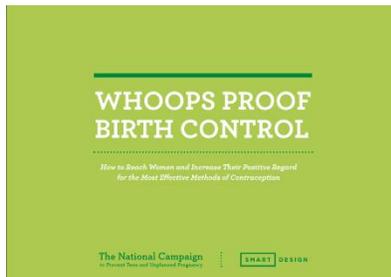


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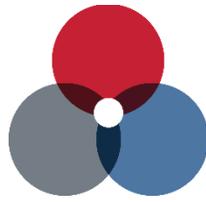


***Whoops Proof* in NEO: Contraceptive Awareness Campaign Implementation and Findings**

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Background

Intrauterine devices (IUDs) and the implant are the most effective forms of contraception available, according to the American Congress of Obstetricians and Gynecologists, and the vast majority of women of reproductive age are eligible for them. Once these methods are placed, they last for three or more years, making the default ‘not pregnant,’ which allows for women to forego motherhood until they are ready, without a daily or monthly contraception obligation. The methods are safe and have different side effect profiles to suit the varied needs of patients.

Despite the benefits of these methods, they are unknown or misunderstood by many American women. There are many recognized health and social benefits of planned pregnancy and, although the rates of use of these methods are increasing nationally and in Ohio, they are still underutilized compared to other countries with lower rates of teen and unplanned pregnancy.

From December, 2015, until November, 2016, The Center for Community Solutions (Community Solutions) piloted the *Whoops Proof* (whoopsproof.org) social marketing campaign in five Ohio Counties: Lorain, Cuyahoga, Lake, Geauga, and Ashtabula, as part of its Better Birth Control NEO initiative. Social marketing campaigns are ad campaigns to raise awareness and/or change people’s behavior. *Whoops Proof* was developed by the National Campaign to Prevent Teen and Unplanned Pregnancy (National Campaign), in partnership with Smart Design, a strategic product design company, in response to high rates of unintended pregnancy among 18- to 29-year-olds and low knowledge of the most effective forms of contraception – IUDs and the implant. Northeast Ohio (NEO) was one of three pilot test sites for *Whoops Proof*, along with counties in South Carolina, and Oklahoma. The two goals of the pilot were:

- 1) To increase awareness of IUDs and the implant among NEO women
- 2) To increase positive regard for these methods

The pilot was planned by Community Solutions to support transformative work by local family planning and primary care clinics to increase awareness of and access to IUDs and the implant

among female patients of reproductive age seeking care at their sites. The participating clinics expressed interest in a social marketing campaign to increase community awareness, which dovetailed with the availability of the *Whoops Proof* materials by the National Campaign.

Whoops Proof Formative Research

Smart Design conducted in-depth interviews of 70 women in five U.S. sites to inform the *Whoops Proof* campaign. Details regarding the formative research process can be found at http://smartdesignworldwide.com/pdf/Smart_Design_TNC_Insights_Booklet.pdf

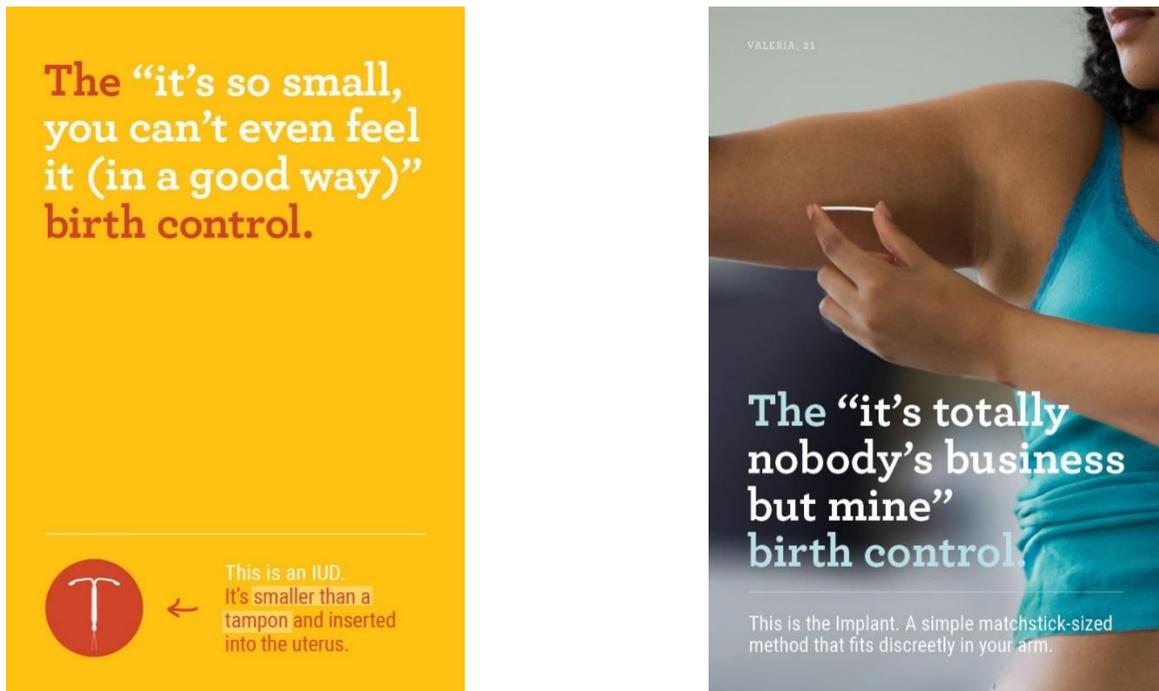
Insights from the formative work included:

- 1) Most women are not aware of the full range of birth control options.
- 2) Effectiveness is expected across methods of birth control prescribed.
- 3) Side effects can be more important to young women than effectiveness.
- 4) The concept of “long-acting” as a desirable attribute of IUDs and the implant does not resonate with young women.
- 5) Women confuse IUDs and the implant but there are differences and strong personal preferences for each.
- 6) Communicating how the methods “will feel” for both women and their partners is vital.
- 7) Women want to hear from other women on their experiences with the methods.
- 8) Birth control is a journey full of troubleshooting for women.
- 9) Portraying a message of “birth control versus babies” is a turn off for women.

The advertising materials – 13 pieces (Figure 1) – were designed with these insights in mind. Approximately half included copy only; the other half featured female models with the contraceptive methods. The pieces were provocative and informative with messages that focused on:

- 1) Minimizing human error rather than emphasizing statistics and effectiveness.
- 2) Birth control that is low-maintenance more than long-acting.
- 3) Acknowledging birth control as a personal journey, not one-size-fits-all.
- 4) Speaking to potential over portraying pregnancy and children negatively.
- 5) Highlighting advantages of the IUD and implant independently, rather than treating them as a category.
- 6) Connecting women with other women’s experiences, not solely portraying providers’ points of view.
- 7) Birth control that works with a woman’s body instead of interfering with her body.

Figure 1: Whoops Proof creative examples



Focus Groups

Given that NEO was among the first sites nationally to pilot *Whoops Proof*, there were both copy and image-driven creative to choose from, and a large demographic range among the NEO target population, Community Solutions conducted focus groups to determine which campaign creative should be prioritized in our markets. Four focus groups were conducted in Cleveland during the months of October and November, 2015. In total, 34 racially and economically diverse women between the ages of 18 and 40 participated in the focus groups at the following locations:

1. The Idea Center at Playhouse Square (5 participants)
2. Case Western Reserve University (9 participants)
3. Cleveland Public Library, Carnegie West branch (13 participants)
4. East End Neighborhood House (7 participants)

Participants demonstrated a clear preference for image-driven ads, which incorporated a model and a physical display of the product. Many felt that this helped them to make the connection between the ad message and the product more quickly. The women also preferred ads with clear messages and with messages they found empowering. Feedback from these focus groups was used to prioritize the selection of creative utilized in the social marketing campaign in NEO.

Social Marketing Campaign

Cleveland-based design and media firm Little Jacket was retained by Community Solutions to execute the *Whoops Proof* campaign, including audience research, media planning, and ad purchasing. Implementation of the social marketing campaign consisted of outdoor, print,

restroom, transportation (bus line), and digital touch points over a four-month period. A mixed-media strategy was employed to maximize available funding resources for the campaign implementation while surrounding the target demographic with *Whoops Proof* messaging. Digital vendors included Pandora with audio, Facebook, and Maxpoint Digital. Little Jacket tracked and rotated creative pieces across media platforms.

The National Campaign supported *Whoops Proof* with microsites connected to the pilot catchment areas, for example in NEO: whoopsproof.org/Cleveland. Digital ads connected the NEO user to this microsite, where information about the local initiative – Better Birth Control NEO – could be found. The microsite was seamlessly integrated with Bedsider.org, an existing National Campaign website with clinic locator functions and contraceptive method information, as well as insights from women on the different methods. Campaign-related clinics in NEO, which could provide same-day access to IUDs and the implant, were highlighted in the clinic locator function.

