

# **NFPRHA Winter Seasonal Meeting**

**Communicating Title X's Value Proposition**



**Cate Gormley, Vice President, Lake Research Partners**

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**December 8-10, 2019**  
**Dallas, TX**

# What is Title X: Lead with Values

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- 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



By **Nicholas Kristof**

Opinion Columnist

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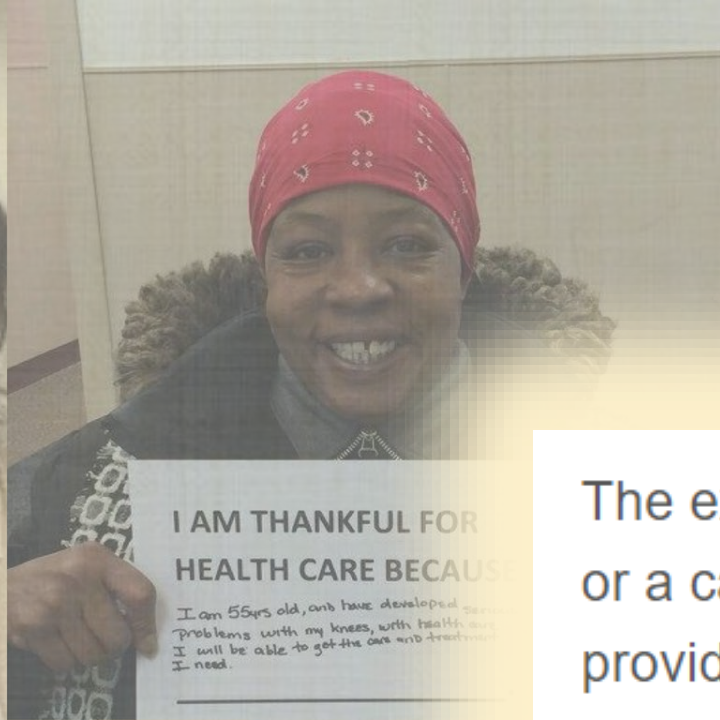
Title X is an odd target because it is the gold standard of cost-effectiveness. In 2010, one study found, publicly funded family planning averted 2.2 million unintended pregnancies, 99,100 cases of chlamydia and 3,680 cases of cervical cancer.

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?

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- 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

Though PHS offers a range of reproductive health care services — including testing and treatment, and contraception — it does much more. Staff also teach sex education, and the clinics also run tours for teenagers. For

**Vox**

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."

er, with a referral for longer-term  
f patients, the doctors at PHS are the



Public Health Solutions lost its Title X funding after refusing to stop referring patients for abortions. The clinic does not perform abortions. | Anna North/Vox

The clinic provides free condoms and services such as STI testing. | Anna North/Vox

# Who are family planning providers (centers and people)?

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- 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



DONATE TUESDAY, DECEMBER 10  
**ColoradoGivesDay.org**

10 YEARS

COLORADO  
**GIVES  
DAY**

**GIVE**  
where you  
**LIVE**



**THANK  
YOU**  
Colorado!

# ARIZONA Facts

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

465,450

UNINTENDED PREGNANCIES  
PREVENTED BY TITLE X  
SERVICES, 2015

6,800

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

Below 101% of FPL  
*Less than \$12,060 for an individual*



65%

101% - 250% FPL  
*\$12,060 - \$30,150*



26%

More than 250% of FPL  
*More than \$30,150*



8%

Income Unknown

1%

# Public Health Data

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

Provider type and state	Contraceptive services			STI and HIV testing		Pap and HPV testing and vaccination		
	Events prevented among patients			Infections prevented among partners		PID cases prevented among patients	Abnormal cell cases averted among patients*	Cervical cancer cases averted among patients
	Pregnancies	Births	Abortions	Chlamydia	Gonorrhea			
All publicly supported providers	1,988,470	936,320	672,780	106,710	18,200	12,060	4,590	1,910
						4,140	1,580	670
						7,920	3,020	1,250
						240	50	30
						40	10	5
						160	40	10
						120	30	20
						1,650	800	280
						190	60	20
						60	30	10
						20	8	3
						80	20	10
						210	110	30
						180	100	50
						20	7	2
						20	10	4
						240	90	30
						130	40	20
						80	30	10
						30	20	8
						60	30	7
						200	40	20
						30	10	4
						100	50	20
						80	50	20
						150	50	20
						130	40	10
						150	30	20
						120	40	20
						30	10	7
						50	10	10
						40	10	6
						20	9	3
New Jersey	25,290	11,910	8,560	1,710	190	160	60	20
New Mexico	11,280	5,310	3,820	740	110	90	30	4
New York	93,060	43,820	31,490	4,750	610	480	220	100
North Carolina	25,010	11,780	8,460	1,080	190	140	60	50

