

# Unintended Pregnancy Prevention Project Brief

## The Oklahoma State Department of Health Center for Health Innovation and Effectiveness

### Overview

The Unintended Pregnancy Prevention Project (UPPP) is applying a two – pronged approach to help lower the rate of unintended pregnancies in Oklahoma. The first approach is to purchase approximately 200 long- acting reversible contraceptives (LARCs) for areas within the state that have been identified as having high rates of teen births and long waiting lists for receiving a LARC from the local county health department. The second approach is to raise awareness about the use of birth control and birth control options available.

The short term goal of the project is to increase the number of women of child-bearing age utilizing an effective form of birth control across the state. The long term goal of the project is to reduce the rate of teen births to women ages 18 to 19 years old and to reduce the number of unintended pregnancies in Oklahoma. Both approaches will address an area of need to help lower the rate of unintended pregnancies and teen births which are two ongoing health problems in the state of Oklahoma that have additional health problems and problems associated with each issue.

### Background

In 2010, 19,600 or 80.7% of unplanned births in Oklahoma were publicly funded, compared with 68% nationally.<sup>1</sup> In Oklahoma in 2010, the federal and state governments spent \$331.0 million on unintended pregnancies; of this, \$254.0 million was paid by the federal government and \$77.0 million was paid by the state.<sup>1</sup>

A report from the National Center for Health Statistics shows that the 2013 birth rate for Oklahoma teens aged 15-19 years was 42.9 births per 1,000 females aged 15-19, significantly higher than the national average of 26.5.<sup>2</sup> Nearly 69% of Oklahoma teens that gave birth in 2012 said that their pregnancy was unintended, while another 13% were not sure if they wanted a baby later, sooner, then, or at all.<sup>3</sup> In 2014, Oklahoma had the second highest birth rate to older teens (18-19) in the country, ranking 49th among all states.<sup>4</sup>

### Purchase of LARCs

Since receiving the grant award, our team has focused on the logistics of our project. We first determined which counties in the state would qualify to receive the LARCs, and which LARCs we will order and distribute. Our team determined, Nexplanon, an implantable LARC will be purchased and distributed based on the requests for Nexplanon received at the county health departments that have waiting lists. We are currently working with our budget and funding office to secure the contract to make the purchase.

### Raising Education and Awareness

The birth control effectiveness flyer adapted from the Centers for Disease Control and Prevention (CDC) has been submitted to the Oklahoma State Department of Health's translation service team to assist with translating the flyer into Spanish. Once translated, the flyer will be printed and distributed to the counties receiving the LARCs, as well as partner agencies and organizations such as the Oklahoma Healthcare Authority, local Federally Qualified Health Centers, Indian Health Services, and members of the group *Preparing for a Lifetime, It's Everyone's Responsibility*. The social media component of the grant will involve working with the OSDH communications team to prepare tweets, Facebook posts, and other social media to help reach the targeted audience.