



TAKE  
CONTROL   
INITIATIVE

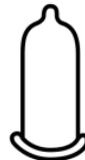
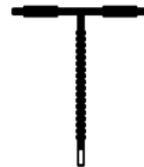
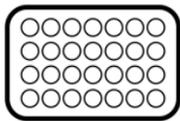
2018  
ANNUAL  
REPORT



## MISSION

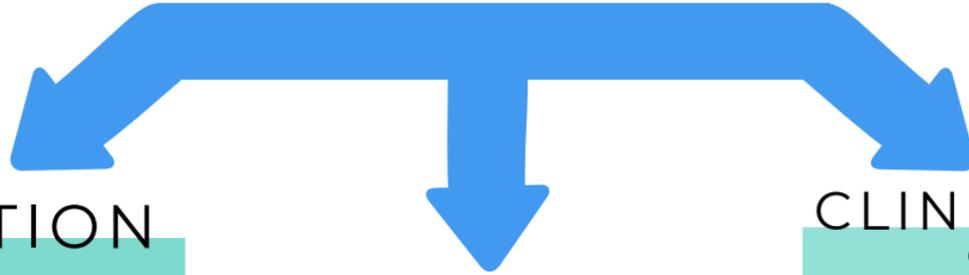
Take Control Initiative (TCI) empowers women\* by removing barriers to access for all contraception through education, outreach, and free clinical services.

\*includes trans, cis, gender-nonconforming, and non-binary women



# TCI DRIVES CHANGE

by breaking down social, economic, and clinical barriers to access for contraception



## EDUCATION

Education for community partners on services and best practices

Comprehensive community education sessions covering all methods of contraception

## OUTREACH

Engage in community events, social media, and public awareness

Extensive referral network spanning Tulsa County

## CLINICAL SERVICES

Free clinical services for IUDs and the Implant are offered at 19+ partner clinics in Tulsa County

Connect women to low and no cost options for all methods

Free STI and pregnancy testing

# WHY TCI COVERS THE COST OF IUDS AND THE IMPLANT

**IUDs and the Implant** are 99% effective, last anywhere from 3 to 10 years, and can be removed at anytime by a healthcare provider.

An IUD or the Implant alone costs about \$850. Once clinical fees are included, an individual without insurance is looking at ~\$1,200 of upfront cost. Clinics also face this cost barrier when it comes to ordering and stocking these methods.

**TCI provides free clinical services for IUDs and the Implant due to these significant cost barriers.** For all other methods of birth control, which are available for much lower or no cost, TCI helps connect women to partner clinics.



Over **18,000** women have received an IUD or the Implant since TCI started in 2010. <sup>1</sup>



In 2018, TCI funded **40%** of IUDs and the Implant at our partner clinics. <sup>1</sup>



The state saves roughly **\$5.85** for every dollar spent on IUDs and the Implant. <sup>5</sup>

## OUTCOMES IN 2018



# 8,500

Tulsans were reached  
through education  
and outreach efforts <sub>1</sub>

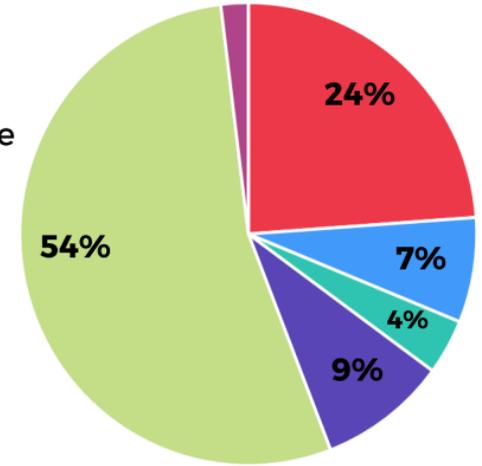
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# 2,465

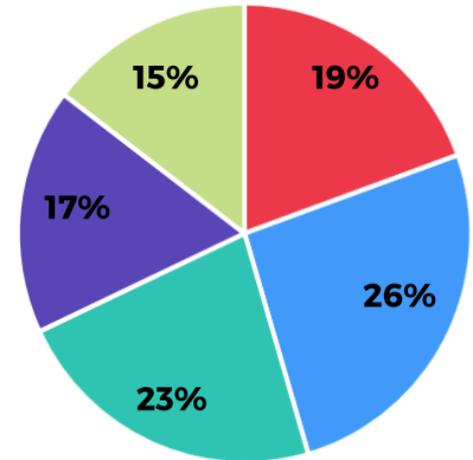
women chose an IUD  
or the Implant at a TCI  
partner clinic <sub>1</sub>

