

Know Your Plan ... Just One Click Away

South Carolina Adolescent Preconception Health Initiative

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Presenter Disclosures

Jane Windham Key

(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

South Carolina's Team

- SC Campaign to Prevent Teen Pregnancy
 - SC Department of Health and Environmental Control
 - SC Department of Education
 - Teen Health Center

**Pregnancy
Prevention**

**Preconception
Health**



Know Your Plan...

Know Your Plan... **The Process**

- “ Decided to target older youth
 - . Partner with a health center in a high needs area to promote preconception health and pregnancy prevention
- “ Gathered Team
- “ Worked with AMCHP technical assistance
- “ Outcome:
 - . Brochure/ Flyers to Promote Preconception Health

Know Your Plan... **The Research**

- “ Literature Review
- “ Focus Groups (3 groups, 27 youth)
- “ Site Visit to health center serving target population

Focus Group Findings:

- “ Use **internet and social media** to connect with young people
- “ Images should be **bold, colorful** and **eye catching**
- “ Youth want to see people who “**look like them**” – age, race, gender

Focus Group Findings:

- “ Youth want to **hear from other youths**
- “ **Celebrity** culture is powerful
- “ Messages should emphasize the **present, not the future**

Focus Group Findings

BROCHURES
ARE NOT
THE ANSWER

Serendipity



Know Your Plan... **The Collaboration**

- “ SC Campaign was developing a youth website with pregnancy prevention focus
- “ Partnered with SC Campaign to include preconception health information
- “ Tested youth site with target population in December 2010

January 4th 2011 Launch



www.carolinateenhealth.com

CAROLINA Teen Health

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KNOW THE FACTS KNOW YOUR PLAN KNOW NOW KNOW US

REALITY IS CALLING...

It's totally
confidential.

COMPARE B4 YOU
GO THERE *

the pill. the condom.
abstinence. compare
all and see which one
is right for you.

FIND UR
HEALTH CENTER

have an itch? is your
period late? find your
health center and get
tested.

enter zip code here



Know the Facts

Curious about how many teens are getting pregnant in South Carolina?

Have a question about whether your relationship is healthy? Want to know more about STDs in South Carolina and what you can do to protect yourself?

Our Know the Facts section has all this information and more. You can educate yourself on what's real and what's rumor, or check out our unique resources for guys and girls to get specific information that you need to know.

“ You can educate yourself on what's real and what's rumor, or check out ”

the pill. the condom. abstinence. **compare all and see which one is right for you.**

have an itch? is your period late? **find your health center and get tested.**

enter zip code here



Girls Only

MORE GIRL TALK

It feels like love, but is it healthy?

There's nothing like being in love. When you're in a relationship with someone, you may be so excited that you only pay attention to the great things about that person and ignore any faults he or she may have. Most people can name annoying, but harmless, things about their partners they would like to change; however, it's important not to ignore behavior that may hurt you emotionally, or even physically.

One of the most important qualities in a relationship is trust. If you find yourself jealous of your partner, or vice versa, you need to think whether there are things about the relationship that rightfully make you jealous. Jealousy can be a sign that your partner isn't being as open as he or she should be, or it could also mean you have nothing to worry about and should work on finding a way to trust your partner.

Communication is also a key quality in a healthy relationship. You need to be able to talk to your partner and should not feel like you have to keep any of your feelings secret in order to avoid making him or her angry or upset. You also need to be honest, and you have the right to expect your partner to be honest in return.

Finally, a healthy relationship should be filled with understanding and compromise. Both partners need to be mindful of the other's needs and remember that it's wrong to pressure someone to do

the pill. the condom.
abstinence. **compare
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**During the time it
takes to have lunch
with friends,
a South Carolina**

Know Your Plan

How well do you take care of yourself and your health?

This section offers information on how to [take care of your body](#), with some links to helpful resources here in South Carolina. It will also help you make a plan for your relationship; check out [planning to wait](#) for information on how to stand your ground if you're not ready to have sex. If you are thinking about having sex, have a [plan to be safe](#) and make sure you're completely protected.

These can be difficult decisions and sometimes you'll want someone to talk to, but knowing how to begin the conversation can be hard.

“These can be difficult decisions, and”

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+ Locate a Health Center + Get Involved + Contraceptive Tool + Additional Resources

Know Now

Here's the information you need to know right now!

Is there something weird going on with your body that you're just not sure about? Click on the [health center locator](#) to see a comprehensive list of health centers throughout South Carolina, including each center's phone number and hours of operation. Have questions about what to discuss with your doctor, or how to talk to your parents or partner about sex? Find the answers you need under [Planning the Talks](#). Know that you need to use protection but not sure what your best option is? Use the [comparison tool](#) to figure out which is right for you.

