

# Midpoint Report

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Prevention of Unintended Pregnancies Campaign Collaborative

May 15, 2019



the  
**public  
good  
projects**

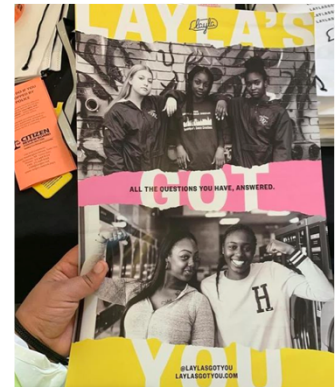
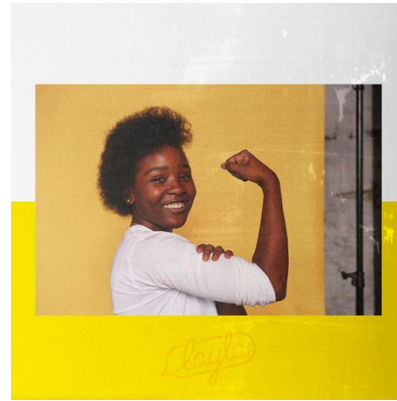
# INTRODUCTION

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Background, Methods and Analysis

## BACKGROUND

- The Public Good Projects (PGP) is partnering with The Allyn Family Foundation on a digital intervention to increase knowledge, positive attitudes, and use of contraception.
  - The campaign target audience is 16-20 year old females, with a priority on African American and Hispanic females.
- Messaging is disseminated across social media, a website, and a chatbot hosted on LaylasGotYou.com.
  - Content is also disseminated through community partner organizations.



# METHODS

- County-wide online evaluation surveys were conducted pre-campaign (baseline) and at campaign midpoint.
  - Baseline data collection was fielded from October 2, 2018 - November 10, 2019.
  - Midpoint data collection was fielded from April 1, 2019 - April 28, 2019.
- Survey questions examined:
  - Knowledge of different types of contraception;
  - Past use of contraception;
  - Attitudes toward contraception and general female empowerment;
  - Campaign awareness
- Data presented here reflect results within Onondaga County that are most important for messaging throughout the second half of campaign implementation.
  - The final evaluation will present a full examination of baseline - final results from both the intervention and control, Monroe County, not examined in this report.

# ANALYSIS

- Analysis was conducted using IBM SPSS Statistics software.
- Analysis examined the overall sample, as well as:
  - Results from two sub-analyses were presented if the results were notable:
    - Those who had heard of the campaign (asked at midpoint only)
    - Those who self-reported having had sex previously (examined both baseline and midpoint together, versus those who have not had sex).
- All results that present increases or decreases from baseline (denoted by arrows ↑ or ↓) present the percentage point change at midpoint.
- All results that present agreement reflect those who “strongly” or “somewhat” agreed, unless otherwise noted.
- PGP does not expect to see significant changes at midpoint.
  - Rather, this report offers a way to check progress and identify specific messaging areas that should be prioritized during the remaining campaign dissemination period.

# RESULTS

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Comparisons from Baseline to Midpoint

