

# Family Planning Coordinator's Meeting 2018

---

DEANNA CHAREST

MANAGER, REPRODUCTIVE AND PRECONCEPTION HEALTH

[CHARESTD@MICHIGAN.GOV](mailto:CHARESTD@MICHIGAN.GOV)

517-335-8861

- 30 Local Agencies
- 93 Clinic Locations
- 28 Local Health Departments
- 1 Planned Parenthood Affiliate (19 clinics)
- 1 Hospital Based Clinic
- 65,588 Clients
  - 59,204 Female
  - 6,384 Males



# Agency and Clinic Changes

---

MDHHS is responsible for maintaining an accurate record of current Michigan Title X services sites with the Office of Population Affairs.

MDHHS requests a **minimum of 30 days' advance notice** of clinic additions, deletions or changes to street address for Title X service sites.

Provide updated contact information, email addresses and phone numbers for agency family planning coordinator.

Update 340B program listing per program requirements.

[www.hrsa.gov/opa/programrequirements/](http://www.hrsa.gov/opa/programrequirements/)

Thank you!

# Federal Update

---

Diane Foley, MD, Deputy Assistant Secretary, Office of Population Affairs

## Title X Federal Grant

- Funding Continuation
- MDHHS Federal Grant Application Submitted
- Program Priority and Key Issue Revisions:
  - Broad range of family planning methods including natural family planning
  - Promote positive family relationships and family participation
  - Promote access to comprehensive primary care services
  - Meaningful emphasis on health relationships and healthy marriages
  - Meaningful emphasis on avoiding sexual risk

Lawsuit: NFPRHA v. Azar

# Federal Update

---

HHS Title X Notice of Proposed Rulemaking

Comments due July 31, 2018.

## Key Elements:

- Requiring clear financial and physical separation between Title X funded projects and programs or facilities where abortion is a method of family planning
- Restricts how providers provide abortion component of options counseling and prohibits referral for abortion services. Non-directive counseling on abortion is still allowable.
- Prohibits activities that encourage, promote or advocate for abortion.
- Includes language regarding women and children pertaining to child abuse, child molestation, incest, sexual abuse, rape, intimate partner violence, and human trafficking. Requires annual training on topics and compliance with state and local laws.
- Includes in definition of low-income family, a woman whose employer health insurance coverage does not provide contraceptive services due a religious or moral objection.
- Allows a Title X provider to provide only a single or limited number of family planning methods as long as the entire project offers a broad range.
- Other updates to align with the recent FOA language.

# State Family Planning Update

---

## FY 19 Contracts

### Additional FY 2018 Title X funds

- Priority Project Funding + Male Focused Funds
- LARC Supplemental Funds
- Additional Funds to agencies serving over caseload

## Proposed Boilerplate Language

## Medicaid Policy: Immediate Post-Partum LARC

# State Family Planning Update Communications Campaign

---

## **Objective:**

- Raise awareness of Family Planning clinics which offer high quality health care services at low cost
- To direct people to the [michigan.gov/familyplanning](http://michigan.gov/familyplanning) website to find a clinic location near them

Statewide Campaign: February - March 2018

Target: Low income, uninsured women and men, 20-35 years old, all race/ethnicity

Modes: Radio, Audio Streaming (ex. Spotify), Digital (Mobile web/Hispanic Mobile), Social Media, Search (Google Adwords)

