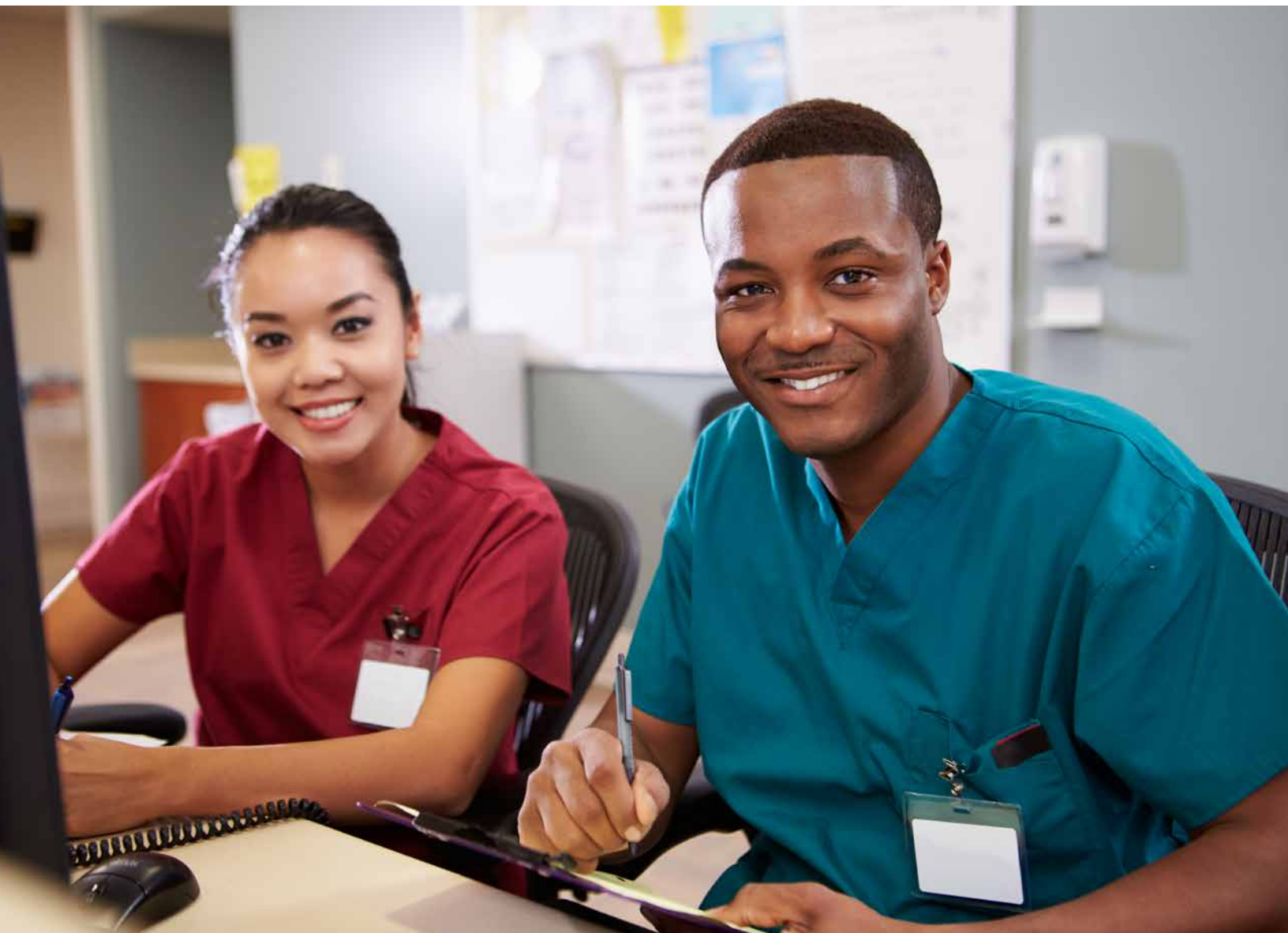


WHAT HEALTH CENTERS CAN DO

Teen pregnancy is a complex problem that requires a complex solution. Since 1994, our mission at the South Carolina Campaign to Prevent Teen Pregnancy (SC Campaign) has been to improve the health and economic well-being of individuals, communities and the state of South Carolina by preventing teen pregnancy. To achieve our mission, we work with a variety of organizations—public, private, school and community based—in all regions of the state. It takes all of us—parents, teachers, policymakers, faith leaders, health care providers and the business community—to make a difference. As a health center, you play a key role in South Carolina. Achieving reductions in teen pregnancy rates takes a sustained commitment and investment in our young people. In order to accomplish this goal, please consider the following actions—



HOW YOU CAN HELP



PROVIDE ADOLESCENT FRIENDLY CARE.



- Is your health center teen friendly? Find out by visiting our Online Learning Center (OLC) at TeenPregnancySC.org/learning-center and to use our clinical best practice checklist.
- Bundle services by integrating positive sexual health messages across areas. For example, during sports physicals ask about sexual history and connect the patient to services if needed.
- Provide low cost (or free) condoms and multiple methods of contraception for youth.

INCREASE AWARENESS THROUGH MARKETING.



- Teens are tech savvy. Use online advertisements, websites, and social media networks to get youth connected to your services. Directing teens to NotRightNowSC.org is a great way to get started. The website features a birth control comparison tool and health center locator.
- Teens want to hear from their peers. Use word of mouth marketing by encouraging youth who visit your health center to refer their friends.
- Promote your health services through positive sexual health awareness events: World AIDS Day, National Day to Prevent Teen Pregnancy, Safe Spring Break Week, National Condom Week, STD Awareness Month, etc.

PRIORITIZE OLDER YOUTH.



- Partner with two-year colleges and colleges with no health services. In 2008, nearly 20,000 18-19 year olds attended a South Carolina technical college with no health center on campus.
- Collaborate with adult education programs and community-based organizations that serve older youth who may not have health services. Create a referral system for your health center.
- Deliver your health center's brochures to these locations and ask them to share your services with young people.

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