

Accelerating equity and access of postpartum contraception for vulnerable communities

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Background/Purpose:

Short spaced and unintended pregnancies in the first-year afterbirth can carry risks for mother and child including preterm delivery and increased risk of infant mortality. This is particularly so for vulnerable communities, including Aboriginal women and women from migrant and refugee backgrounds, given the significantly higher risk of poorer pregnancy and birth outcomes. In Sydney Local Health District (SLHD), 20.9% of women had an interpregnancy interval of less than 12 months, and just 7.5% believed this was ideal. There is a need to educate women of the implications of unintended and closely spaced births by improving information and resources to support the uptake of postpartum contraception.

Approach:

Consulting community members and clinical and non-clinical staff, a two-minute video animation by the National Health Service was readapted to a local context, increasing awareness and accessibility of postpartum contraception in SLHD. Two focus groups identified the need to address common myths and misconceptions and ensure women and their families have access to current and accurate information to make safe and informed choices. One focus group (N =7 participants) consisted of Aboriginal health workers and midwives. A second focus group (N =11 participants) represented women from six culturally and linguistically diverse backgrounds.

Outcomes/Impact:

The scripts and animations were adapted to address local needs with relatable and culturally appropriate information. The video features voiceovers in English, Arabic, Bangla, Cantonese, Mandarin, Mongolian, Nepali, Rohingya and Urdu. An Aboriginal version is currently being developed.

The videos will be provided by antenatal services as part of the pregnancy information package, and promoted via other healthcare settings, Aboriginal Health TV, and social media platforms.

Innovation and Significance:

An in-language video series is a cost-effective approach with the potential to transfer and scale up to strive for improved access to health information and care.

Disclosure of Interest Statement:

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