# State Family Planning Update Communications Campaign

---

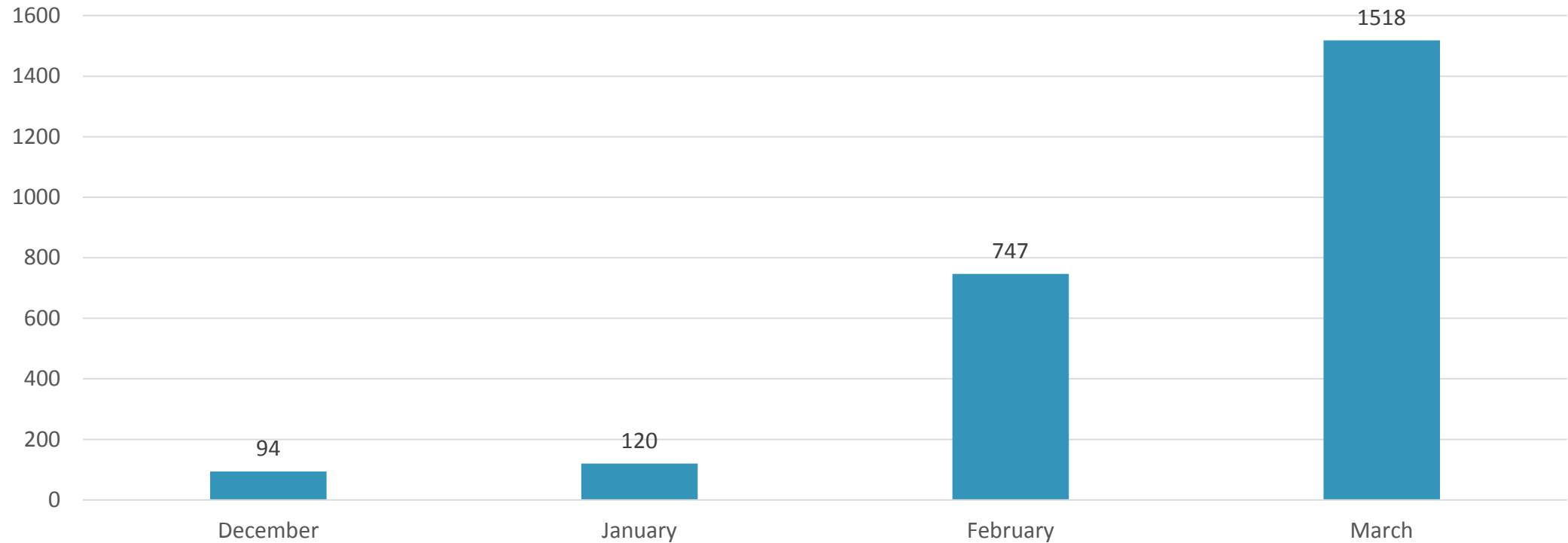
Medium	Pageviews	Average Time on Page
Audio Streaming	9,435	3 mins 11 secs
Digital	35,759	3 mins 12 secs
Hispanic Mobile	4,474	1 min 46 secs
Search – Google AdWords	4,712	1 min 1 sec
Social	1,427	3 mins 30 secs
<b>Total:</b>	<b>55,807</b>	<b>2 mins 40 secs</b>



