



SOUTH CAROLINA CAMPAIGN  
TO PREVENT TEEN PREGNANCY

# Addressing the Needs of Older Teens: Promoting Access to Condoms and Contraception

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Expanding Our Experience and Expertise: Implementing  
Effective Teenage Pregnancy Prevention Programs

Baltimore, MD

March 12-14, 2012

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**How did we get here?**

**The Journey of Access Granted:**

**Promoting Condoms and Contraception  
to Older Youth (18-19 year olds)**

# POPULATION LEFT BEHIND

- STUDENT HEALTH CENTER

- Though more than half (53%) of schools have a student health center, that does not mean those centers provide a full-range of family planning services

- CONDOMS ON CAMPUS

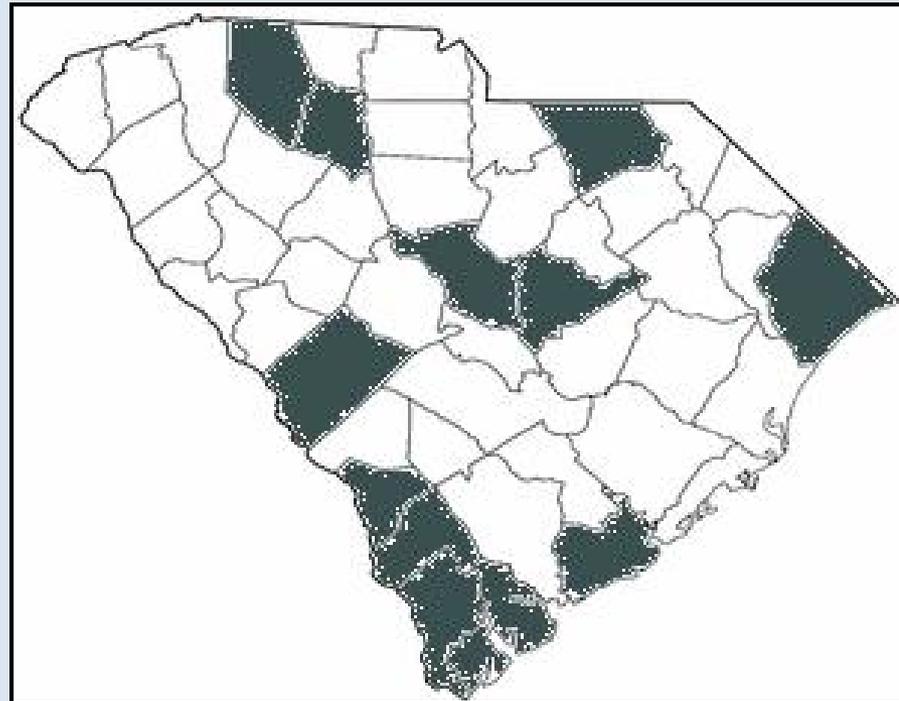
- 53% of campuses report providing condoms on campus
- Of those not providing condoms on campus, 19% of respondents said they would like to, 38% said they would not like to, and 43% were unsure

- EMERGENCY CONTRACEPTION ON CAMPUS –

- 87% of colleges did not provide EC on campus
- 53% of schools provide information about how to access EC



# South Carolina Clinics and Campuses



# Project Components

- Clinic outreach on college campuses
- Minimizing barriers to accessing condoms and contraception, especially LARC
  - Teen friendliness
  - Evidence based clinical practices such as integrated family planning services
- Implementation of Be In the Know module on campus to increase knowledge about STIs, family planning and increase intention to seek family planning services to prevent an unintended pregnancy

# Get To Know the Millennial Generation

Technology



Advocates

Peer  
Oriented



Connected

# RECOMMENDED STRATEGIES

## For Healthcare Providers

1. Establish relationships with your local colleges and universities.
  - Offer to teach lessons on sexual health for College 101 / Freshman Focus classes.
  - Work with Campus Life / Student Affairs offices to host school-wide events on sexual health.
  - Work directly with student organizations that have the ability to tackle the issue more directly.
2. Provide unique opportunities and services geared specifically to 18-19 year olds.
  - Host days when college students get discounted services by showing their college ID.
  - Provide referral and resource information for your services tailored specifically to 18-19 year olds.
  - Be a condom access point. Help identify other nontraditional condom access points for students.



# RECOMMENDED STRATEGIES

## For Healthcare Providers

### 3. Make the most of technology.

- Use social networking media like Facebook.
- Allow for texting or email capabilities to schedule appointments, send announcements, etc.

### 4. Don't be afraid to think outside the box.

- Educational opportunities don't have to FEEL educational.
- Look at where your 18-19 year olds hang out and access information. Make sure you're there, too!
- Partner with community based organization to provide outreach on college campuses



# Creating a Presence on Campus

- Use peer educator to build your technology to maximize your efforts and time (Facebook )
  - Sex on the Big Screen; Relationship Forum
- Social Marketing Campaigns surrounding Health Awareness Days or Months
  - Make sure to have referral cards
  - Make appointments on Campus

