



2024

ANNUAL REPORT





ABOUT TAKE CONTROL INITIATIVE

OUR MISSION

Take Control Initiative (TCI) works to remove barriers and increase access to birth control in Tulsa County.

OUR VISION

TCI envisions a community in which all people have equitable access to birth control, ultimately promoting community health and economic opportunity.

TCI drives change by breaking down social, economic, and clinical barriers to access for contraception.



OPERATING FRAMEWORK

Since 2010, TCI has worked to ensure individuals have the resources and information to decide if and when they want to become pregnant in an effort to **honor and support their autonomy and safety**. In coalition with a strong network of partners, **TCI builds sustainable bridges between community and health centers**.

TO CREATE THIS REALITY, TCI PROMOTES THE FOLLOWING CONDITIONS FOR TULSA:

- *Everyone has access to ALL birth control options - including emergency contraception. We support the right of patients to make their own birth control choices.*
- *Health centers and community-based organizations affirm the dignity, trust and respect of their patients and clients.*
- *Barriers to health center access are removed. This includes systemic barriers, including financial, transportation, language and logistical.*

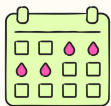


BENEFITS — OF — ACCESS

WOMEN WITH ACCESS TO CONTRACEPTION IN THEIR EARLY TWENTIES **EARNED \$2,200 MORE PER YEAR** BY THEIR EARLY FORTIES THAN WOMEN WHO DID NOT. ¹¹

HAVING ACCESS TO CONTRACEPTION BY AGE 20 **REDUCES THE PROBABILITY THAT A WOMAN WILL LIVE IN POVERTY.** ¹¹

ACCESS TO FEDERALLY FUNDED FAMILY PLANNING PROGRAMS **REDUCES THE SHARE OF CHILDREN LIVING IN POVERTY BY 7.4%.** ¹¹



Fertility Awareness



Emergency Contraception



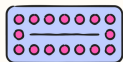
Patch



Implant



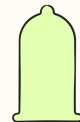
Non-hormonal IUD



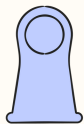
Pill



Shot



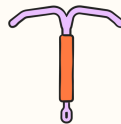
External Condom



Internal Condom



Diaphragm



Hormonal IUD

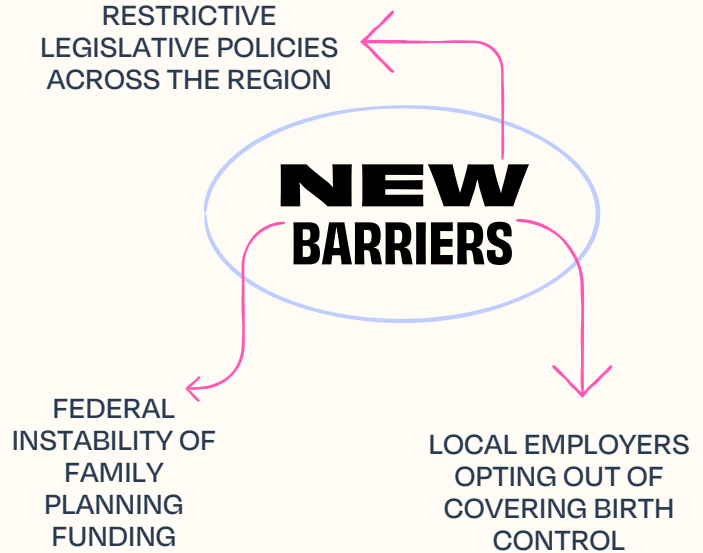
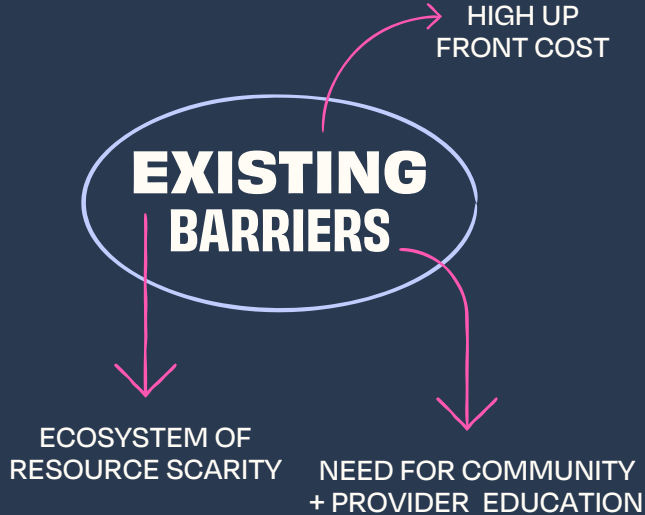