# State Family Planning Update Communications Campaign

---

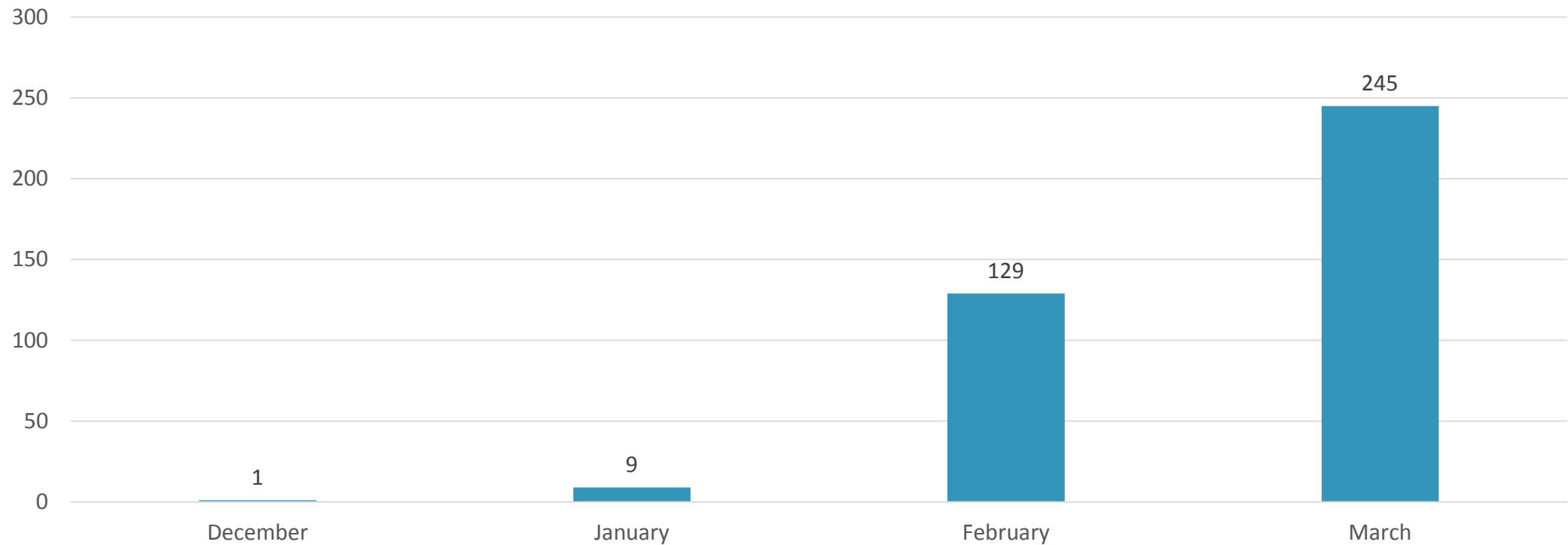
## Find a Clinic Pageviews



# State Family Planning Update Communications Campaign

---

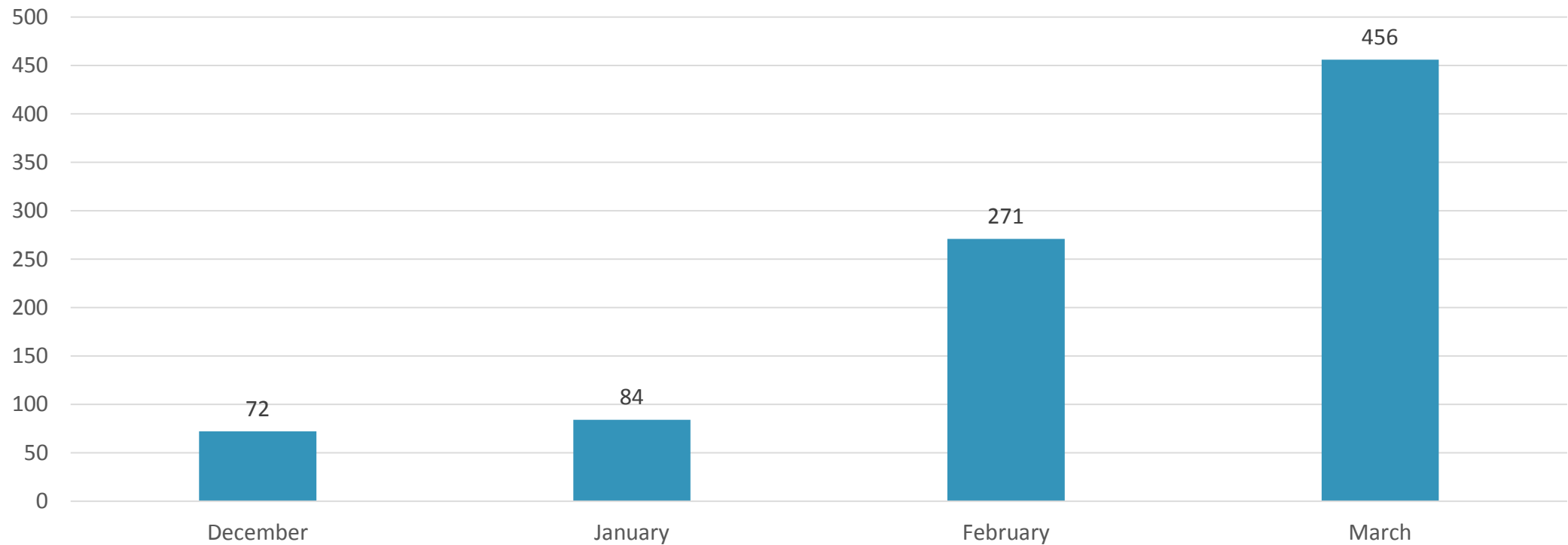
## Sexually Transmitted Infections Pageviews



