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مشروع تعزيز تنظيم الأسرة
Strengthening Family Planning Project

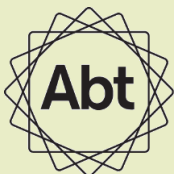


Using Evidence-Based Medicine to Overcome Barriers to Modern Contraceptive Use

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SHOPS is funded by the U.S. Agency for International Development.

Abt Associates leads the project in collaboration with:

Banyan Global

Jhpiego

Marie Stopes International

Monitor Group

O'Hanlon Health Consulting

SHOPS Jordan overview

- Primary Objective: Expand availability, quality and use of FP services and products (through partnership with the private sector)
- Program will contribute to:
 - Increased availability and use of modern contraceptives
 - Reduction in high discontinuation rates
 - Reduction in unmet need
- 5-year project – July 20, 2010 to July 19, 2015

The problem in Jordan

- Modern method CPR has remained flat at 42% for over a decade while an increasing number of MWRA are practicing traditional methods (*17% in 2009 to 19% in 2012, JPFHS*), primarily withdrawal (*azl*)
- 17% of MWRA cited fear of side effects and health concerns as reasons not to adopt modern contraception (2012 Jordan Population and Family Health Survey)
- Many in Jordanian medical community share these concerns

Method	First Year Discontinuation Rate	Reasons for Discontinuation		
		Side-Effects	Health Concerns	Total
Oral pills	51%	24%	14%	38%
Injectable	64%	39%	28%	67%
IUD	15%	20%	20%	40%

The response: Evidence-Based Medicine

Project is implementing **EBM** strategy to respond to need for **scientifically based** information to address misconceptions about side effects and perceived harm of contraceptive methods

EBM is a paradigm that moves medical practice:

- from authority to evidence
- from anecdotes to outcomes



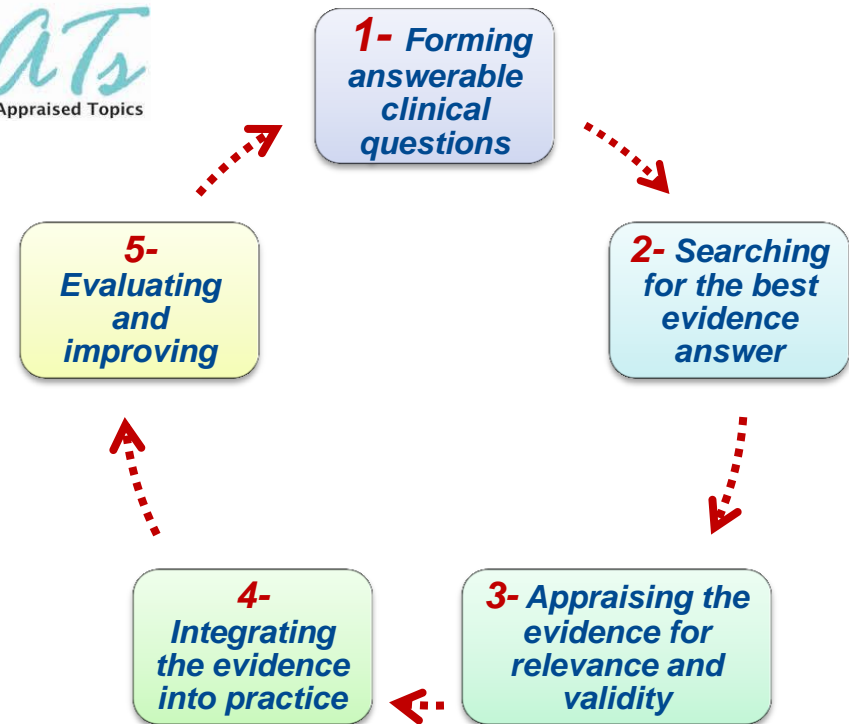
Evidence-Based Medicine (EBM) is the integration of best research evidence with clinical expertise and patient values

Behavioral change through EBM

- Project uses *critically appraised topics (CATs)* as primary tool to convey evidence to clinicians and pharmacists

