

Communicating Contraceptive Effectiveness

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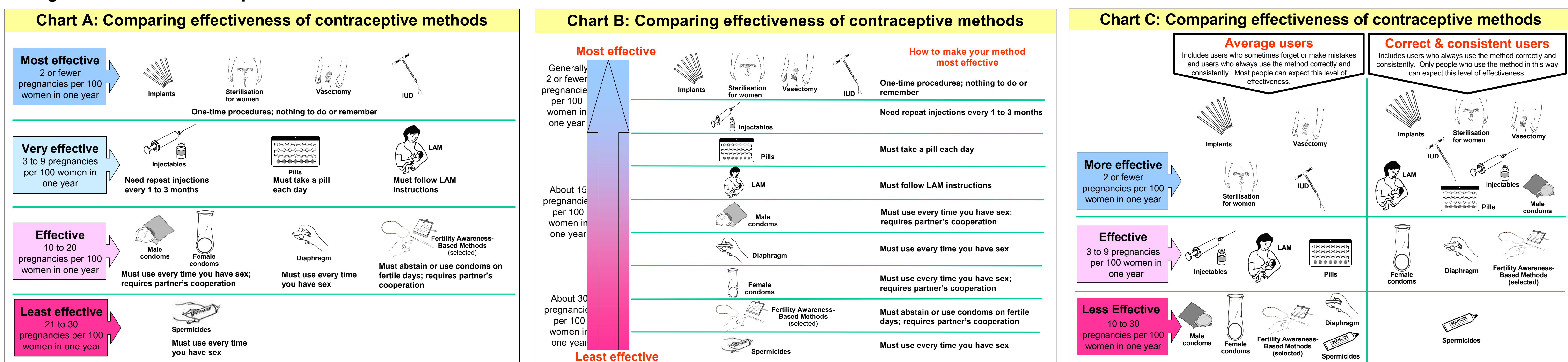
OBJECTIVE

To assess how well women understand contraceptive effectiveness and how best to communicate the effectiveness of different methods.

METHODS

We randomized 450 reproductive aged women in Bangalore, India and in Kingston, Jamaica to 1 of 3 contraceptive effectiveness charts to evaluate improvement in knowledge pre/post intervention using an open book format.

Figure 1. Three contraceptive effectiveness decision aids



RESULTS

- At baseline, only about 50% of participants had correct knowledge about the two key questions.
- None of the charts improved knowledge more than other charts.
 - All overall tests and pair-wise tests insignificant ($p > 0.05$)

Demographics	India	Jamaica
Age (mean)	33 years	27 years
Married	95%	11%
Education (mean)	16 years	14 years
Talked to health care provider about contraception	64%	74%
Agreed that it is very important not to get pregnant	71%	62%
Most commonly used contraceptive methods (ever used)	Condoms 59% IUD 33% NFP 31% OCs 27%	Condoms 71% OCs 57% Injectables 25% Withdrawal 25%
Most important reason for choosing a contraceptive	Effective 52% Side effects 21% Ease of use 9%	Effective 46% STI protection 17% Side effects 10%

