Plan
Identify an Opportunity and Plan for Improvement

1. Getting Started
In 2010, the SC Campaign to Prevent Teen Pregnancy conducted a door-to-door survey with teens and parents in Spartanburg County, which revealed that 44% of parents and 59% of teens did not know where to get contraceptives or birth control.

2. Assemble the Team
The project team consisted of staff and managers who are directly involved with the teen health center, a media relations expert, a QI expert, and a member from the Regional Leadership Team. We included staff from the center so that improvements from this project could be maintained at its conclusion.

3. Examine the Current Approach
The team used a SIPOC diagram to better understand who our customers and stakeholders are (abbreviated version below).

4. Identify Potential Solutions
A fishbone diagram was constructed to examine the root causes of low utilization at the teen center and identify potential solutions.

5. Develop an Improvement Theory
Prediction: If we implement targeted marketing strategies, then we will improve utilization of the teen center.

6. Test the Theory for Improvement
We implemented a variety of marketing tactics to address the top three problems identified and captured these on an Action Plan (abbreviated version below).

7. Study the Results
Since July 2011, the average number of units appointed per day increased from 26 to 66 in October 2012, which translates to 92% utilization.

8. Standardize the Improvement and Establish Future Plans
We are working with the SC Campaign to Prevent Teen Pregnancy to develop a formalized marketing plan to continue to educate the community about the services offered at the teen health center.

9. Establish Future Plans
We will continue to encourage staff at the main health department to refer teens to the health center, ensure that staff have marketing materials, and work with the SC Campaign to develop additional marketing strategies.