# State Family Planning Update Communications Campaign

---

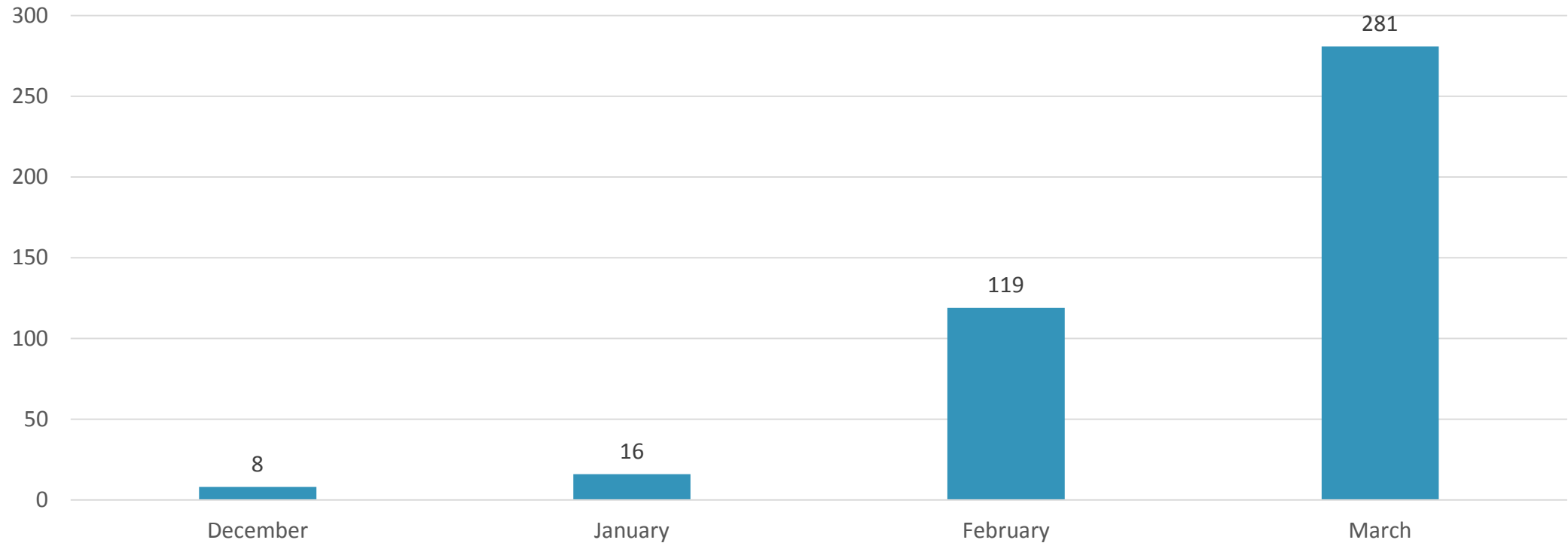
## Birth Control Pageviews



# State Family Planning Update Communications Campaign

---

## Plan a Healthy Pregnancy Pageviews



# State Family Planning Update Communications Campaign

## Radio

Weeks of 2/19, 2/26, 3/12, 3/19, 3/26

65% of the target audience listened to traditional radio in the pas week

12,144,000 Impressions

## Spotify – Audio Streaming

February 19 - March 31

Target market is 75% more likely to listen to Spotify.

