

Awareness and attitude on emergency contraceptive pills among drug sellers in

Pyin Oo Lwin Township

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Abstract

A community-based cross-sectional descriptive study was conducted with the objective of assessing the awareness and attitude on Emergency Contraceptive Pills (ECPs) among drug sellers in Pyin Oo Lwin Township, from August 2012 to July 2013. Face-to-face questionnaires interview with 67 drug sellers, Focus Group Discussion with 30 sellers, Individual In-depth Interview with 3 sellers and mystery client method with 12 drug shops were done. The mean age of seller was 27 years, male predominant and 77.6% were Buddhism. Graduate was 74.6%, owner seller was 43.3%, more than half (53.7%) had less than 3 years selling practice and only 44.8% had received training and among them half of sellers had received training more than 2 years ago. Maximum knowledge composite score was 25 (median=16) and 52.2% of the respondents obtained high knowledge level but 73.1% of respondents obtained low attitude composite score (0-10, maximum 18). Among socio-demographic characteristics education level was significantly associated with knowledge level ($p<0.05$). Eighty percent of respondents mentioned they sell ECPs with or without prescription and 58% of sellers mentioned no limitation in amount of drug. About 43.3% of sellers suggested that to do pregnancy test according to duration of amenorrhea history given by consumer. In future, training programme for drug sellers should be considered in selection criteria for trainee with their education level because it was important to increase knowledge level. Drug sellers' attitude was still limited concerning ECP. Hence we need to be strengthening the knowledge and attitude of ECP among drug sellers who were main sources of information about ECP to clients. (Word Count=260)