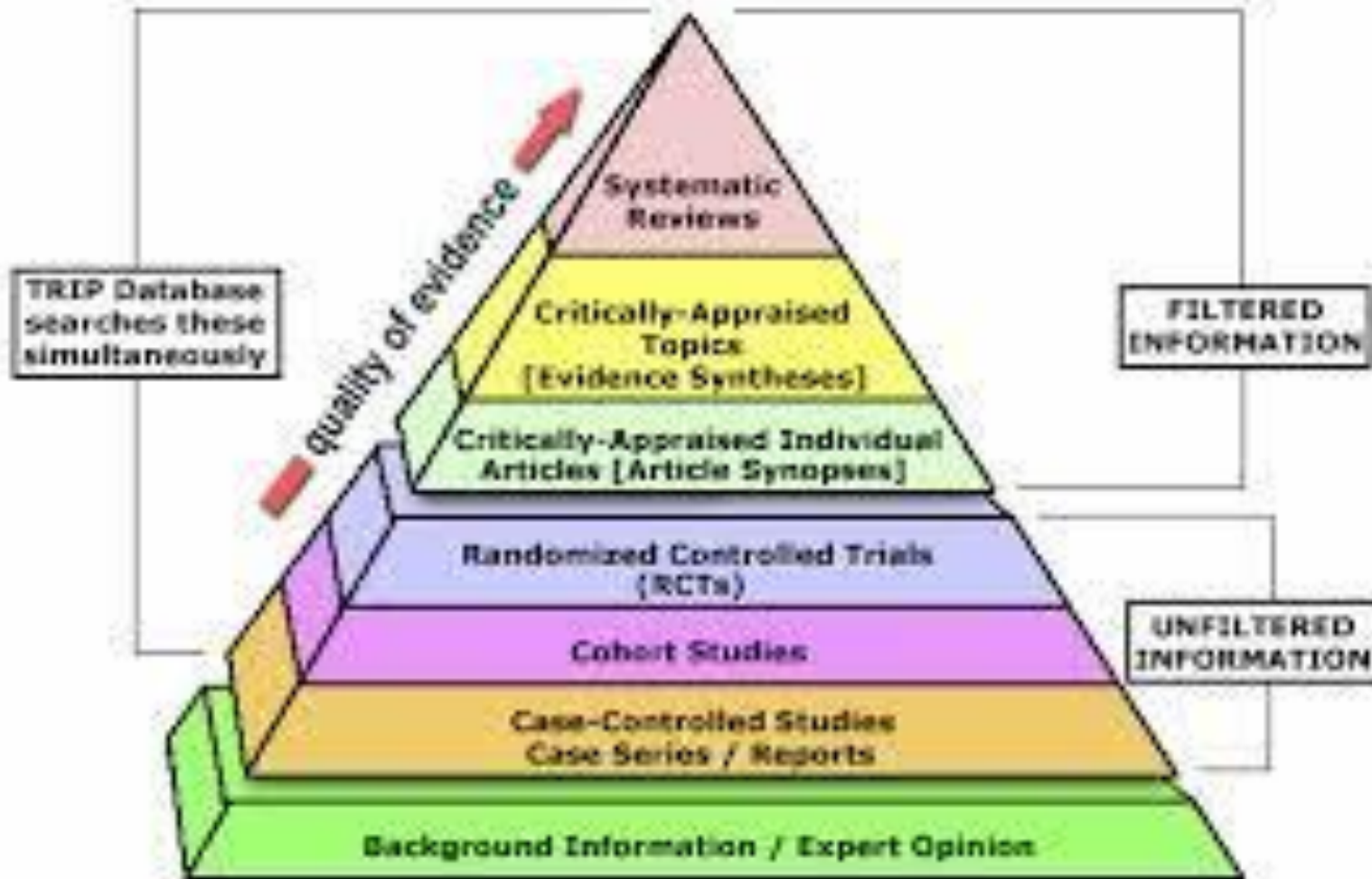
- CAT components

- Declarative sentence
- Conclusion (summary)
- Clinical question
- Search terms & citations
- Research object & outcomes
- Study features
- The evidence



- Maximize relevance, validity
- Offer quick access to relevant information

Behavioral change through EBM



Jordan EBM/RH Group established



- Formed the Jordan EBM/RH Group consisting of 13 OB/GYN specialists and academicians
 - Mission is to search for, appraise and disseminate “best evidence” on modern contraceptive methods
 - Group has developed or reviewed over 80 critically appraised topics on COCs, POPs, DMPA, IUDs, and birth spacing (implants and vaginal ring in development)

EBM behavioral change program

- Physician roundtable seminars
- Incorporation in providers' formal training and supportive supervision activities .
- Pharmacist orientation sessions
- Academic detailing
 - Performed nearly 5,000 visits to doctors and pharmacists to date
- Community outreach
- Advertorials in major newspapers
 - “Did you know?” series featuring private network doctors



د. نائيا السراخنة
طبيبة عامة
شبكة أطباء وعشاق تعزيز
الصحة

من حَقِّك أن تعرفي

حبوب تنظيم الأسرة المركبة تقلل من كمية الدم المفقود أثناء الحيض

لثبت علمياً بأن حبوب تنظيم الأسرة المركبة لها تأثير إيجابي في تقليل كمية الدم المفقودة في الأيام الأولى من الحيض كما أنها تقصر فترة نزول الدم بشكل ملحوظ وذلك عند استخدامها لمدة ٦ أشهر متواصلة مما يؤدي إلى الحفاظ على قوة الدم لديهن.

حيث أجريت ٣ دراسات على آلاف السيدات في أوروبا استخدمن أنواع مختلفة من حبوب تنظيم الأسرة لمدة ١٣ شهراً وتم قياس قوة دهن قبل الاستخدام وبعد.

تم تقييم المعلومات في المركز الوطني للإثبات والبحوث الطبية في جامعة باريس في أمريكا بمساهمة مجموعة من الخبراء والعلماء في البحث عام ٢٠٠٤



Results: EBM on oral contraceptive pills

- 2010 assessment found EBM intervention improved private physician KAP regarding COCs
- Nearly 80% of participating physicians said they discussed FP with clients in past week versus 60% at baseline
- More physicians willing to prescribe COCs to nulliparous women (81% versus 55% at baseline)
- Improved provider ability to address side effect concerns and benefits of COCs

Impact evaluation: EBM on DMPA

- Impact evaluation on EBM program for DMPA failed to demonstrate conclusive results
 - Methodology: Randomized controlled cohort study using self-administered questionnaires and in-depth interviews with 267 private doctors (135 treatment and 132 control)
 - Treatment group were subjected to roundtable seminars and detailing visits
 - Study showed positive short-term impact on select outcome measures
 - Improvement in providers' attitudes toward DMPA
 - increase in provider willingness and comfort describing DMPA to clients

Results however were not statistically significant among most measures

Program implications

- Widespread side effect concerns and perceived harm continue to be profound barrier to contraception adoption and continuation globally
- EBM is an innovative and promising methodology to address these concerns held by women, their families and providers
- More research needed to establish impact of the approach



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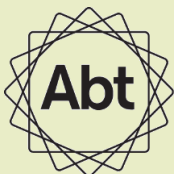
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