Family Planning Coordinator’s Meeting 2018
State Title X Update

- 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.  

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 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. Spodify), Digital (Mobile web/Hispanic Mobile), Social Media, Search (Google Adwords)
## State Family Planning Update Communications Campaign

<table>
<thead>
<tr>
<th>Medium</th>
<th>Pageviews</th>
<th>Average Time on Page</th>
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<tbody>
<tr>
<td>Audio Streaming</td>
<td>9,435</td>
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<tr>
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<td>Search – Google AdWords</td>
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<td><strong>Total:</strong></td>
<td><strong>55,807</strong></td>
<td><strong>2 mins 40 secs</strong></td>
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</table>
State Family Planning Update Communications Campaign

Sexually Transmitted Infections Pageviews

- December: 1
- January: 9
- February: 129
- March: 245
State Family Planning Update Communications Campaign

Birth Control Pageviews

- December: 72
- January: 84
- February: 271
- March: 456
State Family Planning Update Communications Campaign

Plan a Healthy Pregnancy Pageviews

- December: 8 pageviews
- January: 16 pageviews
- February: 119 pageviews
- March: 281 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 past 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
Receive Counseling On How To Have A Healthy Pregnancy And More. Find A Clinic.

Family Planning Services - Find A Clinic Today
Clinics Provide STD And HIV Tests, Pregnancy Tests, And Screenings For Cancers.

<table>
<thead>
<tr>
<th>Top Keywords</th>
<th>Clicks</th>
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<tbody>
<tr>
<td>Healthy pregnancy</td>
<td>798</td>
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<tr>
<td>Pregnancy tests</td>
<td>430</td>
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<tr>
<td>Pregnancy clinic</td>
<td>293</td>
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<tr>
<td>Family planning clinic</td>
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</table>
State Family Planning Update
Communications Campaign

Social Media
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.
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