Ring

METHODS COVERED THROUGH TCI

TCI offers emergency contraception statewide. All other methods are only available to Tulsans via TCI.

WHY TCI COVERS THE COST





PARTNERSHIPS WITH NATIONAL AND LOCAL BUSINESSES

JULIE PRODUCT, INC.

Julie Product, Inc. is a company that produces a retail over-the-counter emergency contraception (EC) pill. For each pill sold, Julie donates one to a community in need. TCI has been partnering with Julie for over a year, receiving thousands of donated EC pills to distribute via our programs in **Tulsa and Oklahoma counties, as well as statewide** via Title X funding.

TCI distributed 36,148 EC pills donated from Julie, which have a total retail cost of \$1,626,660.

FLASH FLOOD PRINT STUDIOS

Along with our pharmacy, **RevRx**, in (Warr Acres, OK) TCI has begun shipping and fulfillment with a local Tulsa business, Flash Flood Print Studios, to save on costs, and shorten delivery times in Tulsa.

Flash Flood, a woman/minority-owned screen printing and design company located in historic Kendall Whittier in 2023. Flash Flood helps TCI create an online storefront (takecontrolok.myshopify.com) where people can support the work of TCI through the purchase of mission-focused, branded merchandise. This partnership helps grow TCI's individual donor base and satisfy public demand for readily available pro-women's health gear.



FLASH FLOOD STAFF PACKING KITS

TCI MERCH



OUR IMPACT

The listed data conveys a range of positive outcomes in part as a result of TCI's efforts.




Tulsa County's teen birth rate (15-19) decreased 63% from TCI Baseline (2009) through 2023.⁽²⁾

From 2013-2019 the percentage of **Oklahoma high school students** who used hormonal birth control (IUD, arm implant, pill, shot, patch or ring) before their last sexual intercourse **increased from 22.3% to 37.8%.**⁽³⁾

Oklahoma tied with Pennsylvania for the **largest national growth in sexually active high school students using prescription contraceptives** from 2015-2019.⁽³⁾

2024 OUTCOMES



Totals are tracked in the TCI data system based on quarterly intake reports for 2024 Accessed March 2025.

12,747

people reached through outreach efforts & education sessions

36,148

emergency contraceptive pills distributed

2,621

shot, pill, patch or ring provided lasting 3 months

2,855

IUDs & Implant devices provided lasting 3-12 years

163

volunteers who assisted in creating repro health kits

433

Lyft rides to family planning appointments & pick-up sites

486

community partners trained to make referrals

277,554

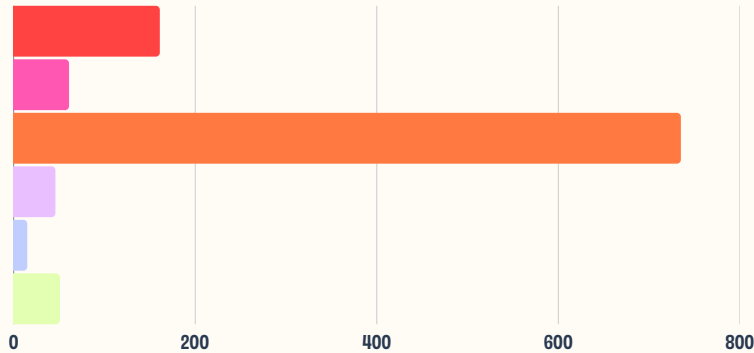
external condoms delivered

THESE NUMBERS REPRESENT UNINSURED WOMEN CHOOSING IUDS AND THE IMPLANT FUNDED BY TCI.

