

### Sexual Health Quarters

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## **Unplanned Pregnancy Options**

### Three options

- 1. Keep pregnancy and become a parent
- 2. Keep pregnancy and give baby for adoption
- 3. Terminate pregnancy

## Significant barriers removed



- ✓ The need to see at least 2 doctors for every request
- ✓ The need to see a doctor
- ✓ The need to have parental consent or having to go to Children's Court
- ✓ The need to travel interstate for abortions >19+6
- ✓ The need for pharmacists to do mandatory training
- ✓ The allowance of conscientious objectors of purposely obstructing access to abortion, humiliating patients and charging them for not helping them

### Several barriers still remain...

Inequitable cost of abortion in WA



Lack of visibility of abortion providers in WA

Confusion around legislation

# 1800 Aims and Outcomes

4 choice

Improve timely access to pro-choice, non-judgemental, non-directive services for people experiencing unintended pregnancy in Western Australia.

- 1. Increased **awareness and knowledge** of pro-choice, non-judgemental and non-directive **services** for unintended pregnancy in WA
- 2. Increased awareness and knowledge of abortion legislation in WA
- 3. Increased **visibility** of available pro-choice, non-judgemental, non-directive **services** for people experiencing unintended pregnancy in Western Australia
- **4. Reduction in unnecessary delays** in **access** to essential services for people experiencing unintended pregnancy in WA

### What is 1800 4 Choice?

#### It's a pro-choice, non-judgemental, non-directive...



Phoneline providing confidential advice regarding unintended pregnancy in WA, operated by a clinical expert.

**411** calls since April



Email service providing advice on unintended pregnancy in WA, operated by a clinical expert. Not for clinical support.



Interactive map with information on pro-choice, non-judgemental and non-directive services available in WA.

