

SHARE.LEARN.SHAPE: AN ONLINE SURVEY

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IMPT End User Research Webinar

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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



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graph TD; Internal[Internal Collaboration] --> Survey[Survey]; External[External Collaboration] --> Survey;
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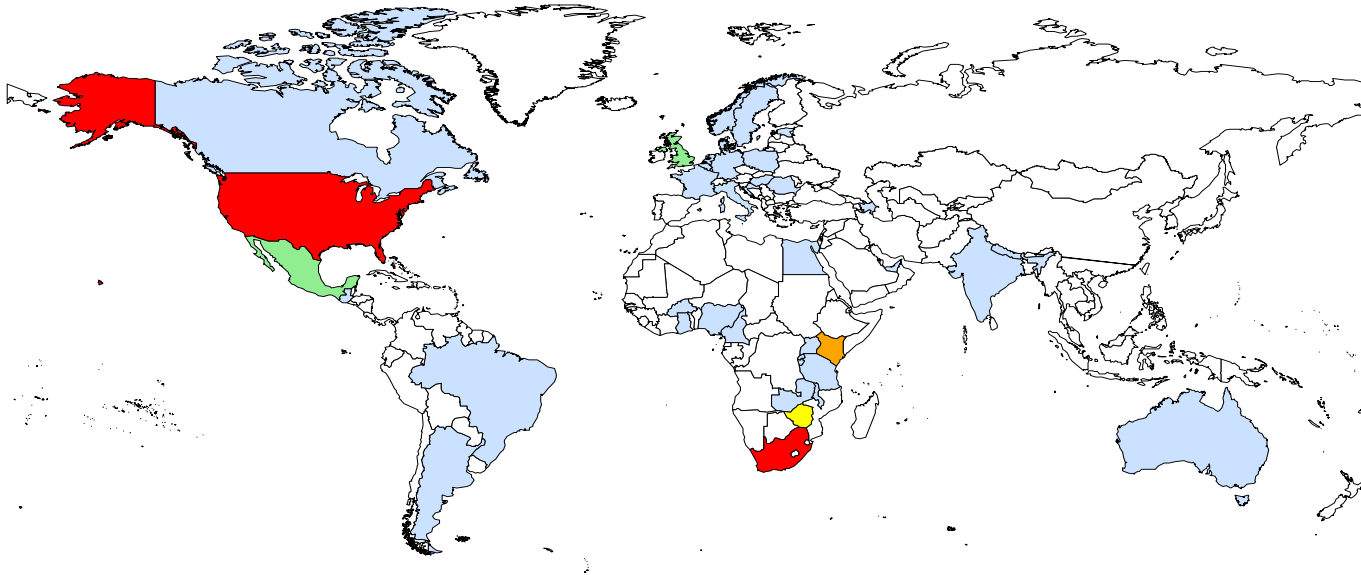
**POPULATION
COUNCIL**

Ideas. Evidence. Impact.

PRELIMINARY DATA

Responses by Region as of 9/15/17

Survey responses by country



Number of surveys 0 1-5 6-10 11-20 21-50 Over 100

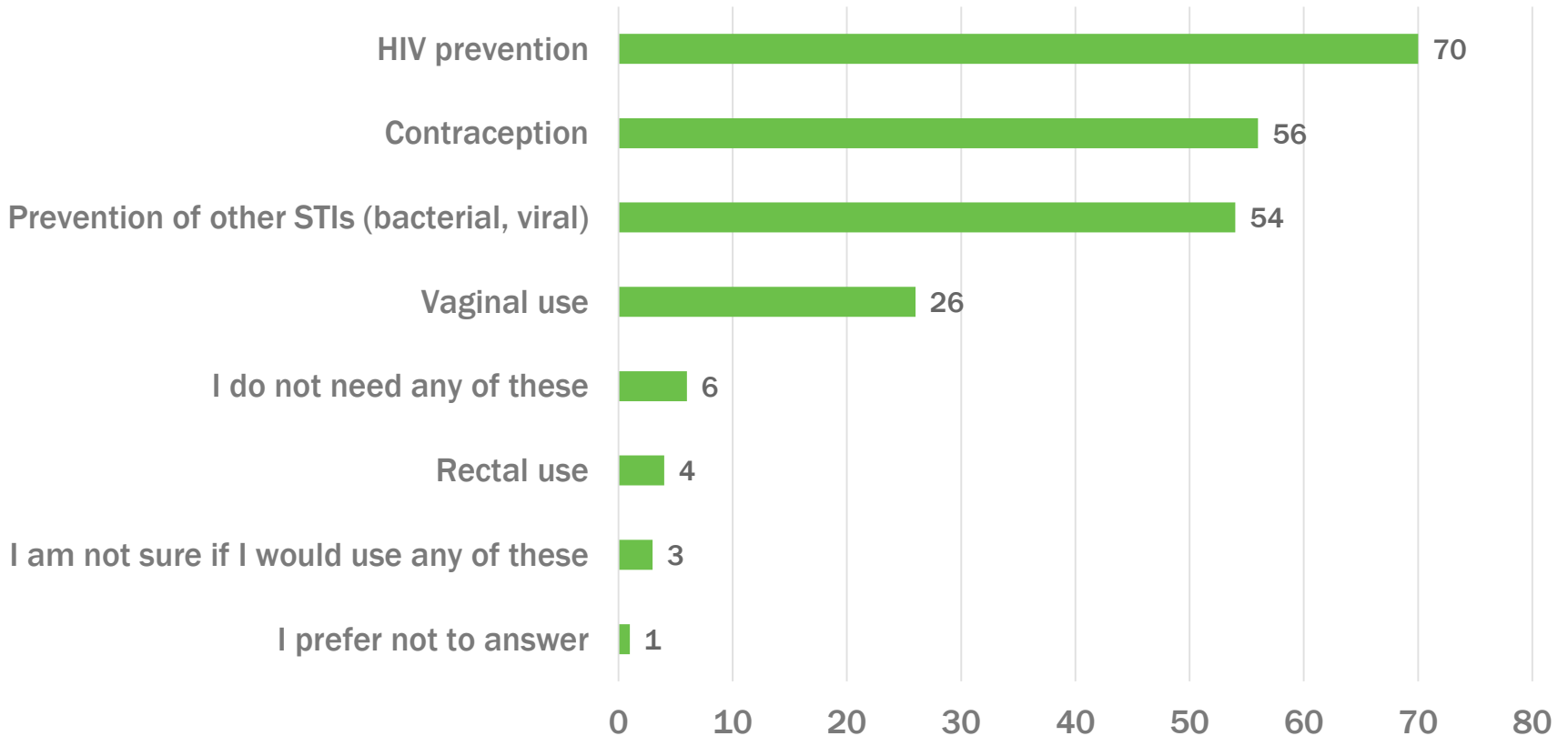
PRELIMINARY DATA: DO NOT CIRCULATE OR COPY

