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# Co-Designing a Consumer-Led Contraception Platform

## Aotearoa New Zealand

### ASRH Conference, 18 September 2025

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*Suzanne Board* *(she/her/ia)*



# Nau mai, haere mai – Welcome

As a visitor from Aotearoa, we begin by acknowledging the Traditional Owners of the land on which we meet today, the Kaurna People. We pay respects to their Elders past and present and extend that respect to any Aboriginal and Torres Strait Islander people joining us today.



# Introduction

Protected&Proud is the only platform providing:

- NZ-based contraception information;
- and connecting people with free or subsidised services and skilled healthcare practitioners;
- across a wide range of service providers.



Accurate and  
unbiased  
ārai hapū  
contraception  
information  
for when you  
need it.

**PROTECTED & PROUD**  
*Me aro koe ki te hā o Hineahuone*

## Information



- All people across Aotearoa New Zealand will have access to impartial contraception information for when they need it.



## Accessibility

- Information on free or subsidised contraception services and eligibility criteria to help reduce access barriers.
- Interactive map of service providers across Aotearoa including what contraception services they deliver and if they offer free or subsidised services.



## Clinical Network

- Aotearoa-wide provider network for healthcare practitioners delivering contraception services providing access to news, events, and information.

# Our Kaupapa (work)

**PROTECTED&PROUD**

*Me aro koe ki te hā o Hineahuone*



*Me aro koe ki te hā o Hineahuone.*

The whakatauākī reflects the synergy between wāhine and whenua in the Māori world view. Amongst many iwi in Aotearoa, Hineahuone was the first woman created from the soil of Kurawaka by Tāne Māhuta with the support of his siblings, who each gifted her parts of their essence to bring her to life. Hineahuone and Tāne pro-created Hinewai. In terms of fertility from a Māori perspective, Hineahuone reflects the wellbeing of wāhine Māori. For Protected&Proud, this whakatauākī is about the gift of life that Hineahuone began and pro-choice.



30,000+  
website visits  
per annum

visit [www.protectedandproud.nz](http://www.protectedandproud.nz)

1,700+ contraception providers across Aotearoa New Zealand.



# PROTECTED & PROUD

*Me aro koe ki te hā o Hineahuone*

## Map Key:

-  **Free or subsidised services & all contraception services** (includes all of the Fit & Forget services i.e. implant inserts, implant removals, IUD inserts, and IUD removals)
-  **Free contraception services** (may not offer all contraception services. Select the provider to see what services are available)
-  **All contraception services** (includes all of the Fit & Forget services i.e. implant inserts, implant removals, IUD inserts, and IUD removals). Do not offer free or subsidised contraception services.
-  **Service Providers** (includes providers that may not offer all contraception services and do not provide free or subsidised contraception services)

# CONSUMER INSIGHT

People across Aotearoa New Zealand want to be involved in decision-making when it comes to sexual and reproductive health, and the role of the healthcare practitioner in enabling this is critical to people being able to have autonomy over their body.

- Access to information about all contraception options
- Informed decision-making to make the right choice for them
- Option to choose where they go for services
- Want services to be accessible (considerations: mode, cost, operating times, high quality, inclusive and culturally safe)

