



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

John Reynolds-Wright, NHS Lothian

Sharon Cameron, University of Edinburgh

Philippe Faucher, Assistance Publique Hopitaux de Paris

Teresa Bombas, Coimbra University Hospital Centre

Kristina Gemzell-Danielsson, Karolinska Institute



Conflict of Interest Statement

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

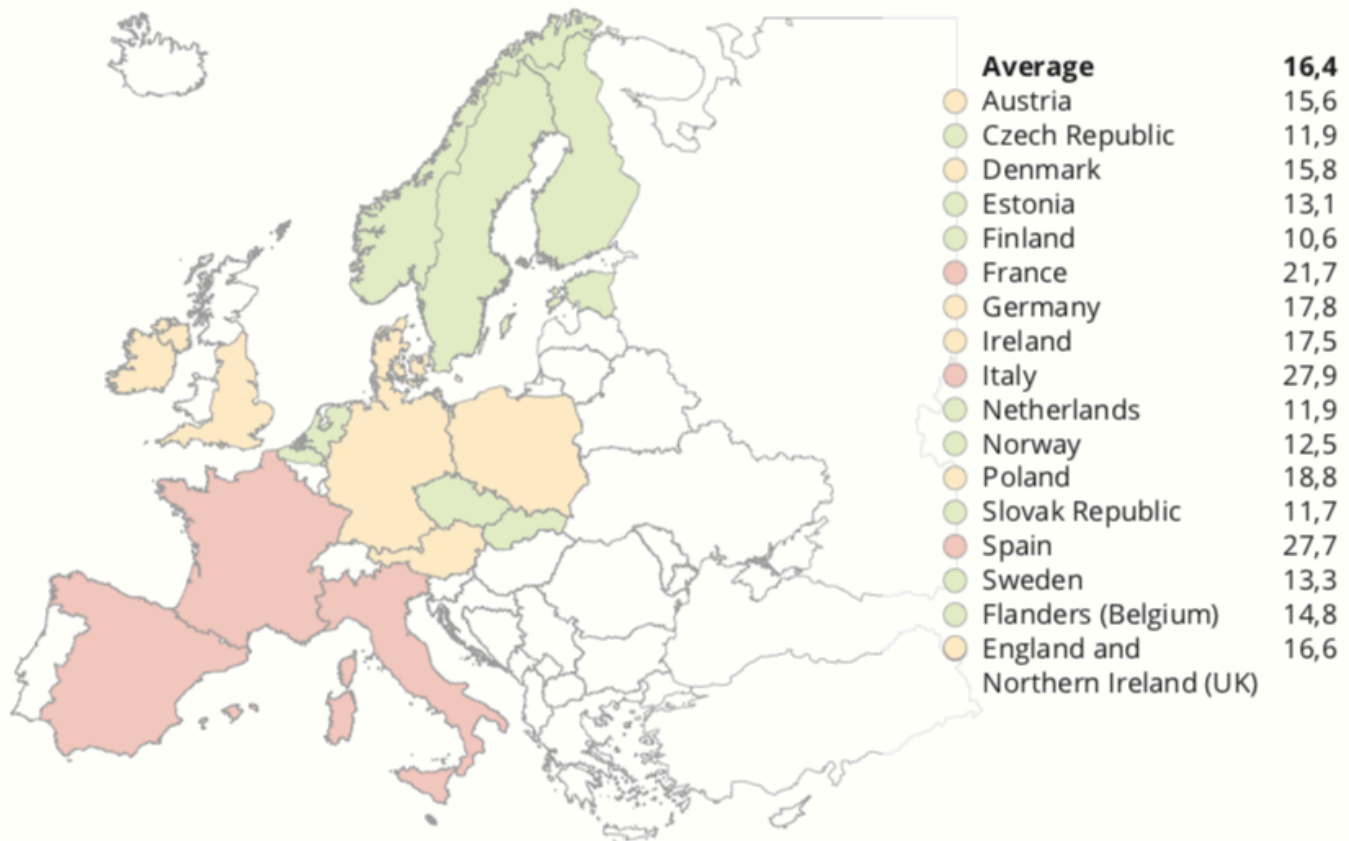
Background

- 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

