

NEW REPORT: UNWANTED BIRTHS IN SOUTH CAROLINA DECREASED NEARLY 60% SINCE NEW MORNING LAUNCHED STATEWIDE BIRTH CONTROL ACCESS PROGRAM

Columbia, SC (November 20, 2024) – [New Morning](#), a South Carolina-based nonprofit leading one of the largest contraceptive access programs in the U.S., today praised recently released data by the South Carolina Department of Health that reported a 58% reduction in unwanted births statewide since New Morning’s program launched in 2017. Overall, unintended pregnancies in South Carolina are also down to 37% from nearly 50% in 2015.

“More than a half a million women have received contraceptive services through our partner network of over 130 nonprofit clinics, including many women that are low- income and uninsured or underinsured and are seeking free or low-cost birth control to avoid an unplanned pregnancy,” **said Bonnie Kapp, President and CEO of New Morning.**

“As partners with New Morning, AnMed Foundation is committed to ensuring that women across our upstate community have access to education to understand contraceptive options that protect their health and empower their futures,” **said Tim Self, Executive Director of the AnMed Health Foundation.** “Without the support of New Morning’s program, many women would face limited options and greater vulnerability to unplanned pregnancies, affecting their lives and the well-being of our community. Together, we’re working to create a stronger, healthier South Carolina where every woman has the ability to make educated choices that are right for her.”

New Morning raises charitable donations and grants to provide funding to partner clinics, enabling them to offer patients a variety of birth control methods for free or low- cost, including long-acting methods that can prevent pregnancy from three to 12 years, if desired. Without funding from New Morning, these nonprofit clinics would be unable to afford these various methods of birth control, which are highly effective but expensive for many women who prefer them. Uninsured and low-income and publicly insured women are groups that frequently report difficulty obtaining their designed birth control methods, and cost is often cited as a primary barrier.

South Carolinians’ demand for contraception has surged since the Supreme Court’s Dobbs decision overturning Roe v. Wade and is likely to continue. From July 1, 2023, to June 30, 2024, the organization provided contraceptive services to more than 88,000 women – a 16% increase and the highest number of South Carolinians served by New Morning in any 12-month period. Online contraceptive appointment requests made on its consumer-facing website, [NoDrama.org](#), increased 20%.

In 2023, New Morning paid a total of \$2.95 million to subsidize birth control methods for low-income and uninsured patients. As of November 2024, the organization has already made subsidy payments of more than \$3 million to its clinical partners.

“The increased demand means there’s tremendous financial pressure on our organization. However, by providing contraceptive services to 88,000 women last year, at an average cost of less than \$100 per patient, our program likely prevented up to 19,000 unintended pregnancies. That’s 19,000 women who didn’t have their lives turned upside down, and that’s what’s important,” **Kapp said.**

ABOUT NEW MORNING

New Morning is a nonprofit organization based in Columbia, S.C. that works to increase the public’s access to information about family planning, counseling, and contraceptive services. For more information, visit newmorning.org and NoDrama.org. Since launching in 2017, New Morning has played a critical role in expanding access to contraception in South Carolina, leading the charge to ensure that all South Carolinians have access to safe, effective, and affordable contraception. As a model program for the South, New Morning’s initiatives and network of more than 130 reproductive health partner clinics across the state are consistently working to improve access and eliminate barriers to contraception. To learn more, visit newmorning.org

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