“ Know that you need to use protection, but not sure what your best option is? ”

the pill. the condom.
abstinence. [compare all and see which one is right for you.](#)

have an itch? is your
period late? [find your + health center and get tested.](#)

enter zip code here



Clinic Locator

OR



Clinic Location

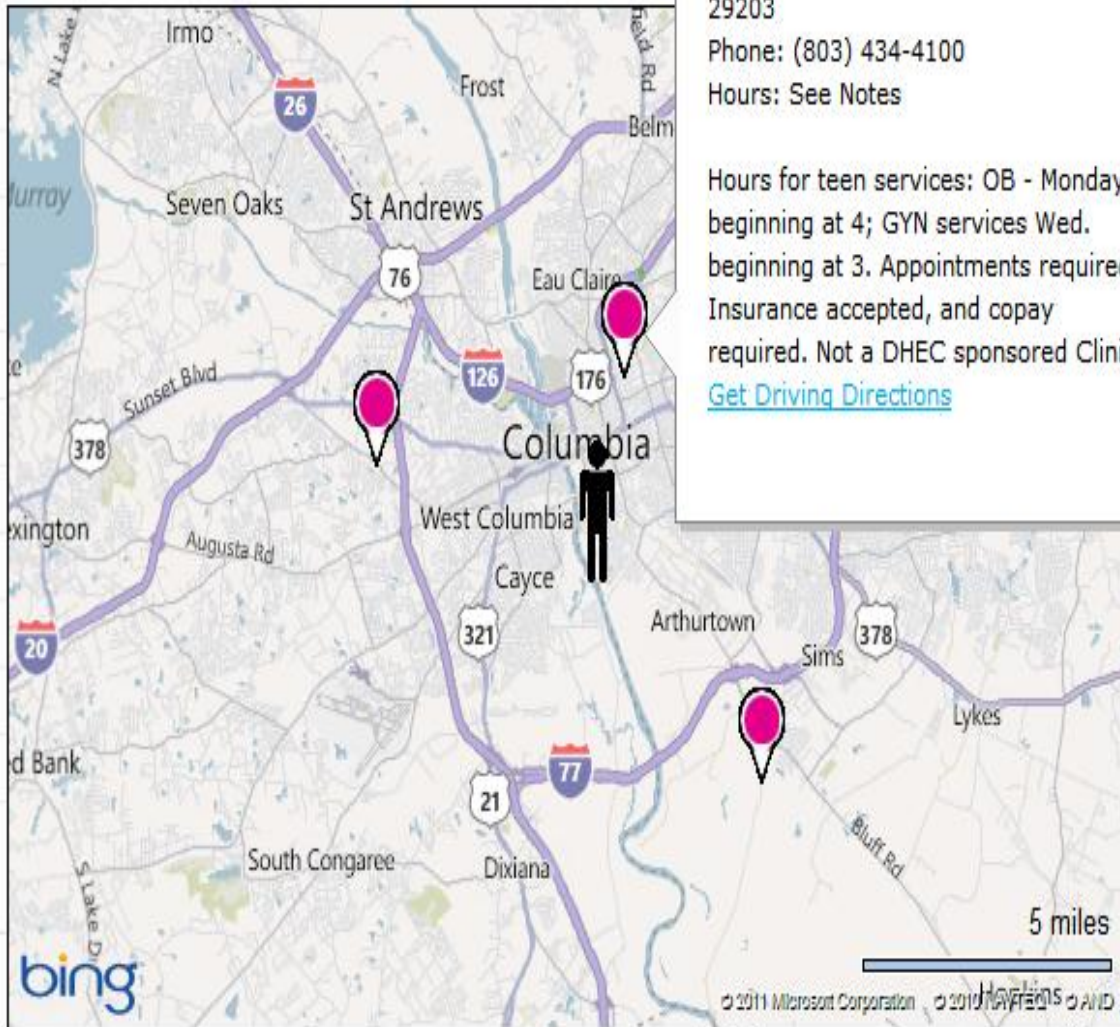
Palmetto Health Richland Teen Clinic

2800 Colonial Drive, Columbia, SC 29203

Phone: (803) 434-4100

Hours: See Notes

Hours for teen services: OB - Monday beginning at 4; GYN services Wed. beginning at 3. Appointments required. Insurance accepted, and copay required. Not a DHEC sponsored Clinic
[Get Driving Directions](#)



