respectively. Interview transcripts were coded and analyzed for relevant themes using Atlas.ti 8.**Results**All of the women interviewed cited financial considerations as a motivation to initiate and continue family planning use so that women should only have the number of children they can *fully* provide for *beyond* children’s basic needs. This theme was introduced via government messaging on the radio and in community meetings.From the day I started using family planning methods I was able to spend more time taking care of my kids….We don’t have to worry about school fees for our kids because we were able to save…I was able to pay for health insurance Mutuelle (health insurance) for the whole family.Not only was family planning beneficial to the individual family unit but the gains were extended to a societal level and were seen as crucial to the development of the country. References were also made to overpopulation and the environmental health of the country.Parents can afford school fees for their children and help the country to have people who are educated. The population has not increased compared to previous years. When you have many children, you can struggle to get food for them…it causes the problem of infant mortality**Discussion**These findings demonstrate that household and societal growth are appealing incentives to users. The latter encompasses development goals such as individual and environmental health and resource conservation in the face of a growing population. Such societal considerations may be a consequence of Rwanda’s communal culture. The prevalence and consistency of motivating factors also demonstrates the effectiveness of the government’s awareness campaign.**Keywords**Family planning, Rwanda, motivation, finances, environmental health |