Predicting women’s responses to contraceptive access messages: An application of the theory of planned behavior

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Abstract
The Theory of Planned Behavior (TPB) provided a theoretical framework to understand women’s attitudes toward message concepts and designs created to increase uptake of a long-acting reversible contraception (LARC) method. A web-based survey collected data from 547 women aged 18 to 44 years living in the Southeastern US. Descriptive statistics were used on all demographic and survey item variables. Structural equation modeling (SEM) was used to determine the fit of the TPB. SEM affirmed the TPB’s fit as a predictor of LARC uptake intention (CFI=0.962; NFI=0.945; RMSEA=0.062). Findings can be used in public health and clinical settings to develop attractive and effective campaign and education materials about LARC options.

Purpose
The purpose of this study was to: 1) describe and explain current and past LARC use; 2) test the TPB’s ability to accurately identify and predict LARC behaviors; and 3) test and confirm the efficacy of LARC campaign messages, among reproductive aged women.

Conclusions
• Achieved greater understanding of Charleston women’s sexual and reproductive health behaviors
• Demonstrated attitude and subjective norm as strong indicators of intention to initiate LARC methods

Implications
• Health interventions should present LARC methods as safe, effective, and acceptable for most women
• Clinicians and practitioners can use results to further develop standard practices, patient education materials, programming, and campaigns related to LARC methods
• More information needed to understand PBC vs. actual control over obtaining a LARC method

Methods
• Participant Recruitment
  • Facebook, email, printed flyer, online participant recruitment
  • Charleston-area women aged 18 to 44
• Data Collection
  • June/July 2014
  • Web-based survey using Qualtrics (approximately 15 minutes in length)
  • 547 completed surveys
• Data Analyses
  • Descriptive statistics to analyze participant characteristics and survey items
  • Structural equation modeling (SEM) to determine TPB model fit

Design Concepts
Did you know female doctors use the IUD
3x more than other women?