# Demographics

62

Baseline Sample



67

Midpoint Sample

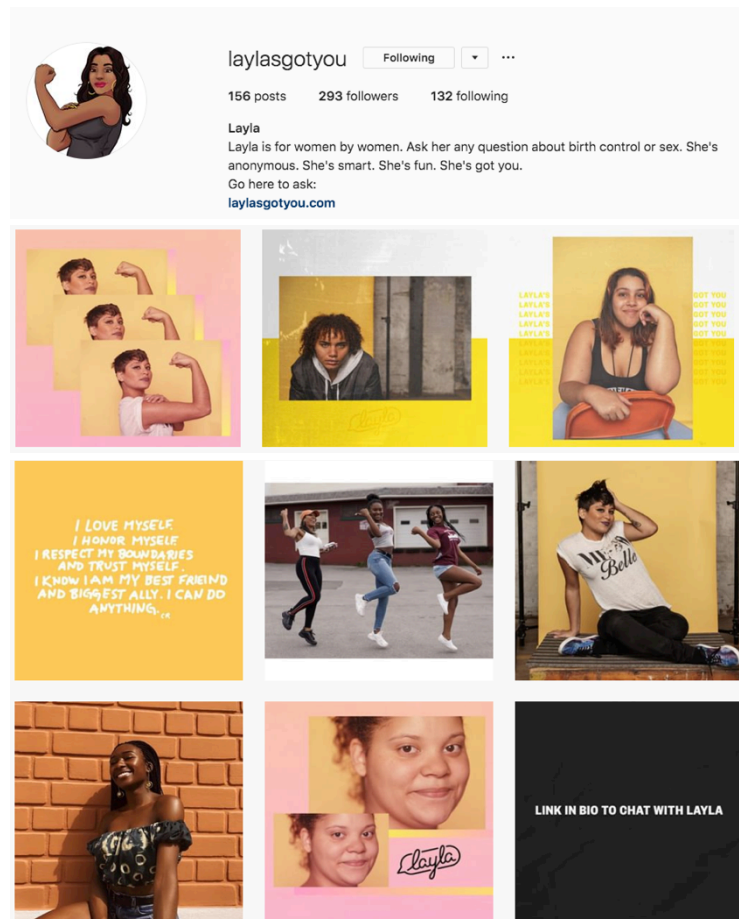
- Demographics at baseline & midpoint were comparable.
- African American and Hispanic respondents were oversampled to allow for specific analysis of the priority at-risk audience.
- Both samples skewed older, with over 80% ages 18-20.
- Is it possible that the midpoint contained a higher proportion of Hispanic respondents, given the high percentage who chose "Other" - the U.S. Census reports that most who report "Other" are of Hispanic origin.

## Demographic Characteristics of Respondents\*

	<u>Baseline</u>	<u>Midpoint</u>
Female	100.0%	100.0%
16 -17 years old	19.4%	16.4%
18 - 20 years old	80.6%	83.6%
White	48.4%	43.3%
Black/African American	48.4%	50.7%
Asian	3.2%	4.5%
Other	4.8%	13.4%
Prefer to not say	0.0%	3.0%
Hispanic	14.5%	17.9%

# Campaign Awareness

- At follow-up, 22.7% of the overall sample had heard of the Layla's Got You campaign
  - Of those who had heard of the campaign, 66.7% reported sharing images or videos from the campaign with others on social media.
- Results from this subanalysis will be presented throughout this report, when notable.