# CONSUMER INSIGHT

**88%**

WOULD USE THE  
**INTERNET** TO FIND  
CONTRACEPTION  
INFORMATION

MOST LIKELY TO  
DISCUSS  
CONTRACEPTION WITH  
**DOCTOR/NURSE;**  
**PARTNER &**  
**FRIEND/PEER**

**80%**

WOULD GO TO A  
**GP/DOCTOR** TO  
ACCESS  
CONTRACEPTION

**IMPLANT**

WAS **NOT IDENTIFIED** IN  
THE TOP FIVE **MOST**  
**EFFECTIVE** FORMS OF  
CONTRACEPTION

**74%**

ARE CURRENTLY USING  
CONTRACEPTION,  
TOP THREE MOST USED:  
**PILL**  
**CONDOM**  
**MIRENA IUD**

**99%**

ARE USING / OR HAVE USED  
CONTRACEPTION BEFORE,  
TOP THREE MOST USED:  
**CONDOM**  
**PILL**  
**WITHDRAWAL METHOD**

**1 in 3**

HAVE BEEN TOLD THEY  
**COULDN'T HAVE A**  
**SPECIFIC TYPE OF**  
CONTRACEPTION

**54%**

USE CURRENT  
CONTRACEPTION FOR  
**PERIOD CONTROL**

**1 in 3**

WOULD **CHANGE** THEIR  
CONTRACEPTION

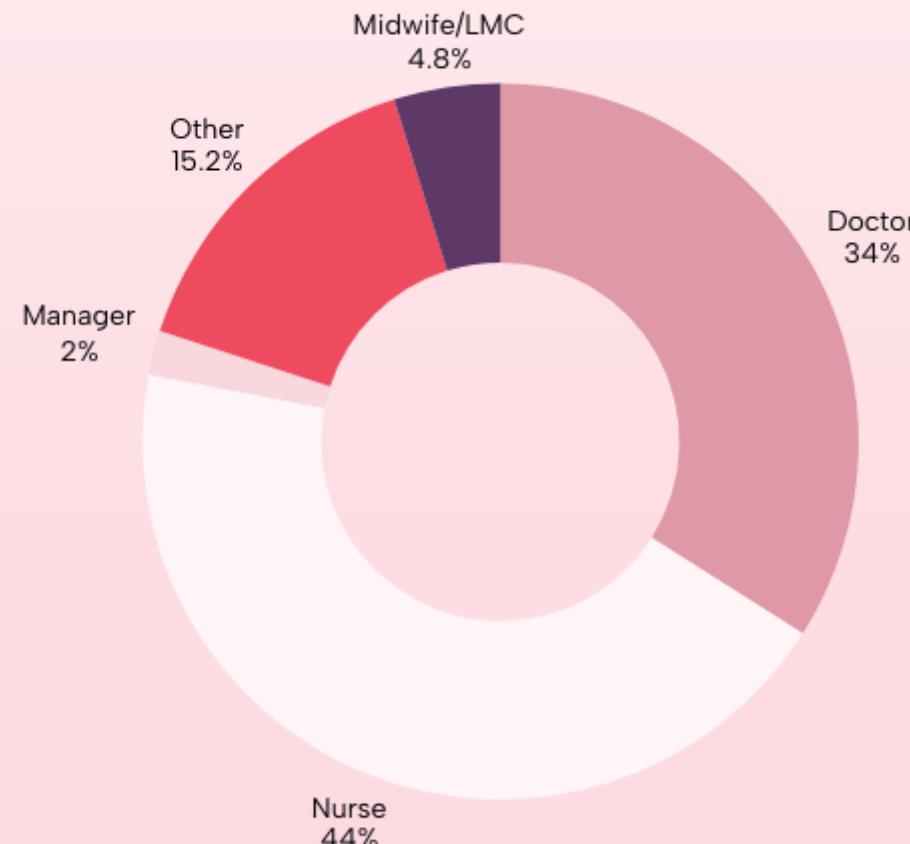
# HCP Network

*Total number of Healthcare Practitioners (HCP) that have registered on the website, up to 17.09.25*

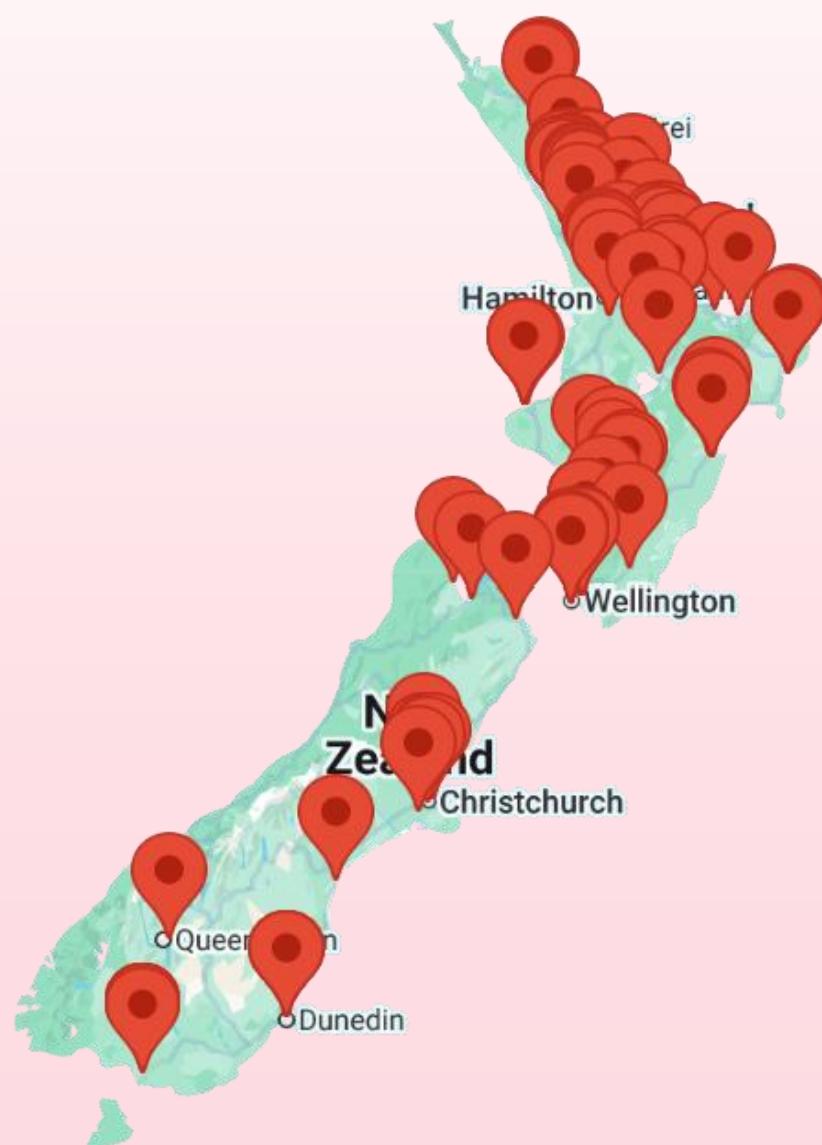
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## REGISTRATIONS

## Job Title



# Location



# Expertise

44 LARC TRAINER (ACCREDITED)  
11 LARC TRAINER (NOT ACCREDITED)  
70 EXPERIENCED LARC PRACTITIONER  
45 LARC PRACTITIONER  
163 CONTRACEPTION PROVIDER  
19 NON-CLINICAL PROVIDER

*Note: Members can select more than one option*

Ngā mihi nui! Thank You!

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- Other partner organisations, including Te Whatu Ora and Healthpoint.

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