



Improving Contraceptive Use and Access among Youth in South Carolina

Laura Davis

Aimee Thorne-Thomsen

Wayne Shields

Don Downing



Campaign Goal

Increase awareness of and access to contraception, including, emergency contraception (EC), condoms, and long-acting reversible methods among teens and young adults.

Overview

- | **Our Theory of Change**
- | **Long-acting Reversible
Contraceptive Methods**
- | **Pharmacy Access**
- | **New Directions and Strategic Plan**

Project Team

Laura Davis

Ebony Ross

Lottie McClorin

India Walters

Youth Activist Network

Seed Grantees

Partners



Association of Reproductive Health Professionals

Don Downing

Sharon Landau

Nnenna Mekanjuola

Riggs Partners

DHEC and SCPHCA

Health Behavior Theories



- | **Health Belief Model**
- | **Stages of Change**
- | **Social Learning and Cognitive Theories**
- | **Diffusion of Innovation**

Six Factors that Contribute to Behavior Change

- | Knowledge**
- | Skills**
- | Motivation**
- | The belief that change is possible**
- | Supportive community norms**
- | Favorable policies and practices**

What can we learn from anti-smoking campaigns?

Anti-Smoking Campaigns

- | **Education informed by research**
- | **Smoking cessation programs**
- | **Nicotine patches**
- | **Multiple messages and messengers**
- | **Public intolerance**
- | **Fines on tobacco companies**
- | **High taxes on cigarettes**
- | **Bans in public places**
- | **Age restrictions**

A Few Facts...

**One in 10 SC high school students report
first sex before age 13, twice the
national average**

Four out of 10 sexually active high school students did not use a condom at last intercourse

**Only one in 20 teens and
one in 5 women aged 20-29
use Title X family planning services**

**Couples who do not use any
contraception have an 85-90% chance
of experiencing a pregnancy over the
course of one year**

Between 81-89% of sexually active teens and young adults are currently using a contraceptive method.

Problem:

Incorrect and inconsistent use

Method switching

Method failure

- | **Half of all unintended pregnancies are among people who are using BC**
- | **The other half are among people who use no method at all**

Factors that Contribute to Behavior Change

- | Increase knowledge**
- | Develop skills**
- | Get and stay motivated**
- | Believe that change is possible**

Research

1200 youth knowledge surveys
30 focus groups

What do you know?
What skills do you need?
What motivates you?
What do you believe?

Campaign Strategy: Peer Education

- | **1,000 youth trained by peer educators**
- | **9,300 youth trained by staff and seed grantees**











Campaign Strategy: Text Message Line

- ü 51,000 texts
- ü 6,300 youth
- ü 1,400 referrals to local clinics

A vibrant, stylized poster for the "Sext 74574" campaign. The background is a mix of teal, purple, and pink with radiating lines. In the center, a smartphone displays the faces of three diverse young people. Surrounding the phone are several speech bubbles containing questions: "Which type of BIRTH CONTROL is right for ME? WHERE'S A CLINIC?", "I've got QUESTIONS, but who can I trust to ANSWER them?", and "IS THIS NORMAL? IS IT AN STD? WHERE DO I GO? I NEED HELP! QUICK!". The text "TEXT SEXT 74574" is prominently displayed in large, bold, white letters with a pink outline. To the right, the word "FREE!" is written in a similar style. At the bottom, the slogan "YOU'RE NOT ALONE. WE'VE GOT THE ANSWERS MINUS THE JUDGMENT." is written in white. A small black box at the bottom left contains the text: "Sponsored by the South Carolina Contraceptive Access Campaign, a project of Advocates for Youth in partnership with New Morning Foundation". Below this, a paragraph of text reads: "The SEXT line is a resource for you to find information about sexual health. It's free and available 24/7. You can get info about STDs and birth control as well as where to go locally for help. Check out this site for more information: <http://www.amplifyyourvoice.org/southcarolina>".

