

Reproductive Health & Wellness Program, Cincinnati Health Department

Special Points of Interest:

- *Bedsider pilot: How technology is changing the face of contraceptive counseling*
- *Skyla: not your mother's intrauterine device*
- *Man to Man: Update on the Men's Health Initiative*
- *Corner for the Cause: The RHWP's part in the fight against cervical cancer*

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BEDSIDER RHWP AWARDED GRANT FOR BEDSIDER PILOT

The RHWP has received a small grant award from the National Family Planning and Reproductive Health Association (NFPFRA) to utilize Bedsider materials in clinical and outreach settings to introduce women to lesser-known methods of contraception, including long acting reversible contraceptive (LARC) Bedsider (Bedsider.org) is a collection of web tools developed for women aged 18-29, and aims to present contraceptive information that is accessible, informative, and most importantly, engaging.

With a portion of the NFPFRA award, the RHWP has purchased 7 iPads, equipping them with 3G, and Bedsider web portals to create mobile technology units for counseling in a clinical setting. Clinicians and staff are now using the units to present an interactive, side-

by-side comparison generator, a more comprehensive grid of methods, and testimonial videos about patient experiences with different methods.

These tools address factors such as effectiveness and cost, but also the level discretion and "party-readiness" that each method offers. Consideration of such factors will result in more informed and effective contraceptive use. Perhaps even more importantly, though, is that the use of the mobile technology units seeks to foster a patient relationship of open communication and active participation in the decisions regarding their healthcare and their sexuality.

An additional feature of the Bedsider website allows the provider to set up method reminders. If a patient is taking the birth control pill, she can opt to

receive a text message at the same time each day reminding her to take her pill. She can also set up appointment reminders in the form of text or email messages. The system seeks to improve oral contraceptive adherence and appointment attendance, but also integrate positive reproductive health practices into the day-to-day lives of participating patients.

While the RWHP team has received feedback regarding the perceived appropriateness of Bedsider materials, we encourage everyone to view the material through the eyes of client, and to recognize that the campaign is meant to grab attention, and spark both interest and conversation. There is content on their website that is inappropriate for individuals below the target age range, and will not be used with younger clients. bedsider.org

METHOD OF THE MONTH: SKYLA

On January 9th, Bayer Healthcare Pharmaceuticals, Inc. announced the U.S. Food and Drug Administration's approval of their new intrauterine device, Skyla. Like its forbearer, Mirena, Skyla is a small, plastic device that is placed in a women's uterus, where it releases low-doses of progestin hormone, thickening the cervical mucus and thinning uterine lining, which is believed to prevent the fertilization and attachment of an egg (1). IUD's as a whole belong to a class of birth control methods often referred to as *long-acting,*

reversible contraceptives, or LARCs. Appropriate to this name, Skyla proved to be more than 99% effective at preventing pregnancy for up to 3 years in its FDA trials, and of participants who were hoping to become pregnant, 77% succeeded within 1 year after the device was removed (2).

The major difference between Skyla and existing IUD's is that Skyla was created specifically with young women in mind.

(Story continued on page 2)



"The approval of Skyla expands Bayer's IUD portfolio and highlights our continued commitment to empower women with a variety of birth control options at different reproductive stages of their lives."

Pamela A. Cyrus, M.D, Bayer HealthCare Pharmaceuticals



Skyla: Cont'd



An often-cited study published by the Guttmacher Institute in 2007, reported the striking under-utilization of IUDs in the U.S. when compared to other industrialized nations; at the time, only 2% of women utilizing contraceptives reported using an IUD of any kind (hormonal or copper)(3). Despite the fact that they are statistically as effective in preventing pregnancy as female sterilization, are reversible at any time, and require little to no day-to-day maintenance after insertion, IUDs still remain relatively unpopular. They have also been traditionally considered a contraceptive option for women who have “completed their families”. In many European countries, such as Finland, IUDs are “the primary method for women who have had children”, and there is a perceived higher risk of expulsion from the uterus, severe abdominal pain, and other complications in women who have not had children (3).

In recent years, however, there has been a shift in both provider and patient attitudes towards IUD usage in adolescents and young women, as the “fool-proof” appeal of the method prompts more young women to try it. Bayer hopes to further this movement with Skyla, which is even smaller than its cousin Mirena for easier, less painful insertion, and increased overall comfort. It also releases even lower doses of local hormone.

“The approval of Skyla expands Bayer’s IUD portfolio and highlights our continued commitment to empower women with a variety of birth control options at different reproductive stages of their lives,” said Pamela A. Cyrus, M.D., Vice President and Head of U.S. Medical Affairs for Bayer HealthCare Pharmaceuticals in their January press release. “We are pleased to bring the first new IUD to market in the U.S. in 12 years, and to provide women who are seeking contraception with an important new and effective option to consider with their healthcare providers.”(1)

The hype is not just medical, though, it’s media: Skyla has been featured in mainstream publications, from the Huffington Post, to *Glamour* to *Fitness Magazine*, which reflects not only the excitement over the new device, and its possibilities for young women, but also the general cultural shift surrounding LARCs.