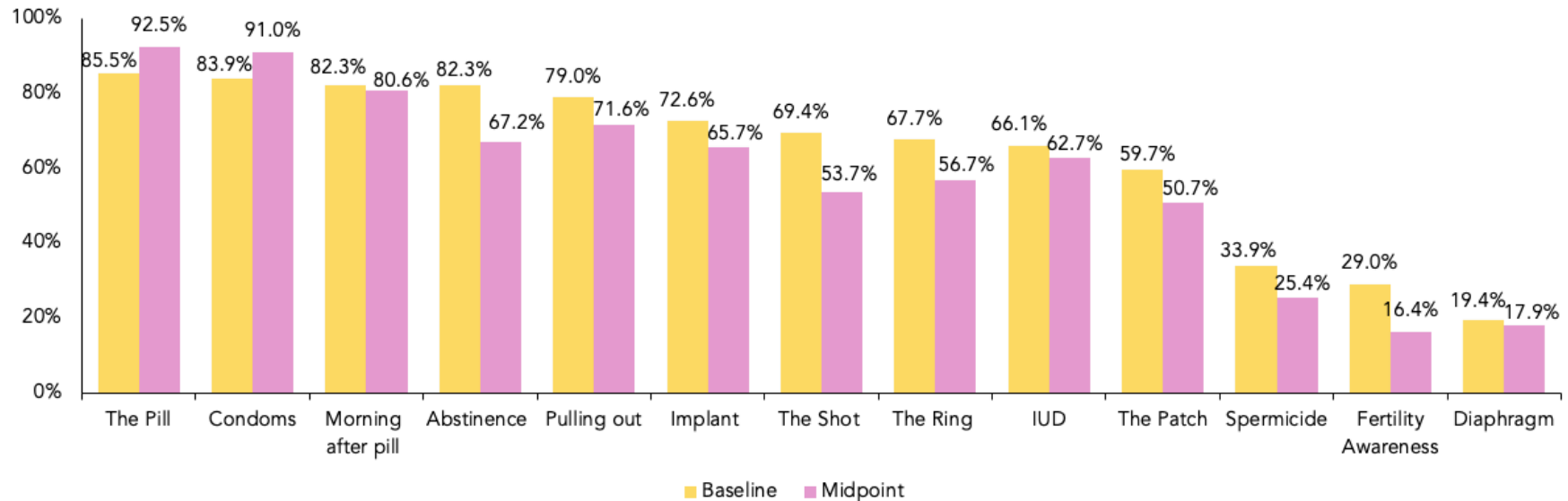
## *Have you ever had sex?*

	Baseline	Midpoint	Campaign Awareness
Yes	61.3%	52.2%	60.0%
No	30.6%	37.3%	33.3%
Prefer to not say	8.1%	10.4%	6.7%

- The proportion of respondents who self-reported having had sex was similar from baseline to midpoint.
- The proportion of those who “preferred to not say” was minimal and fairly consistent across time points, suggesting that girls felt comfortable disclosing personal information via the survey.
- Respondents who reported awareness of the campaign showed similar levels of previous sexual history, and a smaller proportion of those who “preferred to not say.”

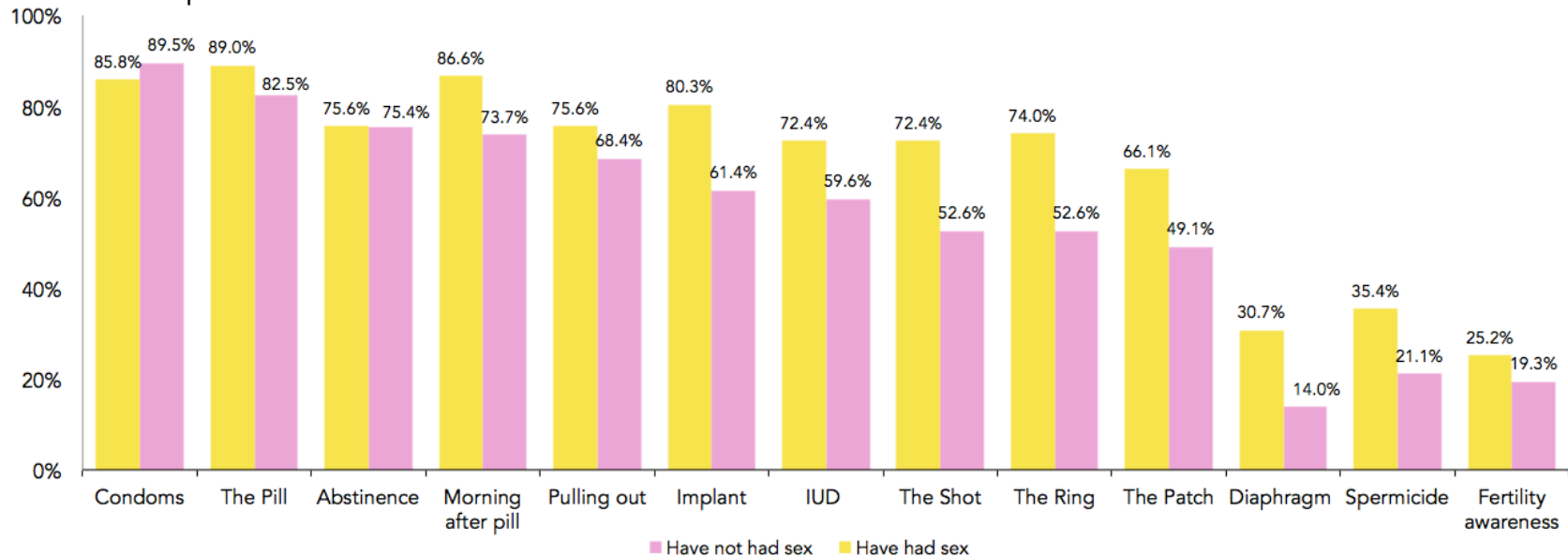
# Which of the following ways to prevent pregnancy have you heard of?

