



## **Increasing the Use of Long-Acting Reversible Contraception**

### **Background**

The United States has made extraordinary progress in reducing rates of teen pregnancy and birth. Since the early 1990s, the teen pregnancy rate has declined 38 percent and the teen birth rate has declined by one-third. The most recent news on this front, however, has not been positive: the teen birth rate increased 5 percent between 2005 and 2007. In addition, it is apparent that the proportion of pregnancies that women report as being unintended/unplanned has been stuck at about 50 percent for over a decade, with some groups experiencing increasing percentages.

Moreover, it is well known that rates of both teen and unplanned pregnancy are lower in many parts of Western Europe. One likely explanation for this is that in these other countries, women not seeking pregnancy are relatively more inclined to use long-acting, reversible contraception (LARCs), which in the U.S. currently include the patch, the ring (NuvaRing), implants (Implanon) and 2 types of IUDs.

To help remedy this situation, the National Campaign to Prevent Teen and Unplanned Pregnancy wishes to provide grants to entities who want to test out different ways of increasing the use of LARCs and/or to learn more about specific barriers to their use. The goal of this modest grant program is to enable applicants to undertake activities that would likely benefit their own state/locality/tribe and that are also likely to increase the ability of other communities to increase the use of LARCs and thereby decrease both teen and unplanned pregnancy.

### **Overview of the National Campaign**

The National Campaign's goal is to improve the lives and future prospects of children and families and, in particular, to help ensure that children are born into stable, two-parent families who are committed to and ready for the demanding task of raising the next generation. Our specific strategy for reaching this goal is to prevent teen pregnancy and unplanned pregnancy, especially among single, young adults. We support a combination of responsible values and behavior by both men and women and responsible policies in both the public and private sectors. If we are successful in reducing both teen and unplanned pregnancy, child and family well-being will improve. There will be less poverty, more opportunities for young men and women to complete their education or achieve other life goals, fewer abortions, and a stronger nation.

### **Eligibility**

Eligible entities include public and non-profit organizations and agencies from states, localities and tribes. National organizations and those that have regional reach are also eligible.

## **Grant Focus**

This grant announcement seeks to support and elevate—in both direct and indirect ways—greater interest in, good news about, and more use of LARCs. For example, relevant activities include but are not limited to:

- Training providers in the use of LARCs;
- Testing new ways to inform women of LARCs and encourage them to seriously consider using this class of contraceptives;
- Designing and hosting a major national competition to raise the profile of LARCs in a positive way (including an effort, perhaps, to find new words and names for such things as the IUD);
- Testing ways to directly encourage positive word-of-mouth comments about LARCs, especially in online communities;
- Understanding better the variation in private and public insurance policies and practices regarding LARCs, including documenting both barriers and best practices for coverage/reimbursement; and
- Analyzing the portrayal of LARCs in a wide variety of sources of information about contraception (such as online sites, professional organizations, women’s magazines, Wikipedia and others).

Our goal here is to encourage and nurture some highly creative ideas that hold promise of significantly increasing the use of LARCs.

Successful applicants will demonstrate that their ideas and proposed activities:

- Are anchored in the relevant science and data;
- Include adequate attention to measurement efforts and metrics so that the activity can be tracked and a reasonable assessment can be made of its probable value and results;
- Have the potential to attract additional public or private resources and funding either as part of the proposed activity itself or in the future;
- Have the potential over time to touch *large numbers* of sexually active teens and/or young adults who are not seeking pregnancy and are potential LARC candidates; and
- Are likely to be useful in other communities and will contribute to nation-wide progress in reducing teen and/or unplanned pregnancy.

## **Grant type**

The National Campaign will award approximately three 12 to 18-month grants in the range of \$50,000-\$75,000 each. We hope that applicants will be able to offer some kind of modest matching support, either in-kind or cash, but this is not a requirement.

## **Process**

Interested parties should fill out the Letter of Intent (LOI) form [on our website](#) by midnight, Eastern Time on Sunday, July 5th. After reviewing the LOIs, we will invite 4-6 applicants to submit full proposals. Applicants can expect to be notified of our review process decisions by July 31<sup>st</sup>, 2009. Applicants invited to submit full proposals will be asked to include additional information on the relevant science base, measurement efforts and metrics, and how progress will be defined and tracked, as well as to include a detailed budget and timeline for the project. Full proposals will be due no later than August 7<sup>th</sup>, 2009. Please contact Melissa Spindler with questions at 202-478-8505 or [fund@thenc.org](mailto:fund@thenc.org).