

***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**

# *Report Committee Members & Spokespeople*

**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**

# Survey & Report Background

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)

# *Health provider–patient education, communications*

**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**

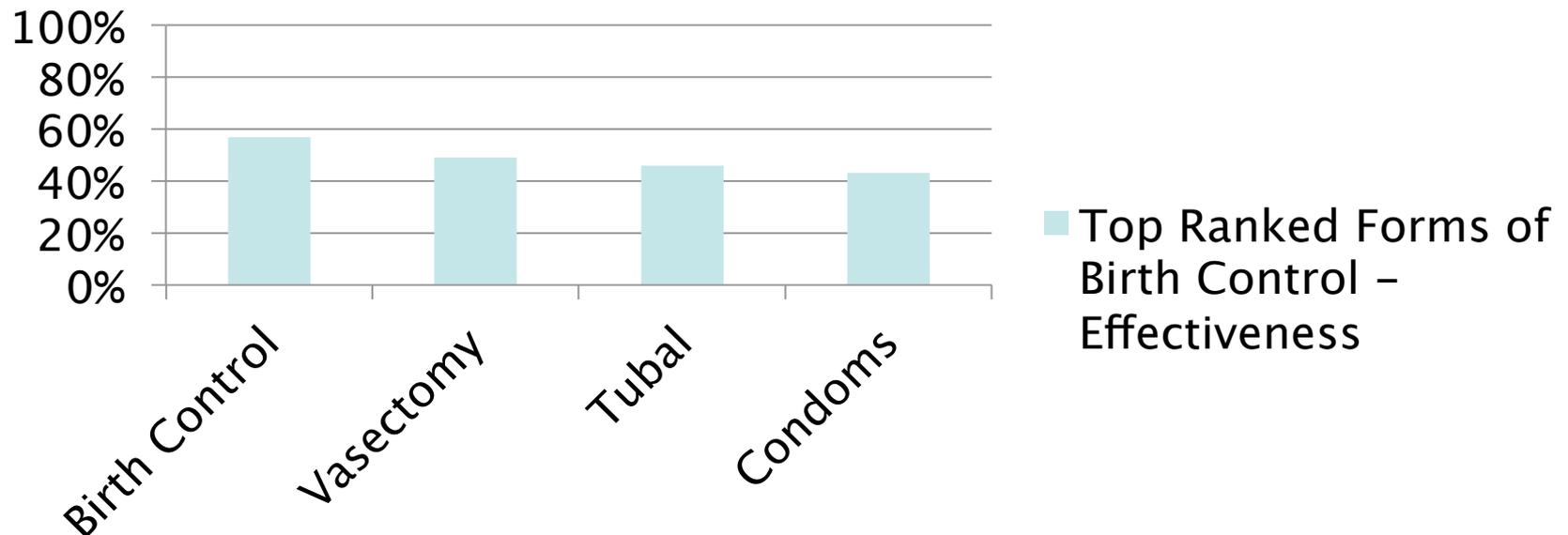
- Although 64% of women shared they were presented with multiple birth control options by their health provider, 1 in 10 said they felt pressured to choose one type over another
- One in 10 women also stated there were questions they felt they were unable to ask their health provider
- An additional 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

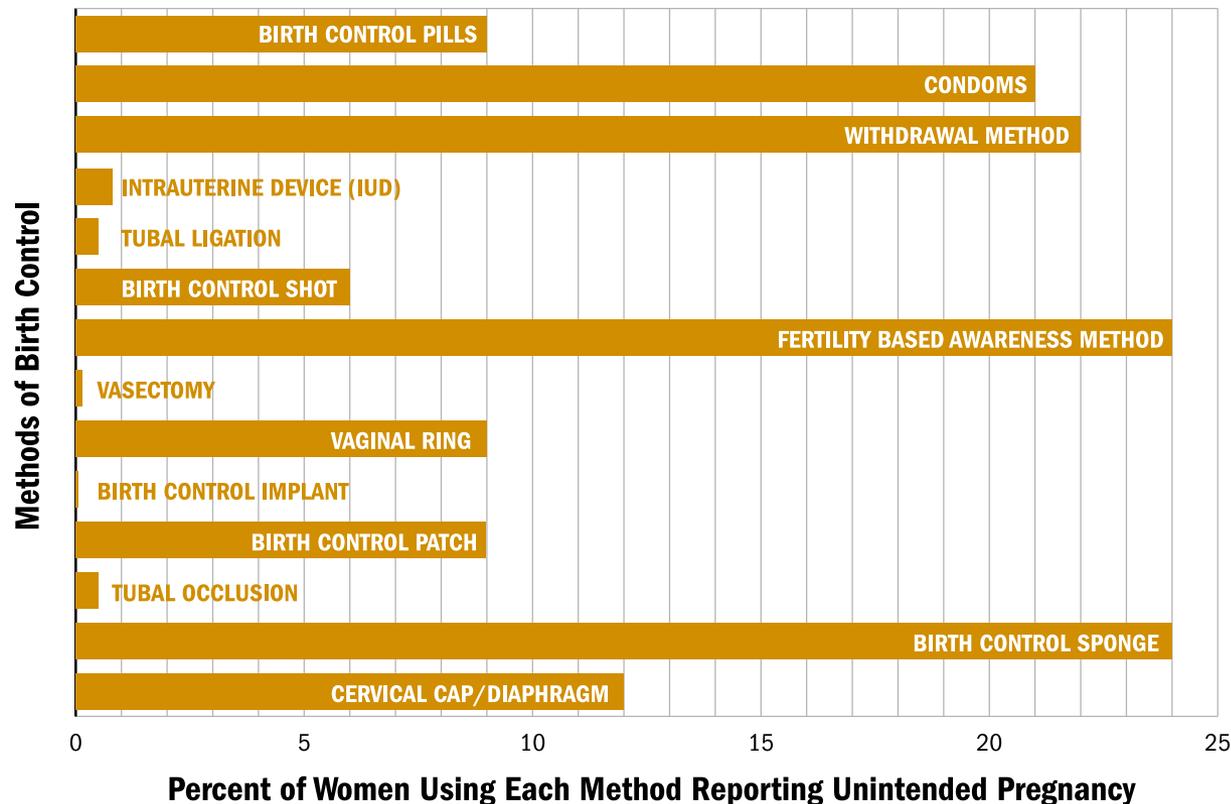
- Women ranked the following as the most effective forms of birth control to prevent pregnancy

