



South Carolina Campaign to  
**PREVENT TEEN  
PREGNANCY**

# Annual Report 2018

**Healthy Youth | Bright Futures | Strong Communities**

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**Dr. Grant Warren**  
Board Chair

## Letter from the Chief Executive Officer

What a year for the South Carolina Campaign to Prevent Teen Pregnancy (SC Campaign)! We have been able to make great strides in teen pregnancy prevention and reproductive health as we continue our reach to professionals and families across the state.

The Annual Report always provides me the chance to take the time to reflect about previous successes and look forward to new horizons. The work we do proves to be instrumental to the overall health of our state, but we must take the time to look ahead and think about ways we can make an even bigger impact.

With astounding numbers like a 70% decline in teen pregnancy in South Carolina since the early '90s it is tempting to get comfortable – however, we take this work seriously and know that there is still so much work to be done.

In 2017, 3,406 teens gave birth in South Carolina. Adolescents (15-24) accounted for 67% of diagnoses of Chlamydia and 53% of all reported gonorrhea diagnoses. This is where we continue our work: encouraging open conversations between parents and their children, advocating for comprehensive sex education, and normalizing conversations about sex, love, and relationships within the healthcare community.

It has been and always will be a collective effort with partners, advocates, stakeholders, and supporters that prevents teen pregnancy and we cannot continue to make such an impact without that same support moving forward.

The time is now, more than ever, for us to stand strong for the efforts to prevent teen pregnancy. We are committed to keeping young people healthy, especially as we celebrate 25 years as an organization in 2019. Thank you for being a part of this journey!

A handwritten signature in black ink, appearing to read "E.A. De Santis". The signature is fluid and cursive.

E.A. "Beth" De Santis, MSN  
Chief Executive Officer



# Who We Are



## Healthy Youth. Bright Futures. Strong Communities.

The SC Campaign strives to build and maintain an organization where our staff and board share a sense of passion, commitment, and pride in our work. New people bring fresh perspectives, ideas and solutions. In 2018, we have made strides towards this goal with the addition of one new board member, ten new hires, and promotion of several staff.

## New Board Member



**Sarah Kershner**  
Director of  
Healthcare  
Administration,  
Assistant Professor  
at Francis Marion  
University

### Promotions

**Rena Dixon, PhD, MPH, MCHES**  
Director of Health Services

**Meredith Talford, MPH, CHES**  
Community Grants Manager

**Shannon Lindsay, MS**  
Training Manager

**Stig Rasmussen, J.D, M.M.S.**  
Grant & Contracts Manager

**Amanda Leeson, MA, CHES**  
Capacity-Building Coordinator

**Denise Marcano**  
College Health Education  
Coordinator

**Avis Wright, MPH**  
Health Services Coordinator

**Mallory Macgargle**  
Research and Evaluation  
Specialist

### Hires

**Jennifer Pozsik, MPH, CHES**  
Research & Evaluation Manager

**Tammy Orr**  
Finance Manager

**Rachel Kaplan, MPH**  
Capacity-Building Specialist

**Yajaira Maldonado**  
Health Services Support Specialist

**Misty McNair**  
Grant Specialist

**Jocelyn Rogers, MPH**  
Health Services Specialist II

**Lydia Royals, MA**  
PR Specialist

**Jessica Sharp, MPH**  
Capacity-Building Specialist

**Susan Locke**  
Training Associate

**Tshinde 'TJ' Turmon Operations**  
Assistant

### OUR MISSION

*To improve the health and economic well-being of individuals, communities, and the state of South Carolina by preventing teen pregnancy.*

# Sharing Our Message

## Training and Beyond

Each year the SC Campaign is dedicated and committed to reaching our partners and stakeholders to share our impact and appreciate their continued support. The year of 2018 is no different. The SC Campaign focuses on creatively engaging our donors and partners through interactive trainings and events.

In 2018, the SC Campaign provided a total of 65 events throughout the year. Out of these events, 26 trainings were conducted. These trainings provided opportunity for our partners to be trained in various curriculum, ensuring that they can be the best facilitator possible for the members of their community. Of the participants who were evaluated at these trainings, 100 percent of them said they recommend our trainings to others. This overwhelmingly positive attitude means that our message transcends beyond the participants who are in the room.



