



newmoring

2023

IMPACT REPORT

A Better South Carolina

IMPACT REPORT FOR THE LARGEST STATEWIDE CONTRACEPTIVE ACCESS PROGRAM IN THE SOUTHEAST



It's a new day in South Carolina.

Programs that dare to envision sweeping societal change are rare. Even more exceptional — those that deliver it.

Six years ago, New Morning launched a statewide program to serve as the catalyst for a better South Carolina.

Transcending politics and varied personal convictions, it was the first step in building a different kind of state. One that is a leader in ensuring its residents have the means and reproductive health information to improve their own lives.

The largest statewide contraceptive access initiative in the Southeast, if not in the United States, the program has directly impacted more than 400,000 women and driven a 44% decrease in unwanted births across South Carolina. It's proving to be a path to addressing pregnancy-related maternal mortality and other systemic challenges on the front-end. It's also helping women to better position themselves to attain education, greater earning power and the opportunity to more thoroughly support their families and children.

It is a groundbreaking program for the country, the vanguard of progress for our state. And its impact is undeniable.

LETTER FROM BONNIE

Never have I had the privilege to be part of something so meaningful.

For decades, New Morning has worked toward an improved South Carolina by helping women plan their families, if they so choose, and providing the resources and education for women to avoid unwanted and mistimed pregnancies. At the program's establishment, one of the nation's largest philanthropic foundations got behind our efforts because they believed a substantial investment could yield big results. They recognized, as we did, that women's equitable access to reproductive healthcare is a fundamental right and can change the trajectory of women's lives and improve outcomes for South Carolina's families and children.

Our efforts and that initial investment have delivered progress with a depth and breadth that no other state has seen. We have broken down silos, unified individuals, healthcare organizations, community partners and legislators, and garnered support from women and men in every corner of the state. Truly, the last six years have offered a reset for South Carolina and an opportunity to achieve sustainable progress.

I know of no program with more potential for lasting impact across our state, and I'm very excited for what comes next. For those who have lent their support already, I'm enormously appreciative. We would not be where we are today without your endorsements.

With sincere gratitude,



Bonnie Kapp
President & CEO
New Morning



In 2017, New Morning launched the largest statewide birth control access program in the Southeast. The goal to provide equitable access to family planning and contraceptive services to ultimately decrease the number of unwanted and mistimed pregnancies across South Carolina.

With funding from public and private partners, we've built a collaborative network of clinics, supplying them with birth control methods, training providers and generating increased demand for reproductive healthcare services. By increasing access to a full range of birth control options and prioritizing patient-centered, non-coercive counseling, the program is delivering:

- » Contraceptive choice and reproductive autonomy.
- » Improved maternal health and pre-pregnancy care.
- » Reduced inequities for women across the state.
- » Better outcomes for all South Carolinians.

Partner Network

New Morning and its partners are combating South Carolina's medical and reproductive health deserts while systematically removing barriers to care in all 46 counties across the state. We've built a network of health systems and more than 140 clinics to provide family planning, contraceptive counseling, and free and low-cost birth control. While there is federal money available for family planning services, our clinics don't receive it. So, we subsidize these services across the network.

And we've partnered with the SC Office of Rural Health to specifically address the severe shortage of contraceptive access in our state's rural communities. At the program's inception, there were four rural health practices providing contraceptive services. We've grown that to 30 practices in 2023.

It's how we ensure every woman in South Carolina has an equal opportunity to get whatever birth control she chooses, no matter where she lives or her economic or insured status.

140+

CLINICS SERVING
ALL 46 SC COUNTIES



Unwanted or mistimed pregnancy can worsen societal problems and costs everyone. For a young woman embarking on educational and employment opportunities, it's a personal derailment. For too many families, it's the difference between living well and living on the edge. And for South Carolina taxpayers, it's upward of \$80 million annually in maternal and birth-related healthcare costs.

Unwanted or mistimed pregnancy can extend generational poverty and weaken progress toward addressing:

- » Low birthweight and opioid-addicted babies.
- » Rising infant mortality.
- » Child development issues.
- » Rising rates of child abuse and neglect.
- » Maternal mortality (SC has the eighth-highest rate among all states).
- » Domestic violence (SC has the sixth-highest rate among all states).

But we've built the solution and are realizing its impact across the state.



7,000+

HEALTHCARE WORKERS,
CLINICIANS AND NURSES TRAINED

Workforce Development

By collaboratively developing and maintaining a competent, prepared, sustainable reproductive healthcare workforce in South Carolina, we're promoting systemic change in birth control access and providing women with the best care possible.

