

“Awareness and attitude on Emergency Contraceptive Pills (ECPs) among drug sellers in
Pyin Oo Lwin Township”

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 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 56 (83.6%) and 52 (77.6%) were Buddhists. Graduate was 50 (74.6%), owner seller was 29 (43.3%), 36 (53.7%) had less than 3 years selling practice and only 30 (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 35 (52.2%) of the respondents obtained high knowledge level but 49 (73.1%) of respondents obtained low attitude composite score (0-18, median=9). 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 29 (43.3%) of sellers responded that they have been advice to consumer for pregnancy test. Drug sellers' attitude was still limited and malpractice in selling ECP was found. Hence we need to be strengthening the knowledge and attitude of ECP among drug sellers who were one of the sources of information about ECP to clients. In future, training programme for drug sellers must be considered in relation with their education level because it was important to increase knowledge level.