Participants at the Respect the Line Training event

Beyond trainings, the SC Campaign hosted fundraisers, public awareness and informational events throughout the year. A new campaign that started in 2018 was our Pints for Prevention fundraisers. These fundraisers are in



Doug speaking at Pints for Prevention event

partnership with local breweries and bars and allows the opportunity for the public to meet SC Campaign staff and learn more about what we do in a relaxed atmosphere, all while enjoying delicious food and drink. These partners generously donate a portion of their sales to the SC Campaign in honor of teen pregnancy prevention.

Whether we are sharing our message within a training with dedicated professionals or greeting someone new at a fundraiser, we're continuously working to reach our audience in new and creative ways. Beyond social media, email blasts, or advertisements we strive to create a lasting impact on those who come in contact with us so that they can share our message with their community.

## STRATEGIC COMMITMENT

*In 2018, the SC Campaign focused its communication strategies on the theme "Impact Systems: Collaborating for Success."*

## Media Reach

**32,413**

visits made to our websites [teenpregnancysc.org](http://teenpregnancysc.org) & [notrightnowsc.org](http://notrightnowsc.org)

**2,310**

people subscribed to our bi-weekly e-newsletter, *The Link*

**5,305**

people connected with us via our social media on [Facebook](#), [Twitter](#) and [Instagram](#)

**Over 17 million**

media impressions were made

# Community Programs



## Faith-Based Approach to Teen Pregnancy Prevention

In 2018, Orangeburg-Calhoun-Allendale-Bamberg Community Action Agency Inc. (OCAB CAA, INC.), committed to making an impact in their community



Faith-based planning meeting

by bringing people with different perspectives together to discuss teen pregnancy prevention.

One way that OCAB CAA, INC. was able to reach community-based organizations in 2018 was by hosting Interfaith Brunches.

“It is so beneficial for communities to bring together different perspectives, especially when it comes to impacting a cause like our youth,” Williams-Lingard said. “One agency can’t possibly have all the answers—that’s why it’s so key to have buy-in from schools, churches, colleges, etc. We want to make sure our entire community is engaged and committed to staying youth-friendly.”

OCAB CAA, INC. used the brunch as an opportunity to:

- Share the most current teen birth data.
- Break down their county’s data specifically.
- Create interest for local churches becoming Condom Access Points (CAP), a safe and trusted place for teens to access condoms.

As Orangeburg continues to reach local youth, the Bishop urges people to stay involved. Bishop Hayes T. Gainey of Orangeburg Good Shepard Community Ministries, states that all communities should be realistic about how they can serve their youth.

“It is my hope that various organizations and communities will work together to continue this good work,” Bishop Gainey said. “We must work together to stay informed and educated about issues that impact our youth; if forums like these brunches can help us support just one teen, it was worth it.”

## Meeting Young Parents Where They Are

The South Carolina Campaign to Prevent Teen Pregnancy and Family Outreach of Horry County (FOHC) worked together in 2018, just as they have for years, to make an impact in their community.

As a nonprofit organization, FOHC works with clients from all backgrounds, ages, and circumstances, providing personalized emotional support and education. FOHC’s main goals are to:

- Prevent teen pregnancy and transmission of STDs/HIV.
- Deliver education and support programs for young parents and pregnant teens.
- Help young parents and families provide homes in which their children can grow and thrive.
- Be a resource of information and services to young families throughout the county.



Family Outreach of Horry County group with young parents

In 2018, as a partner of Children’s Trust of SC’s Community Support for Young Parents initiative, funded through the Office of Adolescent Health’s Pregnancy Assistance Fund (PAF), FOHC collaborated with other Horry County organizations like *A Father’s Place* to provide resources and work directly with expectant and parenting teens in their area by providing services like:

- Diaper Banks
- Teen Pregnancy Preventive Education
- Basic Needs for Pregnant and Parenting Teens through the Parents On Point Program

# Preparing Leaders

## Summer Institute 2018

The South Carolina Campaign to Prevent Teen Pregnancy held its 19<sup>th</sup> Annual Summer Institute June 5-7, 2018 at the Marriott in Columbia, SC. Close to 250 youth-serving professionals from 9 states and 33 of the state's 46 counties attended this year's Institute.

