What is Title X: Lead with Values

• Services provided and patients served
• Positive birth outcomes and healthy families by allowing individuals to decide whether and when to have children
• Many patients’ only access point to preventive care
• It upholds a patient’s need for confidential care
Title X is an odd target because it is the gold standard of cost-effectiveness. In 2010, one study found, publicly funded family planning averted 2.2 million unintended pregnancies, 99,100 cases of chlamydia and 3,680 cases of cervical cancer.

Why is a man writing about women’s health? Partly because these are issues of health and fairness that we all have a stake in — gonorrhea has a way of spreading from one sex to the other. And partly because men, too, have an obligation to speak up when half the population is treated unjustly.
Why is family planning an essential health service?

• The first, often invisible, step for many to reach their goals.
• The most sensitive health care that could have the greatest impact on one’s life.
• The foundation for one’s education, employment, income, family stability, mental health and well-being.
• Serving those with the greatest need. 2/3 living at or below FPL.
The exhausted mom just trying to get birth control or a cancer screening from a convenient, trusted provider may have few options depending on where she lives. In certain areas, Planned Parenthood is the only federally-funded family planning clinic. And finding a new doctor isn't as simple as doing a Google search since private physicians are not obligated to accept Medicaid.
How a beloved clinic for low-income women is fighting to stay alive in the Trump era

Located in an aging brick building in Brooklyn’s Fort Greene neighborhood, PHS is a family planning clinic specializing in reproductive health care. Alexis first started going there when she was 14, she said, after she was sexually assaulted and needed treatment for a sexually transmitted infection.

But when she started having other health problems, the staff there went above and beyond. They helped her find specialists — and figure out how to get her insurance to cover the visits — until she was finally diagnosed with pseudotumor cerebri, a rare brain condition that required surgery.

Without the care and persistence of the staff at PHS, Alexis said, “I might have died.”
Who are family planning providers (centers and people)?

- Set a gold standard for family planning care.
- Not every health provider can make the commitment Title X requires.
- Play a leading role in the public health workforce in communities.
- In some areas, LHDs are the dominant provider. Elsewhere it’s a family planning council or FQHC.
- List the types of providers in your network and the settings
Public Health Data

WOMEN IN NEED OF PUBLICLY FUNDED CONTRACEPTIVE SERVICES & SUPPLIES, 2014
465,450

UNINTENDED PREGNANCIES PREVENTED BY TITLE X SERVICES, 2015
6,800

TABLE 14
Health benefits from contraceptive and related noncontraceptive services received during publicly supported family planning visits at all provider types, national summary and by state for publicly supported clinics, 2016

<table>
<thead>
<tr>
<th>Provider type and state</th>
<th>Contraceptive services</th>
<th>STI and HIV testing</th>
<th>PAP and HPV testing and vaccination</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pregnancies</td>
<td>Births</td>
<td>Abortions</td>
</tr>
<tr>
<td>All publicly supported services</td>
<td>1,968,670</td>
<td>936,320</td>
<td>672,760</td>
</tr>
<tr>
<td></td>
<td>4,140</td>
<td>1,580</td>
<td>670</td>
</tr>
</tbody>
</table>

TITLE X PATIENTS BY INCOME LEVEL, 2017
RELATIVE TO THE FEDERAL POVERTY LEVEL (FPL)

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Number of Patients</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 101% of FPL (Less than $12,060 for an individual)</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>101% - 250% of FPL ($12,060 - $30,150)</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>More than 250% of FPL (More than $30,150)</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Income Unknown</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

New Jersey: 26,290
New Mexico: 11,280
New York: 92,060
North Carolina: 25,010
New Jersey: 26,290
New Mexico: 11,280
New York: 92,060
North Carolina: 25,010
<table>
<thead>
<tr>
<th>Year</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Cases of chlamydia, gonorrhea, cervical cancer</td>
</tr>
<tr>
<td>2018</td>
<td>3 parents served by Title X, income levels, FPAR data</td>
</tr>
<tr>
<td>2016</td>
<td>Title X sites serving women in need</td>
</tr>
<tr>
<td>2016</td>
<td>unintended pregnancies avoided</td>
</tr>
</tbody>
</table>
Good message delivery mechanisms