**CONDOM REQUEST CARD**  
TURN THIS CARD IN TO GET YOUR FREE CONDOMS AT THE ADDRESS BELOW

Organization Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4

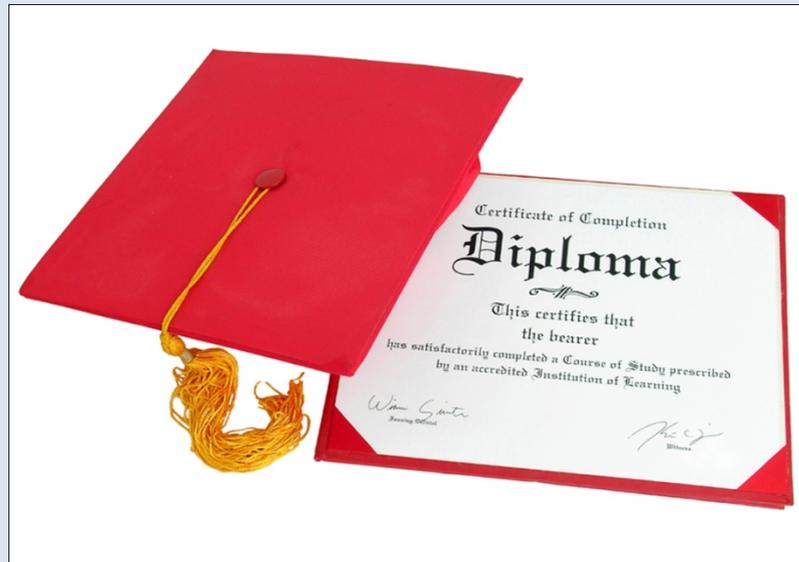
**Protect Yourself!**

For more information or to set up an appointment please contact:  
Phone: 555-555-5555  
Text Line: 555-555-5555  
Email: xyz@microsoft.com



# College 101

## Be In the Know

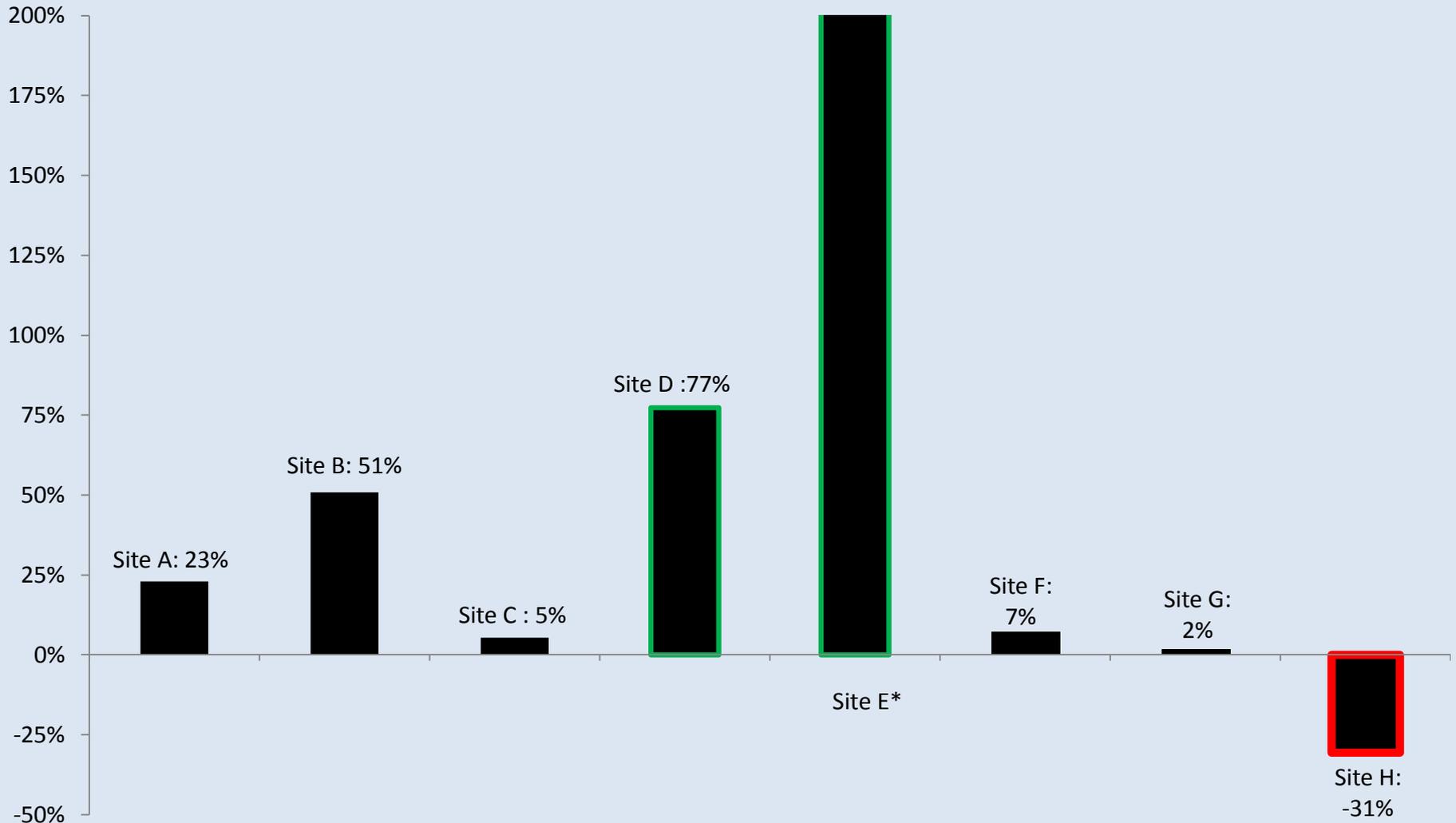


# EVALUATION

- Collected number of unique patients, patient visits, and contraceptive coverage
- Marketing Survey:
  - Tracked percentage of patients enrolled in partner college
  - Method of referral
- Outreach log:
  - Number of Freshman 101, health fairs etc.
  - Outreach hours, condoms distributed, and estimated number of people reached

# RESULTS:

## Change in Baseline for Unique 18- 19 year old Caseload



# **Creating Linkages and Reducing Barriers**

## **FOR ADDITIONAL INFORMATION:**

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