With the theme, *"Impact System: Collaborating for Success,"* the conference celebrated South Carolina's 67% teen birth decrease while emphasizing the need to push for more progress across the state and nation. The conference used the theme to highlight the best strategies for sustainability, awareness, and education.

The keynote speaker was national leadership expert and healthcare advocate, Mr. Anton Gunn. A dynamic speaker, Anton teaches leaders how to embrace change, improve engagement, and overcome adversity. He provided an inspiring message focused on sustainability, collaboration, and creative ways to reach young people, their families, and communities as it relates to teen pregnancy prevention.



Keynote speaker, Anton Gunn, addressing the impact of decisive leadership among h

**Annual  
Conference**

**241**

participants  
attended

**9**

states  
represented

**31**

SC counties  
represented

**93%**

of attendees would  
recommend to others

## Continuing Education

Other national and local presenters motivated participants during 6 power sessions on Tuesday and 36 breakout sessions on Wednesday and Thursday. Roundtable discussions on Thursday morning focused on LGBTQI inclusivity, community engagement through storytelling, community mobilization, fatherhood initiatives, media outreach, and parent engagement. As always, continuing education hours were available for MAPPS (Medicaid Adolescent Pregnancy Prevention) providers, licensed counselors, nurses, prevention specialists, CHES/MCHES (Certified and Master Certified Health Education Specialists, Category I), and social workers.

## Networking, Engagement, and Partner Recognition

Participants were able to attend an opening reception on Tuesday, June 5th that encouraged networking and highlighted our ongoing partnership with the reception sponsor, Palmetto Health. Additionally, on Wednesday, the agency recognized Melanie Dees, Director of the Diamonds Teen Pregnancy Prevention Program, through the United Way of Sumter, Clarendon, and Lee Counties with the Murray L. Vincent Outstanding Prevention Professional Award at the Murray L. Vincent Awards Luncheon. This award is given to an individual who has significantly addressed adolescent pregnancy prevention in South Carolina while exemplifying the characteristics of the award's namesake.



healthcare providers and youth-serving professionals.



SC Campaign staff members welcome attendees to Summer Institute 2018.

## Training

**835**

people  
attended

**46**

trainings  
provided

**807**

hours of technical  
assistance provided

**4,350**

continuing education  
hours awarded

## Contraceptive Leadership Summit

The Contraceptive Leadership Summit was held from October 24-25 in Myrtle Beach, SC. The Summit gathers health professionals from across the state of South Carolina to share best practices and new innovations related to contraceptive care.

Over 100 participants were able to enjoy a host of vendors and interactive sessions. A few topics that were covered include leadership, contraceptive care, and male involvement in contraceptive care.

Guests heard from impressive keynote speakers, Tawara Goode, MA; Kristin Rager, MD, MPH, FAAP, FSAHM; Elizabeth Schroeder, EdD, MSW; and Charles Weathers.



Dr. Elizabeth Schroeder provides great information for health care providers at the 2018 Contraceptive Leadership Summit.

# The Latest Research

## Statement from CEO Beth De Santis

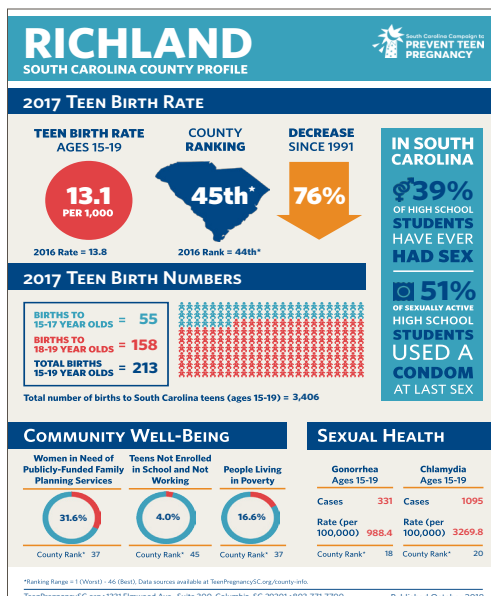
A 70% decline in our state's teen birth rate since 1991 is a point of pride for our state. While we are impressed with the declines, we recognize work must continue by all of us to maintain success.

