

WORLD CONTRACEPTION DAY 2012

IT'S YOUR FUTURE A LOOK AT YOUNG PEOPLE AROUND THE WORLD AND THEIR ATTITUDES TOWARDS SEX AND CONTRACEPTION MEDIA REPORT

(A REVIEW OF SURVEY DATA GATHERED BETWEEN 2009 AND 2011)



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INTRODUCTION



**JENNIFER WOODSIDE,
INTERNATIONAL PLANNED PARENTHOOD FEDERATION
(IPPF)**

The findings of the World Contraception Day surveys carried out over the past three years provide us with some startling facts about the young people surveyed and their use of contraception. The first thing that I noticed was that, over the years, there has been an increase in the number of young people failing to use contraception with a new partner. This is a worrying fact and one which I believe must be addressed as a priority by young people, parents, teachers, and healthcare providers around the world. But in order to tackle this growing problem, we must understand why young people are failing to use contraception. So why are these young people risking their futures by having unprotected sex?

The reasons that come up time and time again suggest that young people aren't thinking ahead when it comes

to contraception. Many didn't discuss contraception with their partner before sex, while others found themselves without any contraception when they needed it most. Others said that they didn't use contraception because they or their partner doesn't like it. For those of us striving to achieve universal access to sexual health and reproductive services, the fact that a significant number of young people cited lack of access to contraception as their reason for failing to use it is very worrying. Much of this lack of access was due to fears about parents finding out or embarrassment around talking about sex in general or discussing contraception with a healthcare professional, demonstrating that there is a great deal of work to be done in ensuring that young people are able to overcome these 'invisible' barriers.

There have been some positive trends but there is still a great deal of work to be done. While it is encouraging that belief in the withdrawal method as an effective form of contraception has fallen, many misconceptions about sex and contraception are still widespread and the number of young people who consider themselves to be very well informed about contraception has actually declined each year.

On World Contraception Day 2012, we will urge young people to think about their futures and their choices and make informed decisions about contraception. I hope that the day will also serve to remind those of us involved in advocating access to contraception and reproductive health services to think about how we will carry on this important work and make even more significant progress in the future.



**DR. IMANE KHACHANI,
PHYSICIAN, MOROCCO AND MEMBER OF THE
WORLD CONTRACEPTION DAY
YOUTH TASK FORCE**

Looking at the research carried out for World Contraception Day over the past three years, what jumps out at me is the number of number of survey participants who just don't plan ahead when it comes to contraception. Whether they haven't used contraception because they had no idea about it, because they forgot, were too embarrassed to discuss it with their partner, or because they didn't have any to hand at the time, these young people are jeopardizing their futures by not taking steps to make sure that they are prepared to use contraception to prevent an unplanned pregnancy or STI.

When you're young, the future can seem a very long way away, but that's no reason not to plan for it. The choices that young people make today can have implications for years—decades even—to come. They need to plan for the immediate future as well as the long-term future. When it comes to contraception this means discussing it with your partner before having sex, choosing the right type of contraception for you and your partner, and making sure that you always have contraception ready when sex is on the cards.

I work with practitioners and advocates from around the world to promote sexual and reproductive health and rights for everyone and especially for young people. I'm passionate about this area because I know that empowering people to take charge of their sexual and reproductive health is a huge step towards empowering them to take control of their lives and their futures. I believe that informed choice is a right. By not thinking ahead when it comes to contraception, far too many young people risk losing that right.

VISIT WWW.YOUR-LIFE.COM FOR MORE INFORMATION ABOUT WORLD CONTRACEPTION DAY AND TO VIEW THE BLOGS AND VIDEOS FROM MEMBERS OF THE YOUTH TASK FORCE.

THE ‘IT’S YOUR FUTURE’ MEDIA REPORT EXPLORES HOW YOUNG PEOPLE’S ATTITUDES TO SEX AND CONTRACEPTION HAVE CHANGED OVER THE LAST THREE YEARS

Between 2009 and 2011, an annual survey was carried out to explore young people’s sexual behavior, knowledge about contraception, and attitudes towards sex and contraception. In total, the surveys interviewed 14,500 young people from 29 countries across Africa, Asia Pacific, Europe, Latin America, and the USA. Around 200 people were interviewed in each country each year and, while the sample size represents only a small proportion of the population of young people, the data generated from the survey provides some fascinating insights into how these individuals think and behave when it comes to sex and contraception.

The aim of the ‘It’s Your Future’ report is to review the responses from the last three years and identify key insights and emerging trends. Specifically, it will look at whether levels of unprotected sex with new partners appear to be increasing in any parts of the world and, if so, what is driving this risky behavior. The report contains an analysis of the responses young men and women (aged 15-30) gave to questions on these topics over the last three years, along with commentaries on the findings from members of the World Contraception Day Non-Governmental Organization (NGO) coalition and Youth Task Force (YTF).

KNOW THE FACTS ...

- The number of young people in the world has never been higher. In all, there are about one billion 12 to 18 year olds. Almost nine out of ten live in the developing world.¹
- Worldwide, more than 41% of the 208 million pregnancies that occur each year are unintended.²
- At least two-thirds of all reported sexually transmissible infections occur among men and women under the age of 25.³
- In total, 215 million women have an unmet need for modern contraception.⁴
- One in 20 adolescent girls get a bacterial infection through sexual contact every year and the age at which infections are acquired is becoming younger and younger.⁵

WHAT DO THE FINDINGS TELL US?

The findings tell us that the number of young people having unprotected sex with a new partner remains high. In many parts of the world—including France, the USA, and Great Britain—this problem appears to be getting significantly worse.

