

Improving contraceptive health literacy and increasing LARC knowledge, preference, and uptake among women from rural and remote areas, CALD backgrounds and socioeconomic disadvantage: A protocol of the EXTEND PREFER study

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Background

Long-Acting Reversible Contraceptives (LARCs), are the most effective reversible contraceptive method for the prevention of pregnancy. However, Australian women's knowledge of, preference for, and use of LARCs is poor. The EXTEND PREFER intervention aims to increase contraceptive health literacy and uptake of effective contraceptive methods among women from rural and remote areas, culturally and linguistically diverse (CALD) backgrounds and socioeconomically disadvantaged backgrounds, who are at greater risk of experiencing an unintended pregnancy. The proposed study will assess the effectiveness of this intervention for increasing preference for and uptake of effective contraceptive methods, as well as assess the reach and effectiveness of a social media advertising approach.

Method

Using targeted social media advertising, we will provide women with an opportunity to view a short online video detailing the reversible contraceptive options available in Australia beginning with the most effective methods. The video will be available in English as well as languages most used by women from CALD backgrounds in Australia (Chinese, Hindi and Arabic). Women will be asked to complete online surveys prior to viewing the video and immediately after viewing the video, as well as a follow-up survey six-months post-intervention to assess change in knowledge, contraceptive preference and uptake. The reach and effectiveness of the social media advertising approach will be assessed using advertising analytics.

Results

Data collection will begin in November 2020 and will be complete by February 2022.

Conclusion

The findings of the proposed study will illustrate the effectiveness of an online approach to improving contraceptive health literacy among the target populations, as well as increasing the preference for and uptake of effective contraceptive methods. On conclusion of the study we will work towards the sustainability and broader dissemination of the intervention as a means of preventing unintended pregnancy more broadly in Australia.

Disclosure of interest

The investigator team have no conflicts of interest to declare.