



Just Talking About It: Unintended Pregnancy Rates Drop by 40 percent; beforeplay.org Continues It's Impact and Community Support

(August 5th, 2014) Last week, Governor Hickenlooper announced the teen birth rate in Colorado dropped 40 percent from 2009 through 2013, driven by a Colorado Department of Public Health and Environment initiative that helps low-income women get long-acting reversible contraceptives.

The stats also reflect a sharp drop in abortion. Between 2009 and 2012, the abortion rate decreased 35 percent for 15-19-year-old women and 18 percent for 20-24-year-old women in the counties participating in the Colorado Family Planning Initiative, indicating that increased access to effective contraception reduces the need for abortion.

The state is also seeing unprecedented progress in a range of measures related to people's ability to plan pregnancies, driven by a state health department initiative that provides long acting reversible contraceptives (LARC methods) to low-income women who want them in family planning clinics across Colorado. Between 2009 and 2011, the birth rate in Colorado dropped 14% for women aged 20-24 years.

Beforeplay.org's "Just Talk About It" campaign continues to make a significant impact providing the residents of Colorado with relevant and accurate information regarding contraception, pregnancies, STDs and overall sexual health and well-being. Its progressive campaign has continued to gain traction, showing immense online growth with over 4 million page views to-date on both its English and Spanish-version site: beforeplay.org/es.

Since launching in February 2012, hundreds of volunteers have donated their time with the Beforeplay.org outreach team to distribute materials at events and campuses to cultivate conversations about issues of sexual health. In that time, Beforeplay.org has attended 250 events and activities such as Rockies games, community fiestas, pub-crawls and more, reaching tens of thousands of Coloradans.

For media inquiries or set up an interview with Greta Klingler, Family planning supervisor, Colorado Department of Health and Environment, please contact Jonathan Abramson at jonathan@bluetonemarketing.com