COMPARISON OF KEY FACTORS THAT INFLUENCE PERCEPTIONS OF IUD BETWEEN USERS & NON- USERS OF IUDS: EL SALVADOR, GUATEMALA, NICARAGUA (2010-2011)

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Presented by: Meg Galas
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Outline

- Context and program background
- Study objectives
- Methods
- Findings
- Recommendations
Background:

% WRA using IUDs is low, and varies by country:

- El Salvador: 0.9%
- Guatemala: 1.9%
- Nicaragua: 2.5%

Barriers to IUD use include:

- Negative perceptions, myths and misconceptions
- Lack of service availability
- Lack of trained providers
- Low quality service provision – especially counseling
Program Intervention

- PSI/PASMO addressed the barriers and increased use of IUDs by:
  - Establishing a private social franchise network, *Red Segura*
  - Training network providers to insert IUDs
  - Improve quality of IUD service provision
  - Improve consumer perceptions of IUDs
Program Results

In El Salvador, Guatemala and Nicaragua, 2009 to present:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Count</th>
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<tbody>
<tr>
<td>IUDs Inserted 2009 – present:</td>
<td>42,0000 +</td>
</tr>
<tr>
<td>PPIUDs Inserted 2009 – present:</td>
<td>3000 +</td>
</tr>
<tr>
<td>Doctors Certified:</td>
<td>1200</td>
</tr>
<tr>
<td>Women Reached with IEC</td>
<td>200,000 +</td>
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Study Objectives

1. Compare the perceptions of IUDs between never and current/ever users
2. Compare the perceptions of IUDs between current/ever users who obtained their IUD from a Red Segura franchise provider vs. any other source
Methodology

- Two surveys were carried out with WRA:
  - Nov 2010 - Comparing IUD users to non-users
  - Feb 2011 - Comparing IUD users who received services from *Red Segura* vs. from a non *Red Segura* provider (extra sample)

- Equally sampled in 3 project countries

<table>
<thead>
<tr>
<th>Sample population:</th>
<th>Study 1</th>
<th>Study 2</th>
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<tbody>
<tr>
<td></td>
<td>WRA living in urban areas where PASMO network is present</td>
<td>WRA IUD users who received an IUD from a PASMO clinic and have had the IUD for 3 or more months</td>
</tr>
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<table>
<thead>
<tr>
<th>Sample Size</th>
<th>Study 1</th>
<th>Study 2</th>
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<tr>
<td></td>
<td>1,550</td>
<td>451</td>
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<thead>
<tr>
<th>Sample selection</th>
<th>Study 1</th>
<th>Study 2</th>
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<tr>
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<td>HH probability survey distributed proportionately by geographic area</td>
<td>Purposive sample of providers; Women randomly selected PPS</td>
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Methodology

- Perception items measured on a 4 point likert scale
- Items are grouped and scale reliability assessed - created if cronbach’s $\alpha > 0.7$
- ANOVA used to assess significant differences between groups
RESULTS
Among **ALL** women, % who have heard of each contraceptive method

- Implant: 35.6%
- Injections: 95.9%
- IUD: 69.7%
- Pill: 96.5%
- Next day pill: 42.5%
- Rhythm: 51.1%
- Ovules, tablets or jelly: 23.4%
- Masculine condom: 94.3%
- Feminine condom: 43.5%
- Female sterilization: 77.4%
- Masculine sterilization: 59.3%
- Coitus Interruptus: 47.0%
Among ALL women who have heard of each method, % that state they would NEVER use that method

- Implant: 20.7%
- Injections: 16.3%
- IUD: 46.5%
- Pill: 18.7%
- Next day pill: 8.7%
- Rhythm: 7.2%
- Ovules, tablets or jelly: 4.1%
- Masculine condom: 5.5%
- Feminine condom: 5.0%
- Female sterilization: 3.5%
- Masculine sterilization: 0.5%
- Coitus Interruptus: 2.2%
Perceptions of IUDs as Measured by Key Factors among WRA
% of WRA that agree with the following statements about IUDs: “IUDs are...”

- Comfortable: 34.8%
- Effective to prevent pregnancies: 45.1%
- Easy to use: 38.4%
- Safe to use: 45.6%
- Easy to obtain: 38.1%
- Adequate for women my age: 31.1%
- Does not affect appearance: 28.8%
- For childless women: 23.8%
- Not expensive: 25.5%
Comparing 3 Groups, Key Factors that Influence Differences in Perceptions of IUDs:

1. women who have only heard about the method but have never used it (never-users);

2. current/past users receiving the method through a non-PSI/PASMO provider; and

3. current/past users receiving the method through a PSI/PASMO provider
Comparison of Attitude towards IUDs

Positive Attitude toward IUD

- Never Used IUD
- Received IUD at non-PSI clinic
- Received IUD at PSI clinic
Beliefs in positive benefits of IUD

- Belief that IUD does not negatively affect health:
  - Never Used IUD: 2.40
  - Received IUD at non-PSI clinic: 2.67
  - Received IUD at PSI clinic: 2.96

- Belief that getting an IUD is not painful:
  - Never Used IUD: 2.40
  - Received IUD at non-PSI clinic: 2.65
  - Received IUD at PSI clinic: 2.93
Comparison of Positive Outcome Expectations

Level of Positive Outcome expectations

- Never Used IUD
- Received IUD at non-PSI clinic
- Received IUD at PSI clinic

Values:
- Never Used IUD: 2.56
- Received IUD at non-PSI clinic: 2.91
- Received IUD at PSI clinic: 3.25
Comparison of Social Support

Level of Social Support

- Never Used IUD
- Received IUD at non-PSI clinic
- Received IUD at PSI clinic

Values:
- 0.54
- 1.14
- 2.74
Comparison of where users heard about IUDs

- 40.2% Never Used IUD
- 71.1% Received IUD at non-PSI clinic
- 72.5% Received IUD at PSI clinic

Heard about IUD from specialized personnel (%)

- Never Used IUD
- Received IUD at non-PSI clinic
- Received IUD at PSI clinic
Conclusions

- Negative perceptions of the IUD are still common among WRA.
- Direct experience improves perceptions: Current/past users of IUDs have **significantly better perceptions** of the IUD than never users.
- Women who obtain their IUD at a PSI/PASMO clinic have **more positive perceptions** of IUDs than women who receive their IUD from other sources.
- PSI/PASMO network of private providers is **improving positive perceptions and use** of the IUD.
Gracias!

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