Campaign Strategy: Social Media and Radio Ads

- | **13 million ad impressions placed**
- | **85,000 views received**
- | **300 blogs posted**
- | **100 vlogs posted**
- | **2,700 friends on Facebook and MySpace**
- | **3,600 radio ads aired**

Find Local Health Clinics



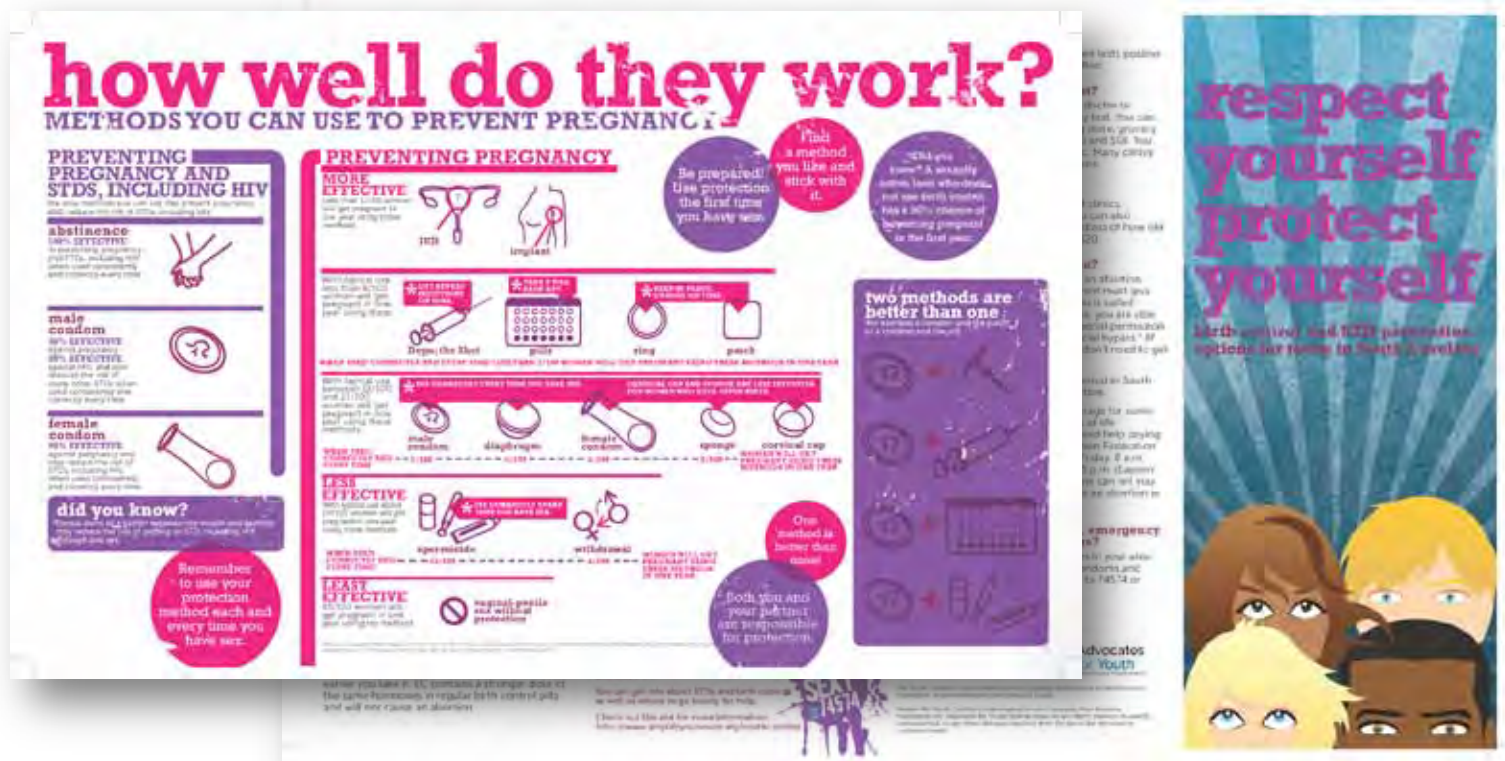
Need condoms? Have questions about STDs? Find local health clinics in Charleston, SC just for teens and young adults!

 Like

Dan Melton likes this.

Campaign Strategy: Educational Materials

500,000 materials distributed



how well do they work?