Demographics as of 9/15/17

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

PRELIMINARY DATA: DO NOT CIRCULATE OR COPY

Women Interested in Products for...

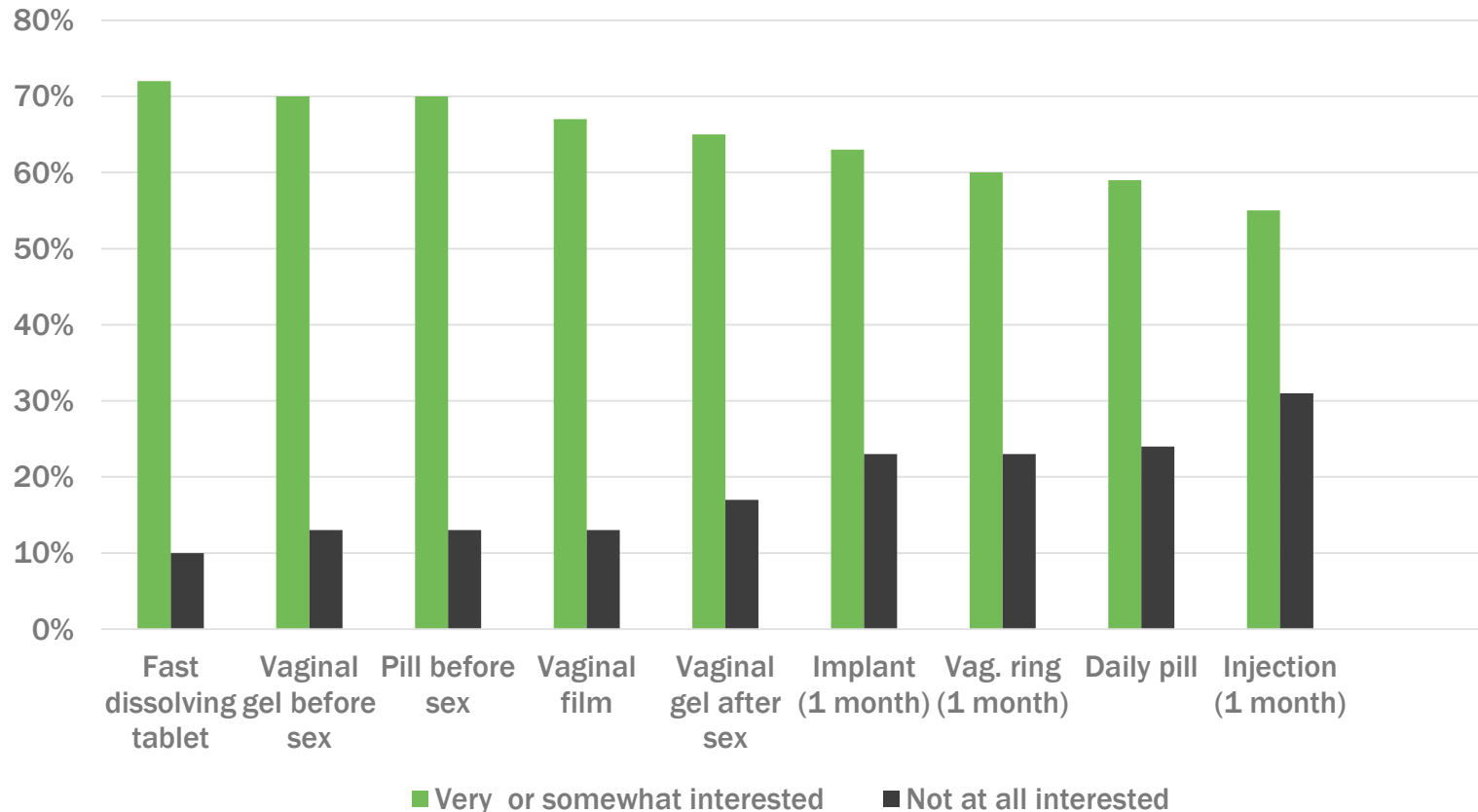


82% of women would be more likely to use an HIV/STD prevention product if it also prevented unintended pregnancy.

PRELIMINARY DATA: DO NOT CIRCULATE OR COPY

Women Willingness to Use...

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



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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)

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

PRELIMINARY DATA: DO NOT CIRCULATE OR COPY

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

Population Council Team

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We Are the Nation

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Ideas. Evidence. Impact.



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.