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| **Title of Research Presentation** (sentence case)  The role of ideation on Long-Acting Reversible Contraceptive use in Nusa Tenggara Barat, Indonesia |
| **Maximum 2500 characters (including spaces but excluding title)**  **Background/Objectives**  Contraceptive use in developing country has reduced maternal mortality by 40% in the last 20 years. Long-Acting Reversible Contraception (LARC) that includes IUD and implant has been proven to be effective in preventing unwanted pregnancy, however contraceptive use in Indonesia was still dominated by short-acting contraception. Nusa Tenggara Barat is one of the example provinces in Indonesia with higher TFR with low use of LARC. This study aims to identify appropriate strategy to promote the use of LARC using Ideation theory.  **Methods**  Probability proportionate to size method with fifty villages from each district were selected randomly. Only married women aged 15-49 year who used LARC as their last methods were selected as sample. The independent variables were the ideation component derived from 19 items. Using CFA, the items reduced into three component; knowledge, attitude and interpersonal communication. Age, education, number of living children, district, and household wealth were treated as confounding.  A logistic regression was performed to examine the association between 3 dimensions of ideation with LARC use, after adjusting for the covariates.  **Results**  LARC use increased steadily as the cumulative level of ideation increased. Logistic regression showed that, only attitudes and interpersonal communication were associated to LARC use. Women with a positive attitude toward LARC had a 7 times greater odds of using LARC than women with negative attitude (aOR=7.18, 95% CI=6.09-8.24). Women with a high frequency of interpersonal communication have an odds of 2.4 times higher for using LARC than women with low communication frequency (aOR=2.40, 95%CI=1.94-2.99).  **Discussion**  Knowledge variable was found to be the only ideation variable that was not associated with LARC use. This study revealed that attitude and interpersonal communication are stronger for women in NTB to choose LARC instead of the short method. Knowledge should be supported by positive attitude about LARC and intense interpersonal communication.  **Conclusions**  To improve the use of LARC, a health promotion strategy focus on knowledge was not enough. Message that touch emotion and words mouth to mouth from friends and family are more effective to persuade women to choose LARC  **Keywords**  LARC, Ideation theory, contraception, health promotion |