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

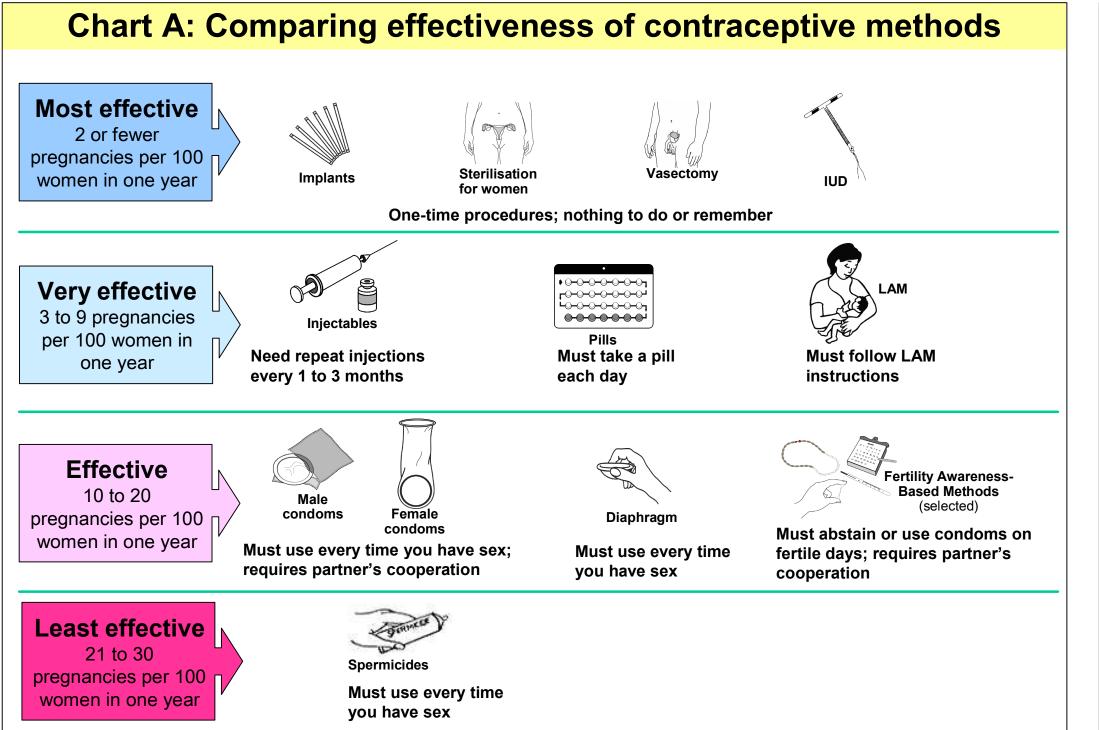
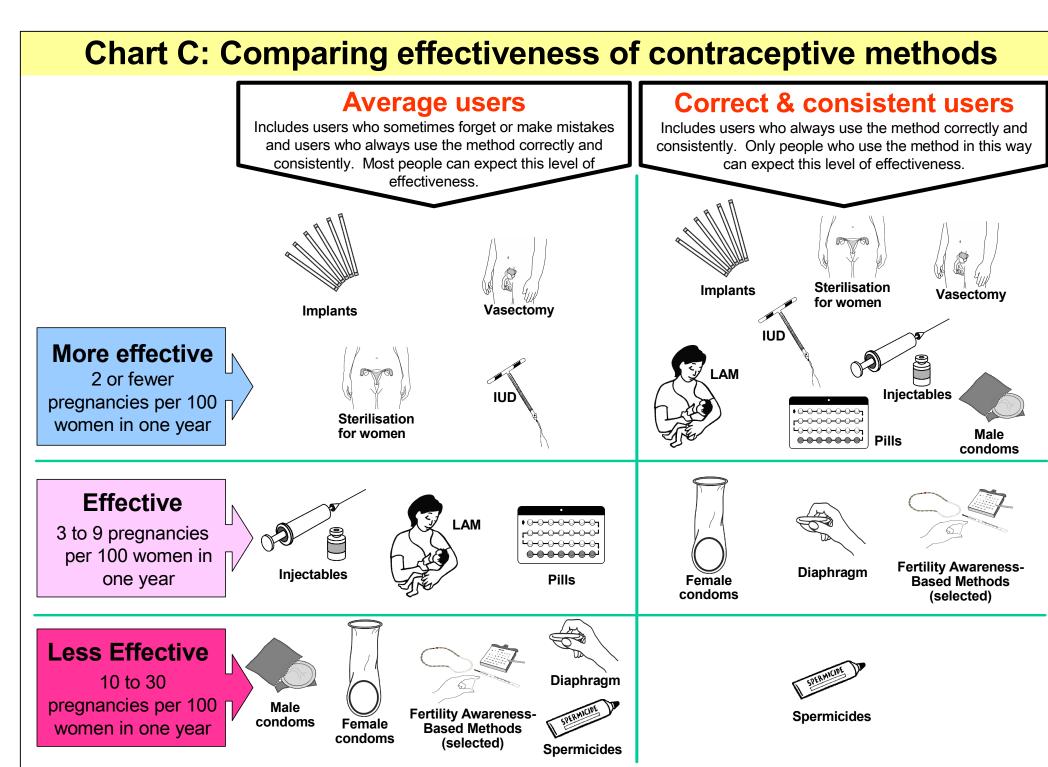


