From WhyIUD to SpeakOut:
Adapting a Peer-to-Peer Contraceptive Education Intervention for Adolescents

Whitney Wilson, MPH
Program in Woman-Centered Contraception
Department of Family & Community Medicine
University of California, San Francisco
Our mission and goal

• The Program in Woman-Centered Contraception is a research team led by Dr. Christine Dehlendorf at UCSF

• We know that many women and adolescents want to prevent pregnancy

• We want to help them get the best birth control method for them based on their needs and preferences

• SpeakOut aims to help the friends of current IUD and implant users decide if these methods are a good fit for them, too
What is an...

Implant?

- A flexible piece of plastic that is placed in the arm
- Has hormones
- Works for up to 3 years
- Highly effective – over 99%

IUD?

- T-shaped piece of copper or plastic that is placed in the uterus
- May be hormonal or non-hormonal
- Can stay in for 3-12 years, but can easily be removed
- Highly effective – over 99%
Why do this?

- Social communication plays a big role in women and adolescents’ preferences for contraception
- Friends and family are a trusted source of contraceptive information for youth
- Negative or incorrect information is prevalent about methods in social communication
Social communication about birth control by age

- % who had talked to friend about birth control in last month

- Age groups: 15-19, 20-24, 25-29, 30-34, 35-39, 40-45
From WhyIUD to SpeakOut

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yth live
the youth + tech + health conference

UCSF
Formative Research

• Conducted 24 interviews and 2 focus groups (n=11) with adolescents age 15-19 in Northern California
• Experiences with and preferences for social communication about birth control generally and the implant specifically
• Modes of communication for learning about a new method
Formative Research: Participant Demographics

• Median age: 17
• Mix of implant users and non-users
• 57% had some high school education, but had not graduated
• 54% Hispanic/Latina, 23% White (non-Hispanic), 14% Black (non-Hispanic), 6% multi-racial, and 3% Asian
Formative Research: Social Communication

• 100% had talked to a close friend or family member about birth control before
• Participants had positive feelings about
  – sharing information and personal experiences with contraception with peers,
  – and about learning from peers in turn
“Talking to my friends really opened me up to looking into which type of birth control is right for me. For the longest time I always thought that oral contraceptives were the most well-known so that’s what I should go with. But now I’ve been exposed to more so I can really figure out which one would work best with my lifestyle.”

“Seeing somebody go through getting the implant made it seem more real. Before I used to think, like, no, I’m never going to do that. It isn’t normal to have something put in your body. But having a friend that’s been through it makes it more real and more possible. It opened me up to the idea of maybe one day getting the implant if I needed or wanted it, whereas before I would not have considered it.”
Formative Research: Reflections on the Implant

• Perceived as “smart”, “convenient”
• Insertion perceived as a barrier
• Information desired from friends:
  – What the insertion was like
  – How the method feels inside
  – Efficacy
  – Side effects, including effect on periods
Formative Research: Modes of Communication

• Informal, casual conversation preferred
• Value placed on face-to-face or text-based communication
• Social media perceived as “awkward”
• Digital or app-based resources can support personal communication
From Research to Design

• SpeakOut pamphlets and website
• Weekly text messages for 8 weeks
• Designed to be delivered to current implant and IUD users during clinic appointments
• Encourages users to share their stories and provides info on these methods
I want to tell my friends that the implant is easier to use than any other birth control, and that it helps you be safe. Once it’s in your arm, you don’t have to worry about it.”
"I'm a very curious person, so I'd probably ask my friend a lot of questions like, did it hurt to put it in? How does it feel under your skin? How effective is it?"
Conclusion and Next Steps

• Currently concluding second round of formative research to test acceptability of intervention materials and messaging

• Will begin a randomized controlled trial to test SpeakOut’s effectiveness in July 2016
Thank you!

Whitney Wilson, MPH
whitney.wilson@ucsf.edu