These numbers represent uninsured women **choosing IUDs and the Implant** funded by TCI. They are not reflective of the whole population of women choosing IUDs and the Implant.<sub>1</sub>

- White/Non Hispanic
- American Indian/Alaskan Native
- Asian/Pacific Islander
- Black or African American
- Hispanic/Latino
- Other Ethnicity



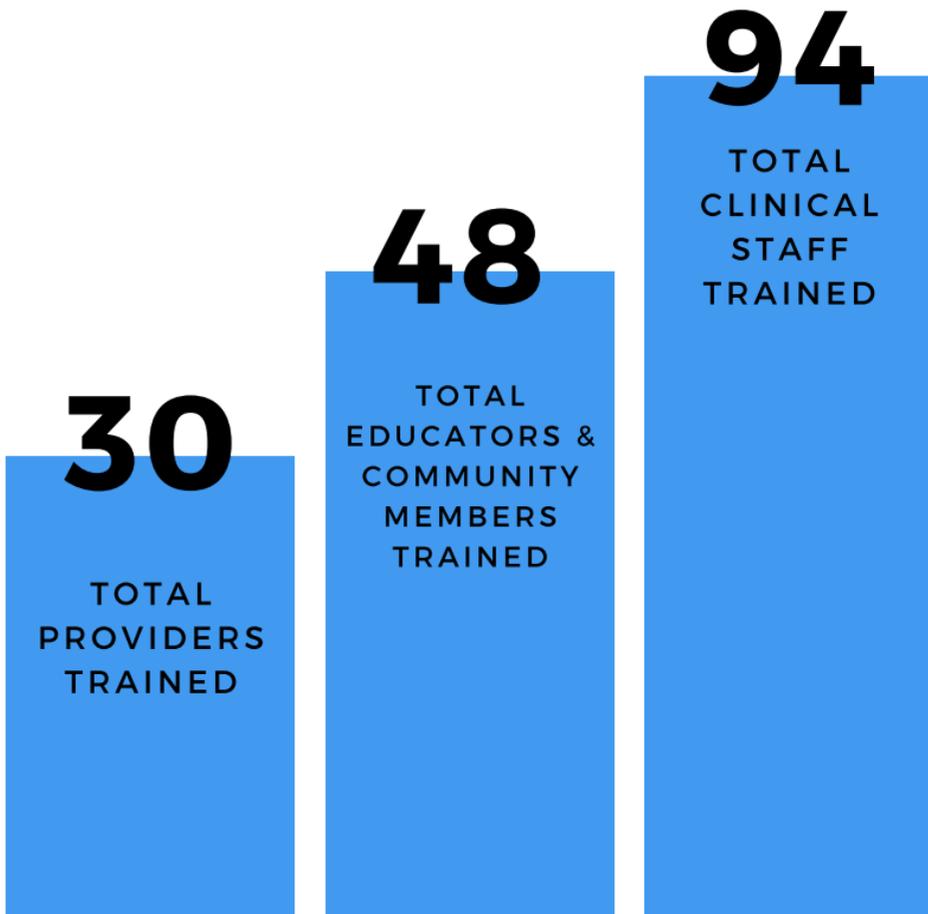
- 13-19 years old
- 20-25 years old
- 26-30 years old
- 31-35 years old
- 36+ years old





## A CLINIC QUALITY IMPROVEMENT INITIATIVE

In 2018, TCI+ was launched and worked with partner clinics and agencies across Tulsa to train **172** people in curriculum and best practices from UCSF Bixby's *Beyond the Pill* and Power to Decide's *One Key Question*



