

Reproductive Health & Wellness Program



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Teen Pregnancy Prevention— CDC Grant Submission Abstract

We recently applied for a large 5-year grant for teen pregnancy prevention. Here is our abstract!

Youth in Cincinnati and Hamilton County suffer from high rates of teen pregnancy and teen birth. Ohio's 2013 teen birth rate of 27.2 exceeded the US national average of 26.6 births per 1000 teen girls aged between 15 and 19 placing us 28th in the nation. The 2013 teen birth rate in Cincinnati was estimated to be 43.3 births per 1,000 women between 15-19 years old. The 2013 teen birth rate in Hamilton County was estimated at 35.7 births per 1,000 women between 15-19 years old. Thus, our community has a significant need for an evidence-based intervention to reduce teen pregnancy and teen birth rates. Our project constitutes an important opportunity to reduce the incidence of these outcomes because we have significant public health resources that could be directed at this purpose which are under-utilized by the 15 to 19 year old population.

Youth in Cincinnati and Hamilton County have access to a large network of health improvement agencies that are participating in this grant. These include the Cincinnati Health Department's (CHD) system of 6 (soon to be 7) City of Cincinnati Primary Care (CCPC) federally qualified health centers (FQHCs), the CHD Reproductive Health and Wellness Program (RHWP) – a Title X funded reproductive health service grant operating out of CCPC FQHCs, Planned Parenthood of Southwest Ohio's (PPSWO) health education program, and Cincinnati Children's Hospital and Medical Center (CCHMC) nationally recognized

youth-friendly clinical expertise. In addition, thousands of 15-19 year olds in our community are served by partners of this project. CHD's Division of School & Adolescent Health (SAH), their system of 11 school-based health centers (SBHCs) and Talbert House youth services provide important counseling services to youth in our community.

Our teen pregnancy prevention program will reduce rates of teen pregnancy and birth by enhancing youth-friendly services at CCPC FQHCs, by connecting teens to these services through education and case-management, and by communicating the availability of these services to the larger Cincinnati-Hamilton County community. The first component, called the "Initiative for Teen Safe Spaces (iTEENS)," will focus on changing both clinical policies and the existing environment in the CHD's clinical system in an effort to ensure reproductive health services are provided in a comfortable safe environment for teens. The second component, called the "Initiative for Linking Adolescents to Reproductive Care (iLARC)," will work to connect young women and men at youth-serving organizations to Case Managers who will help to personally link them to the health services provision system. The final component, called "Communicating Assets to Community Teens (CoACT)," consists of a multi-platform media outreach plan to inform the public about the changing nature of the services offered at Cincinnati Health Department operated FQHCs.

Each component will begin with a strenuous needs assessment that includes a large degree of input from youth in the

Cincinnati and Hamilton County area. These processes will result in the creation of the creation of relevant protocols and technical assistance plans to guide the transformation of a currently disjointed health system into a more cohesive whole. Evaluation of the efficacy of these components in pursuing their relative objectives will be assessed regularly by a full-time evaluator. Evaluation in the first year will focus on the creation of a community-specific teen pregnancy prevention plan. Thereafter, evaluation will assess each component's ability to accomplish intermediate-term outcomes. Continuous quality improvement mechanisms are built into the project that we have designed.

The Cincinnati Health Department has strong organizational capacity to complete this project because of its long history serving the people of Cincinnati and Hamilton County and because of its demonstrated ability to develop sustainable relationships with other community agencies. This grant award will be critical to making meaningful and sustainable change in the quality of reproductive health services provided to teens in the Cincinnati and Hamilton County area.

The funding announcements for this grant will be released on September 30th, so we won't know for a few months if we've received funding or not. We are certain that this would help us expand our programming in a meaningful and impactful way, allowing us to reach many more teens than we're able to reach now. Outreach, linkages to care, improvements to clinical practices and spaces, and empowering teens to make the best decisions for their own lives will greatly improve the impact we're able to have on the lives of teenagers in our city.

