Our Moment of Truth™ Report on Women’s Health Care Experiences & Perceptions: *Spotlight on Family Planning & Contraception* 

Media Webinar

Wednesday, October 9, 2013
10:30–11:30 a.m.
Today’s Agenda

• Welcome & Introductions
  • Clare Lynam, ACNM Director of Communications

• Our Moment of Truth Campaign & Survey Background
  • Clare Lynam, ACNM Director of Communications
  • Tina Johnson, CNM, MS, Director, Professional Practice & Health Policy, ACNM

• Overview of 2013 Birth Control & Family Planning Survey Results
  • Ginger Breedlove, CNM, PhD, FACNM, ACNM President
  • Lisa Kane Low, CNM, PhD, University of Michigan School of Nursing
  • Tina Johnson, CNM, MS, Director, Professional Practice & Health Policy, ACNM

• Implications for Women’s Health & Opportunities for Midwives to Fill the Gap
  • Kristina Krimm, midwifery client
  • Ginger Breedlove, CNM, PhD, FACNM, ACNM President
  • Jesse Bushman, ACNM Director of Advocacy and Government Affairs

• Questions & Discussion
The following ACNM staff members, practicing midwives and midwifery clients are available today to answer your questions on the survey findings, and experiences with midwifery

- Ginger Breedlove, CNM, PhD, FACNM, ACNM President
- Lorrie Kline Kaplan, ACNM CEO
- Tina Johnson, CNM, MS, Director, Professional Practice & Health Policy, ACNM
- Lisa Kane Low, CNM, PhD, University of Michigan School of Nursing
- Kristina Krimm, midwifery client

Following the presentation of the survey findings, we will open the line to questions
ACNM’s 2013 Report on Birth Control & Family Planning based on findings from the second-annual survey conducted of women from across the U.S. to gauge their perceptions of and satisfaction with the health services they receive

- Continuation of national campaign launched in 2012, *Our Moment of Truth (OMOT)*, which seeks to encourage women to actively participate in managing their health and learn more about the full range of options available to meet individual needs
- Further, the campaign drives awareness of midwives and the evidence-based, model of care they provide to women throughout their lives

### Methodology

- The 2013 Survey was programmed and fielded through GMI-Lightspeed Research during August 2013
- The online survey link was distributed to and completed by 1,224 women between the ages of 18 and 45
- Women surveyed comprised a representative sample of U.S. demographics for this age group, including race, income level and geographic distribution
Assessing women’s knowledge of birth control options

Women report that they do not feel very knowledgeable about the different types of available birth control

- Women feel most knowledgeable about abstinence, at 70%
- Only a little more than half of the women said they were very knowledgeable about condoms (55%)
- Less than half of the women said they were very knowledgeable about birth control pills (49%), the withdrawal method (43%), and tubal ligation (28%)
- Only 17% percent of women said they were very knowledgeable about birth control implants
- 21% of women said they were very knowledgeable about intrauterine devices (IUDs)
Many health care providers are not properly informing women how to correctly use their method of birth control

- Forty percent of women surveyed said they did not receive in-depth counsel or information from their health provider on how to use the type of birth control they were prescribed

Many women are not having positive experiences when discussing birth control and family planning with their health care provider

- Although 64% of women shared they were presented with multiple birth control options by their health provider, 1 in 10 said they felt pressured to choose one type over another
- One in 10 women also stated there were questions they felt they were unable to ask their health provider
- An additional 1 in 10 women said they felt their health provider made assumptions about them that led them to prescribe a certain type of birth control
Perceptions of birth control effectiveness

Women have harmful misperceptions about which types of birth control are most effective

- Women ranked the following as the most effective forms of birth control to prevent pregnancy

![Top Ranked Forms of Birth Control – Effectiveness](image-url)
What the CDC says about effectiveness

To measure effectiveness, the CDC looks the percentage of women using each method who report unintended pregnancies.

Source: Centers for Disease Control and Prevention (CDC), http://1.usa.gov/1e37WsX
CDC did not provide data on Abstinence and Emergency Contraception Rate
Types of birth control women use most

Many women are not using the forms of birth control that are most effective for preventing unplanned pregnancy.
How midwives can help fill the gap

Midwives are uniquely positioned to address the knowledge and service gap in birth control and family planning for US women

• Thirty-seven percent of women sought counsel from a health provider when they switched or discontinued use of their birth control method
• An additional 22% discussed this decision with their partner
• Nineteen percent did not consult anyone
• Only 26% of women knew that a certified nurse-midwife (CNM) or certified midwife (CM) offers family planning and contraceptive services
• Fewer than 5% of women consulted a CNM or CM when making a decision on which type of birth control was best for them
Implications for women’s health care

A study released in 2012 by the CDC found that more than one-third of pregnancies and births occurring in the United States between 2006 and 2012 were unplanned.

- Of women who experienced an unplanned pregnancy, 60% were not using contraception, and 26% of those women stated they were not on birth control because they felt they could not get pregnant.
- When a woman becomes pregnant without planning to do so, both she and her baby are potentially at increased risk for complications.
Affordable Care Act and women’s health

The data on birth control and family planning are timely and particularly useful as providers and women learn more about the implementation of the Affordable Care Act (ACA)

• The ACA improves coverage and expands services for women in the area of sexual and reproductive health
• Because midwives are well-trained and skilled at providing these services, ACA implementation is a great opportunity for more women to seek midwife-led care
• As new provisions of the ACA related to sexual and reproductive health are implemented and take effect – including mandates requiring that existing insurance plans cover key reproductive and sexual health services, such as those provided by midwives – US women will have greater access to midwives as women’s health providers
Questions?
Thank you!

If you have any further questions, please contact Clare Lynam, ACNM Director of Communications, at:

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