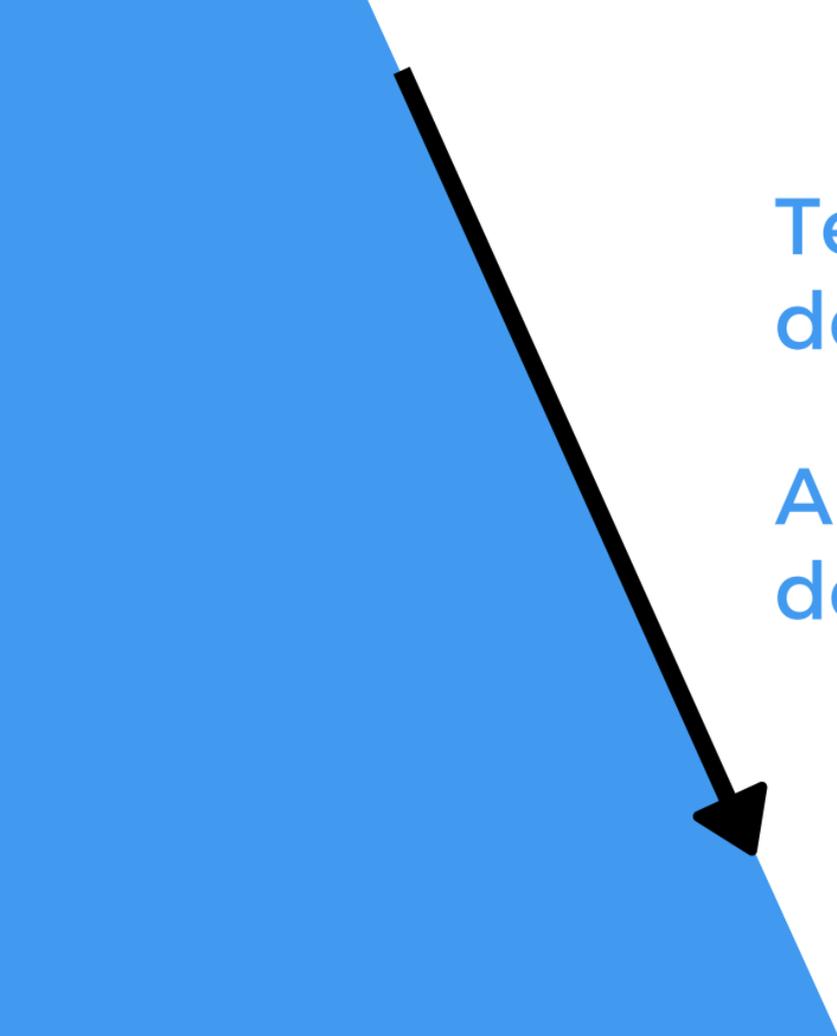
## COMMUNITY PARTNERSHIPS

# 349

professionals at community organizations were trained in 2018 by Take Control staff

In 2018, TCI provided training on **patient-centered counseling** techniques and best practices related to **pregnancy/parenting-intention screenings**. In addition, they were provided a comprehensive overview of contraceptive methods and engaged with understandings of **interpersonal and institutional reproductive coercion**.





Teen birth rates have  
decreased **53.3%** <sup>2</sup>

Abortions have  
decreased **51.2%**

This Tulsa County data is from TCI Baseline (2009) through 2017

# TEEN BIRTH RATE 2017: A CLOSER LOOK

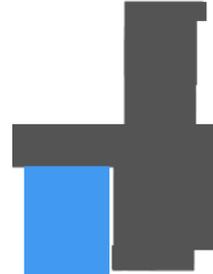
The decrease in teen birth rate for Tulsa County was **NEARLY DOUBLE** the statewide decline of 11 percent, and **THREE TIMES** the 7 percent decrease nationally.



