

7th Australian Women's Health Conference.

Sydney 7-10th May 2013

Research and innovative strategies for promoting fertility awareness



Flinders
UNIVERSITY
inspiring achievement

Presenter:

Dr. Wendy Abigail PhD, RN, BN(Hons), GCEd(Higher Ed) GCH(Diabetes), FPA Cert.

Aim of this presentation

...is to focus on how research findings on women's fertility awareness have been disseminated locally, nationally, and internationally and the learning that occurred during this process.

My research

- examined the experiences of women aged over 30 years of their fertility management and their sexual & reproductive health knowledge prior to a termination of pregnancy in South Australia.
- Mixed methods approach

Research Results

Fertility management/control prior to a TOP

High level of awareness
35.0%

Low level of awareness
22.2%

No level of awareness
19.1%

Planned
contraceptive use

Intermittent
contraceptive use

No contraceptive
use

Failure of
contraception

Failure of
situational
dependent
contraception use

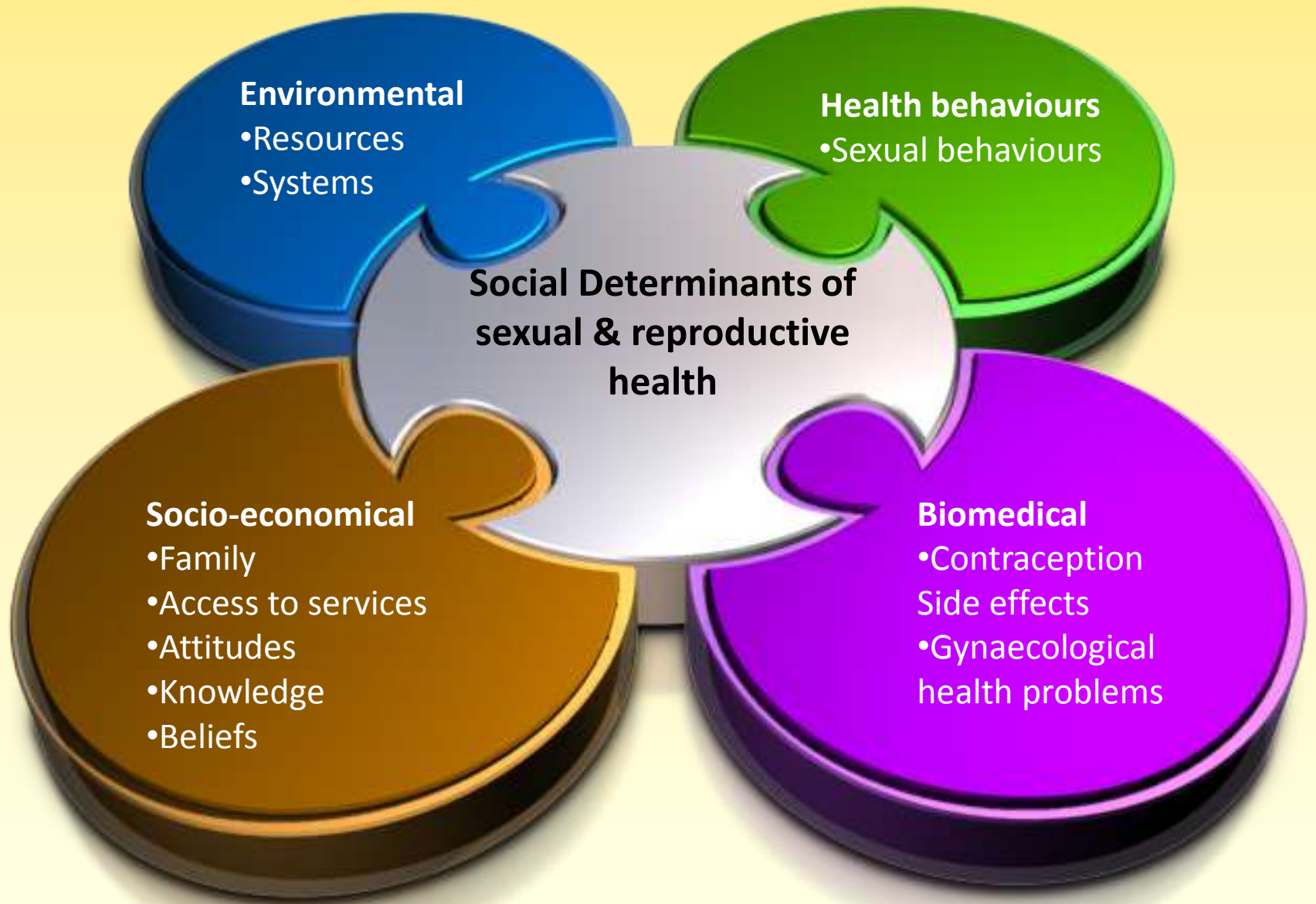
Failure of
fertility
awareness

Failure
of
planning

Other life
priorities

Unplanned conception

NB. Percentages do not add up to 100% due to being dichotomous responses to multiple options



Dissemination

Standard formats

- Peer-reviewed journals
- Conferences

The media clips

focus

Primary/Commur



Behind the scenes in the filming of video clips for a fertility awareness campaign

Ads target rise in abortions

Changing fertility patterns have created strong demand in reproductive health information for women over 30. By Linda Belardi.

Increasing abortion rates among women aged over 30 in Adelaide's southern suburbs has triggered a community awareness campaign to better support women to manage unwanted pregnancies.

Project leader, Wendy Abigail from the School of Nursing and Midwifery at Flinders University, said older women often lacked appropriate information on sexual and reproductive health.

"All women of reproductive age require health promotion services but often family planning services primarily target women under 30."

But changing fertility patterns demanded a rethink on the target of government policy, she said. Education and career choices for

women meant females were often making decisions about having a baby much later in life. The mean age for women giving birth in South Australia is 30.

"There is also a rise in the proportion of women over 30 giving birth for the first time and there's now more women in the 30-34 year [bracket] giving birth than there are in the 25-29 bracket," said Abigail.

