



TAKE
CONTROL
INITIATIVE 

2022

Annual Report

Our Mission

Take Control Initiative (TCI) works to remove barriers and increase access to birth control in Tulsa County.

Our Vision

TCI envisions a community in which all people have equitable access to birth control, ultimately promoting community health and economic opportunity.

ABOUT TAKE CONTROL INITIATIVE

TCI DRIVES CHANGE

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

OPERATING FRAMEWORK

Since 2010, TCI has worked to ensure individuals have the resources and information to decide if and when they want to become pregnant in an effort to **honor and support their autonomy and safety**. In coalition with a strong network of partners, **TCI builds sustainable bridges between community and health centers.**

TO CREATE THIS REALITY, TCI PROMOTES THE FOLLOWING CONDITIONS FOR TULSA:

- **Everyone has access to all birth control options** and is supported in self-advocating for their patient rights.
- Health centers and community-based organizations are supported in implementing practices that **affirm dignity, trust and respect**.
- Systemic barriers, including financial, transportation, language and logistical **barriers to health center access are removed.**

CONTRACEPTIVE ACCESS IN A
WOMAN'S EARLY YEARS INCREASE
HER ANNUAL EARNINGS IN HER
EARLY 40'S BY 11%⁽¹⁾

CONTRACEPTIVE ACCESS BY AGE
20 REDUCE THE PROBABILITY THAT
WOMEN (AGED 16-44) LIVED IN
POVERTY BY 8%⁽¹⁾

ACCESS TO FEDERALLY FUNDED
FAMILY PLANNING PROGRAMS
REDUCE THE SHARE OF CHILDREN
LIVING IN POVERTY BY 7.4%⁽¹⁾

A close-up profile shot of a woman with dark hair and pink eye makeup. She is holding a pink orchid near her ear. The background is a plain, light-colored wall.

**Benefits of
Access**

WHY TCI COVERS THE COST

**EXISTING
BARRIERS**

HIGH UP
FRONT COST

COMMUNITY
& PROVIDER
BELIEFS &
EDUCATION
NEEDS

ECOSYSTEM OF
RESOURCE
SCARCITY

**NEW
BARRIERS**

FEDERAL
INSTABILITY OF
FAMILY
PLANNING
FUNDING

LOCAL
EMPLOYERS
OPTING OUT OF
COVERING
BIRTH CONTROL

RESTRICTIVE
POLICIES
ROLLING OUT
ACROSS THE
REGION

PROGRAM ADAPTATIONS

Free Emergency Contraception and Condoms:

- **By Mail**

TCI offers the option for free emergency contraception, condoms, pregnancy tests and more to be discreetly shipped by our pharmacy partner, RevanRx. Each package comes with information about other birth control methods and TCI services.

- **By Pick Up Sites**

TCI partners with multiple clinics, community organizations, businesses, and school institutions to supply them with the "Just In Case" kits, allowing people day of access.



OUR IMPACT

92%

In a 2021 survey, 92% of patients surveyed said they were able to access the birth control method of their choice at a TCI partner clinic location.⁽²⁾

56.8%

decrease in the teen birth rate⁽³⁾

Oklahoma state data from 2009-2021

58.2%

decrease in the teen birth rate⁽³⁾

Tulsa County data from 2009-2021



OUR 2022 OUTCOMES

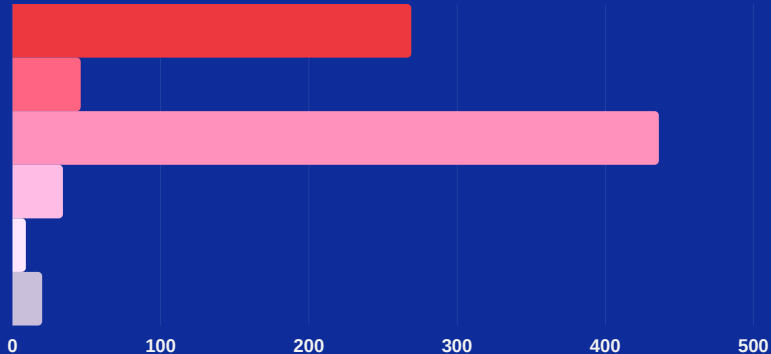
7,304 people reached through education sessions & outreach efforts	6,174 emergency contraception distributed	4,333 prescriptions of the shot, pill, patch or ring provided, lasting 3 months	2,214 LARC devices provided, lasting 3-12 years
1,332 TCI Resources Packs provided to teens, older adolescents and adults	244 Lyft Rides to family planning appointments	185 community partners trained to make referrals	31,350 condoms discreetly delivered

Totals are tracked in the TCI data system based on quarterly intake reports, 2022. Accessed April 2023.

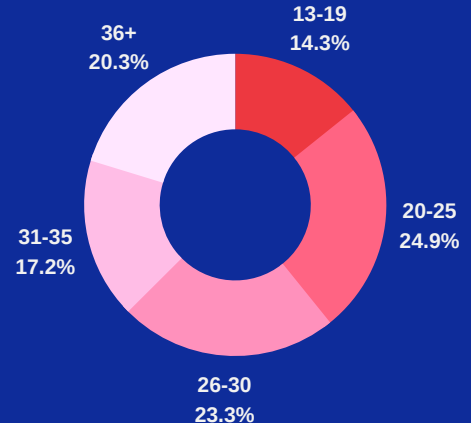
These numbers represent uninsured women choosing IUDs and the implant funded by TCI. They are not reflective of the whole population of women choosing IUDs and the implant.

