Get It & Forget It: The IUD
Online Video Intervention to Promote Use of the IUD

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Disclosure

- Rachel Baum, LMSW, Get It & Forget It: The IUD
- No relevant financial or nonfinancial relationships to disclose.
Need for Contraceptive Interventions for Adolescents

- 18% of sexually active teens not using a method
  - Only 10% among age 25-44
- More likely to rely on methods that require active adherence
  - 53% using pill and 20% condom
  - < 3% IUD

Source: Jones et al, 2012
Long Acting Reversible Contraception (LARC)

- Highly effective
- Long-acting
  - 3-10 years
- Requires no action by user
- Reversible when desired
  - without impact on fertility
Other Benefits of IUDs

- Can be a first-line contraceptive choice for adolescents
  - Whether they have had children or not
- <1% failure in 1 year typical use
- Can be inserted directly post-abortion and post-partum
  - Prevents loss to follow-up
- Rates of continuation are similar for adults and adolescents

*Source:* Yen et al., 2010; Fox et al., 2011
Advantages of Technology-Based Interventions

- Incorporate complexity in simple interface
- Tailored health messages
  - More effective in changing health behavior
- Ensure fidelity of counseling message
- Ability to reach wider population
  - Primary language, literacy skills
- High intensity with fewer resources
  - Does not require extensive staff training
- High user acceptance

Source: Lustria & Noar 2009
Get It & Forget It Project Goals

- Learn how to help young women consider long-acting reversible contraception (LARC)
- Educate young women (age 18-25) about LARCs
- Encourage positive and accurate messages about LARCs
  - Online
  - By word-of-mouth
Project Activities

- Advisory Committee
- Concept Development (English & Spanish)
  - Review of similar materials
  - Focus Groups
- Video Production
  - English & Spanish
- Evaluation
  - Pre & post survey
  - 3-month follow up
- Online Dissemination of Video
Focus Group Methods

- 3 in English; 3 in Spanish
  - Phase 1: Discussion of pregnancy intentions and contraception knowledge and attitudes; review existing videos
  - Phase 2: Draft video pre-testing
Focus Group Participants

- All had sexual intercourse with a man
- Most wanted to avoid pregnancy now
- Most had tried a method of birth control other than condoms
  - But low familiarity with LARC
Focus Group Participants’ Experience with Birth Control

- Most relying on pills and/or condoms
  - Considered most reliable, and ideal
  - Disliked side effects
  - Problems with adherence
  - Experienced unintended pregnancies
Focus Group Findings: Concerns & Worries about LARC

- Seems “complicated:” How does it work?
- Insertion (visit, length of procedure, pain)
- Can you feel the IUD during sex?
- “Ick factor:” checking strings, implant in place
- Side effects
- Future fertility
- Making sure IUD stayed in place
- Risk of infection
Focus Group Findings:
Perceived Benefits about LARC

- Effective
- Fewer, lighter periods (Mirena)
- Eliminates the need to do something every day
What to Show in a LARC Video

- Portray peers
- Show device and diagrams
  - Convey small size and mechanism
- Present both the pros and cons to seem authentic
  - Discuss side effects, but after benefits
- Balance humor with serious content
- Show a provider as reliable source
- Only IUD, not implant
Video
http://www.youtube.com/user/GetItAndForgetIt
Evaluation Aims

1. Describe characteristics of women who participated in the evaluation of the video

2. Quantify changes in knowledge and/or attitudes about LARC after video

3. Describe how viewers felt about the video

4. Describe the extent to which the video promoted positive word of mouth
Evaluation Methods

- Banner ads on facebook and Planned Parenthood
  - English and Spanish
- Females age 18+
  - US or Puerto Rico
- Randomized equally to Video or Control
- Survey at baseline
- Video group: survey after video
- Email follow-up 3 months later
Evaluation Participants by Phase and Language

N= 3,539 clicked on the ads; n=434 baseline survey and randomized to Control group
Characteristics of Participants
Video Intervention Group (n=315)

- **Age 18-25**: 71%
- **Latina**: 66%
- **No health insurance**: 53%
- **Ever had sex**: 95%
Change in Knowledge after Video

Video Intervention Group (n=315)

McNemar tests p<0.001

<table>
<thead>
<tr>
<th>Knowledge Item</th>
<th>Percent answering correctly before</th>
<th>Percent answering correctly after</th>
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<tbody>
<tr>
<td>The IUD is more effective than the pill at preventing pregnancy</td>
<td>33%</td>
<td>64%</td>
</tr>
<tr>
<td>A young woman can use an IUD even if she has never had a child</td>
<td>29%</td>
<td>77%</td>
</tr>
</tbody>
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Change in Behavioral Intention after Video Video Intervention Group (n=315)

McNemar test $p<0.001$

1/3 had never heard of an IUD before the video

Baseline level of IUD awareness

Had heard of IUD (n=208)
- Before video: 27%
- After video: 40%

Had never heard of IUD (n=107)
- After video: 28%

0%
Discussion about IUDs with Friends & Family, Before and After Video

Video Intervention Group (n=315)

- McNemar test $p<0.01$

- 47% Ever talked to a friend or relative, before video
- 69% "Very likely" or "somewhat likely" to discuss with a friend or relative, after video

Wording of item, before and after video

But only 14 shared the video with a friend
Feedback about Video, by Language Video Intervention Group (n=315)

- **English (n=182)**
  - 6% “It was cheesy”
  - 71% “Very clear and up to date. This answered a lot of my questions and made me think of...
  - 23% “Brief and engaging, keeping things basic without making [anyone] seem stupid”

- **Spanish (n=133)**
  - 63% “Information is more safe than what we can get from friends”
  - 36% “Brief and engaging, keeping things basic without making [anyone] seem stupid”

Legend:
- Green: Loved it
- Dark Blue: It was OK
- Light Blue: Hated it
Follow-up

- Participation in follow-up was very low
  - Only 32% of the women in the Baseline sample gave their email for follow-up (n=265)
  - Only 34 completed the follow-up survey

- Limited ability to draw conclusions about impact of video on change in IUD use or retention of knowledge increase
Conclusions & Next Steps

- The video is an effective tool for introducing young women to the IUD
- The video had a positive impact on behavioral intention to get an IUD
- Very positive response to video from Spanish-speaking young women
- Disseminating online videos is simple
  - Ongoing project efforts will focus on dissemination of the video
Post Pilot Dissemination

- Univision ads
- YouTube channel: Get It and Forget It
  - http://www.youtube.com/user/GetItAndForgetIt
- Facebook ads
- GIFI page on PHS website
- Media placements
  - Title X subrecipients
  - Allied organizations
- Blog outreach in progress
- DVD distribution (health educators, home visiting programs)
- Presenting at meetings and conferences
How to Use *Get It & Forget It*

- Link to YouTube channel
- Waiting room use
- Use in health education settings
- “Like” us on Facebook
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