



Better Birth Control *NEO*

Presentation to the Ohio Commission on Infant Mortality
December 3, 2015

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Background

Unintended Pregnancy Rates Are High

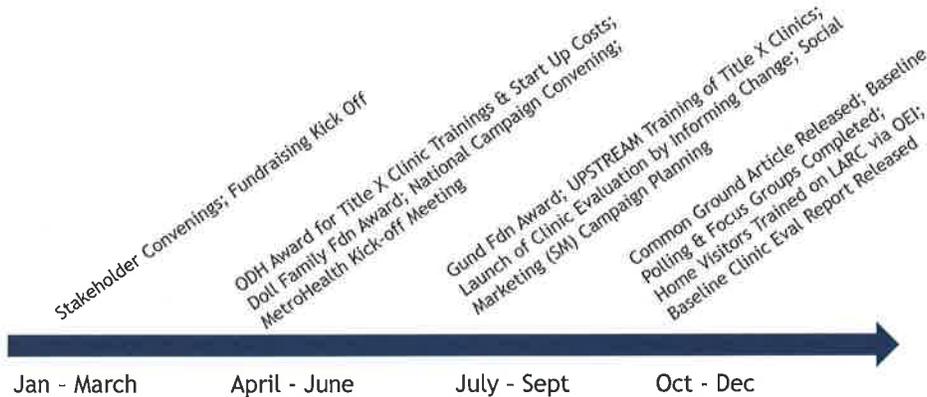
- >50% of Ohio pregnancies and 82% of pregnancies among Ohio teens are unplanned
- Most women reporting an unintended pregnancy were using a form of contraception at the time of conception
- Unplanned pregnancy can impact high school and college completion, family stability, and health outcomes of both the mother and infant

Women Are Not Using the Most Effective Contraception Methods

- Intrauterine devices and the implant are ~20x more effective than the birth control pill
- In 2012, 11% of contracepting U.S. women used a LARC method, an increase from 5.5% in 2007

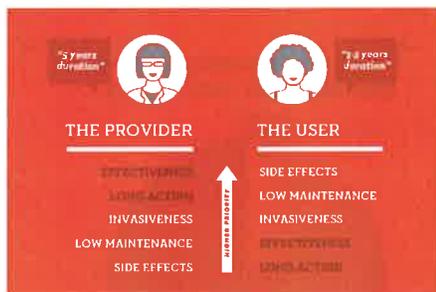


2015 Project Timeline



Social Marketing Campaign

Insights from formative research:



Example messages:

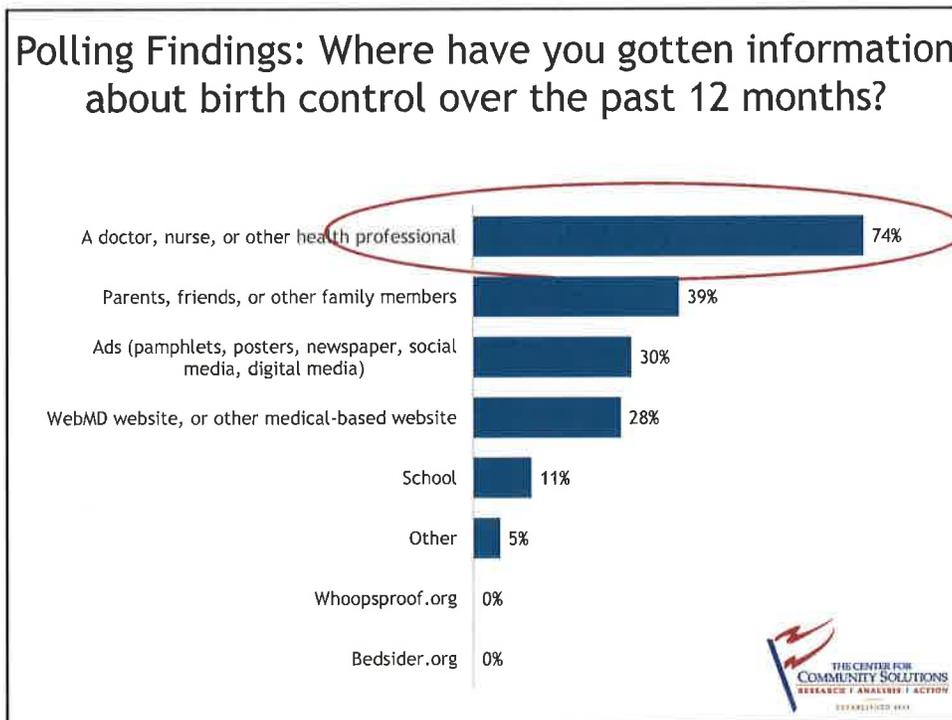
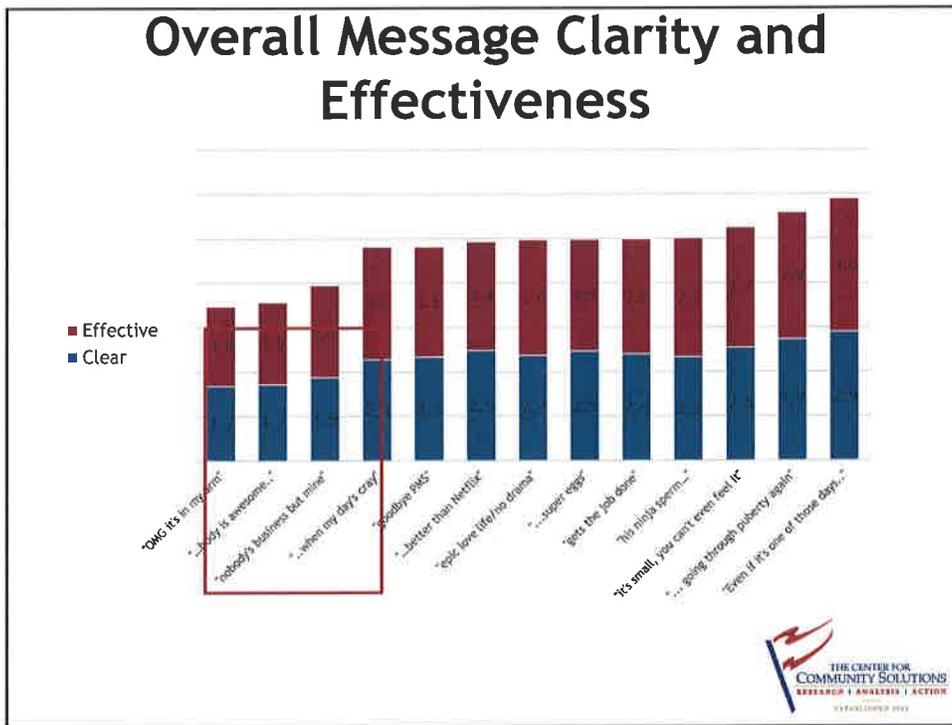
The "it's so small, you can't even feel it, in a good way" birth control.

This is an IUD. It's small, so you can't even feel it, in a good way.

The "it's totally nobody's business but mine" birth control.

This is the implant. A small, thin, flexible rod that fits in your arm.





Other Data Points

- Digital analytics
- Fulfillment rates
- “How have you heard of us” patient surveys
- Post-campaign on line survey for matched data of the original 601 surveyed women



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