



## Update on Contraception Awareness Project

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In an effort to give all Canadians the opportunity to make informed choices about their reproductive health and sexual well-being throughout their lifetimes, the Society of Obstetricians and Gynaecologists of Canada (SOGC) launched its Contraception Awareness Program (CAP) in late 2000. A website ([www.sexualityandu.ca](http://www.sexualityandu.ca)), launched 1 year ago as part of CAP, emphasizes educational resources and interventions for:

- contraceptive use and benefits;
- safer sex practices, including dual protection; and
- sexual well-being, free of coercion.

Since the launch of the SOGC website last year, the SOGC has received very positive feedback. In the first 6 days after launch, the site received more than 20000 hits and caught the nation's interest with radio interviews and newspaper articles.

The Core Working Group for CAP, on which the College of Family Physicians of Canada (CFPC) is represented, is pleased with what has been accomplished in such a short time. It now wants to expand and improve all aspects of the site to make it the most used and user-friendly resource for sexual and reproductive health.

### Good site getting better

Among other improvements, the health care professional area will be dramatically enlarged to include quizzes (to test your knowledge of sexually transmitted diseases, contraception, and issues related to coercion and sexual dysfunction) and self-assessment questionnaires (to allow assessment of your attitudes and "askability" as a reproductive health care provider).

A feedback survey has been added to the site also so that users can comment on what they enjoyed on the site and tell the SOGC what they would like to see modified or added. Feedback in this area has so far been positive and is in agreement with most of the changes the SOGC plans to make to the site in the coming months.

### Hitting the target audience

To ensure that the website contains unique and useful information and to target our audiences more accurately, the working group has convened five subgroups consisting of representatives from organizations knowledgeable about the various audiences. The five subgroups are:

- the Teachers Working Group chaired by Mr Doug McCall (Canadian Association of School Health) and Dr Alex McKay (Sex Information and Education Council of Canada),
- the Adult Working Group chaired by obstetrician-gynecologist Dr François Beaudoin and Dr Nathalie Fleming (Children's Hospital of Eastern Ontario),
- a Parent Working Group chaired by obstetrician-gynecologist Dr Normand Ayotte and Ms Laura Wershler (Planned Parenthood Federation of Canada),
- a Teen Working Group chaired by Dr Amanda Black (Contraception Advice Research and Education Fellow) and Dr Carol McConnery (CFPC), and
- a Health Care Professional Working Group chaired by Dr William Fisher and me. Other CFPC representatives include Dr Sheila Dunn (Health Care Professional Working Group) and Dr Marie France Pelland (Adult Working Group).

These new subgroups will help the SOGC better deliver to those target audiences the three main messages upon which the web site is based. Those messages are that all Canadians should be free from:

- unintended pregnancy,
- sexually transmitted infection, and
- coercive sex.

### Communication skills workshop

A second work-in-progress for the CAP initiative has been promoting a Contraception and Reproductive Health Communications Skills workshop. This workshop has proven extremely popular and will continue to be offered at all SOGC's regional and national programs. We are



considering adapting this workshop for MAINPRO-C credits. The Association of Professors of Obstetrics and Gynecology has agreed to try to incorporate the workshop into graduate and undergraduate university curriculums in the coming years.

A Challenges in Contraceptive Counseling component has been added to the workshop. This will provide basic and advanced training in provision of advice on contraception to enhance the effectiveness of everyday contraception counseling and to assist clinicians who encounter frustrating or complex contraception issues in their practices. The SOGC intends to make resources and self-study materials for these two workshops available on the website in the months ahead. ❖

**Dr Reid** is Chair of the SOGC's Contraception Awareness Project (CAP). The CAP's original Core Working Group consisted of **Drs Édith Guilbert** (Québec city), **Bill Fisher** (University of Western Ontario), **André Lalonde** (SOGC Executive Vice President), **Michael Barrett** (Sex Information and Education Council of Canada), **Carol McConnery** (CFPC), and **Ms Christiane Ménard** (SOGC Director of Communications and Government Relations). Members recently added are **Mr Doug McCall** (Canadian Association of School Health) and lay representative **Ms Erin Connell** (Planned Parenthood Federation of Canada).

## Available

### On-line program accredited for MAINPRO-M1

Through a new on-line continuing health education program, family physicians can earn MAINPRO-M1 credits at any time, at any place. Developed by mdBriefCase (an educational website specialist) in partnership with the University of Calgary, the program uses state-of-the-art interactivity and multimedia displays to present case studies. Interested physicians can log onto [www.mdBriefCase.com](http://www.mdBriefCase.com), enter their identifying data, and be admitted to the restricted area. New case studies will be added continually, so you can return to the program to earn more credits.

### Materials for Clean Air Day

Clean Air Day, on June 5, 2002, is only the beginning of a Canadian Public Health Association program called Raising Public Awareness About the Health Impacts of Air Pollution and Actions that can be Taken to Improve the Current Situation. A package of materials on the health effects of air pollution includes six brochures (three in French, three in English) for patients, one bilingual poster, and one pamphlet for health professionals on frequently asked questions. These materials can be downloaded from the Canadian Public Health Association website ([www.cpha.ca](http://www.cpha.ca)).

### "Back to Sleep" program

Every week, two babies younger than 1 year die of sudden infant death syndrome (SIDS) in Canada. The Canadian Foundation for the Study of Infant Deaths (the SIDS Foundation) has introduced the "Back to Sleep" program to increase awareness about SIDS and about ways to reduce risk. Brochures on "Back to Sleep" are available in both English and French from The Canadian Foundation for the Study of Infant Deaths, Suite 308, 586 Eglinton Ave W, Toronto, ON M4P 1P2; telephone (416) 488-3260 or toll-free 1-800-END-SIDS; fax (416) 488-3864; website [www.sidscanada.org](http://www.sidscanada.org); e-mail [sidsinfo@sidscanada.org](mailto:sidsinfo@sidscanada.org).

### Improving sexual health

To assist physicians with HIV antibody testing and counseling for pregnant women, York Region Health Services in Ontario has prepared a package of current and relevant information. The package includes a gestational wheel, prenatal counseling checklist for HIV testing, information on the toll-free HIV Healthline (1-888-246-5840), and a patient information brochure on HIV antibody testing. To order packages for your patients or to learn more about services available through York Region, contact *Health Connection* at 1-800-361-5653 or (905) 895-8004. These packages were also offered to physicians attending North York General Hospital's OB/GYN Clinic Morning on May 15, 2002.