SHARE.LEARN.SHAPE: AN ONLINE SURVEY

Barbara Friedland
IMPT End User Research Research Webinar
September 28, 2017
Understanding Women’s Preferences

Share your wisdom
Learn about women’s health
Shape our future

Share. Learn. Shape.

An online women’s health survey
Your answers can have a direct impact on new ways to prevent sexually transmitted diseases (STDs), including HIV.

Take the survey
Study Design and Methods

**Method:** Quantitative, internet survey; protocol approved by Population Council’s IRB

**Goal:** 1,000* 18–49-year-old women

**Recruitment:**
- Listserves, news groups, websites
- Social media and other relevant platforms
- In-clinic waiting areas (e.g. Setshaba Research Centre; Wits WRHI)

**Data analysis:**
- Associations between demographics, past vaginal product/contraceptive use, and interest in different products
- Understanding of similar groups of women and their product preferences

*Minimum sample needed is 400
Highly Collaborative Effort

**Internal Collaboration**
- Product Development
- Clinical/Behavioral
- Statistics
- IT
- Publications & Creative Services group
- DREAMS
- Country Offices

**External Collaboration**
- Advocacy (IRMA)
- User perceptibility research (Guthrie)
- We Are the Nation
- PATH PD
- CONRAD
- Setshaba, and WRHI, RSA

Survey
PRELIMINARY DATA
Responses by Region as of 9/15/17

Survey responses by country

PRELIMINARY DATA: DO NOT CIRCULATE OR COPY
Demographics as of 9/15/17

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>N (565)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean age (min, max)</td>
<td>29.8 (18, 48)</td>
<td>NA</td>
</tr>
<tr>
<td>Female</td>
<td>560</td>
<td>99.1</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No formal schooling</td>
<td>29</td>
<td>5.1</td>
</tr>
<tr>
<td>1-8 years</td>
<td>57</td>
<td>10.1</td>
</tr>
<tr>
<td>Some high school</td>
<td>61</td>
<td>10.8</td>
</tr>
<tr>
<td>Completed secondary</td>
<td>143</td>
<td>25.3</td>
</tr>
<tr>
<td>More than secondary</td>
<td>275</td>
<td>48.7</td>
</tr>
<tr>
<td>Has 1 or more children</td>
<td>341</td>
<td>60.4</td>
</tr>
<tr>
<td>Has husband/steady partner</td>
<td>369</td>
<td>65.3</td>
</tr>
</tbody>
</table>

PRELIMINARY DATA: DO NOT CIRCULATE OR COPY
Women Interested in Products for...

- **HIV prevention**: 70%
- **Contraception**: 56%
- **Prevention of other STIs (bacterial, viral)**: 54%
- **Vaginal use**: 26%
- **I do not need any of these**: 6%
- **Rectal use**: 4%
- **I am not sure if I would use any of these**: 3%
- **I prefer not to answer**: 1%

82% of women would be more likely to use an HIV/STD prevention product if it also prevented unintended pregnancy.

PRELIMINARY DATA: DO NOT CIRCULATE OR COPY
Women Willingness to Use...

88% of respondents interested in at least one of these products

PRELIMINARY DATA: DO NOT CIRCULATE OR COPY
Are Women from the US Different?

- US women were:
  - Less interested in an HIV-prevention product (61% vs 79%)
  - More likely to have used HIV/STD prevention strategies:
    - Male condoms
    - Monogamy with an HIV/STD negative partner
    - Limit number of partners
    - Not have sex unless they know partner is HIV-negative
    - Not have anal sex
  - Less likely to have used female condoms
- US women were similar to others in their stated need for STD prevention, pregnancy prevention, HIV/STD prevention product that also prevents pregnancy

PRELIMINARY DATA: DO NOT CIRCULATE OR COPY
Does Survey Fatigue Affect Interest?

• Women are asked about their interest in trying specific products towards the end of the survey.
• Products appear in random order for each survey.
• For 1 product, women were more likely to say they were “very interested” when the product was the first item asked about:
  – Gel after sex OR 5.5 (1.27, 24.10)

PRELIMINARY DATA: DO NOT CIRCULATE OR COPY
Interest in cMPTs

- 82% more interested in an HIV/STD prevention product if it also prevented pregnancy
- More interest in cMPT among younger women (<25) without children
- Less interest in cMPT among users of safe days method
- Similar interest in cMPTs by relationship status, previous contraceptive and vaginal product use
Next Steps

- October 2017: Launch Spanish version (currently testing)
- December 2017: End data collection (target)
- Q1 2018: Data analysis
- Q2-3 2018: Dissemination
Thank You

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We Are the Nation
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The Population Council conducts research and delivers solutions that improve lives around the world. Big ideas supported by evidence: It’s our model for global change.