



FACT SHEET

What is World Contraception Day (WCD)?

World Contraception Day, observed globally on September 26th, aims to raise awareness about contraception, family planning, and reproductive health. In Kenya, this day also serves to reinforce the nation's dedication to achieving the FP2030 goals. This commitment involves upholding reproductive health rights and empowering individuals to make free and responsible decisions regarding the number and spacing of their children. This is part of its development agenda, guided by international accords such as the 1994 International Conference on Population and Development (ICPD).

What is the WCD Theme for 2025?

World Contraception Day 2025 will be celebrated globally under the theme: **A choice for all – agency, intention, access, and in Kenya under the theme: Chaguo la wote; Making contraception accessible.**

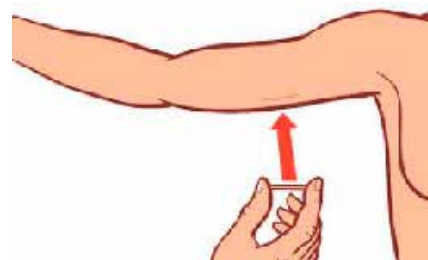
Why Family Planning Matters:

1. Family planning empowers people to decide freely and responsibly on the number and spacing of their children.
2. It is a key life-saving intervention that significantly improves maternal and child health outcomes.
3. Access to contraception reduces unintended pregnancies and maternal deaths, promoting healthier families and communities.
4. Family planning has a strong positive impact on socio-economic development by increasing household savings, supporting female workforce participation, and accelerating demographic transition in Kenya.

Contraceptive Methods in Kenya

Available contraceptive methods include:

- Male and female condoms
- Injectable contraceptives
- Intrauterine devices (also called IUDs -Hormonal IUD and Non-Hormonal IUD)
- Contraceptive pills (including emergency contraceptive pills)
- Implants
- Permanent methods (such as tubal ligation for women and vasectomy for men)



Self-Care and Informed Choices

What is Self-care in Contraception?

This refers to the ability of individuals, families, or communities to access and use contraception on their own — for example, condoms or emergency pills.

While such options give people privacy and convenience, the role of health workers remains critical.

They provide accurate information, counseling, and access to a wider range of contraceptive methods, ensuring safe and informed choices for everyone.

What is an Informed choice?

This is where Individuals have access to accurate and comprehensive information about all available contraceptive methods, including their side effects, and the ability to make choices that best meet their needs.

Emergency Contraceptive Pill (ECP) Usage



ECPs can be especially important for women in vulnerable or marginalized situations – those who have experienced forced or unwanted sex, or women who may not be able to access clinic-based family planning services easily (due to youth, displacement or other factors). These factors make self-care particularly important.

Unlike other family planning methods, ECPs must be used as soon as possible and within a short period of time after unprotected sex to effectively prevent pregnancy.

Post-Pregnancy Family Planning

Postpartum family planning (PPFP) refers to the provision of family planning services both during the post-partum and post-abortion period.

It supports the health and well-being of both mother and child immediately after childbirth and during the extended postpartum period (up to one year).

It helps women recover, space births safely, and prepare for future pregnancies.

Kenya's Family Planning 2030 Targets

- Increase modern contraceptive prevalence from 56.9% in 2017 to 64% by 2030.
- Reduce the unmet need for contraception from 14% to 10% by 2030

Sources of Contraception

Most women (62%) get their contraception from public health facilities, while about one-third (33%) use private providers like pharmacies

2022 Kenya Demographic and Health Survey Key Statistics

- Almost everyone (99%) has heard of at least one modern contraceptive method...
- About 6 in 10 married women use contraception (57% use modern methods, 6% use traditional).
- Most popular methods among married women: injectables (20%), implants (19%), pills (8%).
- For sexually active unmarried women, most use some form of contraception. Of those who do, condoms are the most common method.
- Use of modern methods has increased significantly over decades, especially implants.
- Use of contraception rises with education and wealth and varies by region within Kenya.

Unmet Need and Discontinuation

About 1 in 7 married women want to avoid pregnancy but are not using contraception.. Primary reasons for stopping contraception include wanting to get pregnant (about 3 in 10) or concerns about side effects/health (about 2 in 10).

Demand and Future Use

- Of every 100 married women, 76 want to either avoid or delay a pregnancy. However, only 62 of these women are currently using contraception.
- 48% of women not currently using contraception intend to use it in the future.
- If every woman who wanted contraception could get it, use among married women would rise to 3 in 4.

Total Market Approach

Public sector – Government facilities offer affordable services with wide coverage.

Private sector – Pharmacies, clinics, and hospitals expand access and convenience.

NGOs & development partners – Bridge gaps, support outreach, and drive innovation.

Communities & households – Foster acceptance, informed choice, and shared responsibility.