The data also give us some valuable insights into why these young people are risking their futures by engaging in this risky behavior:

I didn’t plan ahead ...

- Whether they just forgot, didn’t have any contraception to hand, or hadn’t discussed safe sex with their partner, not planning ahead is a key factor in failing to use contraception.

I couldn’t get hold of any contraception ...

- Even when contraception is readily available, young people may not be able to access it due to feelings of embarrassment or the fear that parents or relatives will find out.

I don’t like contraception ...

- A cause for concern is the increase in several countries of people not using contraception with a new partner because they or the partner ‘doesn’t like’ contraception.

It won’t happen to me ...

- In spite of sex education being available in many countries, a worrying number of teens and young people still think that pregnancy and STIs will only happen to someone else.

Despite the number of people who report having received some sort of sex education at school, the numbers who do not consider themselves well informed about contraception are surprisingly high, and a startling number hold erroneous and potentially dangerous beliefs, such as that having sex during menstruation or that the ‘withdrawal method’ will prevent an unplanned pregnancy.

The fact that so many of the young people surveyed were failing to think about their futures and use contraception for reasons that, at first glance, seem preventable, underlines the need to prioritize sex education and initiatives to ensure that young people have access to the information and services they need. Behind these statistics are thousands of young people exposing themselves to the risk of unplanned pregnancy, STIs and, ultimately, to the loss of the futures they have planned for themselves. Further research is needed to delve more deeply into the issues that are fuelling this behavior and to gain an accurate picture of what is happening on the ground in each of the countries surveyed. Better understanding will be a key step in the delivery of better solutions to the problem.

It is also worth remembering that in many countries around the world, young people still do not have access to contraception, sex education, or family planning services at all.



LEVELS OF UNPROTECTED SEX

There has been little change over the last three years in the age at which young people become sexually active. The average age across most countries and regions is 17 years old.

Levels of unprotected sex with new partners have remained worryingly high across a number of regions with significant increases occurring in several countries. In Europe, six of the nine countries included in the 2010 and 2011 surveys (France, Great Britain, Italy, Norway, Sweden, and Turkey) have seen the numbers of sexually active young people who admitted they had had unprotected sex with a new partner increasing. In France the percentage actually rose from 19% in 2009 to 40% in 2011 and in Great Britain from 36% in 2009 to 43% in 2011. In the USA, the numbers also increased significantly over the last three years from 38% in 2009 to 53% in 2011.

Trends in the number of young people admitting to sex with a new partner without contraception



Contrary to this trend, in three of the Latin American countries, the numbers have decreased over the last two years. Venezuelan young people reporting having had unprotected sex with a new partner decreased sharply from 67% in 2010 to 40% in 2011. Likewise in Colombia the numbers declined from 64% in 2010 to 42% in 2011 and in Argentina from 46% in 2010 to 27% in 2011.

In the most recent survey, more than 40% of sexually active young people interviewed in Australia, Chile, Colombia, Great Britain, Indonesia, Lithuania, Mexico, Poland, Singapore, Sweden, and Turkey have had sex with a new partner without contraception. More than 50% of young people surveyed in China, Estonia, Kenya, Korea, Norway, and Thailand had unsafe sex with a new partner.



**SANDRA JORDAN,
UNITED STATES AGENCY FOR INTERNATIONAL
DEVELOPMENT (USAID)**

The findings of the World Contraception Day surveys show us that we still have a huge amount of work to do in all regions of the world—both in the developed nations and lesser developed nations—to help young people make better decisions about contraception. These data illustrate the complexity of the challenge that we face: it is not enough simply to provide contraception, we must provide young people the information, support, and broad method mix of contraception that allows them to make their own important decisions about their health, their futures, and their lives.

There is a great deal of debate about the factors that affect young people's sexual behavior. But research and experience have shown that comprehensive sexuality education can help youth delay the onset of

sexual activity, reduce the frequency of sexual activity, reduce the number of sexual partners, and increase condom and contraceptive use. While we can never fully know all of the factors that can contribute to a young person making a bad decision when it comes to sex, we do know that sex education can have a positive effect on the ability to make informed choices.

As important as understanding why unprotected sex is on the rise, is identifying the places in which it is falling and working out why. Given increases in the levels of unprotected sex with new partners among youth in countries where USAID works, such as Kenya, we think the gains in contraceptive use in Latin America can teach us valuable lessons.

One of the key messages that came out of the London Family Planning

Summit hosted in July 2012 by the UK Government and the Bill & Melinda Gates Foundation and attended by world leaders, was the transformative effect that providing access to effective contraception can have. Family planning saves lives, improves health, strengthens communities, and even stimulates economic growth. Youth are not only the beneficiaries of development assistance efforts but also important partners and leaders. Society must harness the energies of young people while helping them realize their full potential so they can contribute to and participate in the social, economic, political, and cultural life of their communities. For this reason we must work together to do everything that we can to improve this situation.



**DIGGING DEEPER:
REASONS BEHIND FAILURE
TO USE CONTRACEPTION**

The reasons why young people are risking an unplanned pregnancy and/or STI by having unprotected sex with a new partner are often multi-layered, with social, economic, religious, and cultural factors all coming into play. However, the surveys do provide some valuable insights into why young people are continually failing to plan ahead when it comes to contraception.

