



16 Main Street
 Accord, NY 12404
 Phone: 845-626-2126
 Fax: 845-626-3206
 www.philliberresearch.com



3333 California Street
 Suite 265
 San Francisco, CA 94143-0936
 Phone: 415-476-2317
 Fax: 415-476-0705
 www.bixbycenter.ucsf.edu

Reducing Unintended Pregnancies in Iowa by Investing in Title X Clinics

The Iowa Initiative to Reduce Unintended Pregnancies.....

began in 2007 and is a privately funded Initiative using a multi-pronged approach among family planning providers, an advocacy organization, and a university research center to:

Increase

- access to family planning services,
- the use of long acting reversible contraception (LARC),
- the number of low income individuals who access family planning services, and
- public funding for family planning.

Improve

- the political climate toward family planning.

Reduce

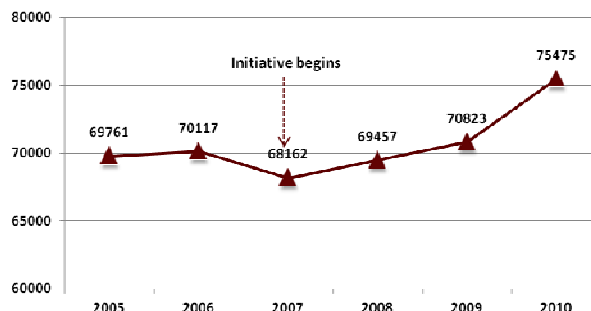
- unintended pregnancies, and
- the number of primary and repeat abortions among adult women ages 18-30.

The Iowa Initiative to Reduce Unintended Pregnancies includes funding for **17 Title X Family Planning agencies providing services in 81 clinic sites across Iowa**. Thus, the Initiative provides an opportunity to understand what might occur if Title X were more fully funded.

Since the Iowa Initiative to Reduce Unintended Pregnancies began in 2007.....

- The number of men and women receiving family planning services at Title X agencies has increased by 11% or more than 7,000 additional patients receiving services.

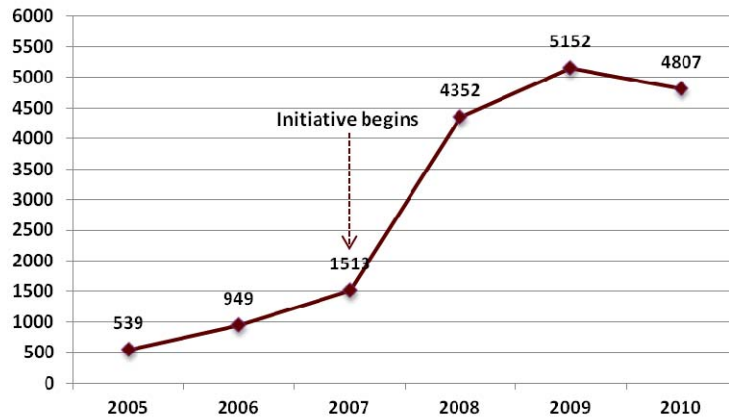
Number of Men and Women Receiving Family Planning Services by Year



Sources: Iowa Department of Public Health; Family Planning Council of Iowa

- The number of women at Title X agencies using an intrauterine device (IUD) as their primary birth control method has increased by 218%.

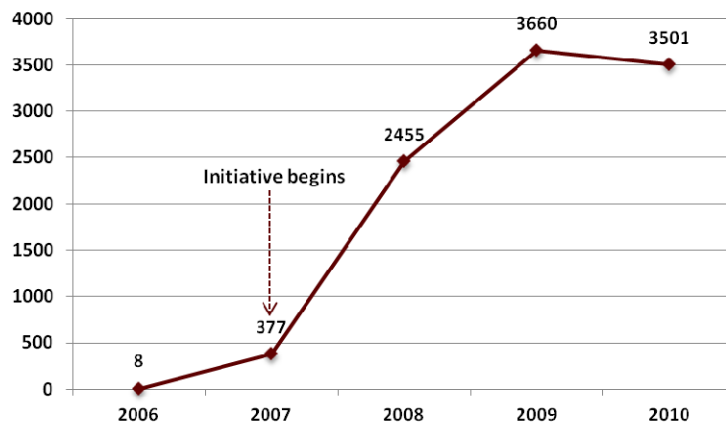
Number of Women with IUD as Primary Method by Year



Sources: Iowa Department of Public Health; Family Planning Council of Iowa

- The number of women at Title X agencies using an implant as their primary birth control method has increased by 829%.¹

