

**How the media may have a negative effect on the use of contraceptives.**

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**HOW THE MEDIA MAY HAVE A NEGATIVE EFFECT ON THE USE OF CONTRACEPTIVES.**

**Media may have a negative effect over effective contraceptive use by:**

- amplifying negative news

**The media amplifying negative news on contraceptive methods**

The media was very successful in alarming the public with the news that women taking **third generation combined oral contraceptives (COC)** have a **higher risk of venous thromboembolism** than **second generation COC.**

**The media amplifying negative news on contraceptive methods**

The result was that many women stop using the pill altogether and **there was a significant increase in abortion**, documented in Europe, but probably expanding to the rest of the world

**HOW THE MEDIA MAY HAVE A NEGATIVE EFFECT ON THE USE OF CONTRACEPTIVES.**

**Media may have a negative effect over effective contraceptive use by:**

- amplifying negative news,
- not playing its social role of informing and educating the public on contraception

**Failure of the media to inform about contraception**

**Two examples**

Media influence on adolescents sexual behavior and use of contraception

## Failure of the media to inform about contraception

### Two examples

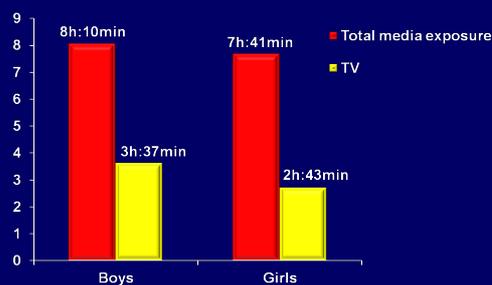
Media influence on adolescents sexual behavior and use of contraception

Media and timely use of emergency contraception

## Media influence on adolescents sexual behavior

Adolescents spent a large proportion of their time exposed to the media

Average daily time (h:min) that 8 to 18 years-olds are exposed to media according to gender (N=2065)



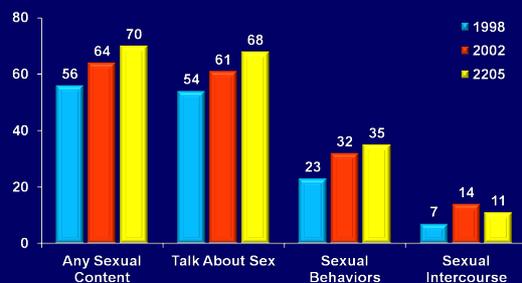
Source: Escobar-Chaves et al. Pediatrics 2005; 116:303-326

## Media influence on adolescents sexual behavior

Adolescents spent a large proportion of their time exposed to the media

The sexual content of media exposure tends to increase

Percentages of shows with sexual content over time according to type of content.

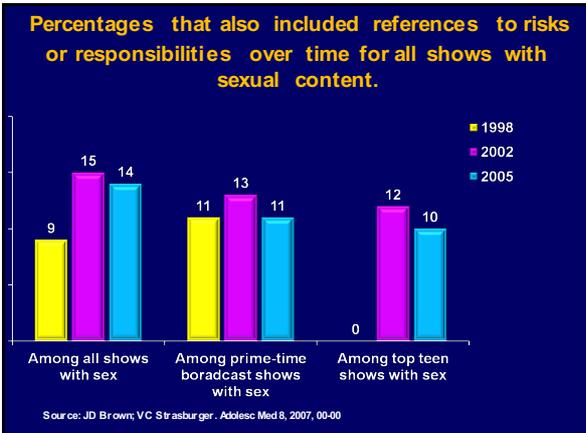


Source: JD Brown, VC Strasburger. Adolesc Med 8, 2007, 00-00

## American Academy of Pediatrics Policy Statement

Television, film, music, and the Internet are all becoming increasingly sexually explicit, yet information on abstinence, sexual responsibility, and birth control remains rare.

Pediatrics, 2010, 126: (3)

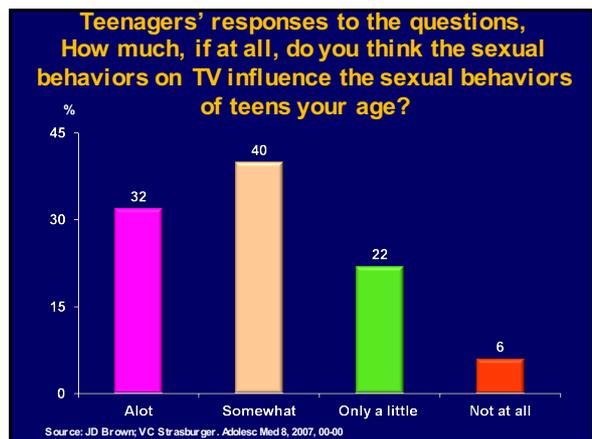
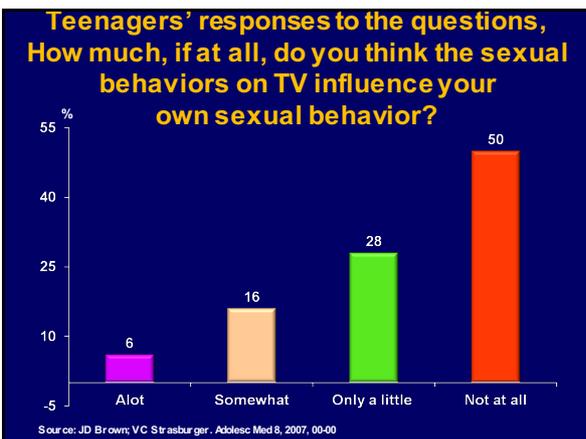


