

Media use in gynecological and obstetric care and women's knowledge on lifestyle-related risks: A cross-sectional multi-center study

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Abstract

OBJECTIVE: Media-based educational interventions applied by healthcare providers may improve women's adherence, health literacy and awareness of LRRFs, and off-spring health outcomes. This study aims to investigate whether exposure to media-based educational interventions in gynecological and obstetric care are associated with self-assessed levels of knowledge on LRRFs during pregnancy and lactation. **DESIGN:** We conducted a cross-sectional observational study. **SETTING:** The study was carried out across 14 randomly generated sample points in the twelve most-populated cities in Ba-den-Wuerttemberg, South-West Germany. Women were recruited in gynecological and obstetric institutions. **SAMPLE:** The study sample comprised of 219 women who met our inclusion criteria and completed the quantitative questionnaire. **METHODS:** We applied ordinal logistic regression analyses to calculate Odds Ratios (ORs) and 95% Confidence Intervals (CIs). **MAIN OUTCOME MEASURES:** Women's self-assessed level of knowledge in relation to the exposure to media-based educational interventions by healthcare providers. **RESULTS:** Media-based educational interventions on LRRFs during pregnancy through gynecologists and/or midwives are significantly associated with women's self-assessed level of knowledge (gynecologists: OR 4.26 (95% CI 2.04, 8.90; $p < .001$); midwives: OR 3.86 (95% CI 1.66, 8.98; $p = .002$)). Similar results were found for media-based educational interventions through gynecologists and/or midwives on LRRFs during lactation and its association with women's self-assessed level of knowledge (gynecologists: OR 4.76 (95% CI 2.15, 10.59; $p < .001$); midwives: OR 7.61 (95% CI 3.13, 18.53; $p < .001$)). **CONCLUSION:** The study suggests that exposure to media-based educational interventions in gynecological and obstetric care increases women's level of knowledge on LRRFs during pregnancy and lactation.

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