

SOUTH CAROLINA
CAMPAIGN to
**PREVENT
TEEN
PREGNANCY**

Accelerating Progress:

A road map for achieving
further reductions in
teen pregnancy

Executive Summary

November 2014

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Despite significant decreases in teen birth rates, they remain far too high in South Carolina. While the collection of efforts to reduce teen birth rates have resulted in extraordinary progress, too often federal, state, and privately-funded interventions have been conducted without any coordination or state-wide vision. In order to continue positive trends and accelerate decreases in the state's teen birth rates, a new investment strategy is needed.

For a period of nearly two years, the South Carolina Campaign to Prevent Teen Pregnancy (SC Campaign) has guided a significant, first-of-its-kind research project, with funding from The Duke Endowment, to identify a path forward for teen pregnancy prevention efforts that would maximize resources and target communities most in need. Organizational leadership from more than a dozen agencies – state organizations, funders, and non-profits from around the state – whose mission or scope of work included teen pregnancy prevention initiatives – participated in this endeavor and collectively outlined a future direction for teen pregnancy prevention. The SC Campaign assumed the role of capturing the output of these meetings and summarizing thoughts and ideas into a “state plan” or “road map” for preventing teen pregnancy in South Carolina. What resulted is a collection of information, recommendations, and investment strategies that provide a clear path forward to achieving further reductions in teen pregnancy and teen birth rates in the state.

| Changes in South Carolina Teen Birth Rate* by Race and Age | | | |
|--|--------------|-------------|-------------|
| | 1992 | 2013 | % change |
| 15-19 White | 49.7 | 28.1 | -43% |
| 15-19 AA**/other | 98.0 | 37.6 | -62% |
| TOTAL 15-19 | 68.3 | 31.6 | -54% |
| 15-17 White | 27.1 | 11.9 | -56% |
| 15-17 AA/other | 68.8 | 17.5 | -75% |
| TOTAL 15-17 | 43.2 | 14.0 | -68% |
| 18-19 White | 83.6 | 52.3 | -37% |
| 18-19 AA/other | 141.8 | 67.9 | -52% |
| TOTAL 18-19 | 106.0 | 58.1 | -45% |

*Rate is calculated per 1,000 births

**African American

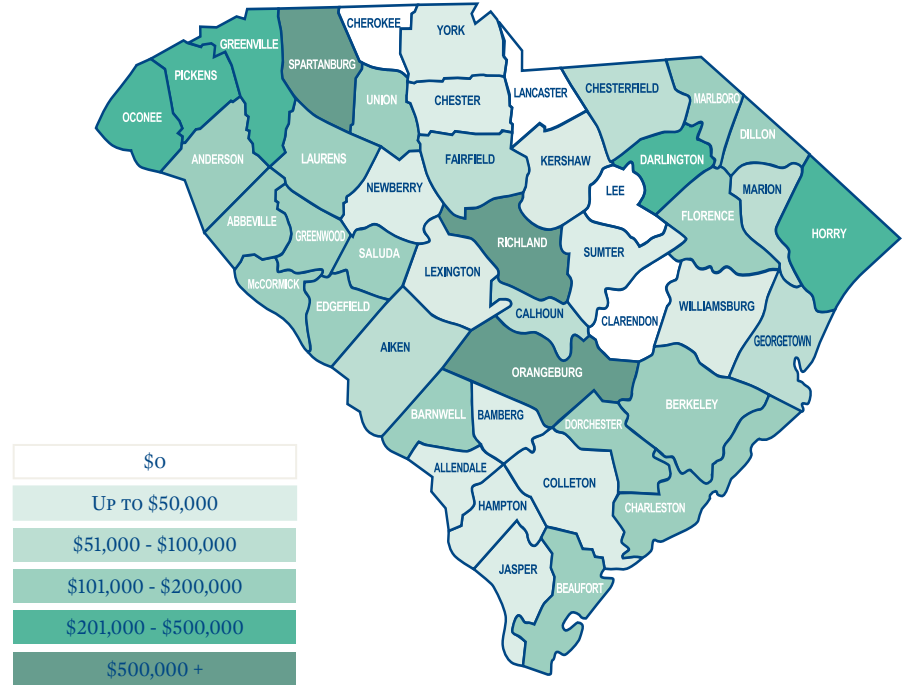
Such an effort has great value, because despite an impressive 54% decline in the teen birth rate over the last two decades, rates remain too high in certain communities and among certain populations across the state (see chart above). There are still significant disparities in teen birth rates among ethnic/racial minority groups. For example, African American (non-Hispanic) females make up 33% of the teenage female population but account for 42% of teen births and rates in rural communities exceed those in urban areas. In addition, older teens in South Carolina have a much higher birth rate than their younger peers. Nearly three out of every four births annually are to 18–19 year olds. Overall, rates of teen births in South Carolina remain significantly higher than the US, and the state still has the 12th highest teen birth rate in the nation. In 2013 alone, 4,700 teens became mothers in South Carolina.