- Over 90% had heard of the pill and condoms, with both showing increases over baseline.
- At midpoint, the morning after pill showed the next highest awareness, around 80%.
- The implant and IUD showed similar awareness at midpoint, both around 65%.
- Those who self-reported as having had sex reported higher awareness of birth control (see next slide).



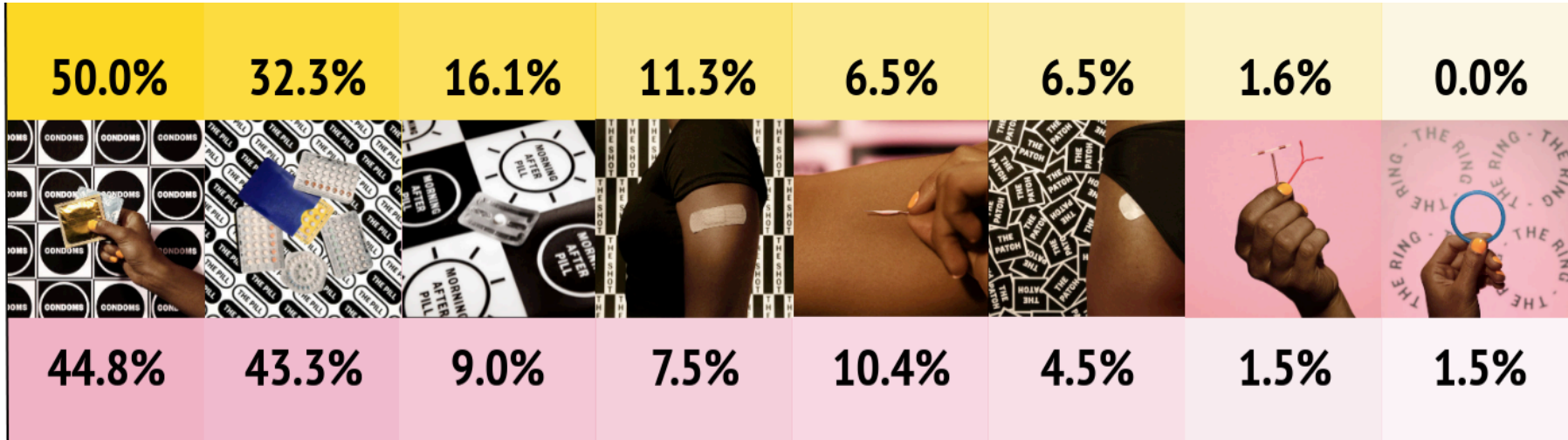
# Which of the following ways to prevent pregnancy have you heard of?

- Results below present awareness of birth control among those who self-reported as having had sex, compared to those who have not had sex.
- With the exception of condoms, respondents who have had sex report substantially higher levels of awareness across all types of birth control, with the highest discrepancy observed for the ring, the shot, and the patch.



*In the past year, which types of birth control have you/ a sexual partner used?*

Midpoint ← Baseline



- At baseline, the top five forms of birth control included: condoms, the pill, the morning after pill, the shot, and the implant.
  - At midpoint, increases were observed among those who use the pill (↑11%), the implant (↑3.9%) and the ring (↑1.5%).
- Of those who reported previously having sex, only 10.2% reported not using any type of birth control in the past year.