METHODS YOU CAN USE TO PREVENT PREGNANCY

PREVENTING PREGNANCY AND STDS, INCLUDING HIV

abstinence
100% EFFECTIVE
Involving no pregnancy prevention methods. Includes not having sex, or having sex only with a partner who is already having sex with someone else consistently every time.

male condom
98% EFFECTIVE
Always use a condom. Put it on before you get started, and use it every time. It's also important to use it correctly every time.

female condom
95% EFFECTIVE
Always use a condom. Put it in before you get started, and use it every time. It's also important to use it correctly every time.

did you know?
Only methods that are 100% effective are abstinence and the female condom. All other methods are less than 100% effective.

Remember to use your protection method each and every time you have sex.

PREVENTING PREGNANCY

MORE EFFECTIVE

Be prepared! Use protection the first time you have sex.

Plan a method you like and stick with it.

“It’s not just about the method. It’s about how you use it.”

Two methods are better than one.

One method is better than none.

Both you and your partner are responsible for protection.

RESPECT YOURSELF PROTECT YOURSELF

Birth control and STD prevention options for teens in South America

Advocates for Youth



Because there *is* a morning after

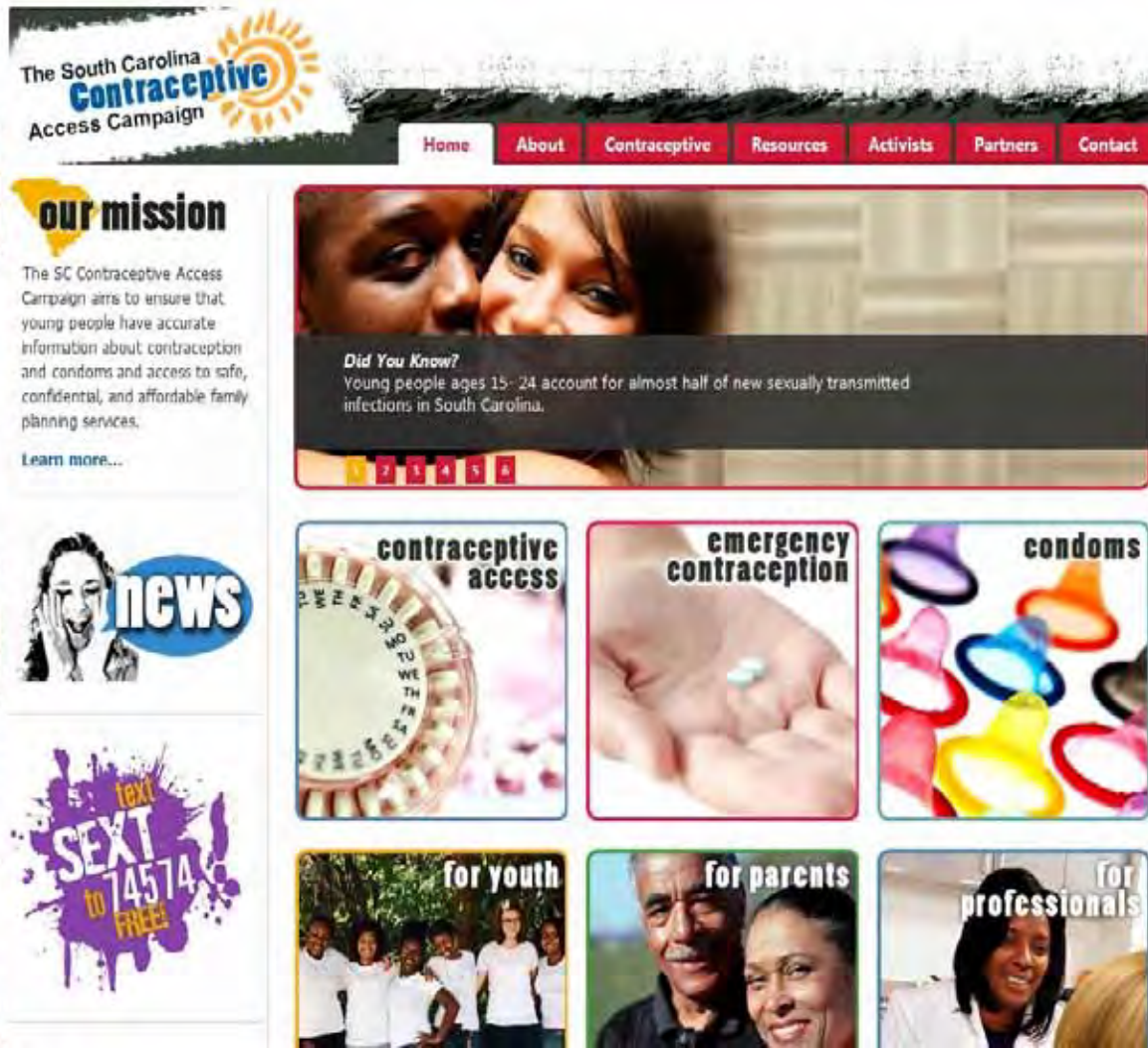
Emergency Birth Control Pills can *prevent* pregnancy up to **5 days** *after* unprotected sex.