Men's Health Month

It's Men's Health Awareness Month, so we thought we'd give you a quick update on the RHWP Men's Health Initiative! Men are still being seen at the Clement Health Center for STI and other reproductive health issues. Dr. Mooney is now part of the Core Team for Ohio Equity Institute (OEI) where the upstream project will focus on providing comprehensive education to teens in one pilot school. The men's health component, called "Peer to Peer", is officially on hold as we await IRB approval and CPS approval. Ideally, this program will begin during the next school year. Although it is still in development, we hope this program will help keep both teen girls and boys safe from STIs and unintended pregnancy. Our outreach around men's health continues as we expand our partnerships and keep engaging the community in discussions around reproductive health and reproductive rights.

During the last grant cycle, the MHI program collaborated with local community leaders, law enforcement, senior housing, government agencies and non-profit organizations to address health disparities among men. Over that time period, the MHI Program conducted 16 educational module sessions to over 450 participants. Counseling and referral services were provided to 860 men through clinical visits with 786 unique clients at the Cincinnati Health Department.

The MHI program will continue to extend men's health services to organizations willing to make "Men's Lives Matter" by focusing on the OEI Teen Mentor Summer Program, Children in Trauma Intervention (C.I.T.I.) Camp with Cincinnati Police Department and Cincinnati Public Schools (CPS). MHI will continue to explore other avenues in men's health which will include: Community Men's Health Roundtables, Men's Discussion Groups, and Media Outlet Sources.

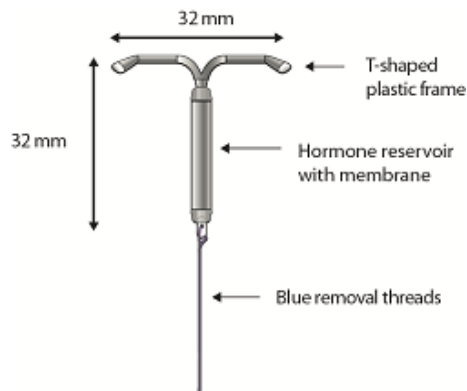
Community Partners include: Cincinnati Police, Closing the Health Gap-Black Men's Health Conference, Impact Worship Center, Children's Hospital - Every Child Succeeds, Withrow High School, Aiken High School, Talbert House, Cincinnati Public School - Project Search, Rothenberg Preparatory Academy, Senior Chateau, Rose Chapel Missionary Baptist Church, and Lighthouse Youth Services.

New LARC Method!

We're excited to announce that a new long acting reversible contraceptive (LARC) method has been made released on the market and will soon be available at CHD Health Centers! We're still working on purchasing and working out all of the details, but basically this is a generic version of the Mirena IUD. Hormonal IUDs like this are placed in a woman's uterus and slowly releases hormones. It is the same size and shape, contains the same hormone, and should eventually be cleared for the same time duration. They decided to release it early, so at this point it is only technically supposed to stay in place for up to 3 years before it needs to be replaced. Once their tests are completed, they'll release an updated time frame if necessary.

Liletta was developed by a non-profit pharmaceutical company called Medicines 360, and the biggest difference between it and other LARCs is it's extremely low cost. CHD qualifies for 340B drug pricing, allowing us to purchase drugs at a lower cost. Mirena currently costs us \$325 per device. Liletta will cost only \$50! This will allow us to provide long acting methods to even more women than before because we'll be able to buy more devices! Just like the rest of the contraceptive devices and methods, Liletta should be covered by health insurance.

Liletta works just like the Mirena and Skyla devices, releasing hormones into the uterus and thickening cervical mucus to prevent sperm from reaching the egg. We should have this product available soon, and we're really excited to offer it to CHD clients!



It Was Never A Dress...