The Campaign is committed to supporting professionals and parents, making sure South Carolina's youth get effective health education and increased access to reproductive health services.

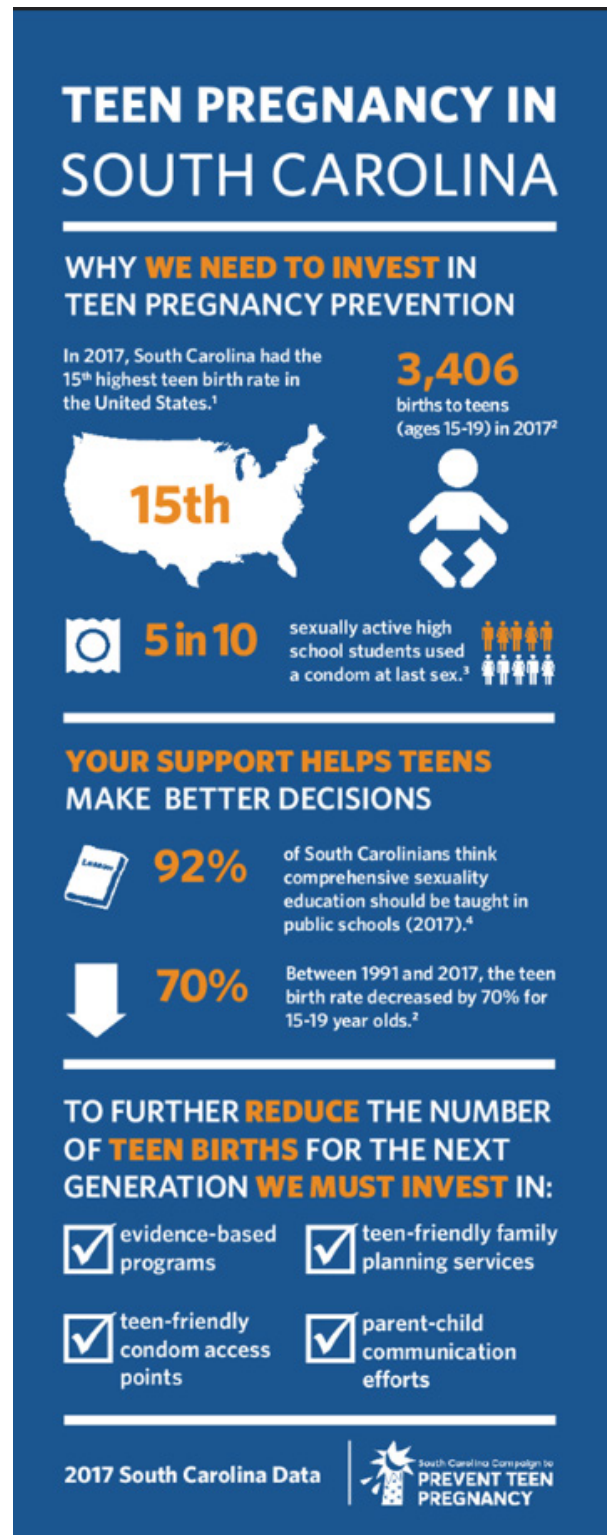
With 3,406 births to teens in 2017 and a continual increase in STI rates, we must continue to help professionals and parents reach our most vulnerable youth. It takes sustained commitment and support to keep our young people healthy.

## Teen Birth Data Release

From 2016 to 2017 there was a 9% decrease in South Carolina's teen birth rates, landing the overall teen birth rate for 15-19 year olds at 21.7 per 1,000 females. Declines over the past 25 years have been most substantial among African American youth ages 15-17 whose teen birth rate has decreased by 83% since 1991.



Richland County data profile



2017 Teen birth data infographic, TeenPregnancySC.org/theissue



# Giving Back

## Investing in Communities

Our partners across the state are a vital component in reaching youth in South Carolina. We fund a variety of programs so that these groups can be innovative in implementing research-proven programs. Partners from the past year include:

**\$1,475,470**

in funding was distributed to

**61**

agencies in

**16**

South Carolina counties, reaching

**11,205**

youth with educational programs and health services.

