

Chaotic daily 'routine' putting modern women at risk of unplanned pregnancy

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What is the definition of a 21st Century routine?

Nearly a third (30%)¹ of women said that their average working week was chaotic and changeable with only 19%³ defining their working week as being the same every day according to new research from Bayer Schering Pharma.

Despite this, 78%² of the working women surveyed still consider themselves to have a working routine. This new definition of "routine" could be why 84%⁴ of women who use daily contraception have forgotten to take it at some point, putting them at risk of an unplanned pregnancy.

Taking Risks

All of the women surveyed (100%)⁷ stated that effective contraception was a current priority for them. However, nearly one in 10 (8%)⁸ admitted they feel anxious about knowing that they take risks with their contraception or that they don't have adequate protection. Of those women who have forgotten to take their daily contraceptive, more than half (53%)⁹ confessed they'd be upset or devastated if they were to get pregnant today.

Dr. Sarah Jarvis comments "A chaotic routine has a big impact on a woman's life but by no means should it leave her feeling anxious and at risk of an unplanned pregnancy. Routine is different now and contraception has evolved to be more in line with women's lifestyles and needs. For women who feel they have a changeable or chaotic routine then Long Acting Reversible Contraception (LARC) including the Intrauterine System (IUS), the Intrauterine Copper Device (IUCD), the injection and the implant, may take the hassle out of daily contraception. All have different benefits but the most important things to remember are that they're effective at helping protect you from the risk of unplanned pregnancy and can last from 3 months to 10 years depending on the method."

In the Dark

Almost half (47%)¹⁰ of the women admitted they do not know about all of the contraceptive methods available to them – methods which may be more suited to their routine.

For women whose 'routine' is changeable, LARCs may be a more suitable option but

- Just 16%¹¹ currently used Long Acting Reversible Contraception
- 10%¹² had heard of and been offered the contraceptive implant
- 18%¹² of women had heard of and been offered the injection
- Only 4%¹¹ currently used the IUCD
- Only 5%¹¹ currently used the IUS

What Women Want

14% 16 of women surveyed were worried about long-term effects and a further 7% 16 were unsatisfied with their current method of contraception. When asked, 59%17 of working women stated that a contraceptive they didn't need to remember to take every day would appeal to them. Three quarters (76%)18 said a hassle free contraceptive would appeal to them and 78%19 wanted a contraceptive with minimal side effects. 70%21 and 50%20 respectively said they would like a contraceptive that didn't interfere with their sex life and offered a rapid return to fertility should they stop using it.

Women seeking information on LARCs or other methods of contraception which may be suitable for them and their routine, should contact their GP or health professional.

- Ends -

For further information, please contact:

The Bayer Schering Pharma team on 0207 025 6693 / BayerTeam@redconsultancy.com

References:

Survey of 1008 working women, aged between 16 and 49, carried out on behalf of Bayer Schering Pharma in July 2008 by Research Now Market Research Company.

- 1 - Table 16, Q14
- 2 - Table 15, Q13
- 3 - Table 16, Q14
- 4 - Table 18, Q16
- 5 - Table 12, Q7
- 6 - Final Verbatim, Q12
- 7 - Table 5, Q6
- 8 - Table 17, Q15
- 9 - Table 20, Q18
- 10 - Table 21, Q19
- 11 - Table 12, Q7
- 12 - Table 9, Q9b
- 13 - Table 10, Q9c
- 14 - Table 12, Q7
- 15 - Table 7, Q6b
- 16 - Table 17, Q15
- 17 - Table 22, Q20
- 18 - Table 22, Q20
- 19 - Table 22, Q20
- 20 - Table 22, Q20
- 21 - Table 22, Q20