Chart B: Con	nparing effectiveness of	contraceptive methods
Most effective Generally		How to make your method most effective
2 or fewer pregnancie	Implants Sterilisation Vasectomy for women	One-time procedures; nothing to do or remember
per 100 women in one year	Injectables	Need repeat injections every 1 to 3 months
	10-0-0-0-0-1 10-0-0-0-0-1 10-0-0-0-0-1 10-0-0-0-0-1 Pills	Must take a pill each day
About 15 pregnancie per 100 women in one year	LAM	Must follow LAM instructions
	Male condoms	Must use every time you have sex; requires partner's cooperation
	Diaphragm	Must use every time you have sex
About 20	Female condoms	Must use every time you have sex; requires partner's cooperation
About 30 pregnancie per 100	Fertility Awareness- Based Methods (selected)	Must abstain or use condoms on fertile days; requires partner's cooperation
one year Least effective	Spermicides	Must use every time you have sex



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 ye	ars	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	Condoms	59%	Condoms	71%
methods (ever used)	IUD	33%	OCs	57%
	NFP	31%	Injectables	25%
	OCs	27%	Withdrawal	25%
Most important reason for choosing a	Effective	52%	Effective	46%
contraceptive	Side effects	21%	STI protectio	n 17%
	Ease of use	9%	Side effects	10%