### WE BELIEVE

*The prevention of teen pregnancy is in the best interest of adolescents, their families, and their communities.*

#### Community Grants

- Aiken County Public
- Anderson County Alternative
- Anderson School District
- Axis 1 of Barnwell
- Bamberg School District
- Barnwell School District Two
- CareSouth
- Children's Attention
- Claflin University
- Clemson University
- Coastal Carolina
- College of Charleston
- Columbia Urban League
- Darlington County
- DHEC Anderson
- DHEC Greenville
- DHEC Midlands
- DHEC Orangeburg
- DHEC Pee Dee
- Dillon County Boys and Girls Club
- Dillon School District
- Francis Marion University
- Healthy Teen Network
- Helping Hands
- Lowcountry Health
- Mcleod Medical Center
- New Foundations Home
- OCAB Community
- Orangeburg Consolidated
- Orangeburg County District Three
- Orangeburg County District Five
- Palmetto Place Shelter
- Pendleton Place
- SC DJJ
- South Carolina State
- Sowing Seeds of the Midlands
- The Family Resource
- The Phoenix Center
- United Way of Anderson
- USC- Upstate
- USC-Midlands
- Voorhees College
- Winthrop
- Youth Generation Matters

#### Community Sponsorships

- A Father's Place
- Axis 1 Center of Barnwell
- Claflin University
- Edisto Fork United Methodist
- Empower to Heal
- Family Outreach
- Grace Place Ministries
- Journey United Methodist
- Lexington School District
- Meadow Glen Middle School
- Meeting Street Elementary
- Nazareth AME Church
- Orangeburg Area Boys
- Orangeburg Consolidated
- Refuge House of Pray
- United Way of Clarendon
- Youth Generation Matter

## Community Highlights

### TEEN PREGNANCY PREVENTION MONTH



A staggering **2,960** students participated in **35** events in **19** counties.

Overall, **3,585** community members were reached as a result of the Campaign.

### LET'S TALK MONTH



**620** teens participated in **26** events hosting in **17** counties.

### SPOTLIGHT: SUMTER

United Way Diamonds has been working in Sumter County for over 15 years and has made great strides in decreasing the rate of teen pregnancy. Since it began in 2000 there has been a 56% decline in teenage pregnancy in Sumter County. Part of their mission is to educate parents about resources available and the importance of communication with teens about this difficult topic.

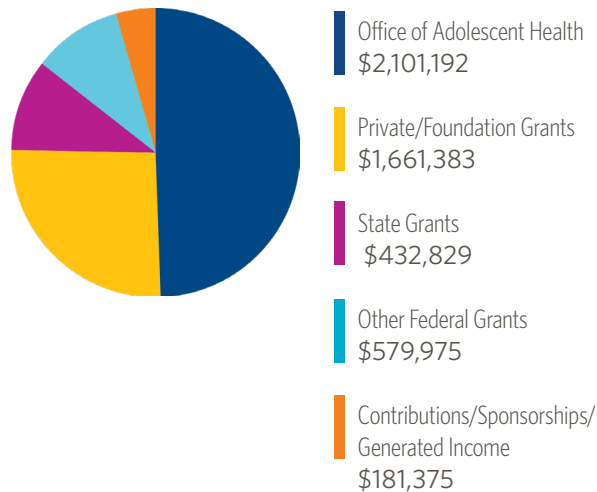
Seventeen Sumter Housing families were served between three Let's Talk Parties. Several participating parents were aware of the United Way Diamonds services while a few were not. United Way Diamonds used Let's Talk Parties as an opportunity to share their mission.

## Budget FY 2017-2018

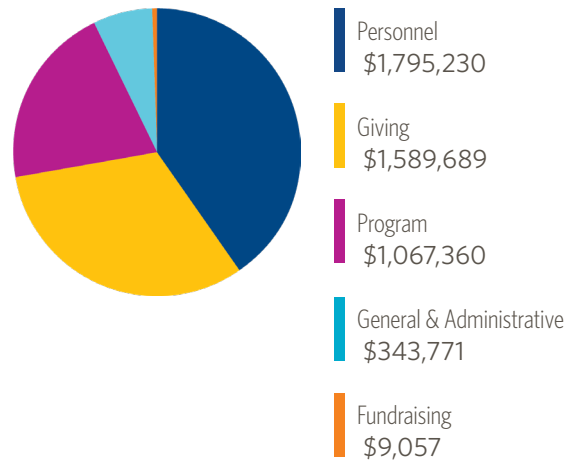
Our organization is funded through multiple funding sources including federal, state, and private grants in addition to individual contributions, and sponsorships.