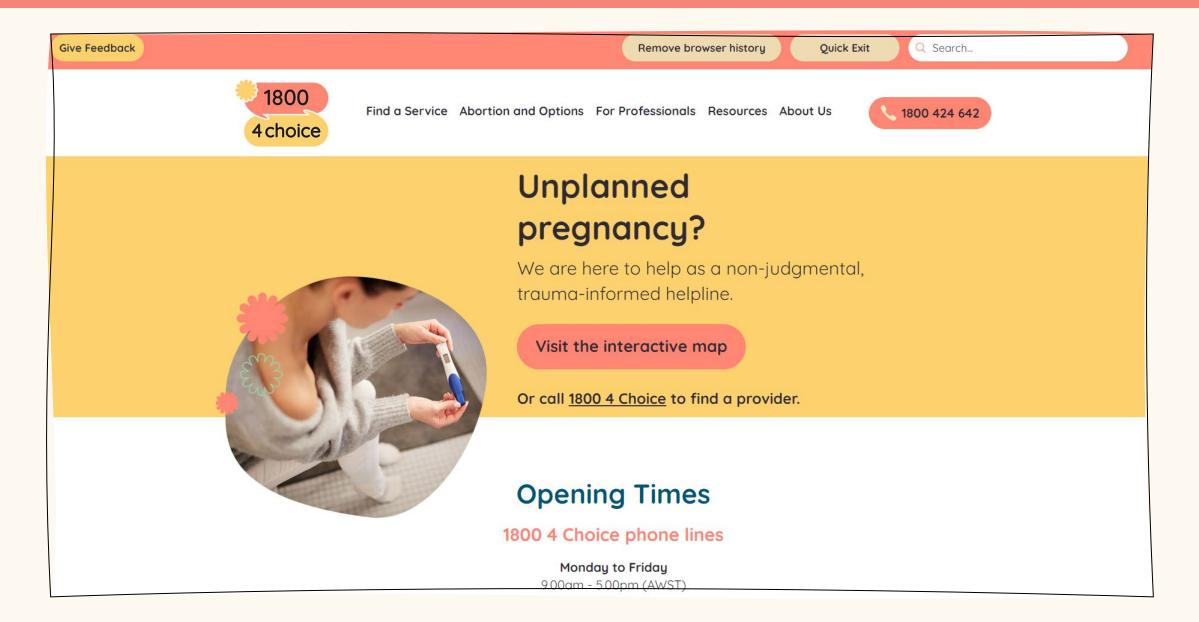
**Used 679 times since July** 



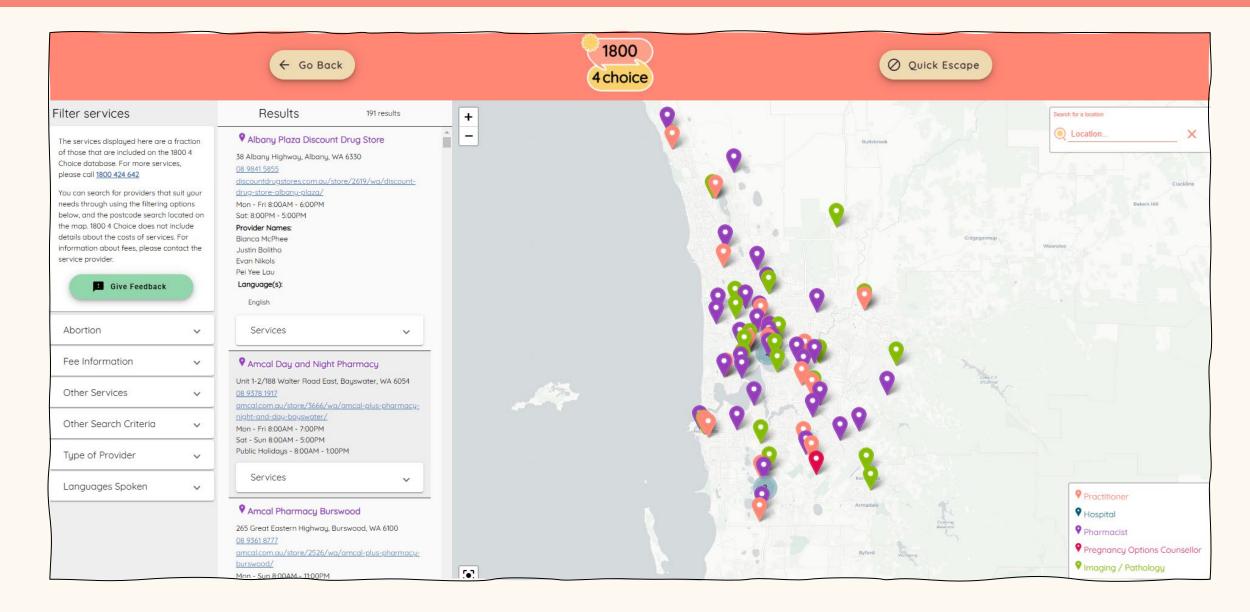
Website providing information and resources regarding unintended pregnancy in WA.

2,028 visits since July

# 4Choice.org.au



# 4Choice.org.au



### **Promotion and Advertising**

- **Posters on toilet doors** of shopping centre and university bathrooms with unique QR codes to see where people are scanning from.
- Static and video advertising through Instagram and websites

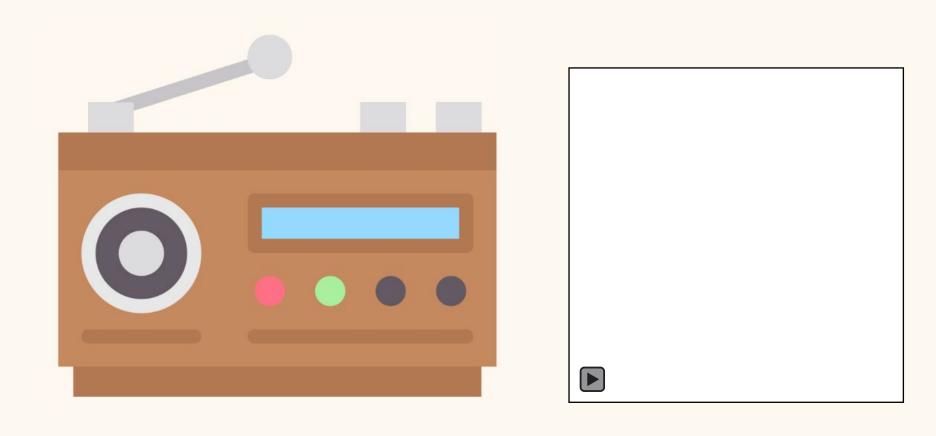
Metro and regional training sessions for clinicians on abortion legislation and

the 1800 4 Choice service

- Print resources available on website to order.
- Audio advertising on podcasts and RTR radio station.



### **Audio Advertisements**



### **Audio Feedback**

"The lady who answered the phone, who answered my phone call she was very helpful, she gave me what I needed, she wasn't...you know, she didn't make me feel bad or... feel like I was calling for something I shouldn't be calling about... I appreciate it. I spent a few hours looking for what I called for and it was a nice conversation. Thank you."





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