www.morningafterinf

What it is. How it works. Where you can



Campaign Strategy: Websites: 65,000 unique visitors



The South Carolina
Contraceptive
Access Campaign

Home About Contraceptive Resources Activists Partners Contact

our mission

The SC Contraceptive Access Campaign aims to ensure that young people have accurate information about contraception and condoms and access to safe, confidential, and affordable family planning services.

[Learn more...](#)

Did You Know?
Young people ages 15-24 account for almost half of new sexually transmitted infections in South Carolina.

news

text SEXT to 74574 FREE!

contraceptive access

emergency contraception

condoms

for youth

for parents

for professionals

Factors that Contribute to Behavior Change



Favorable Community Norms

Everyone Has a Role

Businesses

- | **80,000 condoms distributed through 30 sites**



Pharmacies



Parents



Factors that Contribute to Behavior Change



**Improving Access:
Policy, Practice, and Systems Change**

Campaign Strategy: Improve Pharmacy Access



Campaign Strategy: Unlock the condoms!



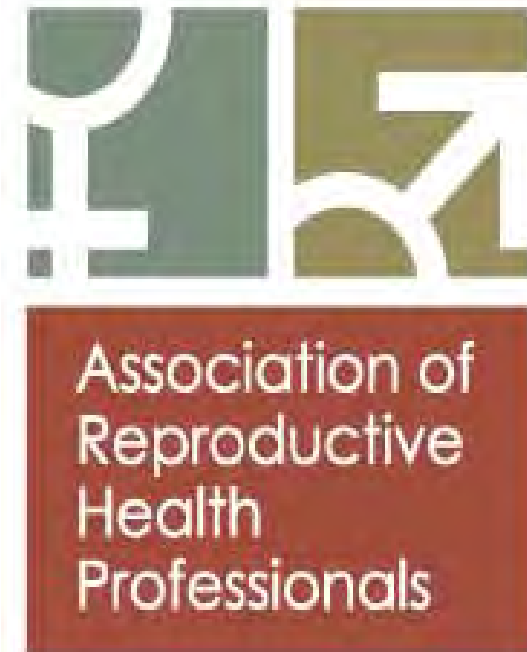
VS

CVS/pharmacy[®]

Campaign Strategy: Train Health Care Providers and Educators



- | **More than 3,500 professionals trained**



Campaign Strategy: Improve EC Access in Hospital ERs



- | ER staff**
- | SANE Nurses**
- | Law Enforcement Officers**
- | Rape Crisis Centers**

Campaign Strategy: Remove Financial Barriers



- | SC Hispanic Outreach**
- | Planned Parenthood**
- | College Health Centers: 340b pricing**
- | Medicaid Enrollment**
- | Medicaid Reimbursement**

Philliber Research Project Evaluation

Evaluation: Pharmacy Survey

More pharmacies are providing EC

2009 90%

2006 66%

Pharmacy personnel are much more helpful

2009 49 %

2006 22%

Evaluation: Youth Surveys



	2010	2011
Had used EC	19%	24%
Knew someone who had used EC	44%	61%
Had heard about EC	76%	90%
Had heard of IUDs	33%	52%

What do college students know after EC workshops?

% of questions answered correctly

- | **Pre-test 52%**
- | **Post-test 82%**

Significant changes in knowledge:

- | **No LT side effects**
- | **No harm to fetus**
- | **Same drug as BC pill**
- | **Different than abortion**

New Directions