

Development of communications materials to motivate and support family physicians to integrate medication abortion into primary care



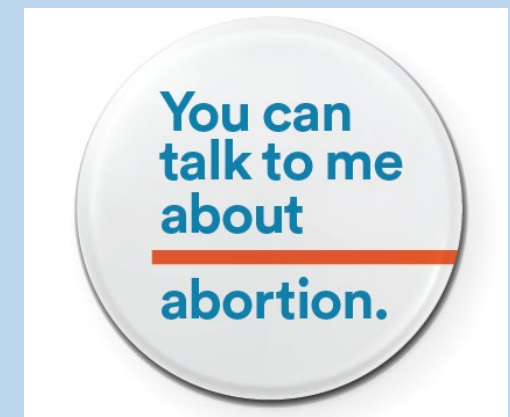
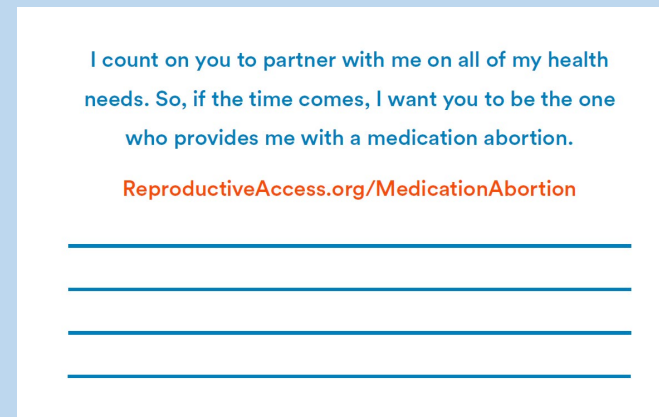
Providing medication abortion (MAB) in primary care has the potential to expand abortion access and decrease stigma. We developed communications materials aimed at motivating family physicians to provide MAB in primary care and tested the materials in cognitive interviews with Family Medicine residents (n=10), patients (n=13), and practicing family physicians (n=14).

COMMUNICATION MATERIALS

Connecting residents to resources



Communicating patient demand for medication abortion



Messages that were viewed as nonjudgmental and provided clear action steps were the most motivating to participants. Motivation to provide MAB is essential in order to navigate barriers and supporting family physicians to provide MAB requires a multipronged approach.