



Missouri Family
Health Council, Inc.

COMMUNICATING TITLE X'S VALUE PROPOSITION

Michelle Trupiano, MSW
Executive Director

TODAY'S PRESENTATION

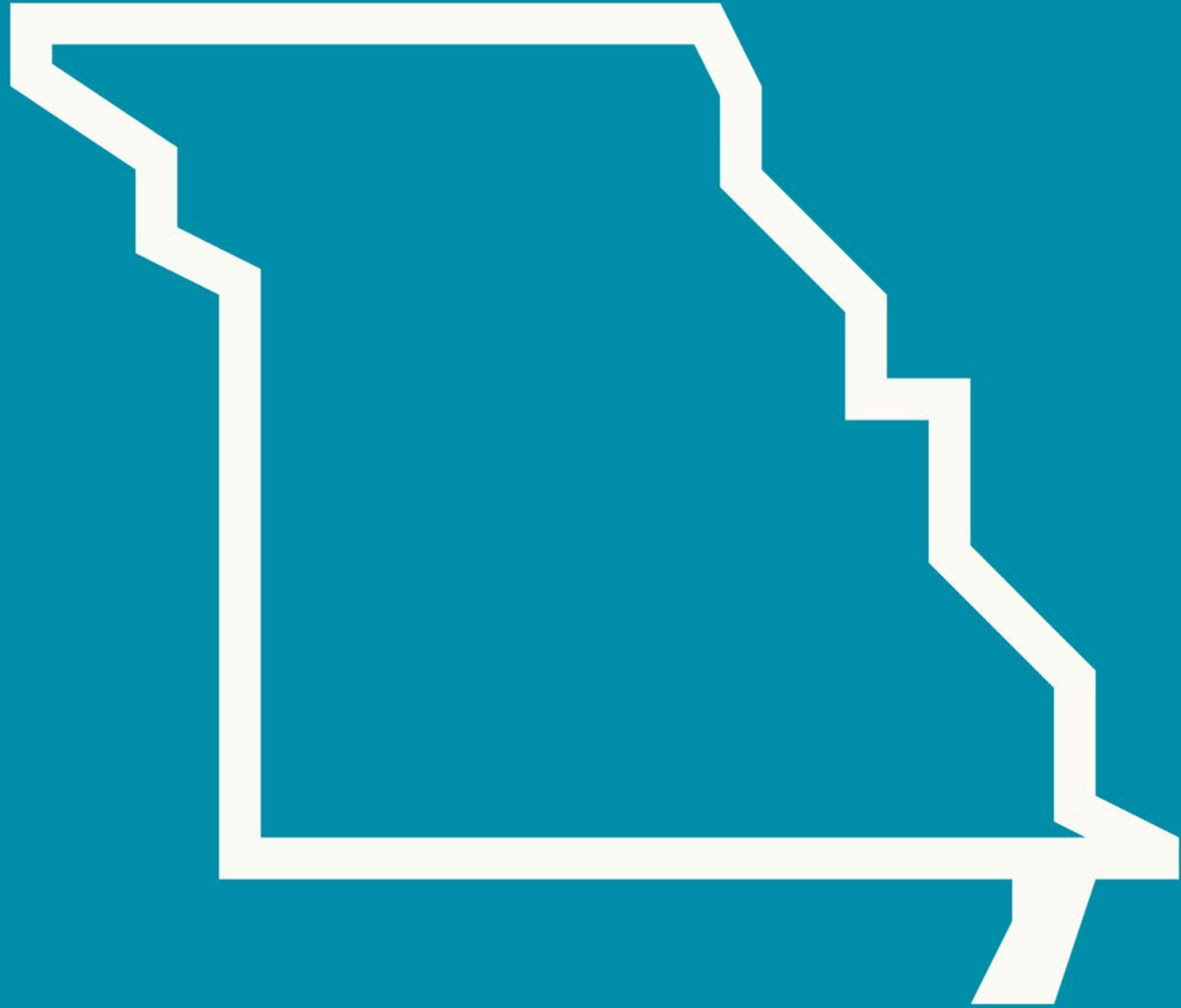
POINTS OF DISCUSSION



Developing Our Message
Our Results

Building Relationships with the Media
Proactive vs. Reactive Media Relations
Communications on a Continuum

LANDSCAPE OF MISSOURI





**OUR INITIAL
REACTION...**

Developing Our Message

1

Our Decision

We didn't arrive at this decision easily. In fact, we were forced to make what we considered an impossible decision.

2

Maintaining Commitment

Despite this dangerous rule, we are committed to staying in the program. We know our state, our communities, and our patients' needs.

3

Service Delivery Impact

This rule is about the government restricting healthcare professionals from offering comprehensive care to their patients.


THE BALANCE



The background of the slide features a blurred image of two hands holding a document, possibly a report or a form, with a teal color overlay. The text 'OUR RESULTS' is prominently displayed in white, bold, sans-serif font on the left side of the image. A small orange horizontal line is positioned below the word 'RESULTS'.

OUR RESULTS

Family planning rule endangers public health in Missouri

By Lucia Obergoenner, Hailey Kramer and Kate Wagner Mar 13, 2019  0

Title X health clinics offer confidential, voluntary, affordable health care to more than 4 million Americans annually – most of whom are struggling financially, or endure other systemic barriers to care. The gag rule represents an all-out assault on patients' rights to obtain the reproductive health care they want and need from a provider they trust.

Lucia Obergoenner, Hailey Kramer and Kate Wagner are clinicians who provide Title X family planning services at clinics throughout Missouri.