Formulating a new investment strategy required a more deliberate and sophisticated examination of the issue of teen pregnancy than what had previously been available. A complex methodology was used to gather, analyze and synthesize data. Roughly 170 individuals were interviewed or participated in focus groups during

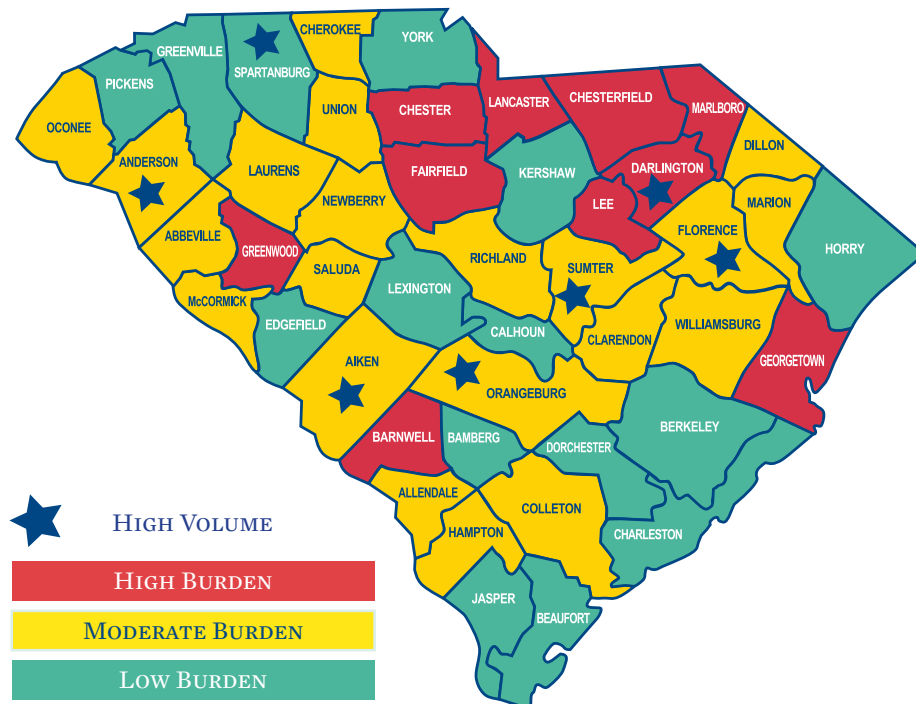
the data gathering process including school administrators and principals, physicians, community leaders, parents, and youth. Two case studies, one of a teen clinic and one of a school district implementing an evidence-based curriculum, were conducted. Statewide teen birth data, and other research studies such as the Youth Risk Behavior Survey and National Survey of Family Growth, were analyzed in multiple and meaningful ways to identify trends, priority areas, and priority populations for future interventions.

Far too often, investors and funders do not engage in sophisticated targeting strategies when determining where to invest resources. The map above provides the current distribution of federal teen pregnancy prevention dollars in South Carolina. The intention of this plan is to bring focus to multiple groups of high-need populations and high-need counties, including those who have a high volume of teen births and those whose level of burden is the highest (see Burden/Volume map). To achieve the greatest impact, future investments must target organizations in high volume and/or high burden communities to increase their capacity to implement highly effective, evidence-based strategies with populations of greatest need.

Current Federal Funding Allocation by County



Burden/Volume Levels of SC Counties



The genesis of the strategies proposed in this plan is guided by a “technical package” approach put forth by the Centers for Disease Control – that effective public health programs consist of a limited number of high priority, evidence-based strategies packaged together for maximum effect. To accelerate progress in South Carolina, the package proposed in this document includes four evidence-based strategies designed to decrease teen pregnancies by promoting abstinence and consistent use of effective birth control methods (including condoms) among sexually active youth. The four strategies are highlighted on the following page. In addition, in the full report, detailed recommendations to address individual, community, environmental, and policy factors are presented.

STRATEGIES

1

Achieve widespread implementation with fidelity of evidence-based teen pregnancy prevention programs in schools, community-based organizations, clinics and via online mechanisms. Implementation should be supported by appropriate policy change and be accompanied by thorough education/training programs, monitoring, personalized technical assistance and continuous quality improvement strategies.

2

Expand the availability of quality, teen friendly family planning services for adolescents that includes prescription of long-acting reversible contraception (LARC) and other highly reliable family planning methods. Expansion should include comprehensive training, education, monitoring, technical assistance and continuous quality improvement.

3

Within a high-level, coordinated messaging and education strategy, interventions should seek to both increase public awareness of dual method protection and increase the number of young men seeking reproductive health services. **As part of this effort, increase the number and utilization of teen friendly condom access points in communities.**

4

Improve educational and informational offerings for parents to increase parent-child communication about love, sex and relationships; and, ultimately increase the quality and quantity of interactions between young people and their parents.

INDICATORS

1. Number of youth who participate in an evidence-based program by age, gender and race.
2. Percent of youth who complete at least 75% of evidence-based program.
3. Percent of activities within the evidence-based program implemented with fidelity.

1. Number of females ages 12-19 who received a reproductive health service.
2. Number of females ages 12-19 who received a contraceptive method as part of a reproductive health service.
3. Percent of females ages 12-19 who received a LARC as their contraceptive method.
4. Percent of females ages 12-19 who report still using their LARC method at one-year follow up.

1. Number of condom distribution points in community.
2. Number of condoms distributed.
3. Percentage of sexually active adolescent males who report using a condom during last sexual intercourse.
4. Number of adolescent males who received a reproductive health service.

1. Number of programs addressing parent-child communication offered in a community (both in person and virtually).
2. Number of parents reached through educational and informational programs.

About the SC Campaign

The South Carolina Campaign to Prevent Teen Pregnancy exists in mission to improve the health and economic well being of individuals, communities, and the state of South Carolina. Founded in 1994 to combat increasingly high rates of teen pregnancy, it is still the only organization in South Carolina that works in all of the state's 46 counties exclusively focused on the reduction of teen pregnancy. Through mission-based focus areas of capacity building, communications, and research; the organization strives to build the capacity of individuals and communities to address teen pregnancy.



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