**7%**  
NATIONAL



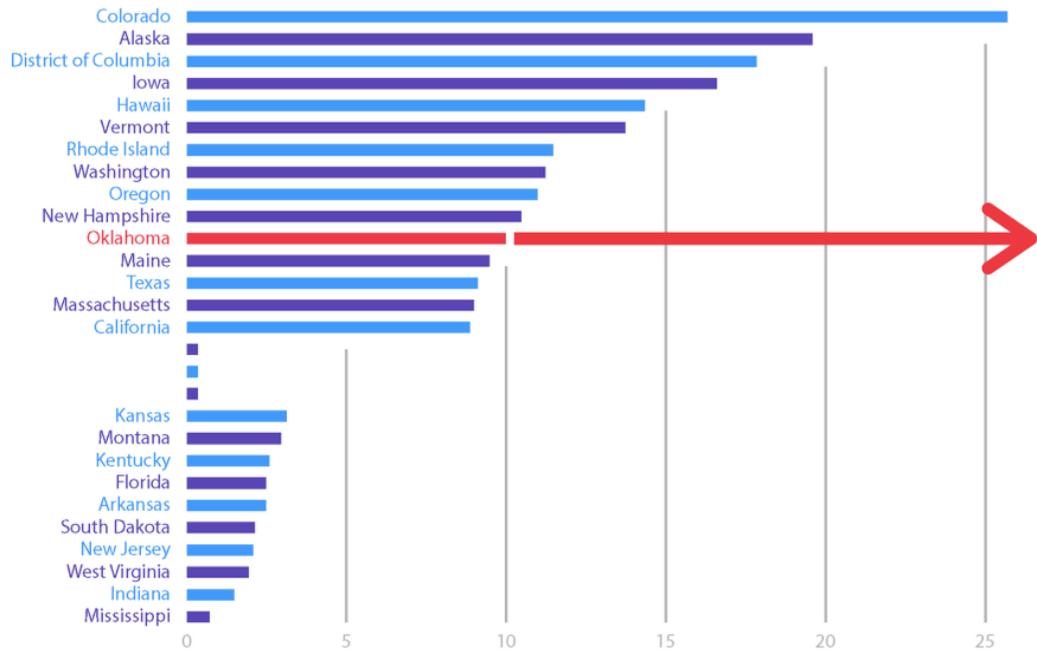
**11%**  
OKLAHOMA



**19%**  
TULSA COUNTY

\*2017 represents the most recently available data for teen birth rate

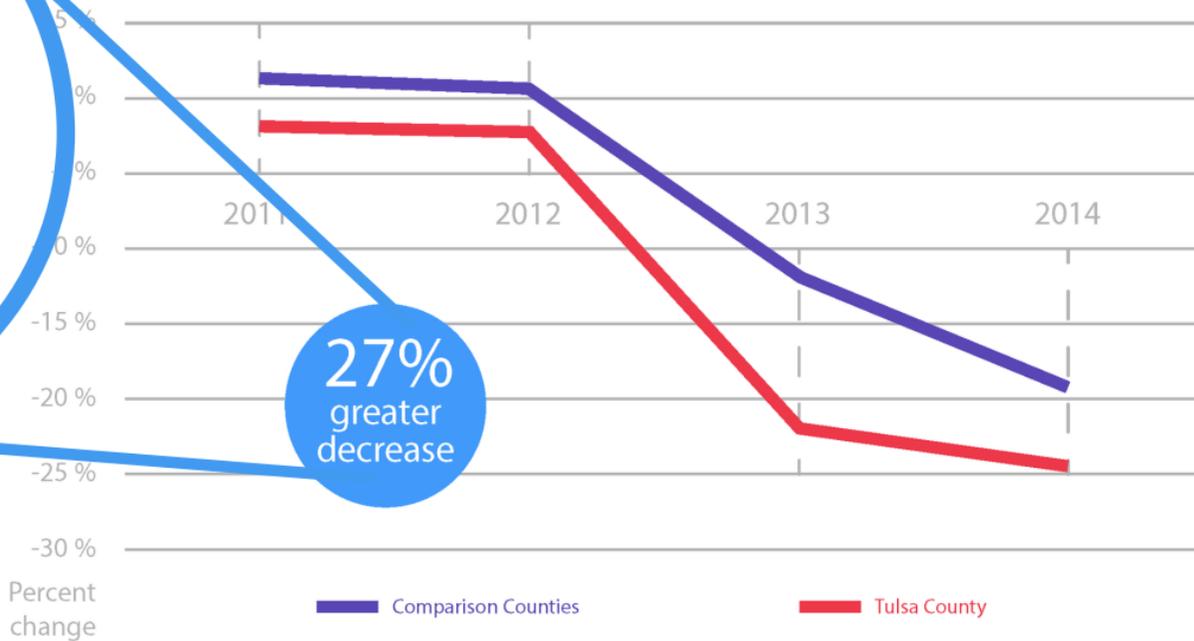
Percentage of teens 15-19 years using LARC among those seeking contraceptive services at Title X service sites, by State - USA, 2013<sup>3</sup>



Oklahoma is in the top 10 states providing IUDs and the Implant to teens. TCI is the only program offering IUDs and the Implant in the state<sup>3</sup>

OK Policy compared Tulsa County's teen birth rate to 18 demographically-similar counties without a TCI-style program and found Tulsa County's birth rate dropped 27% more <sup>4</sup>

Teen Birth Rate: Tulsa County vs. Comparison Counties<sup>4</sup>

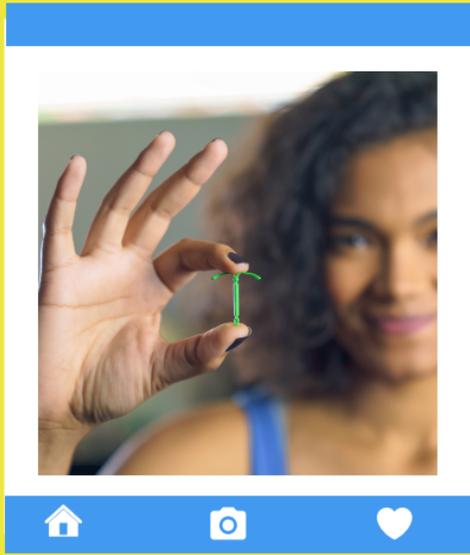


## **SOCIAL MEDIA**

In 2018, TCI social media campaigns reached over 200,000 women in Tulsa. Throughout 2015-2018 when TCI actively spent on social media campaigns, **20% more women** on average accessed IUDs and the Implant compared to quarters without social media campaigns. <sup>6</sup>

“ I've used Mirena since 2006...completely worth it to practically have **NO cramps or bleeding each month, no side effects of oral contraceptives, or worrying.** ”

“ I'm going on almost **6 months of having my IUD. Best decision I've ever made for myself and I love it.** ”



"I use birth control because I'm not ready to be a parent. Simple as that!"