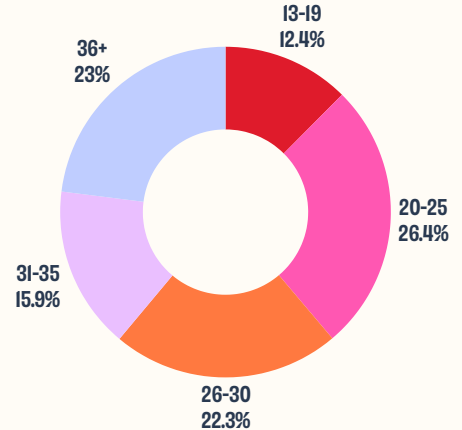
They are not reflective of the whole population of women choosing IUDs and the implant.

RACE & ETHNICITY

- White / Non-Hispanic
- American Indian or Alaskan Native
- Hispanic / Latino
- Black or African American
- Asian / Pacific Islander
- Other Ethnicity



AGE



CLINIC QUALITY IMPROVEMENT INITIATIVE

Since 2018, we have provided training and ongoing technical assistance across partner clinic sites **impacting service delivery to approximately 50,000 women of reproductive age** (a national group, Power to Decide, estimates that 35,000 women of reproductive ages 15-44 in Tulsa County need publicly funded contraception).

Total clinical staff trained 2018-2024

3,776

Collaborative clinic touchpoints in 2024

169

Clinical staff trained in 2024

392

274

Clinical Training newsletter subscribers



ROMPIENDO LOS TABÚES

BREAKING THE TABOOS

IN 2023, TCI, IN COLLABORATION WITH AMPLIFY, SCHUSTERMAN FAMILY PHILANTHROPIES AND EL CENTRO, BEGAN A DUAL-GENERATION PILOT PROGRAM OF ROMPIENDO LOS TABÚES (RLT).



This initiative provides Latine adults and adolescents with the opportunity to learn alongside a cohort of their peers. RLT uses a bilingual, culturally relevant sexual health curriculum with topics like healthy relationships, consent, STI prevention, birth control, and assertive communication. Other organizations have asked to replicate this model including Big Brothers Big Sisters, The Myanmar Alliance, and Queens Village. In 2025, TCI is starting a cohort in the Kendall Whittier neighborhood in collaboration with local organizations as well as TCI beginning a women's group with women from past and new RLT cohorts.⁽¹⁾

IN 2024
THE PROGRAM SERVED:

76
participants

41
adults

35
youth

27
families

Survey Feedback OF RLT



75%

of participants felt comfortable or very comfortable creating personal and family goals as a result of the program.

A **majority of participants** reported being more likely to talk to their youth or trusted adult about sexual health as a result of the program.

100%

of participants reported gaining knowledge of reproductive health as a result of the program.



20

**2023-2024
COHORT
MEMBERS**

5

**LEAD
PHES**

68

**TOTAL
PHES**

PEER HEALTH EDUCATORS (PHE)

Through partnerships TCI implements education sessions, resource dissemination on campus, and recruits and engages young adults through the PHE program. The PHE program, funded by Schusterman Family Philanthropies, works to create an effective learning environment that supports the PHEs in acting as leading advocates for reproductive health across post-secondary institutions, while also supporting the next generation of community reproductive health educators and healthcare workers.

TCI partners with **several post-secondary and workforce programs** including: Oklahoma State University, Tulsa University, University of Oklahoma, OU/TU School of Community Medicine, Community Care College, Northeastern State University, Tulsa Service Year, LabCorp and Stanford University.