17,680 Clicks



# State Family Planning Update Communications Campaign

## Digital

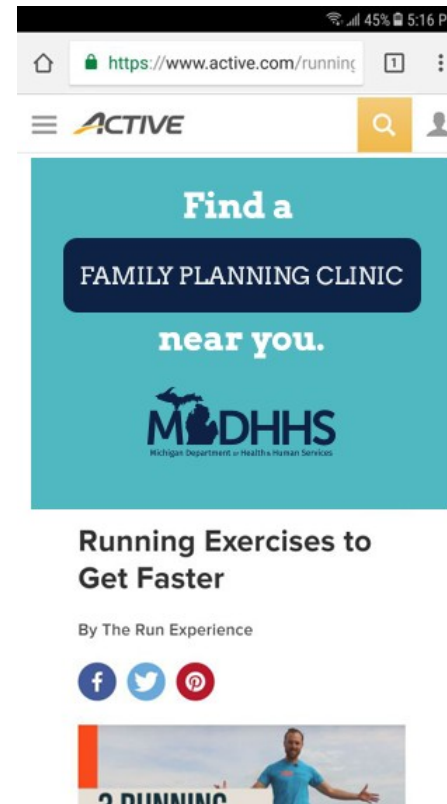
February 12 – March 31

96% of the target audience  
accesses the internet 5+ times  
per week

Clicks 69,813

Hispanic Mobile

Clicks 8,996



# State Family Planning Update Communications Campaign

---

## Google AdWords

February 19 – March 31

69% of target audience use Google  
Chrome as primary browser

Clicks 3,140

### Family Planning Program - Have a Healthy Pregnancy

[Ad www.michigan.gov/familyplanning](http://www.michigan.gov/familyplanning)

Receive Counseling On How To Have A Healthy Pregnancy And More. Find A Clinic.

### Family Planning Services - Find A Clinic Today

[Ad www.michigan.gov/familyplanning](http://www.michigan.gov/familyplanning)

Clinics Provide STD And HIV Tests, Pregnancy Tests, And Screenings For Cancers.

Top Keywords	Clicks
Healthy pregnancy	798
Pregnancy tests	430
Pregnancy clinic	293
Family planning clinic	255

# State Family Planning Update Communications Campaign

## Social Media

2/19 – 2/25, 3/1 – 3/8, 3/12 – 3/25

92% of the target audience has 1+ social networking profile

1,886 Clicks

\*Image with children received 224 more clicks than image with no children.



Michigan Department of Health and Human Services  
Sponsored · 🌐

Low-cost or free services are available for family planning, HIV/STD tests & treatment, preventative screenings and more.

**Family Planning Services**

Michigan.gov/familyplanning  
**Services for men & women.**  
Find a clinic near you.

LEARN MORE



Michigan Department of Health and Human Services  
Sponsored · 🌐

Family Planning Services offers pregnancy planning & prevention, HIV/STD tests & treatment, preventative screenings & more.

**Low-cost care for men & women.**

Michigan.gov/familyplanning  
**Reproductive health care.**  
Find a clinic near you.

LEARN MORE



# Mother Infant Health Improvement Plan

*Zero Preventable Deaths, Zero Disparities*

---

## **Town Hall Meetings:**

Wednesday June 20, 2018  
4:30-6:00 pm  
Kirtland Community College  
4800 W 4 Mile Road  
Grayling, MI 49738

Wednesday July 25, 2018  
6:00-7:30 pm  
Frederik Meijer Gardens  
1000 E Beltline Ave NE  
Grand Rapids, MI 49525

Thursday August 16, 2018  
6:00-7:30 pm  
Henry Ford Health System  
1 Ford Place  
Detroit, MI 48202

Monday September 10, 2018  
Time TBD  
Upper Peninsula Health Plan  
853 W Washington Street  
Marquette, MI 49855

Register at: <https://www.surveymonkey.com/r/MIHIPTownHalls>