Digital Content Metrics

Impressions, clicks, cost-per click, click-through (whoopsproof.org/Cleveland) rates, and time spent on the whoopsproof.org website were all monitored for the *Whoops Proof* campaign in NEO.

Table 1 shows Facebook metrics collected for the campaign. For digital content, Facebook was the most effective and efficient method of reaching the target audience. The ads on Facebook resulted in more than 32,240 clicks to whoopsproof.org/Cleveland, four times as many clicks as resulted from Pandora or Maxpoint Digital.

The overall cost-per-click was also lower for Facebook than the other digital mechanisms, at \$0.22 in Cuyahoga and \$0.21 in Ashtabula, Lake, and Geauga counties. Lorain County was not included in the digital portion of the social marketing campaign.

Whoops Proof performed above industry standards with a 2.2 percent click-through rate.¹ The average time spent on whoopsproof.org/Cleveland was 3:42, also above the industry standard of one-to-two minutes.

Table 1: Digital Media – Facebook Metrics

	Cuyahoga County	Ashtabula, Geauga, and Lake Counties	Total Campaign
Total Clicks	16,370	15,870	32,240
Cost-per-Click	\$0.22	\$0.21	\$0.22
Impressions	599,150	838,653	1,437,803
Click-through Rate	2.70%	2.10%	2.24%

¹ The average Facebook ad click-through-rate is 0.9 percent.

Pre- and Post-Campaign Surveys

Prior to ad placement, the Community Research Institute at Baldwin Wallace University was engaged to conduct online polling to survey women of reproductive age. The survey focused on knowledge of and attitudes toward IUDs and the implant, to determine a baseline.

The surveys targeted women ages 18 to 34 by zip code in five Northeast Ohio counties (Lorain, Cuyahoga, Lake, Geauga, and Ashtabula). A second set of surveys was conducted after the ads had run in the target markets among the same target population (unmatched). Two post-campaign surveys were conducted because the campaign ran during a different timeframe in the outlying counties than in Cuyahoga. The survey datasets were provided to Community Solutions, who conducted analysis. Six-hundred-one women participated in the pre-campaign survey and a total of 716 participated in the two post-campaign surveys (Table 2). The geographic distribution of responses was roughly proportional to the total population of the counties.

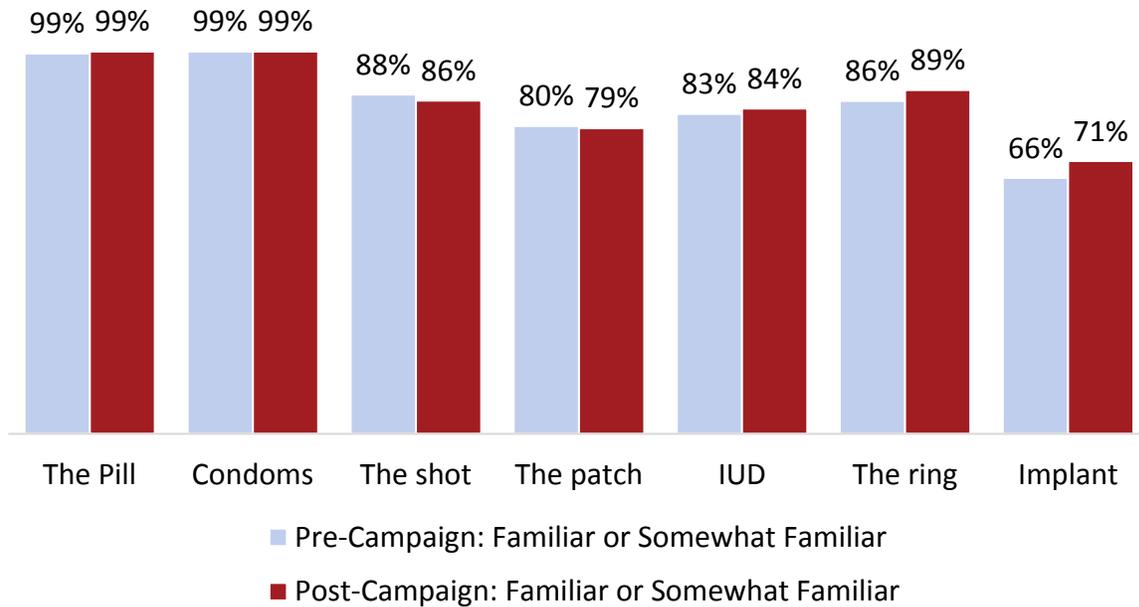
Table 2: Pre- & Post-Campaign Polling Survey *n*

