www.whoopsproof.org: How to Reach Women and Increase Their Positive Regard for the Most Effective Methods of Contraception

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WHOOPS PROOF BIRTH CONTROL

How to Reach Women and Increase Their Positive Regard for the Most Effective Methods of Contraception
PROJECT GOALS

To increase the number of women who choose IUDs and the Implant as their method of contraception, The National Campaign set out to:

- Reposition IUDs and the Implant in a relevant and meaningful way through messages and ideas.

- Develop a framework for a public, “consumer-facing” communications campaign to increase positive regard for these methods.
Our approach was firmly rooted in the views, feelings, experiences, and words of these young women and included:

- A review of relevant research and reports.
- Expert interviews with health care practitioners, media experts and those who provide sex and relationship advice to young adults.
- Deep qualitative research and iterative design process with 70 women in New York City, Indianapolis, San Antonio, Atlanta and South Carolina.
9 KEY INSIGHTS & APPLICATIONS
INSIGHT #1

Most women are unaware of the wide range of birth control options out there.

WHAT WE HEARD

“Initially it wasn’t really a choice... in high school, they were saying ‘use condoms’ or ‘don’t have sex’... When that wasn’t really working for me, I went to the doctor and he was like use a low dose pill. And that didn’t work, so I stopped...”
INSIGHT #2

Effectiveness is expected.

WHAT WE HEARD

“I kind of feel like most of the birth controls are over 90% effective....”

“Why would a clinic offer a method if it isn’t effective?”
**INSIGHT #3**

**Side effects can be more important to young women than effectiveness.**

**WHAT WE HEARD**

“When I was on birth control, I was breaking out. Having those body changes really messes with your self-esteem generally. Oh and I’m doing this for sex...sacrificing how I look for sex?!”

“It may be effective, but do [other women] like it? Did they stop using it for a reason?”
INSIGHT #4

The concept of “long-acting” as a desirable attribute of IUDs and the Implant does not resonate with young women.

WHAT WE HEARD

“If I’m not in a long-term relationship, why should I have a long-acting method of birth control?”

“I don’t like this one [ad] because it calls out a 3 year plan. What if I don’t have a 3 year plan? What if I don’t have a tomorrow plan? What if I don’t know what I’m doing this weekend?!”
INSIGHT #5

Women confuse IUDs and the Implant, but there are differences and strong personal preferences attached to each.

WHAT WE HEARD

“I thought an implant was a general term for an IUD.”

“Isn’t an IUD implanted?”

“IED...”
Communicating “how it will feel” for both women and their partners is vital.

WHAT WE HEARD
“What the doctor tells you is clinical, but not how it feels.”

“We both can’t feel it, that’s a main concern for me. I don’t want him to feel it either because I know how he is.”

“I know how a really bad cramp feels... [using familiar comparisons] is going to make me feel that much more comfortable.”
INSIGHT #7

Women want to hear from other women.

WHAT WE HEARD

“Before I got an IUD, I was searching for women who had one.”

“I look it up and then go to the doctor and say ‘well, people are saying this, what is your opinion?’”

“This [ad] is almost like a review. I look for reviews for everything.”
Birth control is a journey full of troubleshooting.

WHAT WE HEARD

“I don’t think women are learning about birth control. They just want to find something that works. When they do research, it’s because something is not working.”
9 WAYS TO SHIFT THE CONVERSATION

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<td><strong>1</strong></td>
<td>Offer IUDs and the Implant first—informing young women of these most effective methods, without overwhelming them with the wide array of options all at once.</td>
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<td><strong>2</strong></td>
<td>Emphasize <em>not only</em> effectiveness, <em>but more importantly</em>, other attributes and benefits of IUDs and the Implant.</td>
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<td><strong>3</strong></td>
<td>Explain how IUDs and the Implant are made to work with young women’s bodies—by highlighting both low and no hormone IUD options, and the hormonal benefits associated with the Implant.</td>
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<td><strong>4</strong></td>
<td>Describe IUDs and the Implant as “<em>low maintenance</em>” methods made to fit this “<em>now</em>” generation of young women vs. using the term “LARCs.”</td>
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<td><strong>5</strong></td>
<td>Highlight the distinct attributes, placement, and benefits of IUDs and the Implant individually to guide women at pivotal points in their decision making process.</td>
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<td><strong>6</strong></td>
<td>Engage women in an honest conversation about <em>how it will feel</em> during the <em>entire</em> experience for both themselves and their partners.</td>
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<td><strong>7</strong></td>
<td>Share experiences that other women have had with these methods—the good and the bad—using everyday language to provide them with the confidence and comfort they’re seeking.</td>
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<td><strong>8</strong></td>
<td>Frame the birth control conversation around what matters most to each individual woman’s needs, concerns and preferences—from side effects to adherence issues.</td>
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THANK YOU

The National Campaign
to Prevent Teen and Unplanned Pregnancy

SMART DESIGN
G-Power App for Young People

Kim M. Nolte, MPH, MCHES
President and CEO
Georgia Campaign for Adolescent Power and Potential (GCAPP)
POWER

POWER in the palm of your hand

GCAPP

GEORGIA CAMPAIGN FOR ADOLESCENT POWER & POTENTIAL
Education • Prevention • Action For Adolescent Health
FREE Cell Phone App for Young People

Young people need

- to know their **rights to sexual health services**
- to know what **types of methods** are available and most effective to know
- where to **access these services**
- to have a **voice** in sharing knowledge and improving services
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**What to Know**
- Minor’s Rights
- Contraceptive Methods

**What to Expect**

**What to Ask**
Link to over 200 Title X clinics and condom locations in GA

Where to Go

🎉 GPS Turn by Turn directions

👉 1 click to call the clinic
Real Talk Videos

- LARC
- Contraceptives
- Male Condom Demo
- Female Condom Demo
**Friendly Reminder**

- **Set up Birth Control Reminder**
- **Set up Dr. Appointment reminder**

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<th>REMINDERS</th>
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<td>Mar 20, 2014</td>
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Giving Youth a Voice

Speak Up

👩‍💻 Rate the clinics
👩‍💻 Share app with Friends
👩‍💻 Provide feedback to improve the app
Download **POWER** now!

Free APP!

Search “gPower”

Available on the App Store

**ANDROID APP ON Google™ play**
Help Spread the Word!!

- Posters
- Palm Cards
- Ask Young People to Rate your Service
Outreach Participant Discussion

- Questions and Discussion