"The Peer Health Educator program has been one of the **most rewarding experiences since beginning medical school.** Not only am I learning sexual health education for myself and peers, but I am learning information and resources in the community to **empower future patients in the Tulsa community and beyond.**"

- SARAMARIE AZZUN



WELLNESS MACHINE

THERE ARE CURRENTLY **2** ACTIVE MACHINES ON COLLEGE CAMPUSES.

TCI's wellness vending machines have items donated by partners including from **Julie, THD and HOPE Testing**. Peer Health Educators helped advocate for and promote the resource.

The machines have been a huge success, and with the support of funding from the **Women's Foundation of Oklahoma**, TCI is scaling the program to ensure there is **access in East Tulsa**. As **over-the-counter birth control pills** (name brand Opill®) gain popularity, TCI is also exploring adding them into the vending machines as well.



"VERY COOL TO SEE ON A CAMPUS IN OK! HOPE TO SEE MORE SOON!"

- COMMENT ON TCI'S TIKTOK



THE NUMBER OF ITEMS STUDENTS COLLECTED IN 2024:

1,924

Emergency Contraception

2,772

External & Internal Condoms

627

Pregnancy Tests

575

Period Products

565

Lubrication

450

Dental Dams



Metriarch[®]

DATA & POLICY

Metriarch[®] is a research and policy organization with a simple mission: improve the health of Oklahoma women. In partnership with over **50 organizations statewide**, we research, reframe, and develop solutions for the most critical challenges that the women of our state face.

The core activities carried out in 2024 include:

647

bills tracked during the state legislative session

48

editions of weekly newsletter, **Fierce Facts**

1,700+

touchpoints with partners

58

speaking engagements



Metriarch
Oklahoma women

New in 2024



In 2024, Metriarch launched an independent, peer-reviewed journal, called *Metrilinel*, consisting of op-eds, issue & policy briefs, media reviews and original research through a wide range of mediums and voices. *Metrilinel* is a forum for broadening and deepening conversations about a multi-faceted and overly-politicized topic—**women's health in the Heartland**.

The first edition of our biannual publication began going live in December. Learn more at metriarchok.org/metrilinel.



In the spring of 2024, Metriarch helped establish the **Reproductive Justice Practicum** at the **University of Tulsa (TU) College of Law** in partnership with **Georgetown University's O'Neill Institute, Pregnancy Justice, and TU faculty**. Enrolled students gain hands-on experience identifying legal and policy avenues through which to protect reproductive rights in post-Dobbs Oklahoma. After a highly successful first year, the practicum students traveled to Washington D.C. to present their findings to the **White House Gender Policy Council**. Metriarch will continue to work with this practicum in 2025.

Marketing

TCI's social media strategies consisted of running multiple campaigns year round in both **English and Spanish**. The ads mainly reached Gen Z and Millennials.

Facebook

PAID & ORGANIC

2.6M

Views

601.6K

Reach

8.3K

Content Interactions

48.8K

Link Clicks

18.7K

Visits

749

Follows

Instagram

PAID & ORGANIC

676.3K

Views

211.2K

Reach

6.3K

Content Interactions

10.9K

Link Clicks

8.8K

Visits

800

Follows

Website

326.2K

Page Views

135.1K

Total Users

TCI's website had a spike in visitors in August due to a local viral post and in November after the elections.

Erykah Monique

August 24 at 10:25 AM · 🌐

They giving out free plan b's. yall got a lot of kids so use this link below & get you a couple 🍷

ITS ONLY ONE PER ORDER PER PERSON YOU CAN & ONLY IN OKLAHOMA!!!!!!

👍👍👍 85

140 comments 481 shares

52.9% of people who filled out TCI's volunteer interest form reported hearing about TCI through social media.

REBRANDING FOR GREATER IMPACT

To continue reaching and resonating with diverse audiences, TCI recognized the need for a refreshed brand identity that could flexibly adapt to different platforms and partnerships.