Survey	Geography	Respondents
Pre-Campaign	Ashtabula, Cuyahoga, Geauga, Lake, Lorain	601
Post-Campaign 1	Ashtabula, Geauga, Lake, Lorain	306
Post-Campaign 2	Cuyahoga	410

Respondents were asked to share where they had seen or heard advertisements about birth control methods. In both the pre- and post-campaign, the most common answers were television, magazine, Facebook, and radio. Respondents indicated several “Other” options, with the most common addition being in a doctor’s office or Planned Parenthood. In the post-campaign survey, a smaller proportion of respondents reported seeing any ads on many media platforms. For example, 12 percent fewer individuals on the post-campaign said they had seen ads on television, while the number who saw magazine ads fell 7 percent. In contrast, post-campaign respondents were more likely to have seen a Billboard ad – one of the outdoor advertising platforms for *Whoops Proof* – for birth control than their pre-campaign peers.

Figure 2: Familiarity with Birth Control Methods

“Please indicate how familiar you are with each method of birth control below, even if you haven’t used a method yourself (e.g., through reading about it, hearing about it from friends, talking to a doctor, etc.)”



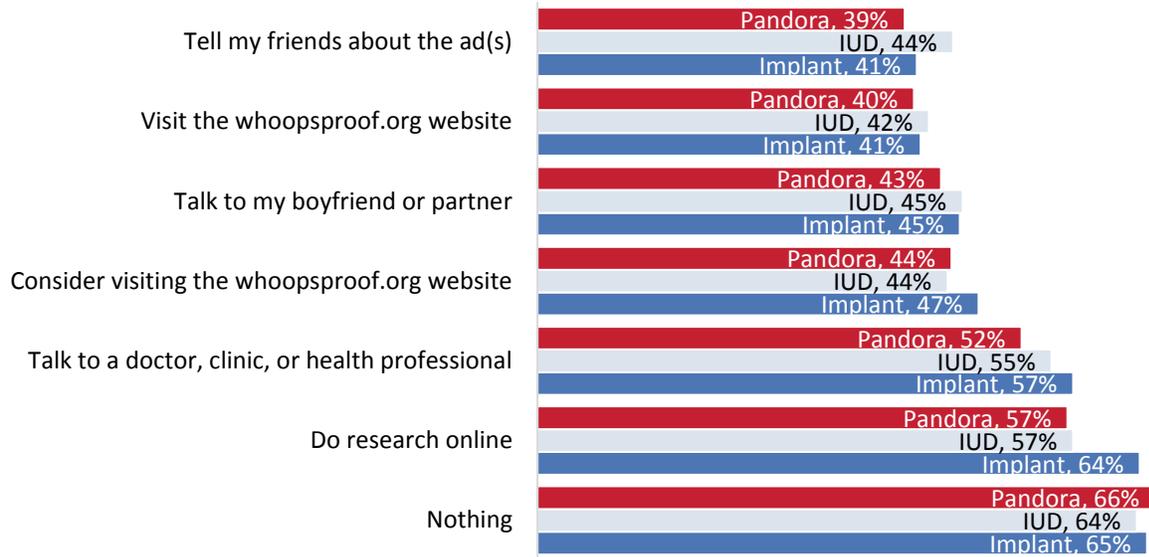
In the post-campaign, which occurred after the social marketing campaign had completed or had been in the field for at least three months, familiarity with both IUDs and the implant increased (Figure 2). While there were few substantial differences between familiarity with most birth control methods between the pre-campaign and post-campaign, post-campaign respondents were about 5 percent more likely to be somewhat familiar or familiar with the implant – the largest change observed.

In Ashtabula, Geauga, Lake, and Lorain counties, 45 percent of respondents indicated that they had seen the *Whoops Proof* ads about the implant and 50 percent of respondents said they had seen the IUD ads. Respondents from Cuyahoga County were less likely than those in the outlying counties to have seen or heard the IUD or implant ads, which was anticipated given the saturated media market. Even so, more than one-third in Cuyahoga indicated that they had seen implant ads, and more than 40 percent reported seeing the IUD ads or something similar.

Figure 3: Action Upon Seeing Campaign Ads – Outlying Counties & Cuyahoga

“Thinking about the ads you just (saw/heard), please indicate what you might do after (seeing/hearing) them or others like them. Please provide your honest feedback.”