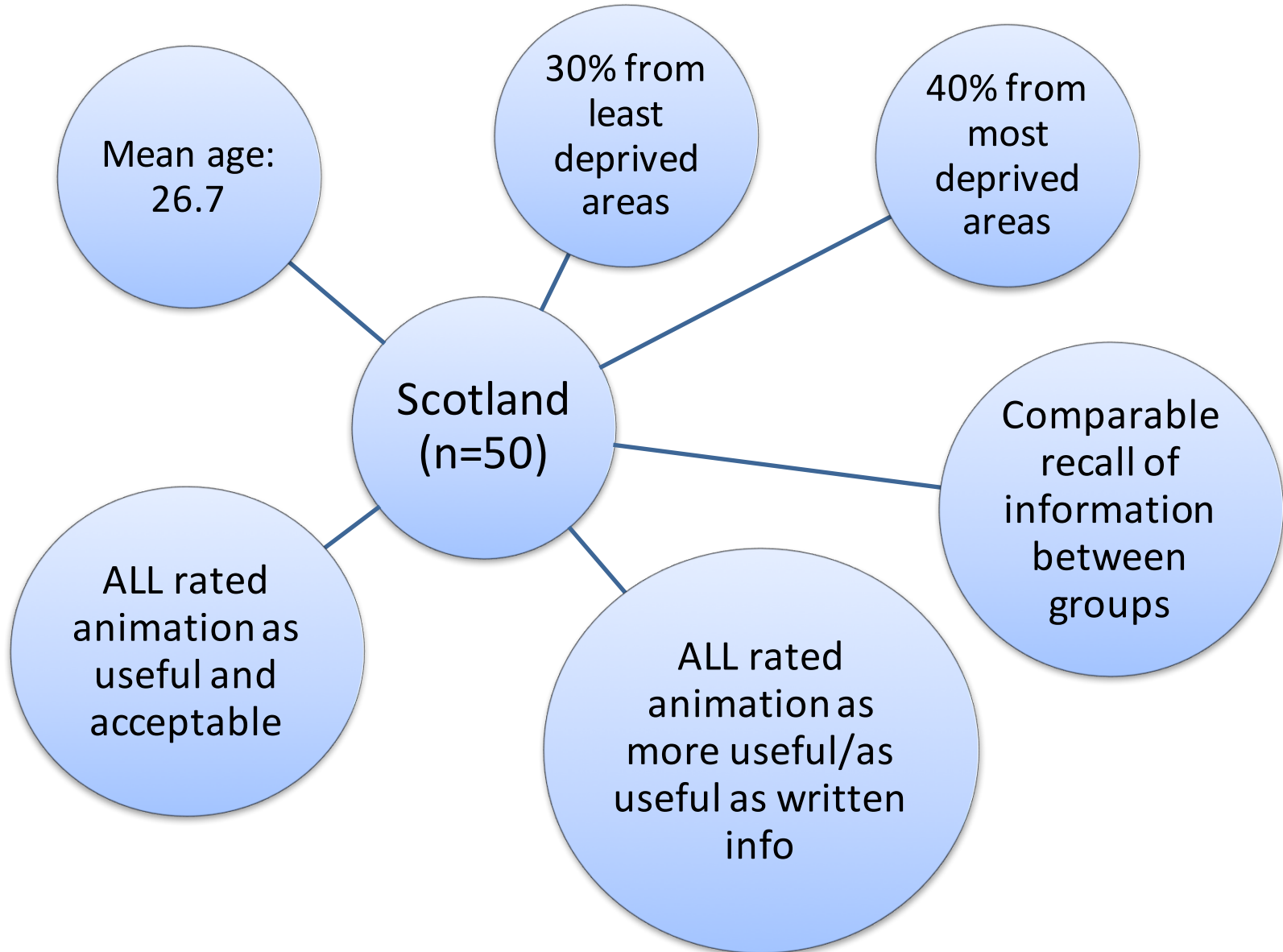
Impact

- 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



Interim Results

Free text comments about animation included:

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

My style of learning – I took in more [from the video] than all of my google searching

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

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:

John.Reynolds-Wright@nhs.net