

It's a Plan: The SOGC Launches New Digital Tool for Informed Birth Control Planning

Victoria, B.C. – June 28, 2018 - The Society of Obstetricians and Gynaecologists of Canada (SOGC) is launching an online tool to help Canadians of reproductive age choose the best contraception for them. The tool is being launched at a time when Canadians are searching the Internet more for information. It is designed to help women make informed decisions about contraception based on their own research, to be sure that they are basing decisions on information they can rely on.

The online quiz, called *It's a Plan*, launches today and is available at ItsaPlan.ca. The quiz includes questions around age, comfort level with hormones or different types of contraception, health factors and previous contraceptive history, and personal preferences and values to make contraceptive recommendations based on the user's answers. The tool also gives evidence-based information about contraceptive methods available in Canada to support users in making informed choices about their preferred contraception.

"No two people are alike and no two contraceptive methods are alike," said SOGC CEO, Dr. Jennifer Blake. "We developed this digital tool to give Canadians the facts about contraceptive methods in a way that is tailored to their personal needs and is also easy to use. The tool is accessible from any device and can be used to explore options and inform conversations around contraception with their health care providers."

The tool was developed as a response to a 2016 SOGC study released last year that revealed:

- 61 per cent of pregnancies in Canada are unplanned;
- 50 per cent of women are seeking information about birth control online compared to 25 per cent a decade before;
- About 58 per cent of women are seeking contraception advice from their doctors compared to 71 per cent a decade before.

The study also revealed that, in Canada, withdrawal is the third-most popular method of contraception after the birth control pill and the male condom. Many women did not know that intrauterine devices (IUDs) like the hormonal IUD and the copper IUD are the most effective form of long-acting birth control available and are also easily reversible.

"Women often don't know what options are available to them or don't have the all the information needed to make a contraceptive choice that is right for their needs," said Dr. Blake. "What we're trying to do is encourage people to plan for sexual activity with a credible planning tool. People are increasingly looking to the Internet for information about birth control and we want to meet them there." Women need a method that is both acceptable, and that will satisfy their requirements for birth control.

The tool covers a range of birth control methods from hormonal options, to non-hormonal options, and natural methods.

A promotional campaign for *It's a Plan* is also being released today on social media to reach all women of reproductive age. For more information on contraception choices please visit our website

www.SexandU.ca to obtain a [downloadable booklet](#).

For more information or to arrange a media interview please contact:

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About The Society of Obstetricians and Gynaecologists of Canada

The SOGC is one of Canada's oldest national specialty organizations. Established in 1944, the Society's mission is to promote excellence in the practice of obstetrics and gynaecology and to advance the health of women through leadership, advocacy, collaboration and education. The SOGC represents obstetricians/gynaecologists, family physicians, nurses, midwives and allied health professionals working in the field of sexual reproductive health. For more information, please visit www.sogc.org