# Available Data For You

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**2016**

Cases of  
chlamydia,  
gonorrhea,  
cervical  
cancer

**201**

**8** patients  
served by Title  
X, income  
levels, FPAR  
data

**2016**

Title X sites  
serving women  
in need

**2016**

unintended  
pregnancies  
avoided

# Good message delivery mechanisms

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- **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

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- **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)



THE JACKSON COUNTY DEPARTMENT OF PUBLIC HEALTH offers No-Cost or Low-Cost Birth Control through the Family Planning Program. (available after, between, and before pregnancies) Remember that access to birth control means healthier pregnancies for both mother and child. Call 828-587-8289 to make an appointment today.

Improving the health of this generation and the next.

FAMILY PLANNING IS THE FOUNDATION  
WWW.FAMILYPLANNINGFOUNDATION.ORG

recognizes two health departments, one large and one smaller, for their work... into their daily lives, and improving problem-solving and coping skills. This community."

**Church Bulletin**

Submit your church announcements by noon Monday to [news@the-sylvaherald.com](mailto:news@the-sylvaherald.com), or leave it at our office 539 West Main Street, Sylva.

**Praise & Worship**

Live Forgiven Church will hold a grocery giveaway Sunday, beginning at 12:30 p.m. The event is open to anyone who could use a little extra help this month. Visitors are welcome to the 10:30

ter weather prevents the church from meeting, the giveaway will be rescheduled. Following the page and event on Facebook is the quickest way to learn of changes.

**PHOTO CONTEST**

TELL YOUR STORY

**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/ProtectBC](https://powertodecide.org/ProtectBC) #PowertoProtectBC

**WE ARE POWERFUL**  
We will protect each other

**SUPPORT THE CONTRACEPTIVE ACCESS FUND**



many of us take to... is to access family... - information and... es to plan when and if... ily. It helps open

- 1 Snap a shot of your "door of opportunity"
- 2 Post to Twitter with a short description
- 3 Tag #FamilyPlanningOpensDoors and @NEPRHA

have been opened to... of access to family... e?

LET'S TALK ABOUT X

**PHOTO CONTEST**

**FamilyPlanningOpens**

amazon.com Gift Card

First place \$100 Amazon Gift Card

Second place \$50 Amazon Gift Card

Third place \$25 Amazon Gift Card

ends 1/31

# Social Planning

## Tuesday:

**Twitter:** 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](#)

Media advisory screenshot

**Facebook:** Our next step in the fight to save Title X is oral argument before the Ninth Circuit Court 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]

Media advisory screenshot

## Wednesday:

**Twitter:** 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](#)

Share Graphic: 5 things title pull

**Facebook:** 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]

Share Graphic: 5 things

## Thursday:

**Twitter, morning:** Next week, NFPFHA 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]

New share graphic (link)

**Facebook:** Next week, NFPFHA 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

New share graphic (link)

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 health care refusal rule. Patients' health should always come first. [This is why NFPFHA 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)