## Top Ranked Forms of Birth Control – Effectiveness



# What the CDC says about effectiveness

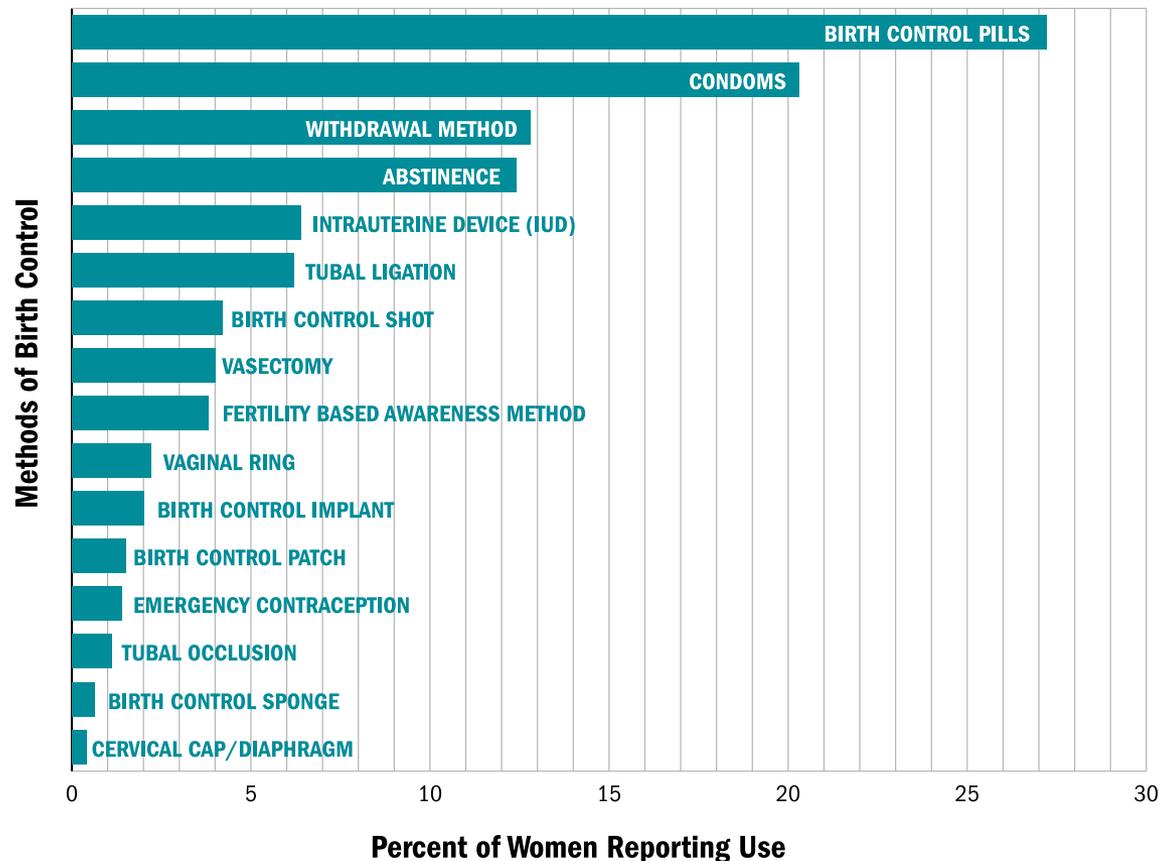
To measure effectiveness, the CDC looks the percentage of women using each method who report unintended pregnancies



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:

240-485-1826

[clynam@acnm.org](mailto:clynam@acnm.org)