# *In the past year, who have you discussed birth control with?\**



## Healthcare Professionals

61.3% → 53.7%  
Baseline Midpoint



## Friends

50.0% → 46.3%  
Baseline Midpoint



## Sexual Partner

48.4% → 49.3%  
Baseline Midpoint

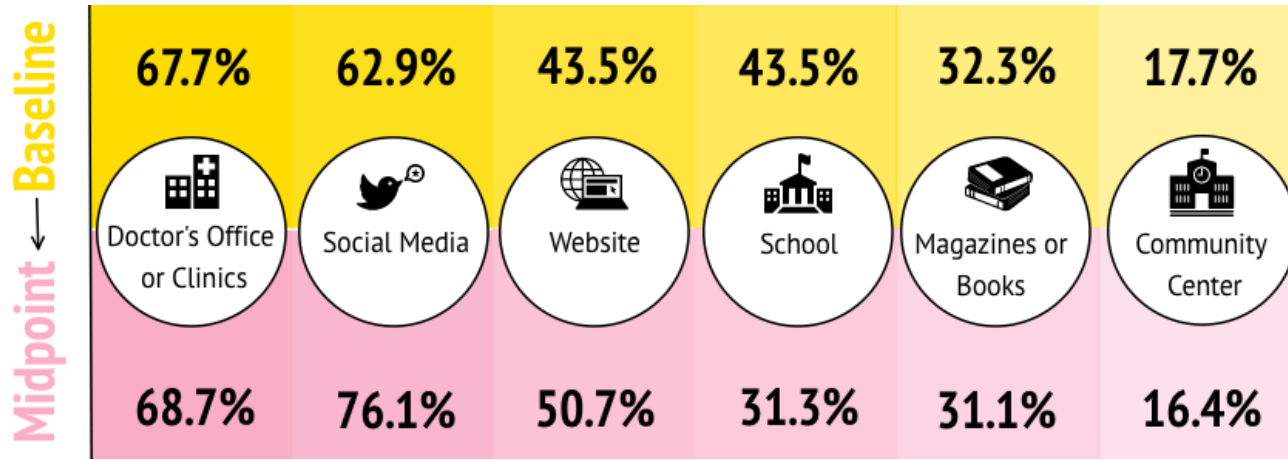


## Parent

43.5% → 55.2%  
Baseline Midpoint

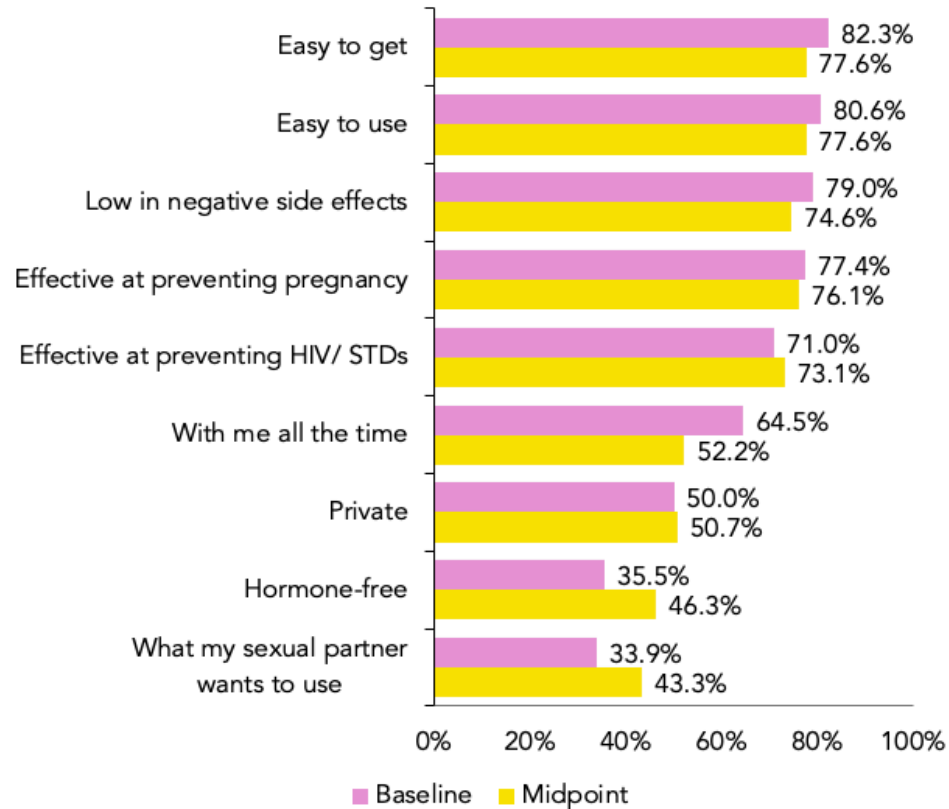
- From baseline to follow-up, respondents showed similar results.
  - Increases were observed in discussing birth control with a sexual partner (↑0.9%) and a parent (↑11.7%);
  - Small decreases were observed in discussing birth control with a healthcare professional (↓7.6%) and friends (↓3.7%).
- Among respondents who reported campaign awareness, 60.0% have discussed birth control with a sexual partner, 46.7% with friends, 40.0% with a parent and 40.0% with a medical professional.