Think about the last time you walked past a public restroom? Did you notice the little stick figures denoting male and female bathrooms, the only difference being that the female stick figure was wearing a dress? Think again! Tech company Axosoft revealed a new campaign last week aimed at discussions around women in the industry called "It Was Never a Dress." This campaign shows two female stick figures side by side, but this time one is very clearly wearing a cape because she's a super hero. Another version shows her dressed as Wonder Woman.

In this piece of the campaign announcement, Axosoft explains their motivation: "It Was Never a Dress is an invitation to shift perceptions and assumptions about women and the audacious, sensitive, and powerful gestures they make every single day. In science, technology, arts, mathematics, politics, houses of worship, on the streets, and in our homes, insightful women are often uninvited, overlooked, or just plain dismissed. Through storytelling, community building, innovation and creative disruptions, *It Was Never a Dress* will foster necessary conversations, vital voices, and images from around the world that honor ALL women. When we see women differently... we see the world differently!"¹

They'll be an example for innovation that focuses on collaboration, the people working to develop new ideas, and empowering the women and men that work for them to thrive in a creative and supportive environment where women have not always been the most welcome. By focusing on what women have to offer the industry, they're making the point that women are equally valuable and just as qualified to do (and be paid the same to do) the jobs that men have historically taken on. Axosoft is currently selling t-shirts and donating proceeds to scholarships for underserved and underrepresented students in the STEM fields (science, technology, engineering, arts and mathematics).



An illustrated culture of rape and violence
Op-Ed: by Martha Walter

In recent months, watching Cleveland Cavaliers games with my boyfriend has converted me into a reluctant NBA fan. I find myself invested in games and actually caring who wins, learning who is injured and out for the season (Kevin Love) and who is playing through a knee injury (Kyrie Irving). While I'm slowly learning more about basketball, I'm also learning that it's a major league sport that doesn't always make efforts to be socially aware of marketing messages. Last week during the Eastern conference finals against the Bulls, the Cavs aired a spoof of a commercial with their own twist. In the original commercial, a couple dancing in the kitchen miscommunicates while attempting the lift from "Dirty Dancing" and the wife ends up landing on (and breaking) the kitchen table. In the Cavs version, the girlfriend is wearing an apron when the song comes on, the camera pans to the boyfriend in his Cavs shirt, and pans back to the girlfriend, now without the apron, and you see that she is wearing a Bulls shirt. As she runs toward him and jumps into the lift, he notices her shirt and THROWS her into the coffee table saying "I didn't know you were a Bulls fan!" while she is lying on the floor, clearly in pain. The voiceover says "Don't make the same mistake she did" as the last scene show her with an ice bag on her head (now in a Cavs t-shirt (Luther, 2015)).² The Cavs organization apologized for the "mistake" of an ad, but this just illustrates the bigger problem. We still make jokes that normalize and find humor in abuse.

Another terrible example comes from a company notorious for misogynistic advertising. Can you think of many Bud Light commercials that DON'T feature girls in bikinis? I can't. Their latest bottle design features this slogan: "The perfect beer for removing "no" from

TEAM MEMBER SPOTLIGHT:
CARL LERCH

Name: Carl Lerch

Hometown: Earth, but for the last 20 years my home has been Cincinnati.

What is your favorite movie/book and why? Movie: F is for Fake by Orson Welles.
 Book: Illuminatus! by Robert Shea and Robert Anton Wilson

What do you do for thebodyshop? I help with the schedules and templates and make sure the call center is up to date on the Body Shop scheduling preferences.

What do you love about working in reproductive health? I like the fact that our main goal is improving the lives of our fellow citizens, and not increasing our profit margin.