Respondents answering very likely or somewhat likely:
Outlying County Post-Campaign



Respondents answering very likely or somewhat likely:
Cuyahoga Post-Campaign

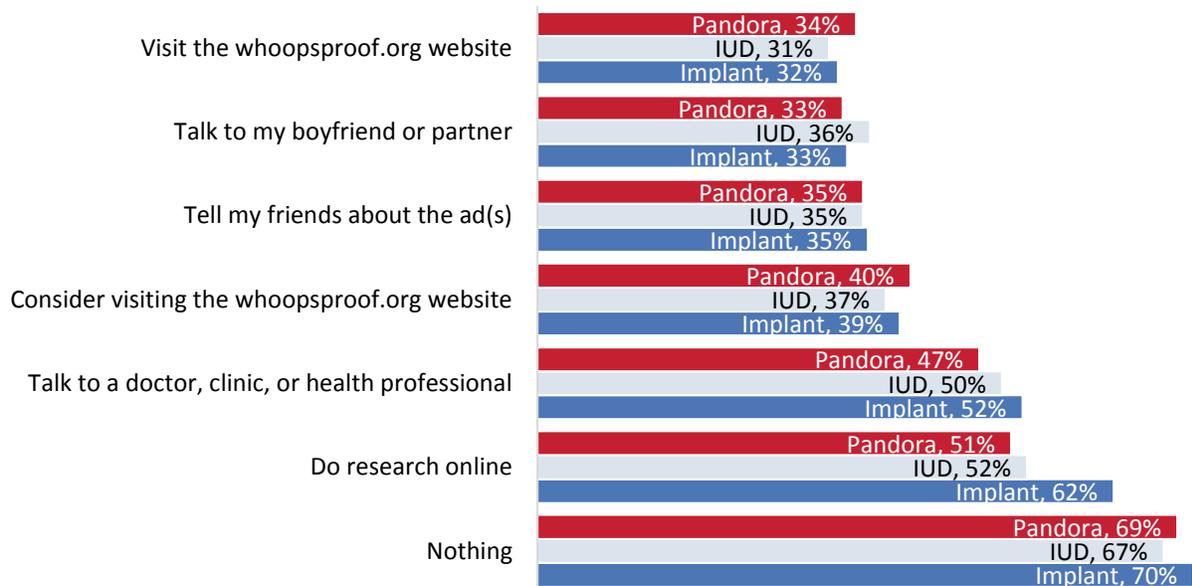


Figure 3 shows that for both of the post-campaign surveys, “Nothing” was the most common response to questions about what action the woman might take after seeing or hearing the ads. Yet more than 50 percent in both Cuyahoga County and the outlying counties indicated that they were very or somewhat likely to do research online or talk to a doctor, clinic, or health professional about the method after seeing each set of ads. Across the board, respondents were less likely to take action after hearing the Pandora ads than after seeing the IUD and implant ads.

In addition, post-campaign respondents were slightly more likely to agree or somewhat agree that IUDs and the implant were a “good method” of birth control, which could suggest increased positive regard for IUDs and the implant over the six months or 12 months between the two surveys.

Conclusion

Through the *Whoops Proof* campaign, Community Solutions partnered with local clinics and the National Campaign to increase awareness of IUDs and the implant – as well as positive regard for these contraceptive methods – among NEO women.

Ultimately, the campaign’s digital metrics and polling were favorable. Women saw the ads and took action to learn more about the methods and where they could find them.

We found investment in Facebook advertising went the furthest in reaching young women, which is relevant for jurisdictions with fewer resources to support social marketing campaigns. Seventy percent of whoopsproof.org visitors from NEO clicked through from social media – overwhelmingly from Facebook.

Additionally, although outdoor ads can be challenging to evaluate, half of a random sample of NEO women polled reported seeing the ads – even in one project county with a less robust digital presence. These outdoor ads played a role in creating an overall awareness among the NEO audience.

There remains work to do in NEO to ensure women are aware of their options for family planning. Polling data taken before and after the campaign showed the largest increase in awareness for the implant – yet 29 percent of respondents were still unaware of this most effective contraceptive method following the campaign. To this end, planning is underway to pilot additional *Whoops Proof* creative in Cuyahoga County this year, and collaborators from other parts of Ohio are considering similar campaigns.

Acknowledgements

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Ohio, Family Planning Services of Lorain County, Baldwin Wallace Institute for Community Research, and focus group participants.

For additional polling and focus group data, or metrics for the individual creative pieces, please contact the authors.



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