




**Delivery of audiovisual information on early medical abortion care to women: a multicountry study**

John Reynolds-Wright, NHS Lothian  
 Sharon Cameron, University of Edinburgh  
 Philippe Faucher, Assistance Publique Hôpitaux de Paris  
 Teresa Bombas, Coimbra University Hospital Centre  
 Kristina Gemzell-Danielsson, Karolinska Institute



### Conflict of Interest Statement

- The video was produced with funds awarded by the ESC and FIAPAC




### Background

- Early Medical Abortion (EMA) using mifepristone and misoprostol at < 9 wks common in the UK and across Europe:
  - Sweden: 92%
  - Scotland: 89%
  - France: 64%
  - Portugal: 70%

### Background

- High rates of low literacy amongst adults across Europe

Percentage of adults between 16 and 65 years with literacy difficulties

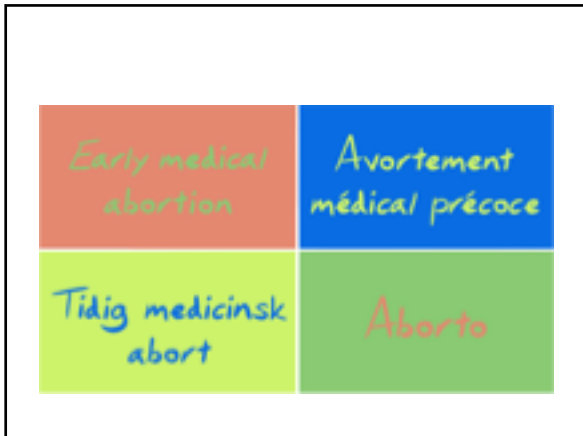


### Background

- EMA consultations long (2-3 hrs in Scotland)
- Lots of written information
- Abortion taboos persist → Poor community knowledge of EMA

### Intervention

- Development of audiovisual information on EMA → a short video animation
- Studies have shown that short videos can effectively provide information about the contraceptive implant and abortion
- Animation could be viewed prior to attending clinic
  - Improve understanding
  - Reduce anxiety
  - Provide consistent information
  - Establish a foundation for better informed consent



## Impact

- Animation available in 4 languages (English, Swedish, French and Portuguese)
- Impact of animation on patient knowledge of EMA
- Ethical approval sought

## Study Design

- RCT 4 sites: Scotland, France, Portugal, Sweden
  - 50 participants per site
- Standard of Care (n=15) vs Animation (n=35)
  - Standard of Care: Routine consultation + researcher administered questionnaire prior to mifepristone
  - Animation: Animation + researcher administered questionnaire prior to routine consultation

## Interim Results

- Data collection ongoing, Scottish site (N=50) show:
  - Mean age of participants = 26.7
  - 40% from most deprived areas
  - 34% from least deprived areas
- Comparable rates of recall of key information about EMA between study arms
- All rated animation as Very/quite useful for explaining the process of EMA
- All rated animation as very/acceptable as method of receiving information about EMA

## Interim Results

- All rated animation as being as more useful/as useful than the written information
- Free text comments about what liked about animation included:
  - “It helped me understand a lot... I had no idea before today”
  - “My style of learning – I took in more [from the video] than all of my google searching”
  - “[I liked] the different age groups of women shown... and the diversity of women shown”

## Conclusion & Further Work

- So far animation appreciated by women
- Ongoing data collection for RCT
- Will findings be similar across European sites?
- Will the animation free up time in clinic for contraception discussion/ other concerns?
- *Future Plans:*
  - Introduce to abortion clinic websites Europe/UK?
  - Shared ESC/ FIAPAC resource?

## Any Questions?

- Thank you
- Contact:

[John.Reynolds-Wright@nhs.net](mailto:John.Reynolds-Wright@nhs.net)