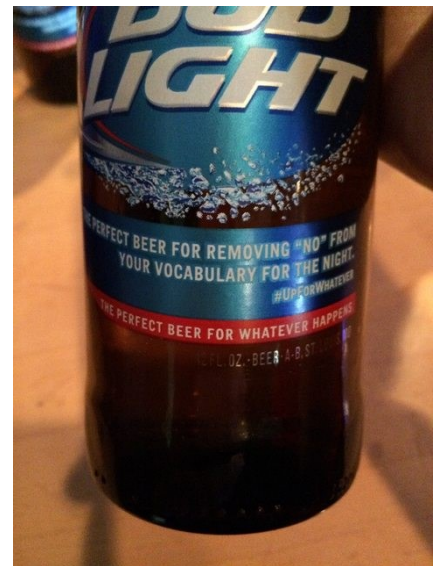
When you're not at work, where might we find you? At home playing guitar.



your vocabulary for the night. The perfect beer for whatever happens." Conversation surrounding rape and consent has been growing in recent years, and this slogan is offensive. 'No means no' has been an important starting point for conversations about consent and is a simple, easy to remember catchphrase of sorts. Alcohol often plays a significant factor in instances of sexual violence, so it is both offensive and totally inappropriate for this slogan to exist on a beer bottle. After the backlash online, Bud Light released an apology that stated that they "would never condone disrespectful or irresponsible behavior."³

Both of these ad campaigns made it through approvals, meetings, and who knows how many people that had the chance to suggest a different option. The Cavs ad was called a 'mistake,' and I'm just not sure most rape survivors would use such mild language as 'disrespectful' or

'irresponsible' to describe their attackers. Even their apologies fall short of demonstrating that they really understand what they released was wrong.



MEN'S HEALTH

Interested in the Men's Health Initiative for your organization? Contact the program coordinator: eric.washington@cincinnati-oh.gov

The Men's Health Initiative performs health education seminars at local community-based organizations. We currently have seminars on the following topics:
Reproductive Anatomy, Pregnancy, and Sexuality • STIs and Protecting Yourself • Relationships and Communication • Family Planning • Fatherhood • Puberty • Bullying

thebodyshop

REPRODUCTIVE HEALTH & WELLNESS PROGRAM

Reproductive Health Suite
Clement Health Center
Cincinnati Health Department
3101 Burnet Avenue
Cincinnati, OH 45229

RHWP Hotline:
513-357-7341

Appointment scheduling through the CHD Call Center:
513-357-7320



The Reproductive Health and Wellness Program (RWHP) or the body shop, is a five-year grant awarded by the Ohio Department of Health to the Cincinnati Health Department and is funded by the federal Title X program. The primary objective of this program is to provide access to contraceptives and reproductive health services to the men and women of Hamilton County, especially to the most underserved populations, so as to reduce the number of unplanned pregnancies, unwanted pregnancies, and ultimately, the number of poor pregnancy outcomes. Through these direct services, education and outreach, the program also hopes to cultivate a culture of responsibility, well-being, and empowerment in regards to sexuality and reproductive health. To date, we've enrolled thousands of individuals, and continue to grow, learn, and serve.

For additional information regarding the project, please contact Dr. Jennifer Mooney at:

jennifer.mooney@cincinnati-oh.gov

Got expired condoms lying around?
Why not have a water balloon fight?!

Just make sure to buy some new ones before you
get busy this summer!!

ACA Updates

As reported in last month's issue, many insurance companies are attempting to limit women's access to contraceptive care by dividing available methods into broad categories such as "hormonal" and "barrier" methods and only covering one type in each category. This means that if a company interpreted the original ACA language to mean they had to cover at least one type in each category, they re-defined what those categories are. We see them as categories like IUDs, pills, implants, etc. Since the insurance companies reinterpreted, they were trying to only cover, say, pills in the "hormonal method" category of their own making. This vastly limited the coverage of methods that was available to women.

The White House released a directive mid-May that clarified what the law was intended to cover in regards to contraceptive methods. In a statement released May 12th, insurance companies were instructed that they "must cover without cost-sharing at least one form of contraception in each of the methods (currently 18) that the FDA has identified for women in its current Birth Control Guide, including the ring, the patch and intrauterine devices."⁴ This is great news! Now all types are required to be covered. The directive even instructs that there is a difference between hormonal and copper IUDs, and that both types are to be covered without cost-sharing.

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