

## **Abstract**

Globally, different mass communication strategies have been used in Health Promotion and Social Marketing with varying degrees of success. Contraceptive knowledge is widespread even among the rural people with no education; the level of contraceptive use is low in comparison to the Knowledge, Attitudes and Practices. There is unmet need for Family Planning in 107 countries or areas of the world (The World Contraceptive Use, 2010).

The objective of the study was to assess the effectiveness of Media in the Social Marketing of Contraceptives among the rural people of reproductive age between 15-49 years in Bungokho Sub County, Mbale District.

Most 103 (37.1%) knew contraceptive use as a means of child spacing followed by 66(23.7%) who understood it as having a manageable family. Media had a significant influence on the level of knowledge of the respondents ( $p<0.05$ ). Most of the respondents 205 (73.7%) thought contraceptives were effective though a few doubts were worth a mention with 73 (26.3%) responses. Media also had a significant impact on the contraceptive practices of the respondents. The results below show that respondents with high practice scores listened to radio and used internet. Most preferred media for advertising contraceptives were radio and television.

The study reveals good knowledge and a favorable attitude and knowledge of rural people towards contraception. Mass media exposure and social networks are the proxies for acquired contraceptive knowledge attitude and practice. Besides, this study found that mass media exposure and social networks play important roles in obtaining knowledge of modern contraceptive techniques.