South Carolina has historically had a shortage of providers, as well as a lack of clinics with healthcare workers trained in family planning services and long-acting reversible contraception (LARC) insertion and removal. And prior to New Morning's program implementation, many clinicians resisted providing birth control counseling or methods due to that lack of training.

We're negating that significant gap in patient care through our nursing school curriculums and training programs. Specifically, we offer IUD and implant trainings in multiple, convenient locations across the state, and we've built a robust on-demand library of trainings on various topics accessible to all our healthcare partners.

It's one more way we're equipping providers and clinic staff with the skills and knowledge to meet patients' reproductive healthcare and contraceptive needs.



Consumer Education

New Morning launched its program knowing that many low-income and uninsured women in South Carolina had little access to quality sex education and medically accurate information about family planning. Nor did they have access to contraceptive options to decide which birth control method, if any, would work best for them.

Through our program, we prioritize patient experience and education, recognizing the crucial role they play in informed decision-making. It's why we purposefully designed and launched a patient education campaign called **No Drama** to generate awareness of the program and educate the public on all FDA-approved methods of birth control.

2M+

VISITS TO BIRTH CONTROL
EDUCATION AND APPOINTMENT
WEBSITE NODRAMA.ORG

NO DRAMA PROVIDES:

- » Education on multiple birth control methods.
- » Access to free and low-cost birth control.
- » Find-a-clinic search tool.
- » Online method finder – a tool to help patients assess what birth control method(s) might be best for them.
- » Appointment request capability for virtual and in-person appointments.
- » Prescriptions by mail.
- » Online appointment scheduling and chat.

“If you look at mortality and morbidity in maternal health, and you start linking those particular patients to what was preventable, you'll find that a lot of them just didn't have the services they needed – prenatal care, all kinds of support to have a healthy maternal process. New Morning's program helps reduce morbidity and mortality because we're giving these patients a chance to choose when they're ready to reproduce, when they're ready to build their families – when it's safe, when it's medically appropriate to do so.”

– NEDRA BROWN
No Drama Partner
AnMed Health



“

Being on birth control makes me feel safer. It makes me feel protected. It's really important to me that I make it through school, make it through the next 10 years of my life without having to worry. I think it's important that every child receive the love they deserve and feel wanted. And I don't want to have a child before I'm ready to take on that level of care and responsibility.”

– MARY
No Drama Patient

A Changed Landscape

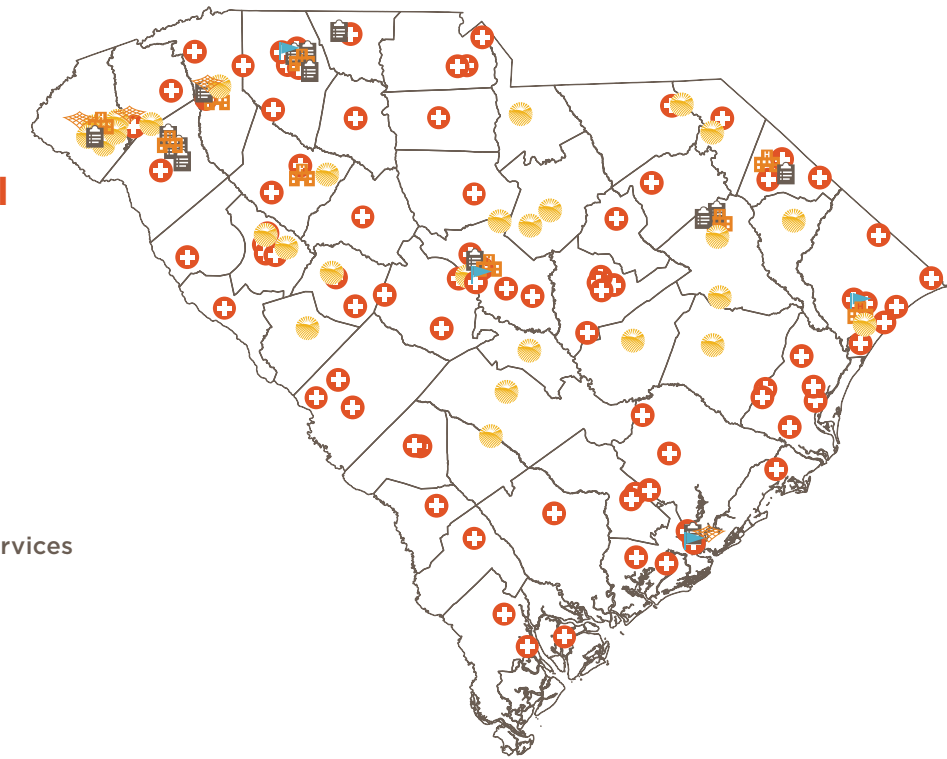
New Morning’s program has ushered in a new culture around contraceptive care throughout South Carolina. No longer are conversations about birth control and family planning whispered behind closed doors. Our consumer education campaign, in combination with properly trained clinicians and integrated care in clinics, has elevated the birth control dialogue and broken through historic taboos around reproductive conversations and education.