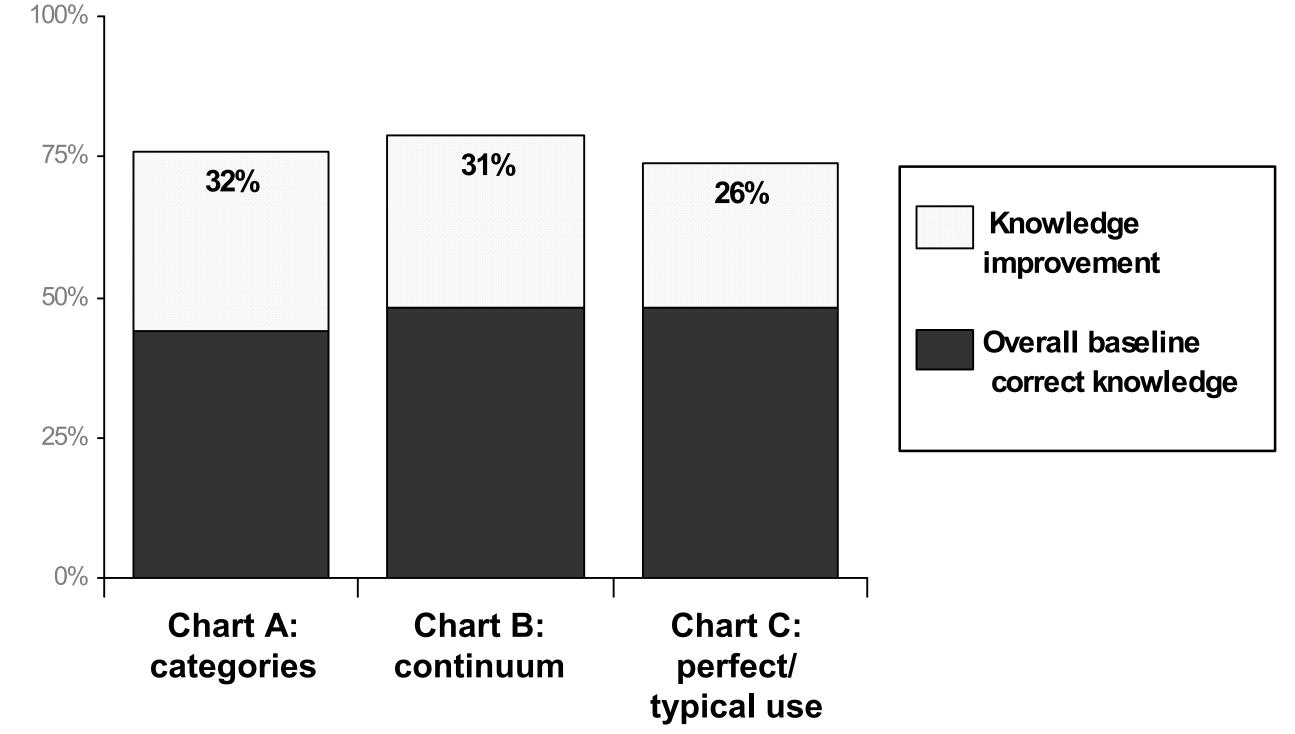
KEY STUDY QUESTIONS

- 1. For average/typical women, which method do you think works better to prevent pregnancy, <u>birth</u> control pills or <u>male condoms</u>?
 - 1) Birth control pills
- 3) They work about the same
- 2) Male condoms
- 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

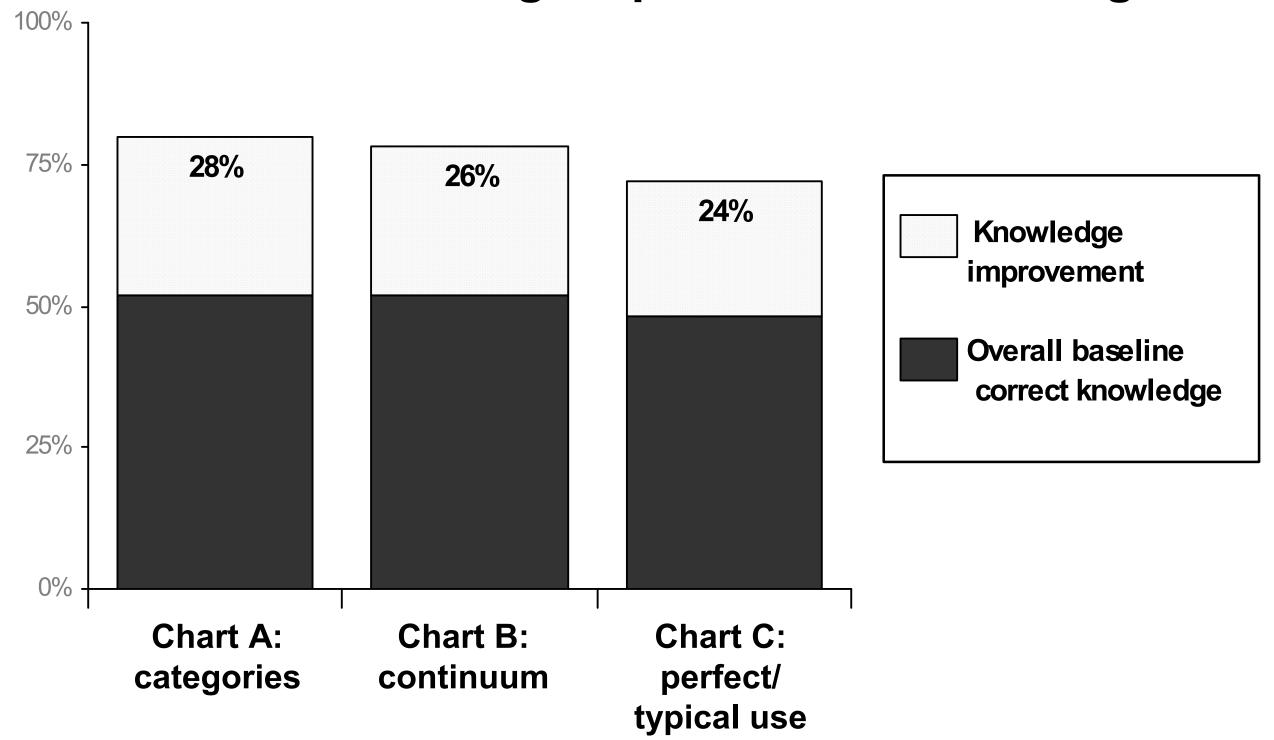
2) IUDs

- 3) They work about the same
- 4) Don't know





Question 2: Average Improvement in Knowledge



CONCLUSIONS

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