

# Daily Educational Text Messages for Patients Taking Oral Contraceptives to Decrease Teen Births in Gillette, WY

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**Hypothesis:** Sending daily educational text messages to female patients ages 15-24 who take birth control will help reduce the rate of teen births in Gillette, WY.

## Background

- Gillette, WY is a community consisting of 30,000 residents largely revolving around natural resources
- In Gillette, WY, there is a large young population with 29.9% of residents under 18, compared to 23.9% statewide
- Gillette has an increased incidence of teen births of 44/1,000 females compared to the state average of 32/1,000 females
- As reported by the community, the 18-24-year-old demographic makes up a large portion of teen births
- This demographic is also the most difficult to reach to supply information



*Gillette cityscape with Wyodak Power Plant in background*

## Literature Review

- 15-24-year-olds avidly use their phones and can be reached through this medium
- In particular, there are studies showing evidence for the efficacy of using SMS services to impact behavior
- Daily educational text messages to patients taking oral contraceptives helped with continuity of the medication



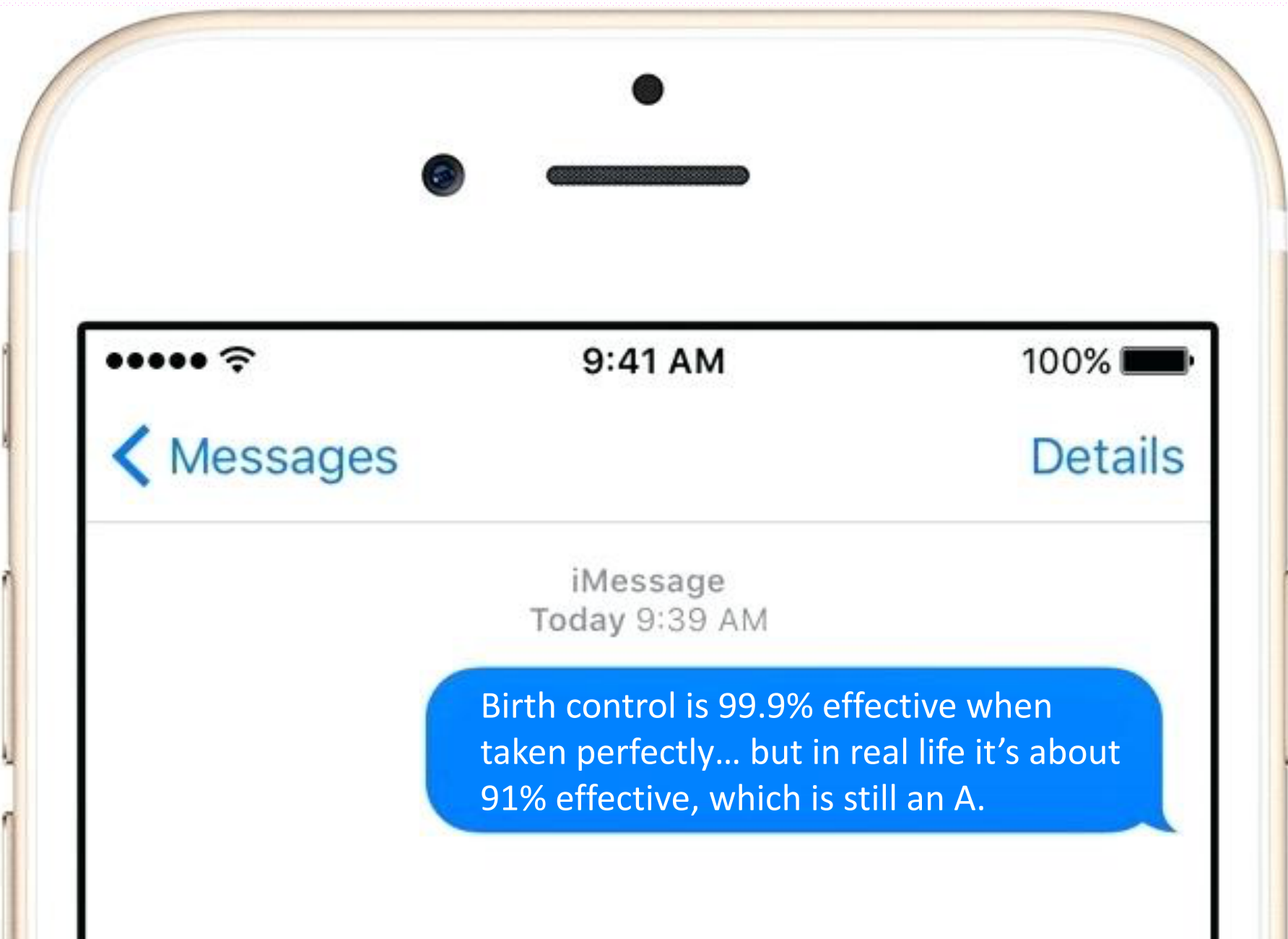
*Typical oral contraceptive pack*

## Community Health Project Design

- Patients ages 15-24 and taking birth control will receive daily text messages about birth control
- A partnership was formed with Gillette Reproductive Health to use their patient base and subsequent patients who begin birth control
- Text message topics include risks, benefits, side effects, use, effectiveness, and mechanism of action
- The text messages will be short, humorous, and utilize informal language to maximize appeal

## Deliverables to the Community

- Gillette Reproductive Health received the following:
  - Literature Review
  - List of Affordable SMS services
  - Grant funding opportunities
  - Message Templates



*Example text message*

## Next Steps

- Establish SMS service from provided list
- Apply for grant funding