The Promise of Long-Acting Reversible Contraception (LARC): Formative Research to Develop a Contraceptive Access Campaign

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\section*{Background}

Despite much dissatisfaction with the oral contraceptive pill, over one-fourth of all female contraceptive-users still rely on this method as their primary birth control option. Little research has been done to understand why women reject nondaily (e.g., vaginal ring, patch) and long-acting reversible contraceptive (LARC) (e.g., intrauterine device, implant, injection) options, despite increased effectiveness. This study seeks to explore the role of contraception in the lives of reproductive-aged women in order to provide recommendations to improve access to nondaily and LARC methods and develop an intervention targeting behavior change.

\section*{Purpose}

- This research project offers a multi- and interdisciplinary approach to investigate the role of psychological, clinical, and behavioral factors in contraceptive choice.
- Specifically, this study seeks to better understand the relationship(s) among contraceptive knowledge, access, awareness, and choice.
- This study will improve scientific knowledge and clinical practice in the field of reproductive health.
- In addition, research findings will extend concepts, methods, and theory in the fields of public health and communication to offer practical recommendations to develop a preventive intervention and campaign initiative.

\section*{Methods}

\textbf{Phase I: Focus Group Discussions for Pre-Production Message Research}
- 6 Focus Groups
- 72 Anticipated Participants
- Flyer, Email, and Facebook Recruitment
- Develop and Modify Existing Campaign Messages

\textbf{Phase II: Individual Intercept Interviews for Message Testing}
- 30 Anticipated Participants
- Email and Facebook Recruitment
- Affirm Efficacy of Campaign Messages
- Modify Messages if Necessary

\textbf{Phase III: Web-Based Survey for Message Confirmation}
- 1,000 Anticipated Participants
- Email and Facebook Recruitment
- Confirm Messages Across a Large Group of Women Prior to Campaign Implementation

\section*{Phase I: Campaign Poster Prototypes}

\begin{figure}[h]
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\includegraphics[width=\textwidth]{campaign_posters}
\caption{Example Campaign Posters}
\end{figure}

\section*{Example Focus Group Questions}

- \textbf{Probes Assessing Contraceptive Knowledge, Attitudes, and Perceptions:}
  - Please use the paper and pen you were provided, and take a moment to write down what comes to your mind when you hear the word \textit{contraception} or \textit{birth control}.
  - Please describe for me a time when you discussed contraception with people in your life.
  - Where do you go for more information about contraception? In other words, what sources of information do you use when you want to learn more about it?
  - How, if at all, would the sponsoring organization impact your assessment of the message concepts and designs you just saw?

- \textbf{Questions Concerning Marketing Prototypes:}
  - What do you think is the core message or one thing that you take away from the concept or design?
  - How, if at all, did viewing this message impact your opinion of these contraceptive methods?
  - How, if at all, would the sponsoring organization impact your assessment of the message concepts and designs you just saw?

\section*{Expectations for Phases II & III}

\begin{itemize}
  \item April 2014
    - Phase I data collection.
    - Modify campaign posters based on Phase I recommendations.
    - Phase II data collection.

  \item May 2014
    - Phase I transcriptions and coding for data analysis.
    - Modify campaign posters based on Phase I recommendations.
    - Phase II data collection and transcription.

  \item June 2014
    - Phase II transcriptions and coding for data analysis.
    - Modify campaign posters based on Phase II recommendations.
    - Phase III participant recruitment and data collection.

  \item July 2014
    - Phase III data analysis.
    - Prepare manuscripts for publications and presentations.
    - Administer campaign in various South Carolina locations.
\end{itemize}

\section*{Campaign Implementation & Project Expectations}

Information obtained from this study will be used to create a health communication and promotion campaign aimed at increasing use of nondaily and LARC methods. Qualitative research is essential to understanding contraceptive use behaviors, knowledge, access, and messages to impact development of communication efforts. The current study will use a three-phased approach (focus group discussion, in-depth individual interviews, and web-based surveys) to test and confirm campaign messages to be used in Planned Parenthood locations in Charleston and Columbia, and eventually throughout South Carolina.

\begin{figure}[h]
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\includegraphics[width=\textwidth]{campaign_implementation}
\caption{Campaign Implementation Timeline}
\end{figure}

\textbf{For more information, please contact Andrea L. DeMaria (demariaa@cofc.edu) or Beth Sundstrom (BLS@cofc.edu)}