Currently, 155 clients enrolled in the body shop use an IUD as their method of contraception, with the majority of them using Mirena. As Title X funding and program self-sustainability removes the financial barriers to more expensive and more effective forms of birth control, such as IUDs, we hope to see an increasing uptake of these methods amongst our clients.

According to Bayer, Skyla will be available by prescription beginning February 11th, and the body shop hopes to offer it as an additional contraceptive option to our clinics as soon as possible.

ONWARD AND UPWARD: PROGRAM EXPANSION

The RHWP would like to welcome the following providers to our clinical team:

Stephanie Deimling, CNM

Sue Comte, CNM

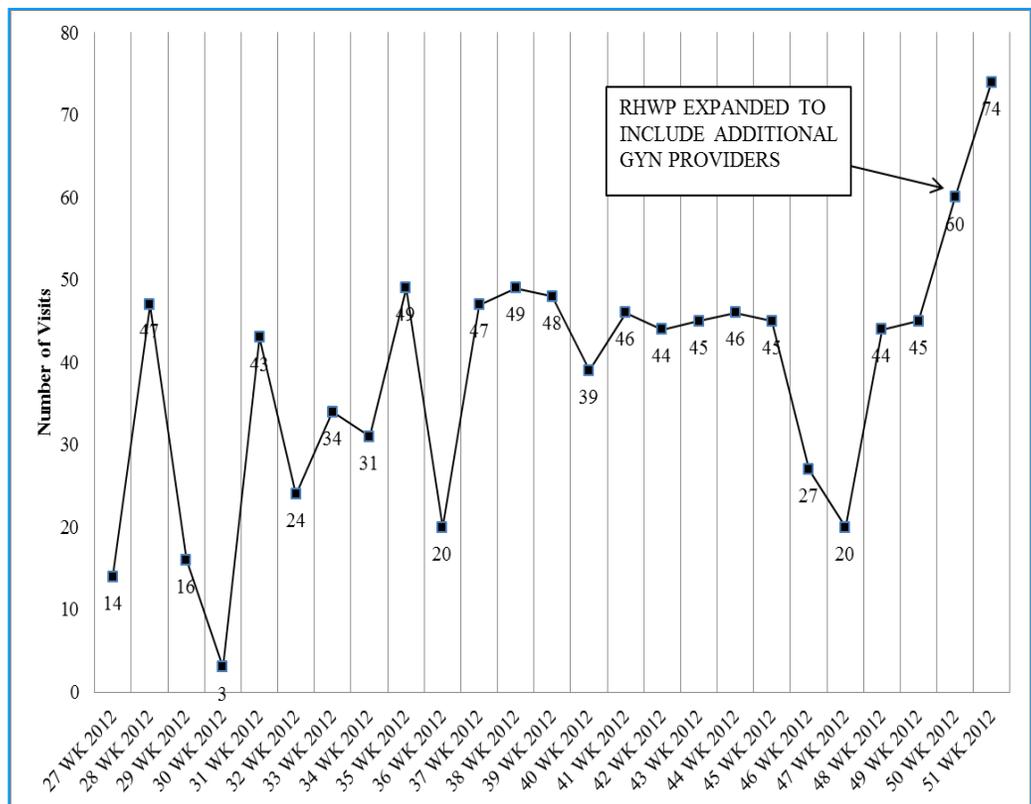
Rocco Rossi, MD

Sara Shaffer, DO

These providers, as members of **UC Physicians**, are now seeing patients as part of the RHWP during their normal GYN office hours at Cincinnati Health Department and Neighborhood HealthCare clinics.

Look how we’ve grown!

The chart shows our weekly number of patient visits between weeks 27 and 51 of Year 2 of grant implementation (July 1, 2012-December 31, 2012). During this period alone, a total of 837 clients made 1004 visits. Our new RHWP providers joined the team during week 50.



TEAM MEMBER SPOTLIGHT: MEET LOU!



“When a patient is trying to make a change in her life, I’m like her cheerleader.”

Name: Laura "Lou" Boyle, CNM, CNP

Hometown: Born and raised in West Chester, Ohio, and now living in St. Bernard with my husband and our 2 daughters

Favorite book: *Winnie The Pooh* by A.A. Milne (there's wisdom beyond imaginings in its pages)

What do you do at the body shop? I am a Women's Health Nurse practitioner, I see women for well-woman exams, for cancer screening, for minor problems, and for birth control.

What do you love about working in reproductive health? I love learning about the body, about health, and about the human spirit. I love teaching and talking to patients, love to support them as they work to have better physical, emotional, and sexual health. When a patient is trying to make a change in her life I'm like her cheerleader. People inspire me every day. I also love my job because we keep it real, we are striving for honesty and respect of the person at all times. I also love the staff at the Cincinnati Health Department, there are so many great people working in our clinics: nurses, pharmacists, receptionists, janitors, and counselors and most everyone has a smile for you and is working hard to serve our patients.

