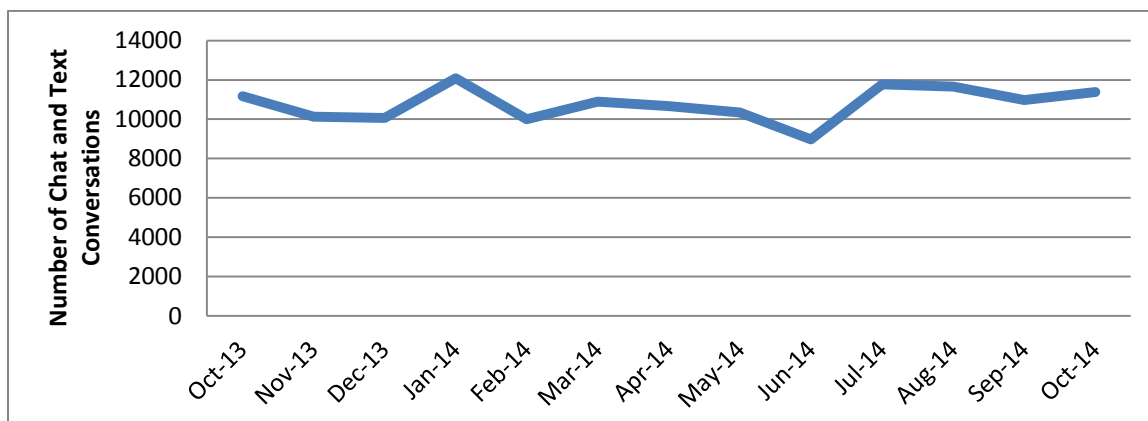




Planned Parenthood Chat/Text Program (October 31, 2014)

- **The Chat/Text program enables young people to contact Planned Parenthood through text messaging or instant messaging.** The program is designed to reach youth and young adults who have questions about birth control, emergency contraception, STD testing, pregnancy testing, or abortion and encourage them to access health services. Typical questions include:
 - If you had sex 4 days after getting the shot can you still get pregnant?
 - Does it make it less likely she's pregnant if I pulled out a few seconds before I ejaculated?
 - I have a question about STD's. Can I have a chance of getting that if both my partner and I have only had sex with each other?
- Currently offered **91 hours per week** (Monday-Thursday: 9 a.m. – 12 a.m. ET, Friday: 9 a.m. – 10 p.m. ET, Saturday: 9 a.m. – 5 p.m. ET, Sunday: 2 p.m. – 12 a.m. ET) by a staff of over 20 dedicated contact center specialists.
- **404,558 conversations as of October 31, 2014**
 - October 2014: **11,384 conversations** (11,161 chats and 223 texts).

Chat and Text Volume Trend, October 2013-October 2014:



Reaching Our Target Audience

- The target audience is teens and young adults ages 15-24, particularly those who identify as African-American and/or Latino.

	October 2014
% of users who are BOTH ages 15-24 and African-American and/or Latino	27.2%
% of users ages 15-24 who are African-American and/or Latino	34.1%

Outcome Measures

Outcome Measure	October 2014
Pre Chat/Text Level of Worry: % that report being somewhat worried or very worried before the conversation	72.0%
Post Chat/Text Level of Worry: % that report being somewhat worried or very worried after the conversation	61.7%
Intention: % that agree or strongly agree they plan to take the next steps discussed • Intention is one of the best predictors of subsequent behavior	91.4%
Helpfulness: % that agree or strongly agree that the conversation was helpful	86.2%
Satisfaction: % that agree or strongly agree that they liked using chat/text for this purpose	90.0%
Health center referrals: % of conversations that Planned Parenthood Health Center contact information was provided by the agent	55.9%

Topics Discussed (as reported by the Chat/Text Agent)

- Conversations can have multiple topics, so the total is greater than 100%.

Topic	October 2014
Abortion	10.6%
Birth Control	37.6%
Emergency Contraception	15.4%
Pregnancy Tests	21.5%
STD testing	11.5%
Other	9.8%
Nothing was discussed	15.9%

Chat/Text Promotions

- MTV's *16 & Pregnant* and *Teen Mom*
- Online and mobile paid promotions
- *Seventeen Magazine*
- YouTube video
- PPFA social media properties
- Wallet cards
- Hulu's *East Los High* website
- MTV's *Virgin Territory*