Reasons for not using contraception:

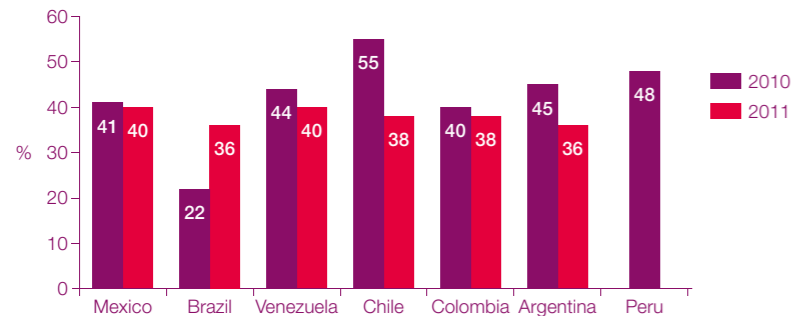


Reasons on the increase in many countries

BEING UNPREPARED

For every year of the survey the most common reason people gave for having unprotected sex with a new partner was not having contraception with them at the time. Although there could be underlying reasons for this, such as problems accessing contraception, it is likely that in many cases, failing to plan ahead was a major factor. In 2010 and 2011 'not having any contraception available at the time' was by far the most common reason cited in Latin America.

Young people in Latin America who did not use contraception with a new partner because they did not have a contraceptive method available at the time



**DR. DIANA GALIMBERTI,
PRESIDENT OF CENTRO LATINOAMERICANO SALUD Y MUJER (CELSAM)**

I was dismayed but not surprised to see that, in Latin America as well as in many countries around the world, not having contraception available at the time was the main reason cited by young people for having unprotected sex with a new partner. While this may sound incredibly careless from an adult point of view (and cause us to ask 'then why did you have sex?') it is important to try to see things from a teenager's perspective.

The 2010 World Contraception Day survey uncovered an interesting fact: in many cases young people accepted that they should take responsibility for contraception and yet they did not always fulfill this responsibility. So why is this? The teenage years can be a whirlwind of new discoveries and new experiences and, against this ever-changing landscape of opportunity, teenagers focus on the 'here and

now' and the immediate experience becomes more important than any long-term consequences. In each year of the surveys, a surprising number of young people have told us that they don't see themselves or their partners as being at risk for pregnancy, and I believe that this is a product of the 'it will never happen to me' attitude that can make some teenagers feel almost invincible. This is why this year's campaign motto of 'Your Future. Your Choice. Your Contraception' is so important - we need young people to think of their future as well as enjoying the present.

A particular challenge that we face here in Argentina and in other parts of Latin America is young people believing that they can use the morning after pill as a form of regular contraception. Instead of thinking ahead and choosing contraception that they can rely on,

they are waiting until after sex has happened before they take steps to prevent an unplanned pregnancy. While the morning after pill plays a very important role in preventing unplanned pregnancies, it should not be treated as a regular form of contraception; apart from anything else, it offers no protection whatsoever from STIs. This problem has increased as the morning after pill has become more readily available in the region and, in my mind, embodies the fact that far too many young people aren't thinking about their futures when they make the decision to have sex.

What we must do is to work with these young people to help them understand that pregnancy and STIs could happen to them and to encourage them to build contraception into their plans for the future to make sure that they can live life the way that they choose.

Although the numbers of people giving this response is high year on year compared to other options, it has only increased in Australia, Great Britain, and Poland from 2009 to 2011 (13% to 28%, 33% to 34%, and 0% to 24%, respectively). Between 2010 and 2011, the number increased in Norway from 21% to 35% of those surveyed, in Slovenia from 29% to 32%, and in Brazil from 22% to 36%. In all other countries, the good news is that the number of people giving this as a reason has actually decreased.

Trends in the number of young people not using contraception because they didn't have any with them at the time

↑ INCREASED
Australia, Great Britain, Poland, Norway, Slovenia, Brazil

↓ DECREASED
All other countries

BELIEF THAT PREGNANCY IS NOT A RISK

One of the reasons that the young people participating in the surveys gave is that they don't think they or their partner are at risk of pregnancy. Although the numbers of young people giving this response are relatively low, the problem does seem to have worsened over the years, especially in Poland, Chile, and Colombia.

Increasing number of people not using contraception because they don't think their partner could get pregnant

↑ POLAND ↑ CHILE ↑ COLOMBIA

Up from 3% in 2009 to 24% in 2011

Up from 7% in 2009 to 18% in 2011

Up from 8% in 2009 to 21% in 2011

PERSONAL DISLIKE OF CONTRACEPTION

In 2011, a dislike of using contraception was the second most frequently given reason across Europe for having unprotected sex with a new partner. A quarter of teenagers surveyed in Latvia (26%) and Italy (24%) agreed with this statement. The problem actually seems to be getting worse in Italy and Poland. In Italy the number of people reporting their personal dislike of contraception increased from 6% in 2009 to 24% in 2011. Also in Poland the numbers increased from 13% to 22% over the same time period. Survey participants did not offer any explanation as to why they 'dislike' contraception, or whether any particular contraceptive is disliked more than others. Further research is therefore needed so this problem can be effectively addressed.

PERCEPTION THAT CONTRACEPTION IS NOT IMPORTANT

A number of the reasons that young people gave for having unprotected sex with a new partner suggest that they just do not see contraception as important. For example, in certain parts of the world, such as the USA or some European countries, young people were most likely to cite being drunk and forgetting as the reason for not using contraception with a new partner. Between 2009 and 2011, this issue has been more pronounced in Australia, Austria, Great Britain, Latvia, Norway, Russia, and Poland. Nevertheless, this is not an ongoing problem as the number of people giving this reason has followed a downward trend in all countries apart from Russia. In Russia the number of people reporting this had happened to them tripled between 2009 and 2011 (6% in 2009 and 17% in 2011).