In a trend analysis conducted in the southern area of Adelaide between 1996 and 2006 Abigail found a significant increase in women over 30 having terminations.

The Southern Partnership in Sexual and Reproductive Health will provide information through health promotional videos suitable for all

reproductive-age women, including those aged over 30, about fertility awareness and management.

The short 30-second TV advertisements to be shown in medical centres and health clinics around Australia aim to bust common fertility myths and to educate women about effective contraceptive methods. The health promotional videos depicting common scenarios facing women will also be available online.

"There is an assumption that women are well-informed about effective contraception, the rate of failure and how to access emergency contraception, but quite often women have not received any updated information since leaving school," she said.

As part of the partnership, a working group of university researchers and staff from Flinders Medical Centre, Noarlunga Health Services, Southern Women's Health and Shine SA has been formed to

help improve sexual and reproductive health services in the region.

Abigail, who recently discussed the campaign at the RCNA conference in Hobart, said the project had already attracted broad and wide interest from women's health and family planning services and government departments.

There is a huge potential for the campaign to be extended beyond the southern area into rural and regional towns and for use as teaching materials in nursing and midwifery training, said Abigail.

She said a combined public health and primary healthcare approach was needed to support fertility awareness within this age group. "There has been a significant change in the fertility patterns over the years and women are making decisions much later about whether to have a baby."

The campaign titled, "Contraception – is it working for you?" will start from early next year. ■



and dev. Flin will scri me pro He. The to (hied v to t sus of t Re; pro rep

KEG team meeting left to right: Wendy Abigail (BSc (Hons) Flinders University, PhD candidate), Jodie Gabh (Clinical Nurse Family/Pregnancy Advisory Unit/Services Noarlunga Health Services & Flinders Medical Centre), Celia Karplen (Manager, Southern Primary Health – Southern Women's). Absent: Char Dennis (Clinical Nurse Southern Women's) Anne Nixon (SHineSA Southern Team).