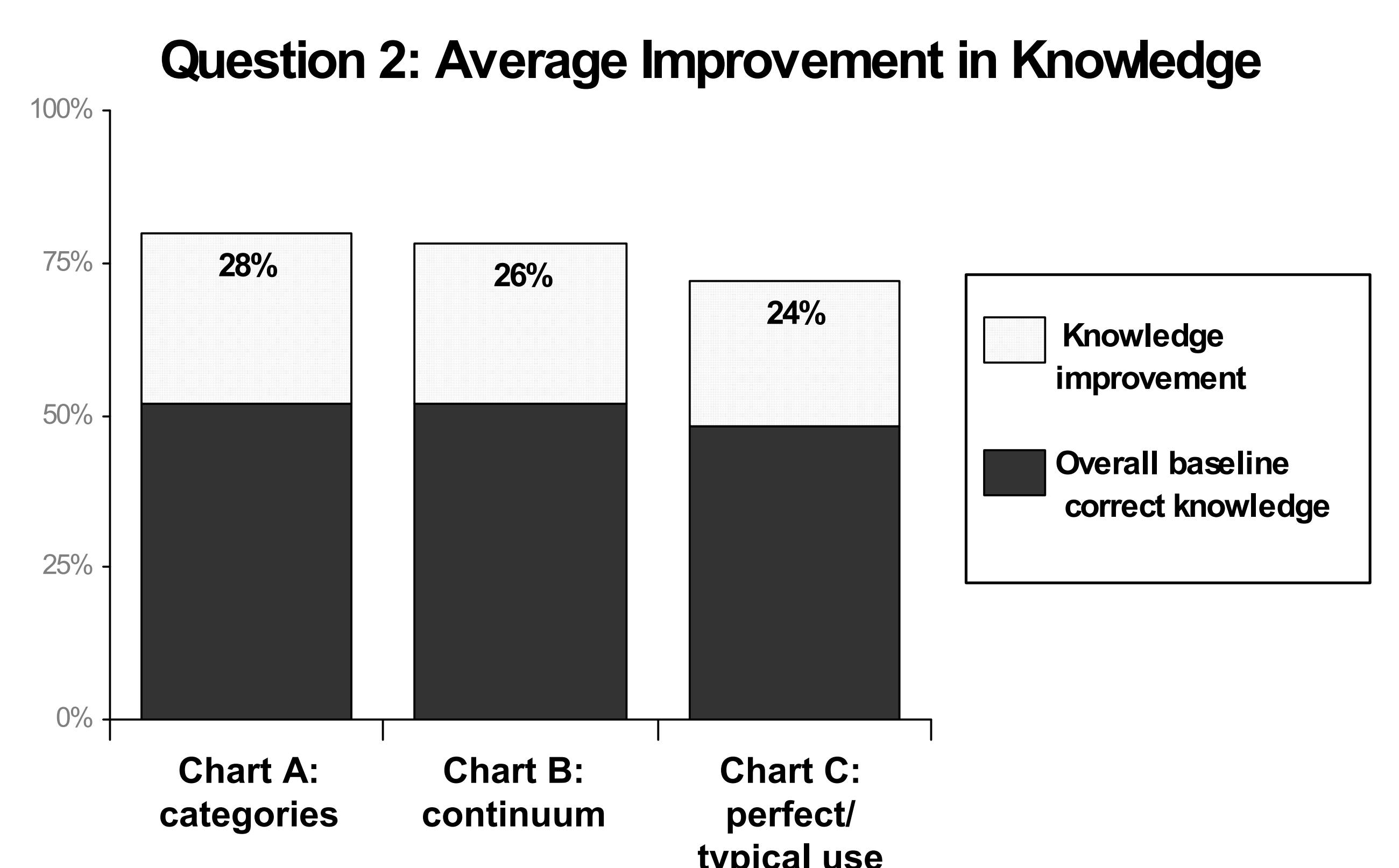
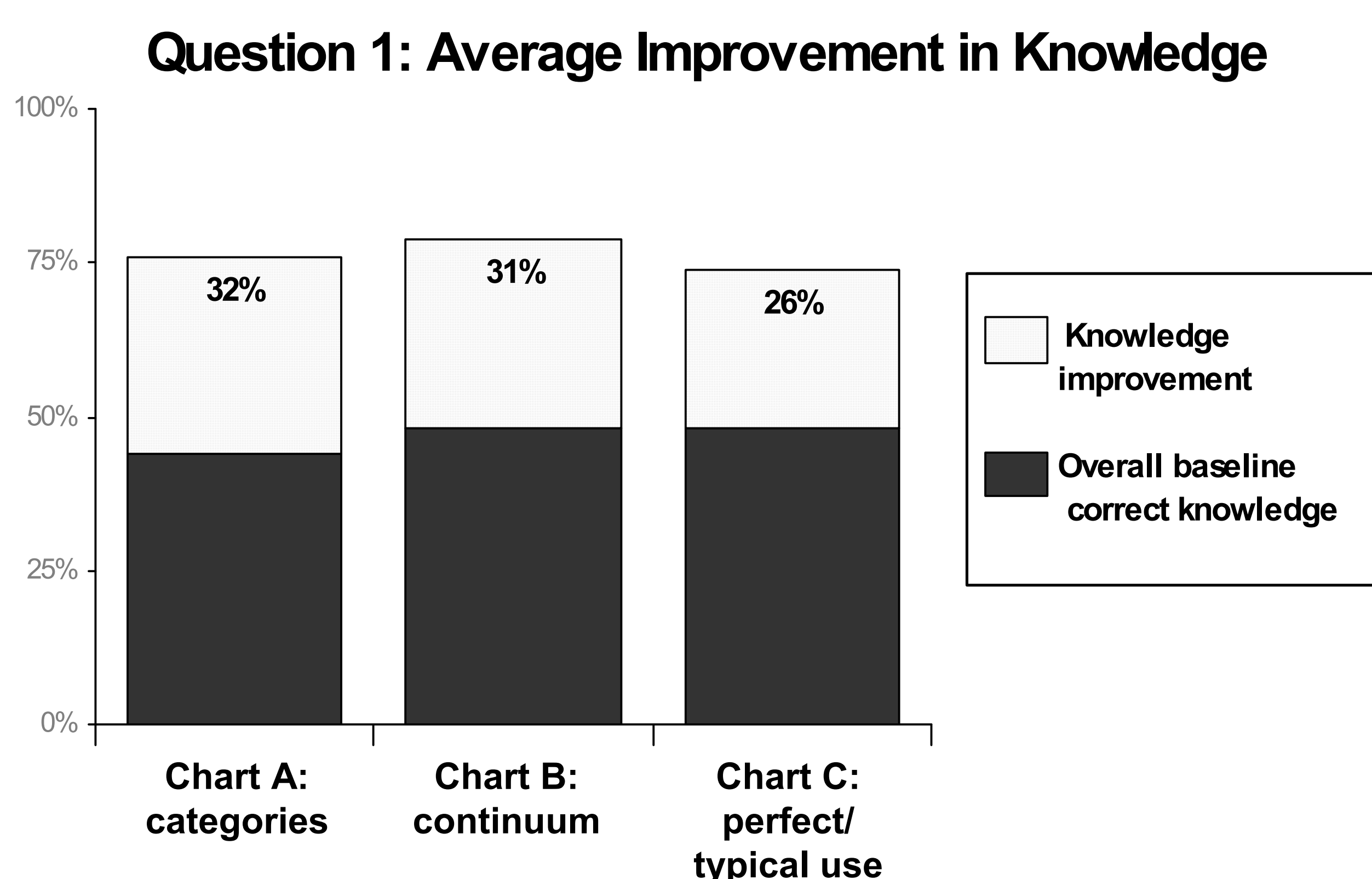
KEY STUDY QUESTIONS

1. For average/typical women, which method do you think works better to prevent pregnancy, birth control pills or male condoms?

- 1) Birth control pills
- 2) Male condoms
- 3) They work about the same
- 4) Don't know

2. For average/typical women, which method do you think works better to prevent pregnancy, injectables (hormone shots) or IUDs?

- 1) Injectables
- 2) IUDs
- 3) They work about the same
- 4) Don't know



CONCLUSIONS

- Overall poor contraceptive effectiveness knowledge
- Charts improved knowledge well, and equally well