In some cases, young people see other aspects of dating and relationships as being more important than contraception. The 2010 survey uncovered the fact that many young people prioritize personal hygiene – showering, waxing and applying perfume – over contraception when preparing for a first date that may lead to sex (Asia Pacific 41%, Europe 44%, Latin America 45%, and the USA 48%). This offers some explanation as to why young people are having unprotected sex with a new partner: they are focusing on their appearance before heading out on a first date instead of ensuring that they will be protected should they have sex.

The clearest example of how little importance some young people attach to arranging contraception and making sure it is used is the fact that some respondents said they had unprotected sex with a new partner because they "just forgot" to use contraception. However, although as many as 21% of Korean teenagers and 18% of Turkish teenagers said they "just forgot" to use contraception with a new partner in 2011, in the vast majority of countries, the numbers fell steadily over the years.



**STUART HERITAGE,
JOURNALIST, UK AND MEMBER OF THE
WORLD CONTRACEPTION DAY
YOUTH TASK FORCE**

'I just forgot' sounds like a very poor excuse for not using contraception and exposing yourself and your partner to the risk of unplanned pregnancy and STIs. Shockingly, last year around a fifth of people who admit to having unprotected sex with a new partner gave this as a reason in some countries. The good news, however, is that this reason for failing to use contraception appears to be in decline around the world.

We don't know exactly why young people are becoming less likely to forget about contraception, but I can

think of a few factors that could have contributed to this. Firstly, at least here in the UK, alcohol is all too often a factor in risky sexual behavior. There has been a push in recent years to improve alcohol awareness and some of these initiatives have been aimed at teenagers and young drinkers. Something else that has changed since I was a teenager (doesn't that make me sound old?) is the availability of contraception. Young people today can buy condoms from machines in pubs and clubs so there is no need to have unsafe sex just because the chemist is shut. As well as providing

access to condoms 24/7, seeing these machines may remind people to think about contraception even in the middle of a good night out.

Finally, I like to think that perhaps this decline in forgetful teens is down to a generational shift; that improvements in sex education and better awareness of the risks of unprotected sex are resulting in teenagers who find it hard to forget something that they know to be so important.

WHOSE RESPONSIBILITY IS IT?

The 2010 survey suggests that the majority of young people around the world know they are responsible for arranging contraception before they have sex with a new partner. However, a considerable number of females across all regions taking part in the same survey thought it was their partner's responsibility to sort out contraception during a date with a new partner.

Percentage of young women who believe planning contraception for a date that may lead to sex is the responsibility of their partner (2010)



CONCERNS AROUND WHAT THE PARTNER WILL THINK

The fact that so many young people have cited their new partner's dislike of contraception as a reason for having unprotected sex over the years is particularly concerning. In 2011, around a third of young people in Singapore (35%) and Indonesia (31%) said their partner preferred not to use contraception. This is an indication that action is needed in these countries, – and in every country where this issue exists, – to empower young people to assert their sexual health rights.

Another reason young people stated for not using contraception is their belief that "it's not cool". Again, this suggests that teenagers are allowing their concern for their appearance or their partner's preference to cloud their judgment when it comes to practicing safe sex. This appears to be a bigger problem in Poland (23% in 2009), Thailand (35% in 2010), and in Uganda (23% in 2011). Encouragingly this problem has decreased over the last three years (2009–2011) across most European countries.

CONTRACEPTION ACCESS ISSUES

We know that the most common reason for the young people surveyed having unprotected sex with a new partner is that they did not have contraception with them at the time. Although there could be a range of reasons for this, some respondents hint at problems accessing contraception.

The 2011 survey asked respondents if they had ever had problems accessing contraception when they needed it and if so, what sort of problems they faced. This revealed two invisible barriers preventing young people from accessing contraception: fear and embarrassment.

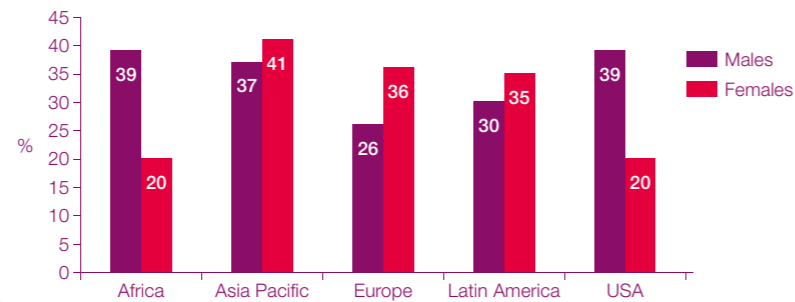
Fear ...

- Fear that parents or relatives would find out was a common reason for not being able to access contraception across all regions and the main reason given in Latin America.

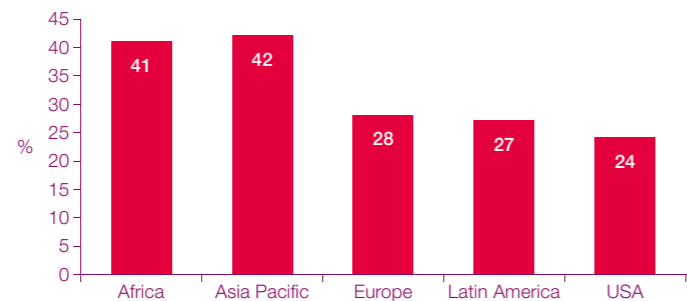
Embarrassment ...