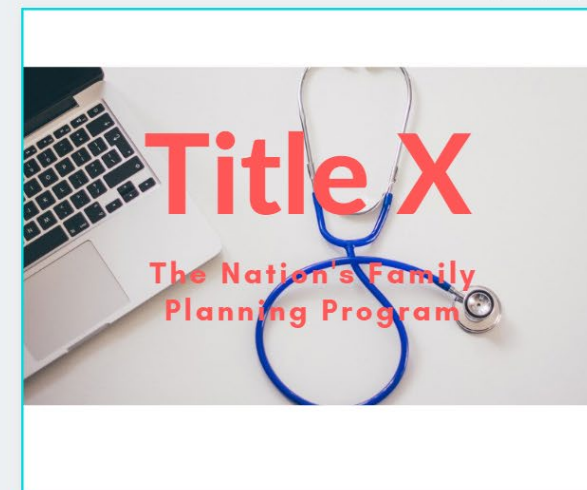
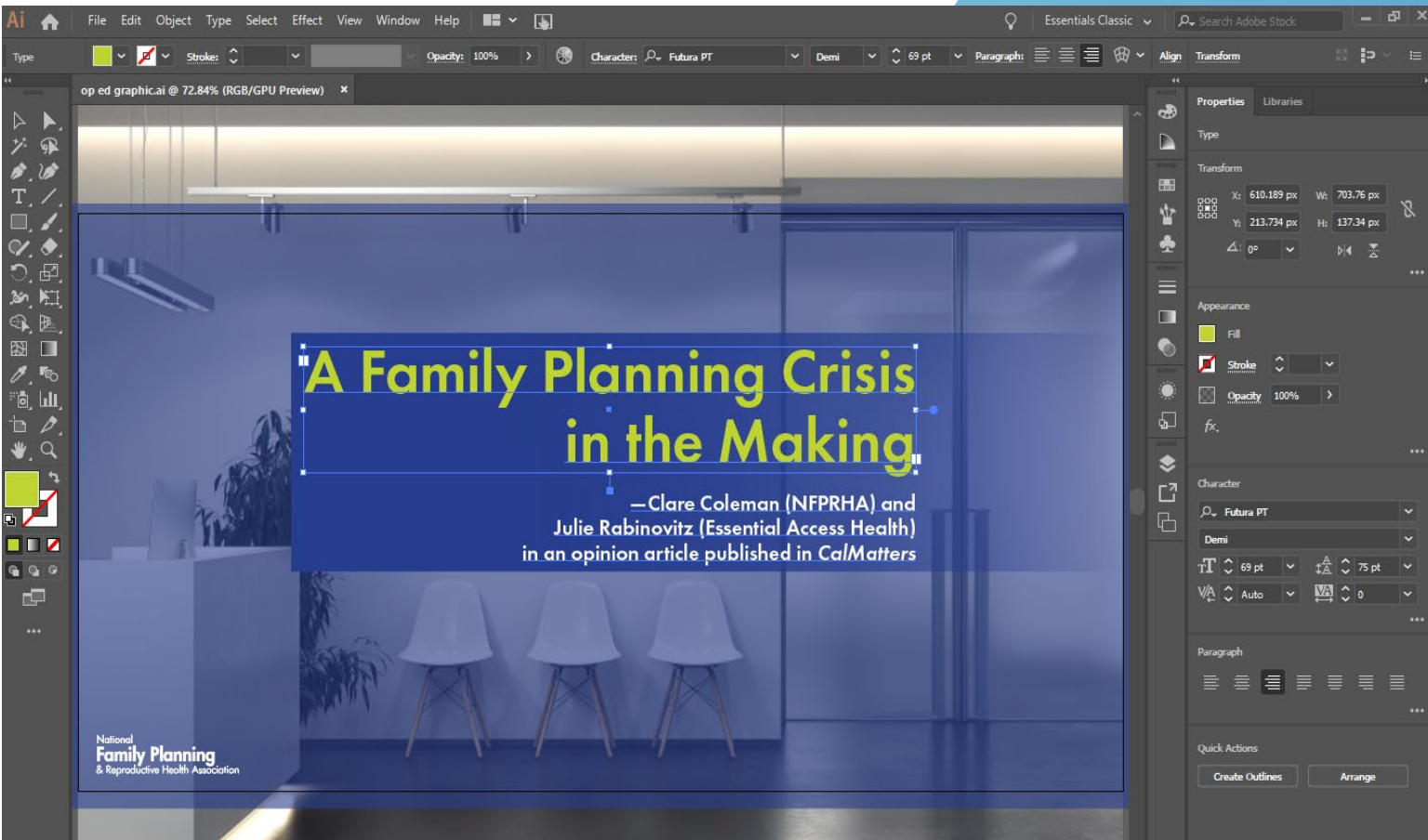
*NFPFHA staff attends @NWLC's Annual Gala, celebrating the great work they do to [#PutPatientsFirst](#). [also add "and to achieve [#JusticeforHer](#) [#JusticeforAll](#)." If it turns out those are hashtags for the event. Not clear.]*

11/13:

**[#ThxBirthControl](#) Day:**

The screenshot shows a social media planning interface. At the top, there's a 'Streams' section with a 'My First Tab' and a '+ Add Stream' button. Below this, there are two columns for 'Scheduled' posts. The first column is for 'NFPFHA' and the second is for 'National Family Planning...'. Both columns show a placeholder image and the text 'Your stream has no content yet!'. To the right, there are two social media feeds. The first is a Facebook post from 'National Family Planning & Reproductive Health Association' dated 6 days ago, featuring a photo of a woman in a teal shirt and the text 'A must read from Kami Geoffray, one of NFPFHA's rockstar members who heads up the Title X grantee in Texas.' The second is a Twitter post from 'My Tweets NFPFHA' featuring a graphic that says 'REGISTER TODAY' and 'NFPFHA Winter Seasonal Meeting December 8-10, 2019 Dallas, TX'. Below the Twitter post, there's a retweet from 'National Coalition of STD Directors @NCSDOC' dated 19 hours ago, with the text 'We're going LIVE! Join in on #STDEngage and watch our opening plenary here: bit.ly/2XDKopz'.

# Quick and Easy Share Graphics



# Thank you!

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## QUESTIONS?