The new identity allows TCI to maintain credibility and professionalism when engaging with clinical partners, policymakers, and funders while also embracing a warm, relatable, big-sister energy for younger audiences on social media and via community outreach.

This transformation goes beyond aesthetics; it's a strategic evolution. With a cohesive story, adaptable visuals, and clear messaging, the rebrand strengthens TCI's ability to build trust and expand impact.

TCI ♀



 **Take
Control
Initiative**



TCI ♀

 **Take
Control
Initiative**





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 **TEAM
MEMBERS**

CITATIONS:



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- (1) Bernstein, Anna, MPH & Jones, Kelly M., PhD (Published September 2019). **THE ECONOMIC EFFECTS OF CONTRACEPTIVE ACCESS: A Review of the Evidence (Fact Sheet)**. Institute for Women's Policy Research. (Author) Retrieved from: https://iwpr.org/wp-content/uploads/2020/07/Contraception-fact-sheet_final.pdf (accessed April 2024).

 - (2) Oklahoma State Department of Health, Center for Health Statistics, Vital Statistics Final 2022 Data (Published November 2023) and National Center for Health Statistics/CDC, Births: Final Data for 2021 Retrieved from: <https://healthyteensok.org/fast-facts/> (accessed April 2024).

 - (3) Mpfu JJ, Underwood JM, Thornton JE, et al. Overview and Methods for the Youth Risk Behavior Surveillance System — United States, 2021. MMWR Suppl 2023;72(Suppl-1):1–12. Retrieved from: <https://www.cdc.gov/mmwr/volumes/72/su/su7201a1.htm> (accessed April 2024).

 - (4) OSU Center for Family Resilience. Oklahoma State University College of Education and Human Sciences. "ROMPIENDOS LOS TABÚES REPORT " (c) 2024; p3.
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2024 SUPPORTERS



BIRTH THROUGH EIGHT
STRATEGY FOR TULSA

GEORGE KAISER
FAMILY FOUNDATION

A supporting organization of Tulsa Community Foundation

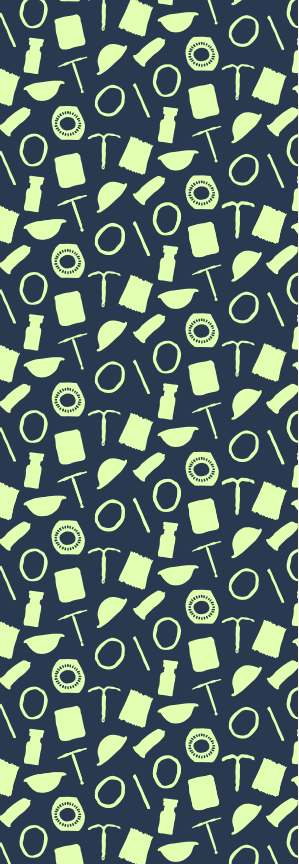


CHARLES AND LYNN
Schusterman
FAMILY PHILANTHROPIES



- Women's Foundation of Oklahoma
- Institute for Women's Policy Research
- Missouri Family Health Council
- Tony Adair
- James and Susannah Adelson Family Foundation Fund
- Blumenthal Foundation
 - *Lori Blumenthal*
- Cleveherd Charitable Fund
 - *Laura Cleveland Shepherd & Scott Shepherd*
- Curry Family Foundation
 - *Robert & Sheri Curry*
- Emily Steward Studios
- Evolutionary Bookkeeping LLC
- Sue Ginsberg
- Millie & Jeffrey Hammond
- Molly Thrasher Photography
- Vicki Hibbert
- Hogan Assessment Systems, Inc.
 - *Adriana Hodges*
- Kalkman Family Charitable Foundation
- Pathways To Health Community Partnership
- Vella Bioscience, Inc.

To continue to support our work, please visit: takecontrolok.org/donate



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