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Effect of Social Media Platforms Education for Postpartum Women on Contraceptive Awareness and Utilization

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Background: Since contraceptive methods are now widely available in the nation, it is critical to use the new methods of educational resources that improve women's attitudes, knowledge, and ability to make decisions about contraceptive methods utilization.

Aim: Assess the Effect of Social Media Platforms Education for Postpartum Women on Contraceptive Awareness and Utilization.

Methods: A quasi-experimental design pre posttest was used to conduct the study. A non-probability purposive sample was used of 100 women during post-partum period. Data was collected by using self-administered close ended questionnaire which consisted of demographic factors of study sample, obstetric history, contraceptive history, contraceptive knowledge assessment, attitude toward utilization of contraception. (Pre - Post assessment). The validity and reliability of the data collection tool were ensured.

Setting: post-partum wards at Menoufia University Hospitals, Menoufia governorate, Egypt.

Result: There was a statistically significant improvement in the total knowledge, attitude toward utilization of Contraception after the Social Media Platforms education for Postpartum women on Contraceptive awareness and utilization ($p = 0.00$ and 0.001 respectively). There was a significant relationship between posttest attitude scores, and some obstetrical variables as number of abortion and, number of deliveries of the study sample ($P= 0.001$ and 0.002 respectively) also significant relationship between posttest and some items of obstetrical variables and woman's decision-for utilizing of the contraceptive method as number of live birth and, number pregnancy among the study sample ($P= 0.001$ and 0.000 respectively)

Conclusion: the social media platforms education for postpartum women has a positive effect in improving women's knowledge and enhancing decision for utilization of the contraceptive method. Recommendation The current study recommended integrating the social media platforms education for postpartum teaching as an innovative technology method of guidance into the routine maternity care.

Keywords: Awareness, Contraceptive, Social Media Platforms, Postpartum, and Utilization