*In the past year, where have you seen information about birth control?*




- At midpoint, respondents reported an increase in seeing information about birth control at doctor's offices / clinics (↑1.0%), on social media (↑13.2%), and on a website (↑7.2%).
- Of those who expressed awareness of the campaign, 80.0% reported seeing information in a doctor's office / clinic, 73.3% on a website, and 66.7% on social media.

## It is “extremely” or “very” important that my birth control is...



- The top priorities that girls have for their birth control include: being easy to get, easy to use, low in negative side effects and effective at preventing pregnancy.
- The largest increase was seen in desires that their birth control be hormone-free (↑10.8%).
- Midpoint results were generally consistent, suggesting that girls' preferences remained steady.
- Of those aware of the campaign, top priorities include: being easy to use (100.0%), effective at preventing HIV/ STDs / easy to get (both 86.7%), and effective at preventing pregnancy (80.0%).


## *I feel confident...*

Talking to a *medical professional* about birth control on my own. 

69.4% → 64.2%  
Baseline Midpoint

Making an appointment to get birth control on my own. 

67.7% → 64.2%  
Baseline Midpoint

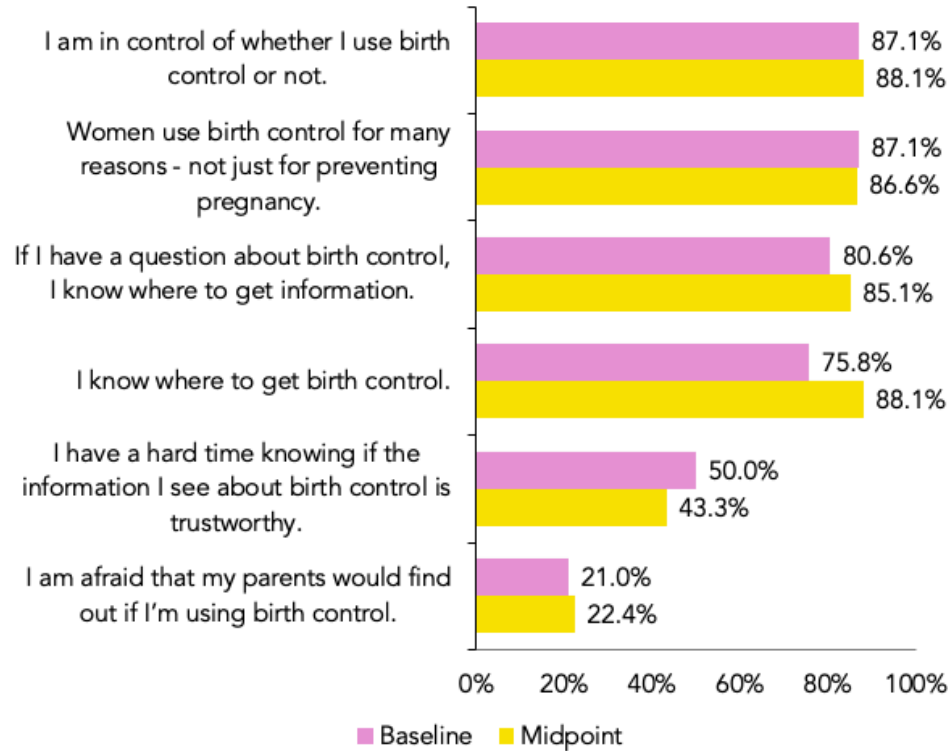
Talking to a *sexual partner* about birth control. 