The operating budget was \$5,350,103 for the fiscal year starting October 1, 2016 through September 30, 2017. A breakdown of revenue and expenses is shown below.

### Revenue



### Expenses



## Supporter Recognition

### Funders



**US Health and Human Services  
Office of Adolescent Health**

*Boyd-Sellers Family*

### Sponsors





## Donors

### \$1000 and Above

- Absolute Total Care
- Clarke & Company Benefits LLC
- Francis and Francine De Santis
- Charlotte Galloway
- Summers Ginsburg
- James Ed and Kimberly Miles
- M. Edward Sellers and Suzan Boyd
- The Sunshine Foundation, Inc.
- United Way of Midlands
- Grant\* and Kari Warren

### \$250-\$999

- Elizabeth De Santis\* and Stephanie Isaacs
- Debbie Durban\*
- Cathy Hazelwood\*
- Judy Ison
- Erin Johnson and Shawn Skillman
- Berry Kelly\*
- Cory Manning\*
- Richard Scott McClelland
- Thomas Christian and Cecile Nowatka
- Jim and Sue\* Rex
- Braden and Kristy\* Stoneburner
- Tommie Wingate

### Up to \$249

- Forrest Alton and Heather Brandt
- Dan and Maureen Bailey
- Gwendolyn Baker\*
- Wilma Beck
- Tameka Bell
- Inez Benjamin
- April Borkman\*
- Stacey Brennan
- Dru Cameron
- Carol's Art Group
- Alvin\* and LaGuadia Caughman
- Wilbur Cave
- CCM Advisers, LLC
- Rachel Cobb-Bourke
- Lica Colwell\*
- Lauren Cooper
- Jamie and Tameika Issac Devine
- Rena Dixon\*
- Jennifer\* Duffy and Philippe Herndon
- Lauren Elliott
- Tom and Kay\* Foster
- Grand Ideas, Inc.
- Joyce Grant
- David Guirl
- Mason Hardy
- Andrea Heyward\*
- Lewis C Hicks
- Stephen and Susan Hoffius
- Lawrence and Deloris Jackson
- Kana Law LLC
- Keg Cowboy
- Sarah Kelley

- M. La Nelle Kohn
- Mitchell V. Lewis
- Denise Marciano\*
- Amy C. Mattison Faye
- Stacey McPhail
- Darnell McPherson
- MWT LLC
- Network For Good
- Ernest and Michelle Nimmons
- Kemi Ogunji\*
- Angela Olawsky
- Barry D. Oliver, M.D.PA Orthopaedic Surgery
- P.J. Noble & Associates, Inc.
- Derek Riley
- Schrendria Robinson
- Sharon Scott
- Roy Shelley\*
- June Shissias
- Carol Singletary\*
- Martha Scott and Murray Smith
- Meredith M. Talford\*
- Doug\* and Claire Taylor
- Ann Catherine Warner
- Amber Watson\*
- Brittany Wearing\*
- Charles Weathers
- William and Yolande Whitney
- Kimberley Wicker\*
- Avis Wright

## Get Involved

### 1. Learn

Attend a professional or parent workshop to learn about the issue.

### 2. Partner

Become a partner organization to help us make a bigger impact.

### 3. Sponsor

Support our work with an annual sponsorship for as little as \$1,000.

### 4. Donate

Make a tax-deductible donation to support our work with teens.

To learn more about how to get involved in local teen pregnancy prevention efforts, contact us at 803-771-7700.

\*SC Campaign board or staff member.



1331 Elmwood Avenue, Suite 300, Columbia, SC 29201 • 803.771.7700

 [TeenPregnancySC.org](http://TeenPregnancySC.org)  [twitter.com/SCCampaign](https://twitter.com/SCCampaign)  [facebook.com/SCCampaign](https://facebook.com/SCCampaign)