- Being too embarrassed to ask a healthcare professional about contraception was a common reason given by young people across all regions.
- Across Asia Pacific (42%) and in Kenya (55%), this was the major reason given by those who had experienced difficulties obtaining contraception.
- In Great Britain, 29% of young people gave this reason, as did 47% in Turkey, 24% in the USA, and 46% and 42% in Brazil and Argentina, respectively.

Young people who had problems obtaining contraception because they were afraid their parents or relatives would find out



Young people who had a problem obtaining contraception because they were too embarrassed to ask their healthcare professional



The 2009 survey also highlighted young people's reluctance to talk about contraception with healthcare professionals. Doctors were ranked the third most approachable source on contraception behind partner and friends, even though they were seen as the most trusted.



**PROFESSOR SOO-KEAT KHOO,
ASIA PACIFIC COUNCIL ON CONTRACEPTION (APCOC)**

It is worrying me that so many young people in the Asia Pacific region said they were too embarrassed to talk to a healthcare professional about contraception last year. We need to improve sex education programs to address this as how can young people protect their future if they are too embarrassed to have a frank conversation with a doctor or nurse about the right contraception for them and their partner?

Methods of contraception have come a long way in the years since the invention of the pill. With more choice available today than ever before, it is important that young people are told about all the options. The right type of contraception will fit into a person's lifestyle and ensure that they have reliable protection from the risk of unplanned pregnancy and STIs. The teenage years are a time of great change and major milestones:

from leaving home to starting work or higher education. It's important that teenagers take into account the way their lives will be in the coming weeks, months or years when they make their contraceptive choices. It might be easy to remember to take a pill each day when you're living at home and studying, but what about when you're travelling abroad with friends?

KNOWLEDGE OF EFFECTIVE CONTRACEPTIVE OPTIONS

All three surveys have highlighted that young people's knowledge of effective contraceptive options is lacking. For example, as many as 15% of young Chinese people in 2010 and 18% of young people in Kenya in 2011 said that they had failed to use contraception with a new partner because they did not know which type of contraception to use.

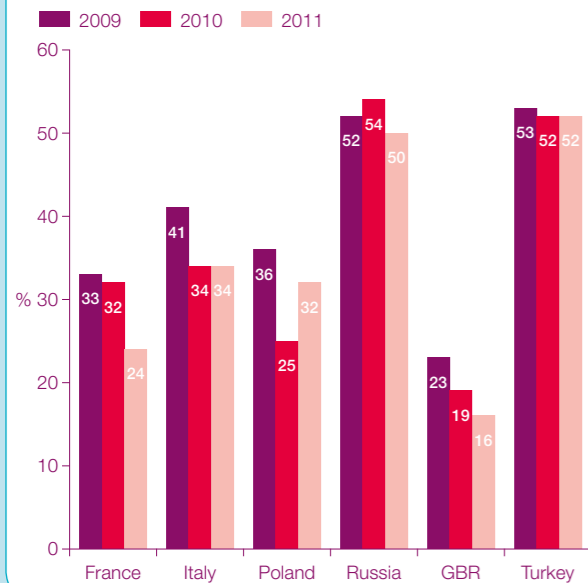
One positive trend is the steady decrease in the number of young people who believe that unreliable forms of contraceptive are effective. Encouragingly, the number of young people surveyed who believe the 'withdrawal method' is effective, when it is in fact highly unreliable, is declining in the majority of countries. The belief that having sex during a woman's period will prevent pregnancy has also declined in most countries. However, an increase can still be seen in France, Spain, Thailand, Venezuela, and Colombia. These myths are dangerous as they can lull young people into a false sense of security about the risk of unplanned pregnancy. Sex education can play a key role in dispelling these myths and ensuring that young people have access to accurate information about sex and contraception.

Despite the overall decline in misconceptions around contraception, across the vast majority of countries, the number of young people stating that they feel very well informed about the various contraceptive options available is decreasing. This suggests that we are still failing when it comes to educating young people about sex and contraception.

The World Contraception Day website (www.Your-Life.com) contains a pack of materials, called the 'Teen Outreach Pack,' which can be used to hold an educational session with young people on sex and contraception. The pack contains a guide to holding a session, several discussion aids, and games as well as educational materials on different effective contraceptive options which young people can take away from the class.

The following educational documents have also been produced by the WCD NGO partners and are accessible via the links below:

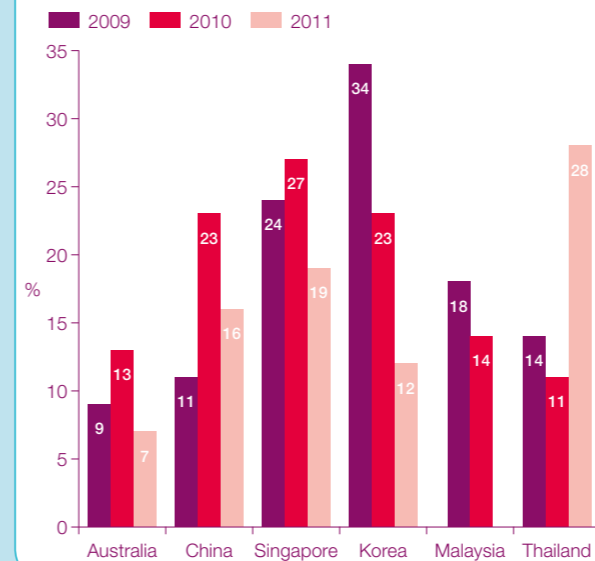
Young Europeans who believe the withdrawal method is an effective method of contraception



Young Europeans who believe having sex during their/their partner's period is an effective method of contraception



Young people from Asia Pacific who believe having sex during their/their partner's period is an effective method of contraception