RACE & ETHNICITY

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

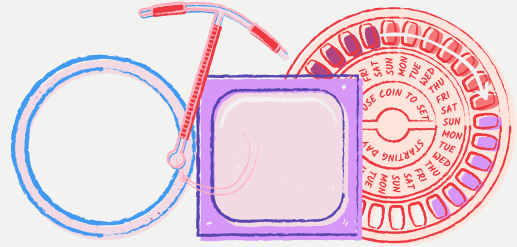


AGE





CLINIC QUALITY IMPROVEMENT INITIATIVE



In its 5th year, TCI+ expanded to more clinical partner sites, trained more clinical staff & increased access to emergency contraception in response to federal & state restrictions.

558

CLINICAL STAFF
TRAINED IN 2022

1785

TOTAL CLINICAL STAFF
TRAINED 2018-2022

74

COLLABORATIVE CLINIC
TOUCHPOINTS IN 2022

20

PEER HEALTH EDUCATORS (INCLUDING 8 LEADS) ACROSS 6 POSTSECONDARY SPACES

Take Control continued the peer health education program implementing virtual education sessions, resource dissemination on campus, and recruitment and engagement of students.

PHE members receive training in sexual health and leadership content, and receive stipends for participating. The program both supports student-led TCI education and outreach efforts on campuses and provides the students with a career development experience.



Metriarch® is a statewide data collaborative that aims to normalize and broaden women's health conversations in Oklahoma through data storytelling, resource curation, and interactive outreach events. There are 38 partners across the state of Oklahoma

THE CORE ACTIVITIES METRIARCH® CARRIED OUT IN 2022 INCLUDE:

- The Legislative Tracker platform tracked 57 bills
- Fierce Facts Newsletter
- Tracking and disseminating data on over 40 indicators related to women's health in Oklahoma
- Legislative Clearinghouse Calls every Friday throughout session
- 32 presentations to groups ranging from regional ACOG and national organizations such as AISP with U Penn and BMMAC to the Oklahoma Partners in Rural Public Health Conference
- The launch of Metriarch®'s Judicial Guide which provides unbiased information about state judges. This resource was created in response to the community feedback regarding the lack of information regarding judges running for office during elections.





Our Stories Reflect the Sky

Behind every data point exists a person's story. The narratives in the 2022 report "Our Stories Reflect the Sky" represent the lived experiences and struggles of women across Oklahoma, in our families, and even ourselves. "Our Stories Reflect the Sky" is a qualitative research project from Metriarch® that seeks to ensure community leadership in Oklahoma understands the nuances of women's health within our state.

Metriarch® hosted two in person outreach events in 2022 — one in OKC and one in Tulsa. Both events celebrated the launch of "Our Stories." 40 community partners, stakeholders and lawmakers joined Metriarch® in OKC in April and over 40 joined Metriarch® for the Tulsa event in October.

SOCIAL MEDIA

 @iudecide

 @iudecide

 @TakeControlInitiative



486,386

In 2022, Take Control's social media campaigns reached about **486,386 people in Tulsa and Oklahoma County**. TCI's strategies consisted of running multiple campaigns year around in English and Spanish.

Due to generous funding, a whole new audience was targeted – Oklahoma County. TCI expanded health services and launched emergency contraception (EC) campaigns that promoted **free delivery AND pick up sites**. With an increase in demand, TCI created an **online order form** that changed the way ads were promoted.

TCI STAFF



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END NOTES

CITATIONS:

(1) Bernstein, A., & Jones, K. M. (Published 2019, September). THE ECONOMIC EFFECTS OF CONTRACEPTIVE ACCESS: A Review of the Evidence (Fact Sheet). Institute for Women's Policy Research. (Author) Retrieved from: <https://iwpr.org/iwpr-issues/reproductive-health/the-economic-effects-of-contraceptive-access-a-review-of-the-evidence/>

(2) ICF Evaluation Report (Published November 2021, p23.); qualitative and quantitative survey data from providers and patients at TCI clinics in July 2020.

(3) Oklahoma State Department of Health (OSDH) Maternal & Child Health Service (Author) (Published November 2021) Oklahoma Teen Birth Report 1996-2020. Retrieved from: <https://oklahoma.gov/content/dam/ok/en/health/health2/aem-documents/family-health/maternal-and-child-health/child-adolescent-health/data-and-evaluation/teen-birth-stats/2021-Oklahoma%20Teen%20Birth%20Report%201996-2000.pdf>



We have to behave
as if everything we
do matters.
Because it might.

-Gloria Steinem

OUR 2022 SUPPORTERS



CHARLES AND LYNN
Schusterman
FAMILY PHILANTHROPIES



THANK YOU

- Susannah and Jim Adelson Family Foundation
- Ayana Blackey
- Lori Blumenthal
- Joseph Braverman
- Tobie Bresloff
- Charles Buchanan
- Kimberly Butler
- Brannin Family Fund
- Robert & Sheri Curry
- Flash Flood Printing
- Brett Friesen/ Brett Sells Tulsa, LLC
- Jane Gideon
- Hughes Family Charitable Fund
- Erin Jackson
- Anne Pollard James
- Jewish Federation of Greater Oklahoma City
- Jewish Federation of Tulsa
- Sharmila Mhatre
- Open Society Foundation
- Stephanie Oppenheimer (IHO of Gabi Oppenheimer)
- Positive Space Tulsa/ Nicole Finley
- Piper & Calum Raffle
- Rescue Agency
- Kathleen Thomas
- Carly Treece
- Temple Israel
- Voter, Inc.
- The Maxine & Jack Zarrow Family Foundation
- 360 Payments

To provide continued support, please visit: takecontrolok.org/donate

TAKE CONTROL INITIATIVE

A large red female symbol icon, consisting of a circle with a vertical line and a horizontal crossbar, positioned to the right of the word 'CONTROL' and overlapping the word 'INITIATIVE'.

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