72.6% → 80.6%  
Baseline Midpoint

- From baseline to midpoint, confidence in talking to a sexual partner increased 8.0%. Other measures showed a slight decrease.
- Those aware of the campaign showed higher levels of confidence on two measures:
  - 93.3% felt confident talking to a sexual partner, 66.7% felt confident talking to a medical professional
  - Among this group, 60.0% felt confident making an appointment.



## How much do you agree...



- At midpoint, over 85% agreed that:
  - They are in control of whether to use birth control (↑1.0%);
  - Women use birth control for many reasons (↓0.5%);
  - They know where to get information about birth control (↑4.5%);
  - They know where to get birth control (↑12.3%)
- Fewer respondents have a hard time knowing if the information they see is trustworthy (↓6.7%).
- Among those aware of the campaign: 93.3% agreed they are in control of whether to use birth control; 93.3% agreed they know where to get information about birth control; 20.0% have a hard time knowing if the information they see is trustworthy

# Most types of birth control...



## Cause weight gain

56.5% → 47.8%  
Baseline Midpoint



## Are too expensive

38.7% → 26.9%  
Baseline Midpoint



## Make women feel depressed

29.0% → 32.8%  
Baseline Midpoint



## Can improve your skin

41.9% → 43.3%  
Baseline Midpoint





## Have too many negative side effects

38.7% → 31.3%  
Baseline Midpoint

- The highest agreement in perceptions of birth control was seen in beliefs that birth control can cause weight gain, and that it can improve your skin.
- The largest improvements in positive perceptions were found in beliefs that:
  - Birth control is too expensive (↓11.8%);
  - Birth control can cause weight gain (↓8.7%);
  - Birth control has too many side effects (↓7.4%).
- Respondents showed a slight increase in believing that birth control can make women feel depressed (↑3.8%).

## *I am interested in...*

24.6% Baseline	→	19.7% Midpoint		...getting the IUD as my main type of birth control.
23.0% Baseline	→	22.7% Midpoint		...talking to a medical professional about getting the IUD.
10.3% Baseline	→	11.7% Midpoint		...getting the implant as my main type of birth control.
22.4% Baseline	→	13.3% Midpoint		...talking to a medical professional about getting the implant.

- At midpoint, a smaller proportion of respondents reported interest in getting the IUD as their main form of birth control, while a larger proportion reported interested in getting the implant.
- However, when this question is examined by past sexual history, those who reported having had sex show higher levels of interest in these two forms of birth control (see next slide).

## *I am interested in...*

24.6%  
Have had sex

24.4%  
Haven't had sex



...getting the IUD as my main type of birth control.

24.4%  
Have had sex

17.5%  
Haven't had sex

...talking to a medical professional about getting the IUD.

17.4%  
Have had sex

13.0%  
Haven't had sex



...getting the implant as my main type of birth control.

22.0%  
Have had sex

20.4%  
Haven't had sex

...talking to a medical professional about getting the implant.

- Results show that across all four measures examined above, those who report having had sex in in the past appear to show higher levels of interest in the IUD and implant as their main types of birth control, as well as interest in talking to a medical provider about them.



# KEY TAKEAWAYS

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Next Steps for Campaign Messaging

## Based on the results presented in this report, PGP recommends:

- *A focus on increasing awareness about less commonly used forms of contraception*
  - At both baseline and midpoint, the highest levels of awareness among the overall sample was observed for the pill, condoms, and the morning after pill. The implant and IUD showed lower awareness - around 60% at midpoint, while others like the patch, shot and ring hovered above 50%. Messaging should both reinforce the more commonly known forms, but also emphasize the lesser known options.

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- *Keep in mind those who have, and have not, had sex*
  - Perhaps unsurprisingly, results showed that when examining awareness of birth control by previous sexual history, those who have had sex display substantially higher awareness of different types of contraception compared to those who have not had sex. This implies a key group to reach with educational messaging about options for birth control - those who have not yet had sex, but may be at-risk for engaging in unprotected sex. By ensuring that all girls are aware of the array of options available to them, irrespective of their sexual history, the campaign can support girls to feel prepared (and protected) when they do have sex. Encouragingly, over 85% of respondents agreed that women can use birth control for a variety of reasons aside from preventing pregnancy; this may be one way to frame messaging for those who have not yet had sex.