Research into practice in the southern Adelaide area

BY WENDY ABIGAIL

A new grant will enable resources to be developed to help inform health care professionals and women's groups on the care of women prior to a termination of pregnancy.

Recent research that examined women aged over 30 years experiences of their fertility management prior to a termination of pregnancy, found the issues for these women to be complex and multifactorial. In addition, there were implications for Primary Health Care (PHC), such as service provision, health promotion and advocacy.

The importance of transferring research into practice is considered to be a vital part of the

research process (Whitehead and Arbon 2008). The challenge was transferring this new knowledge in a useful but sensitive way into the community.

PHC principles include health promotion, community and individual involvement, inter-sectoral action and use of appropriate technology, as well as cost-effectiveness of resources (Sanders et al 2011). A successful grant application (Knowledge Exchange Grant, Flinders University) has allowed this to occur. Collaborative PHC partnerships in the southern area of Adelaide are now developing electronic media vignettes based on these new research findings. Focus groups of health professionals

area of Adelaide.

If you are interested in obtaining/accessing this resource please contact:
wendy.abigail@flinders.edu.au
Faculty of Health Sciences,
SONM, PO Box 2100, Adelaide SA 5001.

REFERENCES

Sanders, D., Babin, F., Benoit, A and Leggo, D. 2011. 'Re-vitalising primary health care requires an equitable global economic system - now more than ever'. *Journal of Epidemiology Community Health*, 65:661-665.

Whitehead, B. and Arbon, P. 2008. 'Changing practice through research', in Schneider, Z., Whitehead, B., Elliott, D., Lombardi-Shoaf, G. and Habert, J. (eds), *Nursing & midwifery research: methods and appraisal for evidence-based practice*, 3rd edn. (Wiley/Elsevier, Chatswood, Australia, 322-335).

WENDY ABIGAIL IS A PHD CANDIDATE AND A LECTURER AT THE SCHOOL OF NURSING AND MIDWIFERY AT FLINDERS UNIVERSITY IN SOUTH AUSTRALIA.

Early publications on the project

33

Promoting the project



Art Museum: to... men's fibre work >>

1 2 3 4

Information for

- » Future students
 - » International students
 - » Current students
 - » Staff
 - » Alumni
 - » Media
 - » Business & community
- » Flinders University
 - » The campus
 - » Courses and programs
 - » Research
 - » Teaching and learning
 - » Jobs @ Flinders
 - » Giving to Flinders

Search our courses:

Undergraduate study applications are now open. [Find out more >>](#)

Postgraduate study at Flinders. [Find out more >>](#)

Course Navigator. [Find the course that's right for you >>](#)

News



Abortion on the rise for women over 30

Rising abortion rates for women in their 30s and 40s in Adelaide's southern suburbs has sparked a new awareness campaign led by Flinders University. The Southern Partnership in Sexual and...

- Grim murder history wins Hannah major writing prize
- Lessons learned from the trauma of autism
- A place on Women's Honour Roll for disability advocate
- Australia Council support for second novel [more news...](#)

Flinders University

Flinders University offers a wide range of undergraduate and postgraduate courses in Adelaide, South Australia and other parts of the country. We enjoy a well-justified reputation for excellence in teaching and research, have a long-standing commitment to enhancing educational opportunities for all and a proud record of community engagement.

Events

- » Hospital structures and the role of nurses in China - Presentation Mon, 12 Dec 2011
- » Biology Seminar Series - "At the heart of gill diseases - fish disease from the fish's point of view" Tue, 13 Dec 2011
- » December 2011 Graduation Ceremonies - December 2011 Graduation Ceremonies Thu, 15 Dec 2011
- » tayenebe: Tasmanian Aboriginal women's fibre work - tayenebe: Tasmanian Aboriginal women's fibre work Sat, 17 Dec 2011 [more events...](#)