- **Earned Media**
  - pitches (press lists),
  - Letters to the editor and op-eds
  - Reporter site visits and editorial boards

- **Paid Media**
  - Boost on social, PSAs (print and video) via FPF
  - Post cards, pamphlets, church bulletins
Good message delivery mechanisms

- **Social marketing**
  - decals, brochures, buttons, stickers, community events
- **Social media**
  - Profiles, a calendar, scheduling, news, polls, statements
- **Digital Design**
  - Canva, Adobe has a monthly subscription ($20)
Power to Decide @powertodecide - 2m

We launched our Contraceptive Access Fund to help more women access birth control they need and want. Be one of the first 100 donors and we’ll send you a campaign poster! Give today and help us protect the power to decide. Powertodecide.org/ProtectIBC #PowertoProtectIBC

We are powerful. We will protect each other.

Support the Contraceptive Access Fund.
### Social Planning

**Social Media Plan for 11-12 through 11-15**

**11/12:**

**Morning/Early Afternoon:**

This afternoon, Congress will introduce the #PutPatientsFirst Act, which would end the healthcare refusal rule. Patients’ health should always come first. This is why NFPRHA is fighting the rule in court, and why we’re proud to support this initiative by Congress!

(Approved, with NWLC gif)

**Evening:**

Pic at NWLC gala with SDI (I am attending so can get photo)

NFPRHA staff attends @NWLC’s Annual Gala, celebrating the great work they do to #PutPatientsFirst. [also add “and to achieve #JusticeforHer, #JusticeforAll.”] If it turns out those are hashtags for the event. Not clear]

**11/13:**

#ThxBirthControlDay:

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<table>
<thead>
<tr>
<th>Tuesday:</th>
<th></th>
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<tbody>
<tr>
<td><strong>Twitter:</strong> Media advisory: oral argument before the 9th Circuit en banc panel—scheduled for 1:00 p.m. PT on September 23 in San Francisco. [link to live stream] #SaveTitleX</td>
<td>Media advisory screenshot</td>
</tr>
<tr>
<td><strong>Facebook:</strong> Our next step in the fight to save Title X is oral argument before the Ninth Circuit Court of Appeals en banc panel—scheduled for 1:00 p.m. PT on Monday, September 23 in San Francisco. You can stream it live here. [link to live stream]</td>
<td>Media advisory screenshot</td>
</tr>
</tbody>
</table>

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<table>
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<tr>
<th>Wednesday:</th>
<th></th>
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<tr>
<td><strong>Twitter:</strong> The #TitleX rule is devastating for the family planning safety net and poor and low-income patients. Here are 5 ways it attacks access to care. [link to 5 things] #SaveTitleX</td>
<td>Share Graphic: 5 things title pull</td>
</tr>
<tr>
<td><strong>Facebook:</strong> The Title X rule is devastating for the family planning safety net and undermines access to care for poor and low-income people. Here are five ways it does this: [link to 5 things]</td>
<td>Share Graphic: 5 things pull</td>
</tr>
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<table>
<thead>
<tr>
<th>Thursday:</th>
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<tbody>
<tr>
<td><strong>Twitter:</strong> morning: Next week, NFPRHA and @ACLU will head back to court to #SaveTitleX. We’ll be in San Francisco before the 9th Circuit on September 23 at 1:00 p.m. PT Link to live stream available here: [link]</td>
<td>New share graphic (label)</td>
</tr>
<tr>
<td><strong>Facebook:</strong> Next week, NFPRHA will join ACLU, Essential Access Health and others to head back to court to save the Title X family planning program from future devastation caused by the new program rule. We’ll be in San Francisco before the Ninth Circuit Court.</td>
<td>New share graphic (label)</td>
</tr>
</tbody>
</table>
Quick and Easy Share Graphics

A Family Planning Crisis in the Making
—Clare Coleman (NFPRHA) and Julie Robinovitz (Essential Access Health) in an opinion article published in Gut/Matters

Title X
The Nation's Family Planning Program
Thank you!

asandusky@nfprha.org
202-244-5805

QUESTIONS?