When you're not at the body shop, where might we find you? At home with my daughters, playing in our yard, baking banana bread, or at the pool in the summer time! There is nothing better than a great book by the pool or a walk in the woods—just as my 2 year old daughter who insists I call her "Pocahontas" or my 4 year old princess "Ariel" prefer.

MAN TO MAN: MEN'S HEALTH INITIATIVE UPDATE

The body shop is happy to announce that the Men's Health Initiative modules have been launched at the organizations listed below. These organizations were selected based on the population served and their need for reproductive health education.

- Talbert House Male Adolescent Program: October 5-9, 2012.
- Lighthouse Youth Services: November 5-9, 2012.
- Cincinnati Public Schools – Project Search: November 20, 2012.
- Lighthouse Youth Services: November 26 -30, 2012.
- Cincinnati Recreation Center, Over-The-Rhine: November 15, November 29, December 6, December 13, and December 20, 2012.
- Lighthouse Youth Services: December 17 – 21, 2012

The MHI reproductive health education program was developed in a systematic manner to encourage community participation and ensure cultural competency. It encompasses five modules – each module constituting a one-hour interactive presentation led by the program coordinator, Eric Washington. The modules are: (1) Reproductive Anatomy, Pregnancy, and Sexuality, (2) STIs and Protecting Yourself, (3) Relationships & Communication, (4) Family Planning, and (5) Fatherhood. Modules can be tailored or altered depending on the audience or preferences of the host organization.

Interested in the Men's Health Initiative for your organization?

Contact the program coordinator:
eric.washington@cincinnati-oh.gov

CORNER FOR THE CAUSE

January celebrated Cervical Cancer awareness month. An annual pap smear is recommended for all sexually active women and/or women 21 years of age or older. Routine pap smears are the best way to screen for abnormal or cancerous cervical cells.

The body shop is proud to report that between July and December of 2012, our clinical staff performed pap smears on 245 patients, allowing for early detection of precancerous epithelial cells and furthering our mission of offering complete reproductive health services to those in need.



Cervical Cancer Awareness Month

FOR MORE INFORMATION ON THESE ISSUES AND TO KEEP UP TO DATE WITH THE HEALTH AWARENESS CALENDAR, GO TO: [HTTP://WWW.CDC.GOV/WOMEN/OBSERVANCES/INDEX.HTM](http://www.cdc.gov/women/observances/index.htm)



**REPRODUCTIVE HEALTH &
WELLNESS PROGRAM, CINCINNATI
HEALTH DEPARTMENT**

Reproductive Health Suite
Clement Health Center
Cincinnati Health Department
3101 Burnet Avenue
Cincinnati, OH 45229

RHWP Hotline:
513-357-7341

Appointment scheduling through the CHD
Call Center:
513-357-7320



The Reproductive Health and Wellness Program (RWHP) or the BodyShop, is a five-year grant awarded by the Ohio Department of Health to the Cincinnati Health Department and is funded by the federal Title X program. The primary objective of this program is to provide access to contraceptives and reproductive health services to the men and women of Hamilton County, especially to the most underserved populations, so as to reduce the number of unplanned pregnancies, unwanted pregnancies, and ultimately, the number of poor pregnancy outcomes. Through these direct services, education and outreach, the program also hopes to cultivate a culture of responsibility, well-being, and empowerment in regards to sexuality and reproductive health. To date, we've enrolled more than 1,000 unique individuals, and continue to grow, learn, and serve.

For additional information regarding the project, please contact Dr. Jennifer Mooney at:

jennifer.mooney@cincinnati-oh.gov



Happy Valentine's Day!

We join CDC in urging everyone to “spread the love, not the germs”: in addition to preventing unwanted pregnancies, abstinence and condoms are the only ways to prevent the transmission of lovebugs.

For a healthy Valentine's Day:
<http://www.cdc.gov/family/valentine/index.htm>

References: Method of the Month (page 1-2)

(1) “Implanted Methods: IUD with Progestin”. *Birth Control Guide*. U.S. Food and Drug Administration Office of Women's Health. 19. <<http://www.fda.gov/downloads/ForConsumers/ByAudience/ForWomen/FreePublications/UCM282014.pdf>>.

(2) “U.S. FDA Approves Bayer's SKYLA™ (Levonorgestrel-releasing Intrauterine System) 13.5 mg for Prevention of Pregnancy for Up to Three Years”. Bayer Healthcare News Release. Jan 9, 2013: <<http://www.pharma.bayer.com/html/pdf/FINAL-Skylla-approval-release.pdf>>.

Sonfield, Adam. “Popularity Disparity: Attitudes About The IUD in Europe and the United States” *Guttmacher Policy Review*. 2007. 10:4. Guttmacher Institute <<http://www.guttmacher.org/pubs/gpr/10/4/gpr100419.html>>.