Quick links

- Emergency procedures
- FLO (Flinders Learning Online)
- Student System (student login)
- Student Two Web (staff login)
- iFlinders
- Email
- Campus map
- Semester dates
- Faculties
- Administrative divisions
- Employee Self Service
- Enrolment
- Parking

Information for

- Future students
- International students
- Current students
- Staff
- Alumni
- Media
- Business & community

Information about

- Flinders University
- The campus
- Courses & programs
- Research
- Teaching & learning
- Jobs @ Flinders
- Giving to Flinders

Feature links

- Study in 2012
- Postgraduate study in 2012
- December Graduation
- Provide feedback on the new web design



follow us



Maintained by: Online Communications
Last updated: 09 Dec, 2011

Copyright & Disclaimer
Accessibility | Privacy
CRICOS Provider: 00114A

 Our commitment to Indigenous communities

Launches

2011 'Southern Partnerships in Sexual and Reproductive Health'

6th Dec, Flinders University

2012 'Flinders University Southern Knowledge Transfer Partnership Office E-Book Launch'

9th Feb, Flinders University

2012 'Going Live': SA Health Minister, Hon. John Hill MP

7th Sept, Noarlunga Centre Super GP Plus Centre



Websites

Flinders UNIVERSITY
About Flinders | Faculties & Divisions | Library | Staff Directory | A-Z Index | Site Map

Blogs at Flinders


Flinders University > Flinders University Blogs > Flinders News

Flinders News - Latest news from Flinders University

[Older Entry](#)

Abortion on the rise for women over 30

Posted on: December 6th, 2011 by Marketing and Communications



Rising abortion rates for women in their 30s and 40s in Adelaide's southern suburbs sparked a new awareness campaign led by Flinders University.

The Southern Partnership in Sexual and Reproductive Health, which launched on December 6, will provide information to all women - with a focus on those about fertility awareness and management.

Under the partnership, a working group of University researchers and staff from Flinders Medical Centre, Noarlunga Health Services, Southern Women's Health and Shine SA has been formed to help improve sexual and reproductive health services in the region.

The campaign - funded through Flinders University's Knowledge Exchange Grants - includes a series of video clips showing different scenarios that can lead to an unwanted pregnancy, with the main focus on fertility awareness and where to go for research on the sexual and reproductive health of women over the age of 30.

Flinders University project coordinator Wendy Abigail, a Lecturer in the School of Nursing and Midwifery, said a key aim of the partnership is to increase community awareness about women's fertility management.

"Abortion rates for women between the ages of 30 and 50 increased significantly between 1996 and 2006 in the southern area of Adelaide, despite very little change in overall termination numbers across the state during this time," Ms Abigail said.

"While terminations for women between 15 to 19 years have declined, the 30 to 50-year-old age group has increased markedly, and this can be attributed to changing fertility patterns across the age groups," she said.

Ms Abigail said the campaign also called for more government support and improved sexual health services for all women, particularly the over 30s.

"For women over 30 in SA there's really little information targeted at them and government policies don't cater for this age group," she said.

"There's a big presumption that once women hit 30 they should know everything about fertility and how to manage it but the last time they probably got this information was when they were in high school."

The Southern Partnership in Sexual and Reproductive Health, including the video clips, was launched on Tuesday, December 6, in the University's Health Sciences Lecture Theatre Complex (pictured).

Tags: [abortion](#), [fertility](#), [Flinders Medical Centre](#), [Noarlunga Health Services](#), [reproductive health](#), [Shine SA](#), [Southern Partnership in Sexual and Reproductive Health](#), [Southern Women's Health](#)

December 2011
November 2011
October 2011
September 2011
August 2011
July 2011
June 2011
May 2011
April 2011
March 2011
February 2011
January 2011
December 2010
November 2010
October 2010
September 2010
August 2010
July 2010
June 2010
May 2010

South Australian Policy Online

Home | Publications | Resources | Events | News & Opinion | Subscribe to newsletter | About Us | Contribute

Search SAPO - [Search] (Advanced Search)

News & Opinion

You are here: South Australian Policy Online > News & Opinion

Abortion on the Rise for Women Over 30

Tuesday, 6 December 2011
Author: Marketing and Communications, Flinders University



Rising abortion rates for women in their 30s and 40s in Adelaide's southern suburbs has sparked a new awareness campaign led by Flinders University.