- 'It's All One Curriculum: Guidelines and Activities for a Unified Approach to Sexuality, Gender, HIV and Human Rights Education' (The Population Council) http://www.popcouncil.org/publications/books/2010_ItsAllOne.asp
- 'Like It Is' (Marie Stopes International) <http://www.likeitis.org>
- 'Sexual and Reproductive Health Training for Young People' (DSW) <http://www.dsw-online.org>

**COUNTRIES WITH THE LARGEST DECLINES
IN PEOPLE WHO FEEL 'VERY WELL INFORMED'
ABOUT CONTRACEPTION**

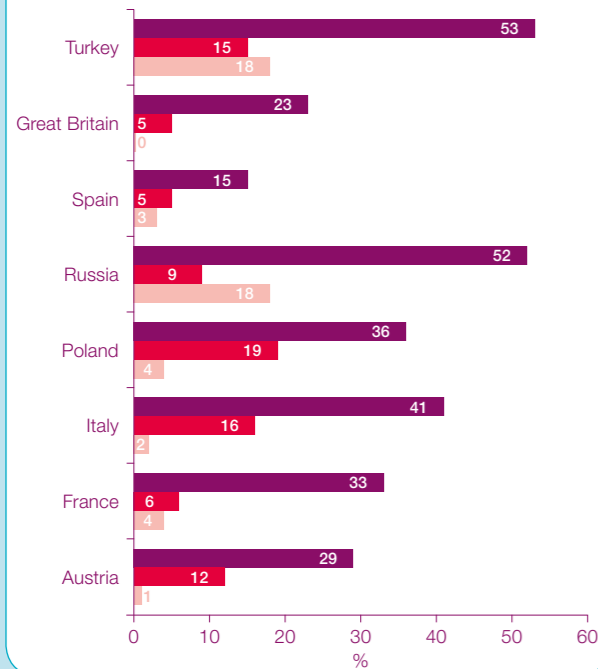


**PERCENTAGE OF YOUNG PEOPLE WHO FEEL VERY WELL
INFORMED ABOUT CONTRACEPTIVE OPTIONS**

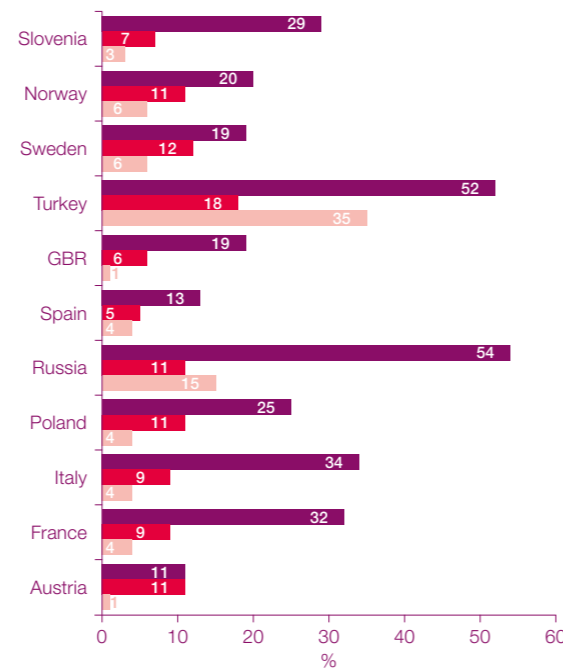
	2009 (%)	2010 (%)	2011 (%)
Argentina	n/a	61%	61%
Australia	52%	50%	49%
Austria	61%	66%	n/a
Brazil	n/a	56%	47%
Chile	n/a	79%	56%
China	21%	23%	12%
Colombia	n/a	45%	42%
France	69%	64%	60%
GBR	53%	54%	59%
Italy	54%	53%	36%
Korea	24%	26%	27%
Malaysia	44%	19%	n/a
Mexico	n/a	66%	57%
Norway	n/a	56%	48%
Poland	61%	52%	45%
Russia	46%	44%	31%
Singapore	43%	23%	23%
Slovenia	n/a	63%	61%
Spain	55%	59%	n/a
Sweden	n/a	59%	51%
Thailand	31%	32%	20%
Turkey	45%	42%	42%
USA	50%	53%	53%
Venezuela	n/a	65%	20%

YOUNG EUROPEANS WHO BELIEVE IN INEFFECTIVE METHODS OF CONTRACEPTION

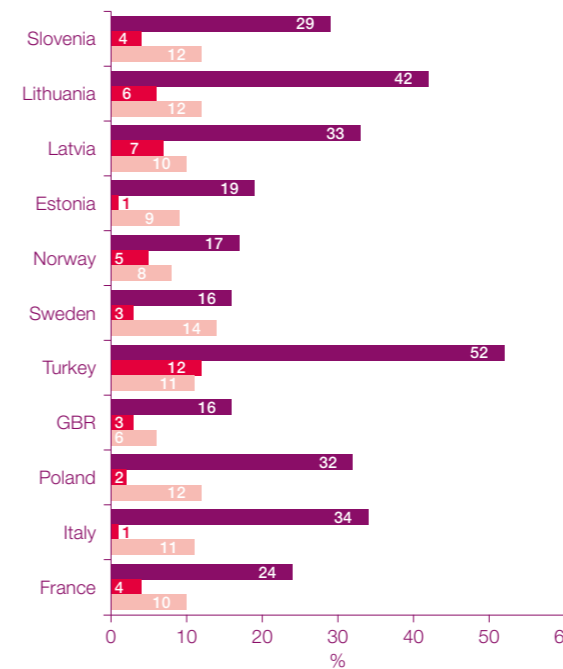
In 2009



In 2010



In 2011



- Young people who believe that the withdrawal method is an effective form of contraception
- Young people who believe having a bath or shower after sex is an effective form of contraception
- Young people who believe having sex during my/my partner's period is an effective form of contraception

KNOW THE FACTS ...

