Delivery of audiovisual information on early medical abortion care to women: a multicountry study

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Conflict of Interest Statement

• The video was produced with funds awarded by the ESC and FIAPAC
Background

• Early Medical Abortion (EMA) using mifepristone and misoprostol at < 9 wks common in the UK and across Europe:
  – Sweden: 92%
  – Scotland: 89%
  – France: 64%
  – Portugal: 70%
Background

- High rates of poor literacy amongst adults across Europe

Percentage of adults between 16 and 65 years with literacy difficulties.
Background

- EMA consultations long (2-3 hrs in Scotland)
- Lots of written information
- Abortion taboos persist
- Poor community knowledge of EMA
Intervention

- Development of animation for information on EMA
- Short videos can effectively provide information about the contraceptive implant and abortion
- Animation could be viewed prior to attending clinic
- Improve understanding
- Reduce anxiety
- Provide consistent information
- Establish a foundation for better informed consent
Impact

- Animation available in 4 languages (English, Swedish, French and Portuguese)
- Impact of animation on patient knowledge of EMA
- Ethical approval sought
Study Design

• RCT 4 sites: Scotland, France, Portugal, Sweden
  – 50 participants per site
• Standard of Care (n=15) vs Animation (n=35)
  – Standard of Care: Routine consultation + researcher administered questionnaire prior to mifepristone
  – Animation: Animation + researcher administered questionnaire prior to routine consultation
Interim Results

Scotland (n=50)

- Mean age: 26.7
- 30% from least deprived areas
- 40% from most deprived areas
- Comparable recall of information between groups
- ALL rated animation as useful and acceptable
- ALL rated animation as more useful/as useful as written info
Interim Results

Free text comments about animation included:

[I liked] the different age groups of women shown... and the diversity of women shown

It helped me understand a lot... I had no idea before today

My style of learning— I took in more [from the video] than all of my google searching
Conclusion & Further Work

• So far animation appreciated by women
• Ongoing data collection for RCT
• Will findings be similar across European sites?
• Will the animation free up time in clinic for contraception discussion/other concerns?
• Future Plans:
  – Introduce to abortion clinic websites Europe/UK?
  – Shared ESC/FIAPAC resource?
Any Questions?

• Thank you
• Contact:

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