Patients are enthusiastic about telling their stories and their willingness to share has reverberated across our clinics and with our partners. Not only are consumers vocalizing how glad they are that we’re finally having this dialogue in South Carolina, but we’ve normalized conversations about women’s health and well-being. It’s a new attitude and a significant behavioral shift.

It means we’re making birth control easily accessible, convenient and affordable to thousands more women than ever before. Similarly, New Morning has been one of the first organizations to advocate for pharmacists to prescribe birth control in an additional effort to extend birth control access to everyone.

WIDELY AVAILABLE CARE

Game changing for the state has been the integration of contraceptive care into community health centers and primary care clinics. Prior to the program, few if any of South Carolina’s federally qualified health centers — crucial health care safety net clinics — offered birth control or family planning services. The gap in service meant many women had no way of affording or accessing contraceptive care and simply did without. Now, more providers are better trained in contraceptive services, like IUD and implant insertion and removal, and free or low-cost birth control is readily available through all of our partner’s health centers.



2023

Access to Free & Low-Cost Birth Control through New Morning Partners

-  Community Health Centers
-  Hospital Outpatient Centers
-  Hospitals
-  College/University Health Services
-  Rural Health Clinics
-  Safety Net Providers

By the Numbers

400k+
women provided with family planning and contraceptive counseling

44%↓
statewide reduction in unwanted births in the first four years of the program

16%
increase in intended births

5,000+
patients receiving free long-acting reversible contraceptives (LARCs) annually

4,300
additional Medicaid patients received LARCs, saving an estimated \$23M in public funds

\$12.5M+
total expenditure for free birth control methods for low-income/uninsured women



You’ve probably seen these No Drama patients or others like them in an ad or heard them on the radio. They represent more than 400,000 women directly impacted by New Morning’s program. They’re excited to share their stories and have expressed a desire to help other women feel good about themselves, too.

A Look at the Financials

Since this program has been so impactful, New Morning has earned support from local and regional foundations, private donors and more. We'll continue to seek support for public investment in the program and supplement it through grants and local and private donations to ensure its long-term sustainability in South Carolina.

With sincere gratitude to our donors and partners, in the past year alone we:

- » Increased public funding and government contracts from \$750,000 in FY22 to \$3.15M in FY23.
- » Raised \$1.25M in private donations from grants and individuals, more than five times the amount raised in FY22.
- » Doubled the number of individual donors.
- » Worked with partners to reduce expenses.

Our goal moving forward: to secure public funding to cover 80% of our annual operating budget, with the remaining 20% from private philanthropy. We anticipate needing at least \$2M per year from individuals and private foundations to sustain this critical work. Additionally, we've made a \$3M reduction in program and operating costs to achieve a sustainable funding model. To meet our new, minimal operating budget of \$8M, New Morning needs investors to help bridge the next one to two years and fund the gap in program and operating expenses.

“South Carolina has figured out that unintended pregnancies lead to more abortions, poorer outcomes for children and their parents and higher government costs. They have launched a successful effort to reduce unwanted pregnancies by making better contraceptive care widely available and have had some amazing success. Anyone concerned about the well-being of children and families should take note.”

- ISABEL SAWHILL
Senior Fellow

Center for Children and Families, The Brookings Institution



“It's not that I don't want children, I just don't want them anytime soon. Especially now, I'm only 20, I have years ahead of me to get ready. I'm not anywhere near financially stable or emotionally ready for that yet, so it's probably going to come later. And I want to plan that out. No Drama gave me the ability to be in control and I want to stay in control.”

- SAMONE
No Drama Patient

Only Forward Progress

It's a new day in South Carolina. A better one. New Morning's program has delivered unconditional advances for us all, and its sustainability is up to us. Can we count on your support to look forward for all South Carolinians?

SCAN QR CODE



TO DONATE NOW

**ENSURE CONTRACEPTIVE ACCESS
FOR WOMEN IN SOUTH CAROLINA.**

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