"I wanted to get healthy and financially stable before having another baby."

In addition to using social media campaigns to increase access to services, TCI's social media platforms work to normalize the dialogue around reproductive health and contraception.



## ONGOING PROJECTS



Take Control Initiative's strategic priorities over the coming years demonstrate a **collaborative, community effort** to extend services, address disparities, and bolster the work through informed data collection and analysis.

# A DATA HAVEN FOR TULSA WOMEN



TCI is building a robust maternal and child health data intermediary to equip our partners and inform our collective strategy. It is composed of the following components:

## **OKLAHOMA WOMEN'S INDEX**

An index that evaluates the health and wellness quality of Oklahoma Women

## **METRIARCH**

An interactive web tool with data stories, reports, dashboard, reference and legislative tools

## **COLLABORATION**

Partnerships with adolescent and women's health groups, centered around data and storytelling

# 10 post-secondary and career tech institutions are partnering with TCI

TCI is utilizing a multi-faceted approach to provide students and institutions with staff training and development, education sessions on personal health, and curriculum for those engaged in medical programs. Content offered across these sites include:

- **Staff trainings** on counseling and referrals
- **Education sessions** on preconception health, sex safety, alcohol safety, consent, healthy relationships, communication and negotiation
- **Content bolstering medical degree programs** on contraception, patient-centered counseling, trauma-informed counseling, and pregnancy/parenting intention screenings

# THE TEAM



Laura Bellis  
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Maurianna Adams  
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Clinical Services Director



Emma Swebston  
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Lead TCI+ Quality  
Improvement Officer



LaTonya Scott  
TCI+ Quality  
Improvement Officer



Kate McCollum  
Operations Coordinator

# END NOTES & THANKS

"There is no doubt that a woman's economic empowerment is very much interconnected to her health and the well being of her children."  
*Helene D. Gayle, MD, MPH*

1. TCI-funded LARC and Total Clinic LARC are tracked in the TCI data system based on quarterly intake reports, 2018. Accessed April 1, 2019.
2. The Oklahoma State Department of Health (OSDH). (2017, May). *Oklahoma teen birth report (OSDH, Author)*. Retrieved from [https://www.ok.gov/health2/documents/TeenBirthReport\\_2017%20\(revsed%208-2017\).pdf](https://www.ok.gov/health2/documents/TeenBirthReport_2017%20(revsed%208-2017).pdf)
3. Centers for Disease Control and Prevention. (2015, April). *Vital Signs: Trends in use of long-acting reversible contraception among teens aged 15-19 years seeking contraceptive services - United States, 2005-2013* (Report No. 64(13);363-369) (L. Romero, K. Pazol, L. Warner, L. Gavin, S. Moskosky, G. Besera,...W. Barfield, Authors). Retrieved from CDC website: <https://www.cdc.gov/mmwr/preview/mmwrhtml.mm6413a6.htm>
4. Putnam, C. (2017, January). *Increasing access to long-acting reversible contraception brings lasting gains for Oklahoma women and girls*. Retrieved from Oklahoma Policy Institute website: <https://okpolicy.org/issue-brief-increasing-access-long-acting-reversible-contraception-brings-lasting-gains-oklahoma-women-girls/>
5. Tavernise, S. (2015, July 5). *Colorado's effort against teenage pregnancies is a startling success*. The New York Times, Science. Retrieved from <https://www.nytimes.com/2015/07/06/science/colorados-push-against-teenage-pregnancies-is-a-startling-success.html>
6. TCI-funded LARC and Total Clinic LARC are tracked in the TCI data system based on quarterly intake reports, 2015-2018. Social media engagement is tracked through Facebook Ads Manager. Accessed April 1, 2019.

## Sincerest thanks to our supporters:

**GEORGE KAISER  
FAMILY FOUNDATION**

*A supporting organization of Tulsa Community Foundation*



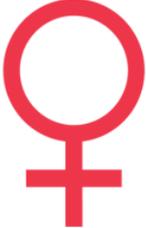
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