WHOOPS PROOF BIRTH CONTROL

How to Reach Women and Increase Their Positive Regard for the Most Effective Methods of Contraception

PROJECT GOALS

- To increase women’s awareness of, and positive regard for, IUDs and the Implant.

  The National Campaign set out to:
  - Reposition IUDs and the Implant in a relevant and meaningful way through messages and ideas.
  - Develop a framework for a public, “consumer-facing” communications campaign to increase positive regard for these methods.

Our Challenge

<table>
<thead>
<tr>
<th>PERCENTAGE OF PEOPLE</th>
<th>PERCENTAGE OF PEOPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHO HAVE HEARD OF</td>
<td>WHO SAY THEY KNOW</td>
</tr>
<tr>
<td>VARIOUS METHODS OF</td>
<td>LITTLE OR NOTHING</td>
</tr>
<tr>
<td>BIRTH CONTROL</td>
<td>ABOUT VARIOUS METHODS</td>
</tr>
<tr>
<td>99%</td>
<td>38%</td>
</tr>
<tr>
<td>99%</td>
<td>12%</td>
</tr>
<tr>
<td>87%</td>
<td>77%</td>
</tr>
<tr>
<td>77%</td>
<td>68%</td>
</tr>
</tbody>
</table>

© The National Campaign to Prevent Teen and Unplanned Pregnancy

OUR APPROACH

Our approach was firmly rooted in the views, feelings, experiences, and words of these young women and included:

- A review of relevant research and reports.
- Expert interviews with health care practitioners, media experts and those who provide sex and relationship advice to young adults.
- Deep qualitative research and iterative design process with 70 women in New York City, Indianapolis, San Antonio, Atlanta and South Carolina.
9 KEY INSIGHTS & APPLICATIONS

INSIGHT #1
Most women are unaware of the wide range of birth control options out there.

WHAT WE HEARD
"Initially it wasn’t really a choice… in high school, they were saying use condoms or ‘don’t have sex’… When that wasn’t really working for me, I went to the doctor and he was like use a low-dose pill. And that didn’t work, so I stopped…"

HOW TO APPLY INSIGHT #1
Consider offering IUDs and the Implant as first line options—informing young women of these most effective methods, without overwhelming them with the wide array of options all at once.

INSIGHT #2
Effectiveness is expected.

WHAT WE HEARD
"I kind of feel like most of the birth control are over 90% effective…"

"Why would a clinic offer a method if it isn’t effective?"

Consider offering IUDs and the Implant as first line options—informing young women of these most effective methods, without overwhelming them with the wide array of options all at once.
Emphasize not only effectiveness, but more importantly, other attributes and benefits of IUDs and the Implant.

When I was on birth control, I was breaking out. Having those body changes really messes with your self-esteem generally. Oh and I'm doing this for sex … sacrificing how I look for sex?!

It may be effective, but do [other women] like it? Did they stop using it for a reason?

Side effects can be more important to young women than effectiveness.

If I'm not in a long-term relationship, why should I have a long-acting method of birth control?

"I don't like this one [ad] because it calls out a 3 year plan. What if I don't have a 3 year plan? What if I don't have a tomorrow plan? What if I don't know what I'm doing this weekend?"

The concept of "long-acting" as a desirable attribute of IUDs and the Implant does not resonate with young women.
HOW TO APPLY INSIGHT #4

Describe IUDs and the Implant as “low maintenance” methods made to fit this “now” generation of young women vs. using the term “LARCs.”

WHAT WE HEARD

“I thought an implant was a general term for an IUD.” “Isn’t an IUD implanted?”

HOW TO APPLY INSIGHT #5

Highlight the distinct attributes, placement, and benefits of IUDs and the Implant individually to guide women at pivotal points in their decision making process.

WHAT WE HEARD

“What the doctor tells you is clinical, but not how it feels.” “We both can’t feel it, that’s a main concern for me. I don’t want him to feel it either because I know how he is.” “I know how really bad cramp feels… [using familiar comparisons] is going to make me feel that much more comfortable.”

INSIGHT #5

Women confuse IUDs and the Implant, but there are differences and strong personal preferences attached to each.

INSIGHT #6

Communicating “how it will feel” for both women and their partners is vital.

Things I want to know

- Will IUDs hurt? Will it stay?
- What dose? When?
- What are the side effects? How long?

<table>
<thead>
<tr>
<th>IUD</th>
<th>ABOUT IUD</th>
<th>ABOUT IMPLANT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>weight, would it hurt?</td>
<td>1. What dose? 2. IUD stay for?</td>
</tr>
<tr>
<td></td>
<td>1. Done it stay?</td>
<td>2. Implant?</td>
</tr>
</tbody>
</table>
Engage women in an honest conversation about how it will feel during the entire experience—for both themselves and their partners.

Share experiences that other women have had with these methods—the good and the bad—using everyday language to provide them with the confidence and comfort they’re seeking.

Before I got an IUD, I was searching for women who had one.

I look it up and then go to the doctor and say ‘well, people are saying this, what is your opinion?’

‘This [ad] is almost like a review. I look for reviews for everything.’

I don’t think women are learning about birth control. They just want to find something that works. When they do research, it’s because something is not working.
Frame the birth control conversation on what matters most to each individual woman’s needs, concerns and preferences—from side effects to adherence issues.

9 WAYS TO SHIFT THE CONVERSATION

1. Offer IUDs and the Implant first—informing young women of these most effective methods, without overwhelming them with the wide array of options all at once.

2. Emphasize not only effectiveness, but more importantly, other attributes and benefits of IUDs and the Implant.

3. Explain how IUDs and the Implant are made to work with young women’s bodies—by highlighting both low and no hormone IUD options, and the hormonal benefits associated with the Implant.

4. Describe IUDs and the Implant as “low maintenance” methods made to fit this “now” generation of young women vs. using the term “LARCs.”

5. Highlight the distinct attributes, placements, and benefits of IUDs and the Implant individually to guide women at pivotal points in their decision making process.

6. Engage women in an honest conversation about how it will feel during the entire experience for both themselves and their partners.

7. Share experiences that other women have had with these methods—the good and the bad—using everyday language to provide them with the confidence and comfort they’re seeking.

8. Frame the birth control conversation around what matters most to each individual woman’s needs, concerns and preferences—femicide effects to adherence issues.

9. Emphasize not only effectiveness, but more importantly, other attributes and benefits of IUDs and the Implant.