

EXTEND-PREFER: Identifying components of an online education intervention to improve preference for and uptake of long acting reversible contraception in women from culturally and linguistically diverse backgrounds.

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Background:

International data suggest women from culturally and linguistically diverse (CALD) backgrounds have greater rates of unplanned pregnancies and abortions than those born locally and are less likely to use long acting reversible contraceptives (LARCs), which are highly effective at reducing unintended pregnancy. Therefore, increasing uptake of LARC in women from CALD backgrounds may reduce the burden of unintended pregnancy in this high-risk group. Data from the PREFER study demonstrated that an online education video is effective at increasing preference for and uptake of LARC in young Australian women. We aim to identify cultural modifications for an online education intervention for CALD women.

Methods:

This qualitative study involved 18 semi structured interviews with 6 Australian English-speaking women each from Chinese, Indian and Middle Eastern cultural backgrounds. Women were recruited through targeted Facebook advertising and a Qualtrics survey. Data were analysed using NVivo 12 software and thematic analysis was undertaken.

Results:

Suggestions about culturally appropriate advertising platforms and advice regarding content to be included in the health intervention were provided, with a focus on clear messaging around the mechanisms of LARC action.

Conclusion:

Findings of this study will be used to modify the PREFER video to women from Chinese, Indian and Middle Eastern backgrounds in the Australian context.

Disclosure of interest statement:

The EXTEND PREFER study is funded by the Australian Government Department of Health. There are no conflicts of interest to declare.