Family Planning Clinics Brace for Uncertainty as Trump's Gag Rule Moves Through the Courts



Prachi Gupta

3/07/19 1:15PM • Filed to: TITLE X ✓



5.3K



3



2



Right now, clinics are stuck. Missouri Family Health Council, the sole grantee for the state of Missouri, administers Title X grants to a set of agencies that run 70 Title X-funded clinics throughout the state, including Planned Parenthood. Executive Director Michelle Trupiano says the organization has not yet issued directives on how to comply with the Title X changes “partly because the lawsuits are happening” and because “it’s not an immediate risk for us today.” Across the network, she estimates that about 35–40 percent of funding comes from Title X to clinics, on average, “but then we have some sites that rely on it for about 75–85 percent of their funding.”

Less care for low-income people

Mar 21, 2019  0

Despite its successes, the administration is attempting to fundamentally alter the Title X family planning program and make it more difficult for patients to get the care they need from providers they trust. If the Title X rule continues as the administration has proposed, our nation can expect less care for low-income people, lower quality standards in family planning and worse health outcomes.

NEWS ABORTION

'We Are Headed Toward a Public Health Crisis': Title X Clinics Grapple With Trump's 'Gag Rule'

Sep 11, 2019, 10:14am Erin Heger

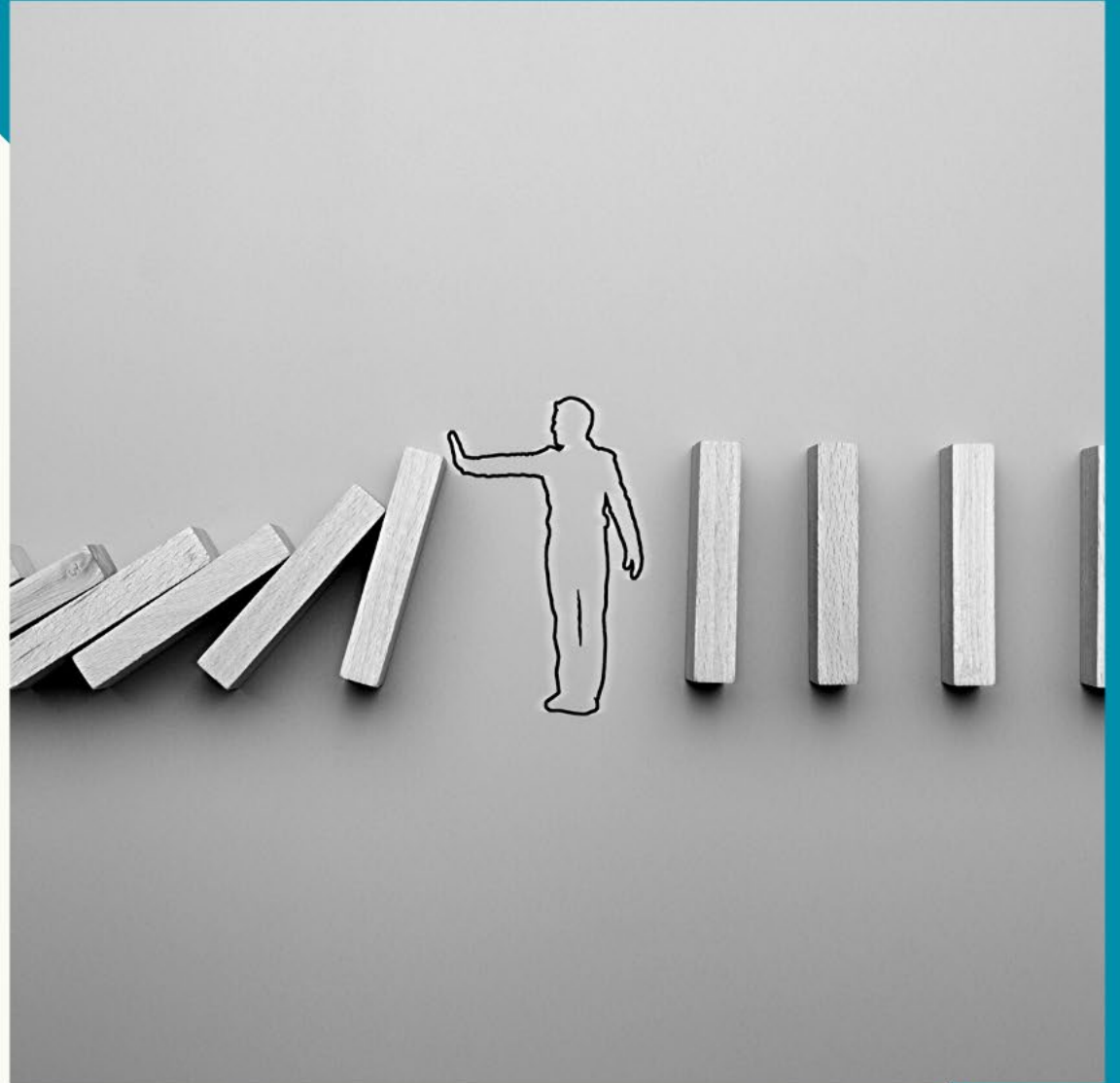
"Because we are Missouri, because we are already in a supremely hostile environment, and because there is already a severe lack of access across the state, the majority of our health centers are choosing to stay in [Title X] because they know that's the difference between closing their doors and serving patients," Trupiano told *Rewire.News*.

BUILDING MEDIA RELATIONSHIPS



PROACTIVE VS. REACTIVE

media relations





COMMUNICATIONS as a promotional tool.

Media relations is an integral part of promoting Title X services and, ultimately, getting more people through our clinic doors.

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QUESTIONS?