- Delivering a package of services essential to making significant improvement in maternal health is estimated to cost less than US\$1.50 per person in the 75 countries where 95% of maternal mortality occurs.⁶
- Reducing unplanned pregnancies by meeting the need for family planning would save US\$5.1 billion that would otherwise be required in order to provide the recommended care to pregnant women and newborns.⁷
- Curriculum-based sex and STD/HIV education programs delay the initiation of sex, reduce the frequency of sex or the number of sexual partners, and increase the use of condoms or other contraceptive methods.⁸
- Reducing gender inequality and empowering women leads to better reproductive and maternal health outcomes. Educated women are more likely to use maternal and reproductive health services than uneducated women.⁹



**MIA LEE,
JOURNALIST AND VIDEO BLOGGER, CHINA AND MEMBER
OF THE WORLD CONTRACEPTION DAY
YOUTH TASK FORCE**

I have plans for my future. Big plans! There are so many things that I want to do and see and achieve in the years to come, and I know that an unplanned pregnancy or STI could mean that I have to put those plans on hold and, ultimately, stop me from living my life in the way that I choose to. I know that the best way to make sure that my life keeps heading in the direction that I want to go in is to take responsibility for contraception and this is a message that my fellow Youth Task Force members and I are sharing with our peers on World Contraception Day 2012.

Looking at the findings of this report I felt both hopeful and frustrated about what's going on in Asia. There are some promising trends like the numbers of people in China, Singapore, and Korea who believe that having sex when you have your period is safe went down quite a bit between 2010 and 2011. On the other hand, it's clear that far too many young people continue to put themselves at risk by having unprotected sex with new partners.

We must continue to work towards ensuring that young people everywhere have access to contraception and to accurate and unbiased information

about their sexual and reproductive health. Only through educating, informing and empowering the next generation of teenagers can we truly make a difference in the ongoing fight against unplanned pregnancies and STIs.



**JOSE ENRIQUE PONS,
INTERNATIONAL FEDERATION OF PAEDIATRIC AND
ADOLESCENT GYNECOLOGY (FIGIJ)**

The data contained in this report illustrate that, while progress has been made in some important areas, there is still a great deal of work to be done to improve access to and use of contraception by young people. While the situation varies from country to country, this is a truly global issue and none of the countries covered by the survey can afford to decrease its focus on addressing the problems of unplanned pregnancies and STIs amongst young people.

In July 2012, the Bill & Melinda Gates Foundation and the British government co-hosted the London Summit on Family Planning. At this important meeting a total of US\$2.6 billion was pledged toward family planning initiatives all around the world. The

Summit's leaders emphasized the scale of the problem that exists and the preventable deaths that result from unplanned pregnancies and urged concerted global action to address the issues. The staggeringly high number of young people having unprotected sex with new partners and the fact that young people were less likely to feel very well-informed about contraceptive methods in 2011 than they did in 2009, underline the need for this investment and the action that it will enable. With this injection of funds and other commitments made, the summit aims to provide access to family planning for 120 million women around the world.

The message of this year's World Contraception Day is an important

one: young people must think ahead to build contraception into their plans for the future. Our challenge now is to ensure that as many young people as possible receive that message and have access to information and contraception when they need it. Education will be absolutely key to achieving this and will play a vital role in empowering young people to feel confident enough to talk to their partners and healthcare professionals about contraception. It is only through this education and empowerment that we can address the barriers and limitations which can rob young people of the power to live their lives in the way that they want to.



MORE ABOUT WORLD CONTRACEPTION DAY

WORLD CONTRACEPTION DAY TAKES PLACE ON SEPTEMBER 26 EVERY YEAR. THE ANNUAL WORLDWIDE CAMPAIGN CENTERS AROUND A VISION FOR A WORLD WHERE EVERY PREGNANCY IS WANTED. LAUNCHED IN 2007, WCD'S MISSION IS TO IMPROVE AWARENESS OF CONTRACEPTION, TO ENABLE YOUNG PEOPLE TO MAKE INFORMED CHOICES ON THEIR SEXUAL AND REPRODUCTIVE HEALTH.

UNDER THE MOTTO 'YOUR FUTURE. YOUR CHOICE. YOUR CONTRACEPTION.' WCD 2012 FOCUSES ON EMPOWERING YOUNG PEOPLE TO THINK AHEAD AND BUILD CONTRACEPTION INTO THEIR FUTURE PLANS, IN ORDER TO PREVENT AN UNPLANNED PREGNANCY OR SEXUALLY TRANSMITTED INFECTION (STI).



