



BACKGROUND

Since 2002, New Morning Foundation has been advocating for reproductive health education and equitable access to highly effective birth control methods for all South Carolinians. Our major efforts include contraceptive access programming and state policy advocacy.

We want to improve lives.

At its heart, that's what advancing sexual and reproductive health does for all South Carolinians.



Unintended pregnancy compromises the health, development and economic stability of women, children and families in the state.

It is estimated unintended pregnancies cost South Carolina taxpayers more than \$79 million each year with an additional cost of \$195 million to the federal government.

Here's how we're working to empower all South Carolinians:



REDUCING UNINTENDED PREGNANCIES

by at least 25 percent by 2021.



IMPROVING ACCESS

to high-quality, community-based reproductive health services by at least 25 percent by 2021.



INCREASING CONSUMERS' KNOWLEDGE

about highly effective, long-acting birth control methods by at least 25 percent by 2021.



INCREASING HEALTHCARE PROVIDERS' KNOWLEDGE

about contraceptive care best practices and the latest contraceptive technologies, including highly effective, long-acting methods.



IMPROVING STATE POLICIES

directly related to our initiatives.



SUSTAINING ACHIEVED IMPROVEMENTS

for long-term benefits for South Carolina's teens, women and men.



Choose WellSM

To effect significant change, New Morning Foundation has created **Choose Well**, the largest contraceptive access program in our state's history. It's an alignment of more than 150 organizations with the shared vision to create a healthier South Carolina by attempting to reduce unintended pregnancies **25 percent** by the year 2021. When people have the tools and resources they need to take control of their reproductive health, they are empowered to truly *Choose Well*.

WHAT WE'VE DONE IN SOUTH CAROLINA



- » Created **100** jobs



- » Trained **6,000** providers



- » Invested **\$19 million** in healthcare systems



- » Distributed more than **100,000** contraceptive methods, **20,000** of which were IUDs and implants



- » Advocated for policies to improve access to reproductive health services, especially for women, children and families living in the state's medically underserved communities

WHICH HAS ALLOWED US TO

- » Serve nearly **300,000** patients
- » Screen **91,000** women for pregnancy intention
- » Understand that in 2018 more than **65,000** women were not seeking pregnancy
- » See **89%** of women wanting to delay pregnancy at the time of their visit to a Choose Well partner clinic leave with a contraceptive method