The Southern Partnership in Sexual and Reproductive Health, which launched on December 6, will provide information to all women - with a focus on those aged over 30 - about fertility awareness and management.

Under the partnership, a working group of University researchers and staff from Flinders Medical Centre, Noarlunga Health Services, Southern Women's Health and Shine SA has been formed to help improve sexual and reproductive health services in the southern region.

The campaign - funded through Flinders University's Knowledge Exchange Grants - includes a series of video clips showing different scenarios that can lead to an unwanted pregnancy, with the main focus on fertility awareness and where to go for help.

Titled 'Contraception - is it working for you?', the 29-second advertisements are based on research on the sexual and reproductive health of women over the age of 30 and are expected to be available at various health clinics and other venues across the south, as well as relevant websites Australia-wide.

Flinders University project coordinator Wendy Abigail, a Lecturer in the School of Nursing and Midwifery, said a key aim of the partnership is to increase community awareness about women's fertility management.

"Abortion rates for women between the ages of 30 and 50 increased significantly between 1996 and 2006 in the southern area of Adelaide, despite very little change in overall termination numbers across the state during this time," Ms Abigail said.

"While terminations for women between 15 to 19 years have declined, the 30 to 50-year-old age group has increased markedly, and this could be attributed to changing fertility patterns across the age groups," she said.

Ms Abigail said the campaign also called for more government support and improved sexual health services for all women, particularly the over 30s.

- Ageing
- Children and youth
- Citizenship and law
- Disability
- Economics and trade
- Education
- Employment and industrial relations
- Environment
- Gender and sexuality
- Health
- Housing families and households
- Immigration and refugees
- Income, poverty and wealth
- Indigenous
- Media, communications and cultural policy
- Politics and government
- Population, multiculturalism and ethnicity
- Research
- Rural and regional
- Science and technology
- Social inclusion and social capital
- Social policy
- Third Sector and Community Organisations
- Transport and infrastructure
- Urban and regional planning

Media



About Flinders Faculties & Divisions Library Staff Directory A-Z Index Site Map

Blogs at Flinders



June 2010
May 2010

Tags: abortion, fertility, Flinders Medical Centre, Hearing Health Services, reproductive health, Shine SA, Southern Partnership in Sexual and Reproductive Health, Southern Women's Health

Summary of dissemination methods

	2011						2012						2013										
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May
Awards																							
Community organisations																							
Conference																							
Emails																							
Forum (local)																							
International																							
Journal (non-peer reviewed)																							
Journal (peer reviewed)																							
Launches																							
Newsletter																							
Newspaper																							
Radio																							
Social media																							
TV																							
Webpage																							
Women's health groups																							
Work groups																							
Youtube																							

Results of successful Dissemination



2012 Finalist

National HESTA Innovative Nurse of
the Year Awards,

May 10th



2012

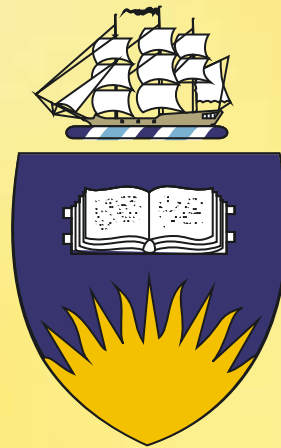
Ruth Gibson Memorial Award, National
Council of Women SA

August 25th

Lessons learnt

- Share with whoever will listen...
 - Tell them what you are going to do
 - Tell them you are doing it
 - Tell them you have done it
- Take photos along the way
- Look for opportunities
- Keep a record of what you are doing as you go

QUESTIONS?



**FLINDERS
UNIVERSITY**

**ADELAIDE
AUSTRALIA**

wendy.abigail@flinders.edu.au