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During the time it takes
to watch one episode
of MTV's "True Life",

Contraceptive Comparison Tool

[Reset Methods](#) | [View All](#)

Pick A Method

- Abstinence
- The Shot (Depo-Provera)
- The Pill
- The Patch (Ortho Evra)
- Vaginal Ring (Nuva Ring)
- Implantable Contraceptive (Implanon)
- Male Condom
- Diaphragm
- Fem Cap
- The Female Condom
- Spermicides, foam, creams, jelly, film, suppository
- Sponge
- IUD (Intrauterine Device)
- Withdrawal

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The Shot (Depo-Provera)

pick another method



\$\$\$ Cost

☆☆☆ Effectiveness

Withdrawal

pick another method



\$\$\$ Cost

☆☆ Effectiveness

Vaginal Ring (Nuva Ring)

pick another method



\$\$\$ Cost

☆☆☆ Effectiveness

What is it?

Withdrawal

Withdrawal

Withdrawal

What is it?

How do I get it?

What's hot?

What's NOT so hot?

How much does it cost?

Does it work?

KNOW THE FACTS

KNOW YOUR PLAN

KNOW NOW

KNOW US

Plan a Healthy Life

+ Planning to Wait

+ Plan to Be Safe

+ Planning the Talks

Plan a Healthy Life

MORE ON HEALTHY LIVING

Are you ready?

Life comes at you fast - you should live like you mean it. A huge part of being a happy, successful teen is keeping your mind and body healthy!

All food is not equal

It is important for teens to get the right variety of foods every day to help support an active lifestyle and their nutritional needs. **Experts say** that a healthy eating plan for teens includes fruits and vegetables, low-fat dairy products, lean proteins such as meat, poultry, fish, beans, eggs or nuts, and whole grains. You can check the **South Carolina Department of Health and Environmental Control (DHEC)** website for more information on nutritional guidelines: Get familiar with portion sizes, and remember foods high in trans fats, saturated fat, cholesterol, salt and refined white sugar should be eaten less frequently to maintain good health. Eat Smart Move

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Know Your Plan... **The Evaluation**

- “ Website hits
- “ Friends and tweets
- “ Number of placements in health centers, colleges, and other youth gathering points
- “ Improvement and expansion of content

Know Your Plan... **The Evaluation**

- “ January 4th – August 4th:
 - . 6,301 unique visits
 - . 24,397 page views
 - . 69% new visits
 - . 47 states
- . 58% of visitors visiting site directly; 30% referred from other sites, including Facebook, our corporate website, etc.; 12% referred from search engine

Know Your Plan... **The Evaluation**

- ” Bounce rate: 40.8%
- ” Average # of pages viewed: 4
- ” Length of time on site: 3:11
- ” Most viewed pages:
 - . Know the Facts
 - . Teen Expressions
 - . Know Your Plan

Know Your Plan... **The Evaluation**

“ September 1 – October 1, 2011:

- . 669 unique visits
- . 2,322 page views
- . 77.58% new visits
- . 620 from the United States
- . Also from Ukraine, United Kingdom, Brazil, Poland, Germany, Australia, Philippines, and Mexico

53.66% of visitors visiting site directly; 25.26% referred from other sites, including Facebook, our corporate website, etc.; 21.08% referred from search engine

Know Your Plan... **The Successes**

- “ Strong Partnerships improved our product
- “ SC Campaign’s website improved:
 - . Youth testers liked having information about more general health issues
 - . Less intimidating for youth
- “ Opportunities for cross promotion
- “ Great Support from AMCHP

Know Your Plan... **The Lessons Learned**

- “ Talk to target population
 - “ Find partnerships
 - “ Leverage other funds
 - “ Stay Flexible
- “ Change the plan when needed
- “ Understand that web development takes time

Know Your Plan...

The Next Steps

- “ In talks with working with the Youth Division of the Puentes Project in SC to help us with the website- Puentes is made up of Latino and Latina community residents who are trained as Community Ambassadors. The Ambassadors serve as community-based health educators who engage their peers in understanding their reproductive health and how to navigate health systems to gain access to the resources that they need.

Know Your Plan...

The Next Steps

- ” Promotion, promotion, promotion
- ” Marketing:
 - . Wallet cards
 - . QR Codes
 - . Billboards
- ” Distribute wallet cards to:
 - . All public health centers in SC
 - . Youth serving organizations
 - . Community Colleges
 - . Urgent Care Offices

Know Your Plan...

The Next Steps



Know Your Plan...

The Next Steps



Contact Me!

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