Number of Women with Implant as Primary Method by Year

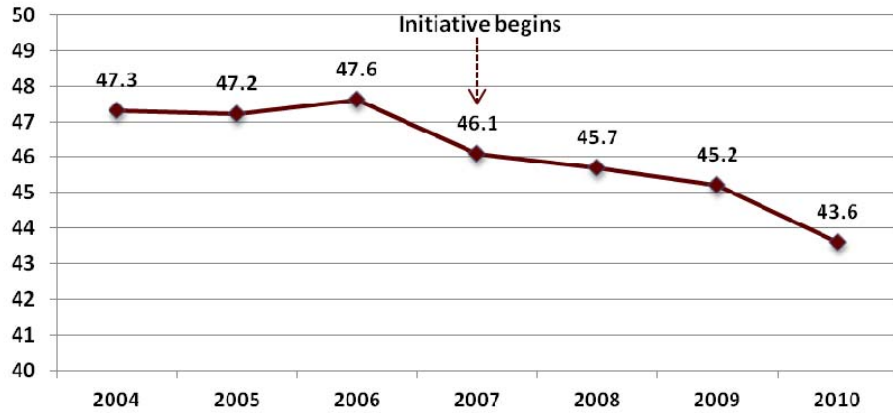


Sources: Iowa Department of Public Health; Family Planning Council of Iowa

¹Note: Implanon® was not on the market until July 17, 2006.

➤ The percent of unintended pregnancies has decreased by 5%.

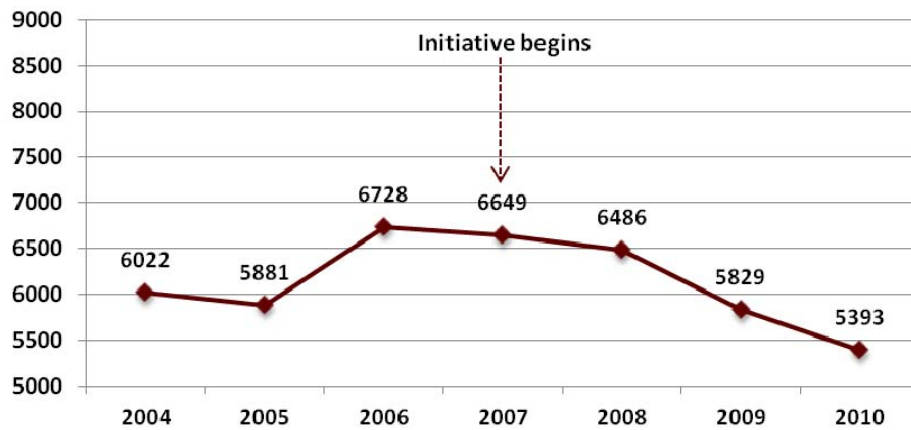
Percent of Unintended Pregnancies by Year



Sources: Iowa Department of Public Health; Birth Certificates and Barriers to Prenatal Care Project

➤ The number of abortions has decreased by 19%.

Number of Abortions by Year



Source: Iowa Department of Public Health

The Iowa Initiative to Reduce Unintended Pregnancies has accomplished...

these results by removing cost barriers to long acting reversible contraception (LARC), increasing capacity at family planning clinics, and enabling these clinics to increase their marketing outreach efforts.

Since receiving funds, other accomplishments of the 17 **Title X agencies** include:

- 82% (14) added a new marketing strategy
- 76% (13) added practitioners
- 59% (10) added Implanon[®] ; 100% (17) now offer Implanon[®] (implant)
- 59% (10) added ParaGard[®] ; 100% (17) now offer ParaGard[®] (IUD)
- 59% (10) expanded clinic hours
- 53% (9) added Mirena[®] ; 100% (17) now offer Mirena[®] (IUD)
- 53% (9) added clinic locations
- 47% (8) hired interpreters
- 35% (6) increased their walk-in hours
- 29% (5) added educators or counselors

Other strategies that have been incorporated into the Iowa Initiative include:

- The Iowa Initiative office in Des Moines acts as the primary communication and advocacy arm of the project. Since 2008, the three- to four-person staff has met with thousands of people and conducted a variety of activities, including outreach to professional medical associations, workforce development agencies, universities, student health organizations, faith-based organizations, local and state policymakers, and representatives from government, health, business, non-profit, and other public sectors.
- The Center for Social and Behavioral Research at the University of Northern Iowa (UNI) conducted five research studies, in collaboration with two other universities, to increase knowledge, increase contraceptive use, and improve contraceptive behaviors among consumers. The projects included interventions in various settings, including hair salons, pharmacies, college and university campuses; and outreach and marketing through radio, television, the internet, and at public events throughout the state. Two of the research studies utilized the popular “Until You’re Ready, Avoid the Stork” campaign, which was developed specifically for this project.
- Iowa’s four Planned Parenthood affiliates partnered to launch a statewide marketing campaign, “Birth Control for EveryBunny,” to increase LARC insertions at Planned Parenthood clinics and improve client-provider rapport for annual health care visits. During two campaign periods, September through November 2008 and April through June 2009, four Planned Parenthood affiliates (17 clinic sites) offered free IUDs and implants to all clients. During the campaign, 3,722 women adopted LARC devices, including 2,498 IUDs and 1,224 implants.