

# Co-Designing A Consumer-Led Contraception Platform in Aotearoa New Zealand

## Authors:

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## Background/Purpose

Equitable access to impartial contraception information and diverse culturally responsive and inclusive service providers is vital for sexual and reproductive health in Aotearoa New Zealand. Consumer insights highlight the need for greater involvement in decision-making about their sexual and reproductive health, and healthcare practitioners play a critical role in enabling autonomy over their bodies. Protected&Proud ([www.protectedandproud.nz](http://www.protectedandproud.nz)) is the only dedicated NZ-based contraception platform that not only delivers trusted, accessible information, but also connects people to free or subsidised services and skilled healthcare practitioners through its agnostic provider and practitioner network.

## Approach

A fundamental point of difference for Protected&Proud is its co-creation approach, by actively involving consumers alongside healthcare practitioners from project initiation onwards. The platform leverages technology to map contraception providers across the country, surfacing expertise in IUDs, implants, and more, whilst making cost transparency accessible - information that was previously difficult to find. Additionally, its community of practice fosters culturally safe, consistent, and high-quality contraceptive care, ensuring equitable access for all. Te Tiriti o Waitangi guides the kaupapa (work), blending kaupapa Māori methodologies with co-design research principles to create inclusive and responsive healthcare solutions.

## Outcomes/Impact

Since launching on World Contraception Day 2023 (27 September), the platform has significantly improved contraception accessibility. With 30,000+ visits per annum and 1,700+ listed contraception providers, it enables consumers to find experienced local practitioners, understand what contraception services they provide, and assess their eligibility for subsidised costs. The healthcare practitioner community of practice connects 240+ healthcare professionals, facilitating knowledge-sharing, collaboration, and continued service improvement. Protected&Proud sets a new precedent for consumer-led, equity-driven healthcare, breaking down silos and fostering meaningful partnerships to ensure sustainable, inclusive sexual and reproductive health services in Aotearoa NZ.