## Based on the results presented in this report, PGP recommends:

### ➤ *Emphasize Layla as a trustworthy source*

- While 85% of overall respondents agreed that they know where to get information about birth control when they have a question, around 40% also reported that they have trouble knowing if the information they see is trustworthy. This suggests a potential discrepancy in levels of confidence about where to go for information and their health literacy. When this question was analyzed among those aware of the campaign, 93% felt that they know where to get information and 20% have trouble gauging trustworthiness. Messaging for the second half of campaign implementation should focus on highlighting Layla as a place to find trustworthy information about birth control and sex.
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### ➤ *Focus on increasing confidence to make an appointment, prepare, and talk to the doctor*

- While girls showed confidence in some aspects, they also showed places for improvement. Only around 60% of girls feel confident making an appointment to talk with a doctor about birth control. Interestingly, this percentage was similar to the number who feel confident talking to a doctor. This suggests that messaging should focus on empowering girls to both make that first step, but also prepare for the visit, and feel confident about talking with a medical professional about birth control.

## Based on the results presented in this report, PGP recommends:

### ➤ *Highlight the 'easy' aspects*

- When asked what characteristics they would prioritize in their birth control, girls emphasized that they want it to be easy to get, and easy to use. Ease of access is clearly an important aspect of their utilization of birth control. Yet when this question is examined in conjunction with their awareness of certain types of contraception, it appears that the options which are arguably the 'easiest' to use (the implant, IUD, patch, shot and ring) showed lower levels of awareness, compared to options that are more 'difficult' to use (the pill, condoms, and morning after pill). Along with increasing awareness about these lesser known birth control options, messaging should highlight their ease of use.
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### ➤ *Continue to highlight girls' empowerment*

- Results showed that almost 90% of girls agreed that *they* are the ones who decide whether or not to use birth control. Just over 80% also reported feeling confident talking to a sexual partner about birth control, both measures showing improvements over baseline. These two results are promising, and suggest that a focus on empowerment is a key approach to make messaging that resonates with this audience. Future content should continue to emphasize girls' abilities to make smart decisions for themselves, and their futures.



## Based on the results presented in this report, PGP recommends:

### ➤ *Focus on increasing awareness of Layla*

- Results showed that at midpoint, almost 25% of respondents have heard of the campaign. Of those who have heard of the campaign, almost 70% reported sharing information from the campaign with someone else. This high level of engagement is significant, and far beyond industry standards for health campaigns in particular. However, this is particularly important given that Layla's Got You is a campaign focusing on a subject that is highly stigmatized and often taboo to discuss openly. The fact that so many girls have shared materials suggests that the campaign style and messaging have clearly resonated with the target audience. Although the smaller sample size is a limitation, these results are nevertheless promising.
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### ➤ *Dispel myths, build positive perceptions*

- Almost half of respondents agreed that birth control causes weight gain, with a slight decline from baseline. While respondents showed general improvements in some positive perceptions toward birth control (increases in agreement that it helps clear skin, decreases in agreement that it is too expensive and has too many negative side effects) - there is still room for improvement. Messaging that dispels common myths and builds upon improvements in positive perceptions is an area of improvement for the remainder of the campaign period.

Based on the results presented in this report, PGP recommends:

- *Taking into account how previous sexual history may impact contraception choices (particularly with the IUD and implant).*
  - Results showed differences in perceptions about the IUD and implant, depending on whether the respondent reported a previous sexual history. Those who reported previous sexual activity appeared to be more open to using the IUD and/or implant as their primary form of birth control. PGP theorizes that this could be due to the fact that, aside from a lower level of awareness about these forms of birth control, those who have not yet had sex may perceive the IUD and implant to be more intimidating or unnecessary given that they are not sexually active. Future messaging should highlight the benefits of these two forms of contraception for both those who are sexually active, as well as those who are not.

# THANK YOU