WCD IS SUPPORTED BY A COALITION OF 11 INTERNATIONAL NGOS AND SCIENTIFIC AND MEDICAL SOCIETIES WITH AN INTEREST IN SEXUAL AND REPRODUCTIVE HEALTH AND IS SPONSORED BY BAYER HEALTHCARE. THE NGOS INVOLVED IN WCD ARE:

- Asia-Pacific Council on Contraception (APCOC)
- Centro Latinoamericano Salud y Mujer (CELSAM)
- European Society of Contraception and Reproductive Health (ESC)
- Deutsche Stiftung für Weltbevölkerung (DSW)
- International Federation of Paediatric and Adolescent Gynecology (FIGIJ)
- International Planned Parenthood Federation (IPPF)
- Marie Stopes International (MSI)
- Population Services International (PSI)
- The Population Council
- United States Agency for International Development (USAID)
- Women Deliver (WD)

WCD IS ALSO SUPPORTED BY THE YOUTH TASK FORCE (YTF), A GROUP OF WELL KNOWN, PASSIONATE, AND OPEN-MINDED YOUNG PEOPLE FROM AROUND THE WORLD, SPECIFICALLY SELECTED BECAUSE THEY INSPIRE YOUNG PEOPLE. THE YTF MEMBERS INVOLVED IN WCD ARE:

- Brooke Brodack, video blogger, USA
- Claire Oelkers, singer, actress and TV presenter, Germany
- Denise Keller, TV presenter/producer, Singapore
- Diana Angel, singer, actress, and TV presenter, Colombia
- Imane Khachani, physician, Morocco
- Mia Lee, journalist and video blogger, China
- Phelipe Cruz, journalist and blogger, Brazil
- Stuart Heritage, journalist, UK



SURVEY METHODOLOGIES

THE ‘CLUELESS OR CLUED-UP: YOUR RIGHT TO BE INFORMED ABOUT CONTRACEPTION’ SURVEY, 2011¹⁰

The **‘Clueless or Clued-Up: Your right to be informed about contraception’** survey was carried out between April and May 2011. The fieldwork was carried out by GFK Healthcare. A total of 6,026 interviews were conducted among young people in 29 countries. Online interviews (15 minutes) were carried out in: Argentina, Australia, Brazil, China, Chile, Colombia, Estonia, France, Great Britain, India, Indonesia, Italy, Korea, Latvia, Lithuania, Mexico, Norway, Poland, Russia, Slovenia, Singapore, Sweden, Thailand, Turkey, the USA, and Venezuela. Face-to-face/ telephone interviews (15 minutes) were carried out in: Egypt, Kenya, and Uganda.

In Asia Pacific, Europe, Latin America, Kenya, Uganda, and the USA, interviewees comprised 2,913 males and 2,913 females aged between 15 and 24 years old. In Egypt, interviewees comprised 100 males and 100 females who were both married and at least 22 years old.

THE ‘CONTRACEPTION: WHOSE RESPONSIBILITY IS IT ANYWAY?’ SURVEY, 2010¹¹

The **‘Contraception: Whose responsibility is it anyway?’** survey was carried out April and May 2010. The fieldwork was carried out by GFK Healthcare. A total of 5,253 interviews were conducted among young people in 25 countries. Online interviews (10 minutes) were carried out in: Argentina, Australia, Austria, Brazil, Chile, China, Colombia, France, Great Britain, Italy, Mexico, Norway, Poland, Russia, Singapore, Slovenia, South Korea, Spain, Sweden, and USA.

Face to face interviews (10 minutes) were carried out in: Malaysia, Peru, Thailand, and Venezuela. Telephone interviews (10 minutes) were carried out in Turkey.

Interviewees comprised 2,622 males and 2,631 females aged between 15 and 24 years.



THE ‘TALKING SEX AND CONTRACEPTION’ SURVEY, 2009¹²

The **‘Talking Sex and Contraception’** survey was carried out in two parts. The first part was commissioned by Bayer HealthCare and involved 15 countries and 3,230 young people. The fieldwork was carried out by TNS Healthcare. The second part was commissioned through MTV and involved 2,144 young people across six countries in Latin America. The fieldwork was carried out by Online Testing Exchange (OTX).

Part 1: A total of 3,230 online interviews were conducted in 15 countries, including: Australia, Austria, China, France, Great Britain, Italy, Malaysia, Poland, Russia, Singapore, South Korea, Spain, Thailand, Turkey, and USA.

Interviewees comprised 1,620 females and 1,610 males aged between 15 and 24 years.

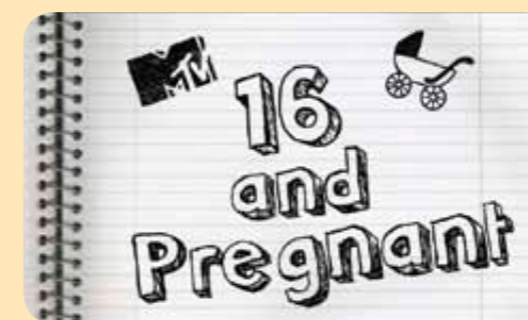
Part 2: A total of 2,144 online interviews were conducted among young people in six countries, including Argentina, Chile, Colombia, Mexico, Peru, and Venezuela.

Interviewees comprised 950 females and 1,164 males aged between 16 and 24 years.

MTV AND WORLD CONTRACEPTION DAY

For several years, World Contraception Day (WCD) and MTV have worked in partnership to raise awareness of all contraceptive methods to enable young people around the world to make informed decisions on their sexual and reproductive health. In 2012, this partnership will continue across Europe and Latin America with a number of initiatives.

In Europe, Bayer HealthCare will support the popular MTV series “16 and Pregnant” and “Teen Mom”, which will air throughout September 2012. To celebrate WCD on September 26, MTV will broadcast a marathon of “16 and Pregnant”. Also, as part of their commitment to young people across the world, Bayer HealthCare is excited to be part of the global MTV Voices discussion on sex and contraception.



Across Latin America, WCD has partnered with MTV to challenge young people or ‘agents of change’—who want to inspire positive change in their communities—to come up with inspiring initiatives to address sexual and reproductive health challenges in their communities, as part of a competition:

<http://www.facebook.com/MTVagentesdecambio>

WORLD CONTRACEPTION DAY 2012

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