Understanding knowledge, attitudes, and behavioral determinants for contraceptive use decision making among reproductive-aged women

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BACKGROUND

Unintended pregnancy costs $4.6 billion annually in the United States, where half of all pregnancies are unplanned. In 2012, the American Congress of Obstetricians and Gynecologists (ACOG) determined that LARC methods (the intrauterine device (IUD) and implant) should be first line recommendations for all women and adolescents. In order to develop persuasive messages to increase LARC uptake, research must be conducted to understand women’s contraceptive choices.

LITERATURE REVIEW

CONTRACEPTIVE ACCESS CAMPAIGNS

Bedside.org seeks to prevent unintended pregnancy through education, information, and grassroots initiatives.

THEORY OF PLANNED BEHAVIOR

Behavioral intention (shown to predict actual behavior) is determined by one’s attitude, subjective norm and perceived behavioral control.

DIFFUSION OF INNOVATIONS THEORY

Innovations diffuse through social systems over time.

QUALITATIVE METHODS

PHASE I

• 6 Focus Groups (n=61), 2 hours each
• Semi-structured focus group guide
• $50 participant incentive

PHASE II

• 18 intercept interviews, 30 minutes each
• Semi-structured interview protocol
• $25 participant incentive

DATA ANALYSIS

• All focus groups and interviews audio-recorded, transcribed, and coded
• HyperRESEARCH 3.5.2 qualitative analysis software
• Grounded theory constant comparative method (Glaser & Strauss, 1967)
• Open coding, axial coding, line by line coding to identify emergent themes (Corbin & Strauss, 2008).

PARTICIPANTS (ages 18-44)

Race/Ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>White or Caucasian</td>
<td>85%</td>
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<tr>
<td>African American</td>
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Birth Control Method

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>OCP</td>
<td>3%</td>
</tr>
<tr>
<td>IUD</td>
<td>3%</td>
</tr>
<tr>
<td>Implant</td>
<td>1%</td>
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<tr>
<td>Condom</td>
<td>1%</td>
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RESULTS

Themes

Cost

Illustrative Quote

• Since it's free, that changes a lot because I feel like my previous perception was that this was really expensive and I would never do it just for that reason.”

Source

Illustrative Quote

• “Without a source, the statistic doesn’t really mean anything.”

Statistics/Effecrtiveness

• “With the percentages that they have for the IUD and the implant of 99% versus the pill’s 91% effective, that kind of opens your eyes a little bit, since most people go for the pill.”

Characters

• “I think she [runner] would be someone that women would strive to be because she’s taking care of her body physically and maybe mentally”

Information-Seeking

• “I think if people have had problems or people have had issues with fertility that they might look up for more information.”

Choice

• “I do like the “You have options.” I think that is a great slogan.”

CONCLUSION

Findings extend concepts, methods, and theory in the fields of public health and communication, offering practical recommendations to develop an initiative to increase uptake of highly effective contraception in South Carolina.

ACKNOWLEDGMENTS

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