**Media influence on adolescents sexual behavior**

Adolescents spent a large proportion of their time exposed to the media

The sexual content of media exposure is increasingly large

That **exposure to the media influence their behavior**



**American Academy of Pediatrics Policy Statement**

There is a major disconnect between what mainstream **media portray—casual sex and sexuality with no consequences**—and what children and teenagers need—straightforward **information about human sexuality and the need for contraception when having sex.**

*Pediatrics, 2010, 126: (3)*

**Failure of the media to inform about contraception**

The media can do a lot better influencing **timely and proper use of contraception by adolescents**

## Failure of the media to inform about contraception

### Two examples

Media influence on adolescents sexual behavior and use of contraception

Media and timely use of emergency contraception

## Role of the media on the use of contraceptive methods

The role of the media is particularly important in the case of **Emergency contraception**, because to be used on time, the women should have direct access to the pill

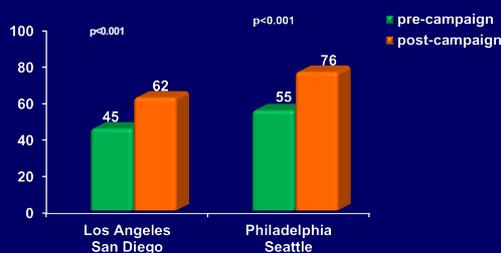
## Media and timely use of emergency contraception

The current data show that even in the most developed countries and the more educated, there is a big gap in knowledge, which only the media can cover, as it is a basic source for information

## Media and timely use of emergency contraception

Media campaigns improve the knowledge of the people about Emergency contraception.

## Changes in the percentage of women who knew Emergency Contraception, before and after media campaign



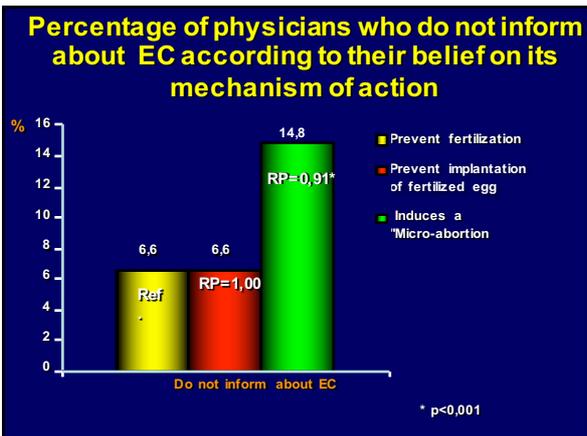
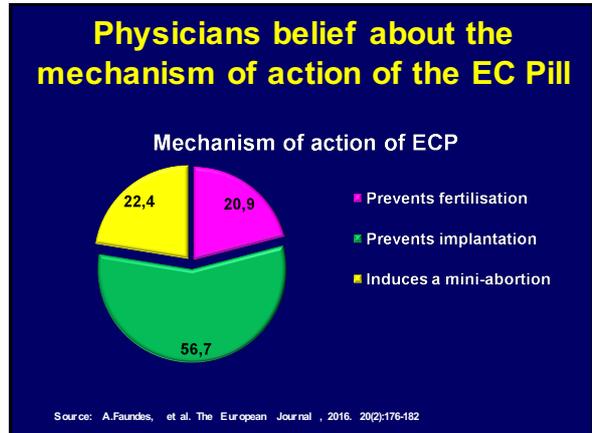
## Media and timely use of emergency contraception

But the responsibility is not only of the media.

We in the medical academy and research have also failed to educate our own colleagues about Emergency contraception

### Media and timely use of emergency contraception

A study among over 3,000 gynecologists-obstetricians in Brazil, found that only one fifth knew that EC prevent fertilization



### Failure of the media to inform about contraception

The media can do a lot better.

### Failure of the media to inform about contraception

The media can do a lot better.

Even more important is that WE do a lot better educating our colleagues, the media and the public on matters related to contraception

