

LEARNINGS FROM THREE YEARS OF VICTORIA'S SEXUAL AND REPRODUCTIVE HEALTH PHONELINE

Authors:

Mogharbel C¹, Dang E¹.

¹1800 My Options, Women's Health Victoria

Background/Purpose:

1800 My Options is Victoria's phonenumber for contraception, pregnancy options including abortion, and sexual health. Launched in 2018, it improves sexual and reproductive health (SRH) service access and ensures that Victorian women can access the SRH services they need. SRH service access may be impeded by stigma, socioeconomic status, misinformation and lack of knowledge. This presentation discusses how 1800 My Options' model addresses these access issues, through sharing an analysis of three years of service data.

Approach:

1800 My Options provides an essential service to Victorians seeking SRH information and care. The pro-choice, confidential phone line provides a safe and non-judgemental space to ask sensitive or stigmatised questions and receive evidence-based information. An online, geomapped database of health providers enables provision of pathways to trusted service providers, tailored to individual needs. Out of 14,000+ calls, abortion is the most frequently discussed service, followed by LARC. Targeted health promotion campaigns support service goals.

Outcomes/Impact:

An independent evaluation of 1800 My Options shows that it reduces stigma and increases access to SRH services. The service manages demand to match supply, and empowers clinical and support service providers. It makes a complex system easier to navigate. Women from disadvantaged backgrounds are well serviced, contributing to equity of SRH access. 1800 My Options' unique service data highlights geographic areas of need and trends in access issues throughout Victoria.

Innovation and Significance:

1800 My Options increases visibility of the SRH system, ensuring accessibility of abortion, contraception and sexual health services. Its collaborative approach ensures that the service can be responsive to system and community needs. This model can inform access and equity solutions in other Australian jurisdictions.

Disclosure of Interest Statement

1800 My Options is a service of Women's Health Victoria, funded by the Victorian Government Department of Health. We acknowledge our close partnerships with many service providers and stakeholders that have contributed to 1800 My Options' service provision.