

# EXPAND YOUR REACH

## Adding STI Services

*“Some want to live within the sound of a church or chapel bell; I want to run a rescue shop within a yard of hell.”*

~ Missionary CT Studd ~

Pregnancy Medical Clinics are making a dramatic impact in reducing abortions and protecting women’s health in America. Ultrasound has proven that it is a crucial instrument to both safeguard women’s health and reveal the truth of the growing baby. Many women are well and their children alive today because of this powerful tool.

As much advancement as has been made by delivering ultrasound services, abortions are still far too numerous. As marketing methods, advertising, processes and products are reviewed for effectiveness, many CEOs, directors, board members, staff and volunteers express frustration:

*“We see women day after day who describe horrible symptoms. They agree that they need to be tested, but when we check with them later, they’re just not doing it! What more can we do to help women make better decisions?”*

If your organization is feeling this tension, then maybe it’s time to allow God to again expand your perspective. STI testing and treatment may be the next opportunity for your ministry to reach clients’ hearts and minds for life—their *own* lives—*before* they face an abortion decision.

Perhaps you’re seeking a tool for that woman who’ll make one last contact on her way to the abortion clinic. Or you need the resource to offer the client who describes STI symptoms during lifestyle counseling, to serve teens from your education programs, or an enhanced way to reach men. All of these reasons are strong indicators that you are at the right place in your exploration of STI services.

### **A Challenge to Overcome**

Life-affirming providers find themselves at a crossroads. With few exceptions, more work and monies are applied to reaching the “target client” – those who are at imminent risk of abortion – each year. As well, we strive to build top-of-mind awareness by those who will likely need us one day. It is a constant challenge to define and refine strategies for maximum impact to the millennial generation and beyond.

We are frustrated by the abortion-industry’s effective marketing strategies, obscene funding, brand-ownership of the issues and the devastated lives left in the wake. Instead of applying more precious time and energy trying to reach women through advertising in *only* the small window of time after a positive pregnancy test, what if we could jump into the game with a relevant response? What if that response could change the game?

**The Clinic of the future needs to be the first option instead of the clinic of last resort.**

**Sexual Health Clinic services are better equipped to holistically serve our clients!**

STI Testing WITH Treatment changes the scenario from one of defense to offense – one which is proactive, protective, and effective. These services allow us to transition from a pregnancy clinic into a true Sexual Health Clinic (SHC) which delivers a holistic approach with a “365 days/year” attention span in reaching potential clients. Sexual health services transform the paradigm to one which will ACTUALLY replace destructive providers. In our clients’ eyes, all the intentions in the world to “compete with Planned Parenthood” don’t mean a thing if we don’t offer them relevant replacement services.

### **God’s Heart Demonstrated through the Sexual Health Clinic (SHC) Approach**

It is so very important to prepare for the future by expanding your vision while staying on mission! STI services fit perfectly within our culture of life and medical excellence and help deepen the priority of serving the abortion-risk woman. She and her baby are at imminent risk and the SHC is well-equipped as an entry point prioritizing her safety and health concerns.

As well, STI Services place us squarely on the radar of both young women and men before a crisis pregnancy ever hits – before they are lost in the confusion of plan B, abortion and RU-486 that floods their world after an unintended pregnancy. For every STI client we see, male or female, we are given the opportunity to help prevent unplanned pregnancy, avoid an abortion, promote healthy decision-making (both physically and emotionally) and create a bond to enhance their return if needed one day.

Whether pregnancy, STIs or HIV, if a client’s results are positive, where could she/he be better equipped to deal with the challenges which will come? Dr. Meg Meeker, Pediatrician and STI expert states: *“Today’s teen live in a time when sex can be toxic and life-threatening.”* SHCs have a great opportunity to come alongside, explore options and share God’s love as clients bear the emotional and physical fallout from their sexual decisions. We can be the guide to help them traverse the trials in a more healthy way than before they came to us. Transformed lives - that's what it's all about.

### **Community Presence & Leadership**

STI Services brought credibility within our community that was unprecedented:

- Because we interface with so many medical providers and volunteers, word has spread far and wide about the unique combination of services which LifeChoices delivers.
  - We are seen through a new and different filter by those within the medical arena.
  - Medical providers are often our greatest advocates!
- The social consciousness of donors (beyond pregnancy issues) has matured.
  - Donors have increased giving due to enhanced trust, professionalism and proactively working to eliminate unhealthy lifestyles.
- Schools have confidently opened their doors due to our sexual risk elimination programs. Due to the integrated approach of in-depth services, controversy is removed. Teachers love us!

- We are viewed as a fully-functional medical clinic with integrated services. What physician's office wouldn't long to pour so deeply into patients' lives?

### **The Comprehensive Nature of the Sexual Health Clinic**

There are many components to expanding from a pregnancy clinic into Sexual Health Clinic. Perhaps the most important factor, however, is a paradigm shift within the clinic's personnel and board's thinking. Those changes will be reflected in operations – not just what services are offered, but how those services are delivered.

As volunteers are trained to leave their "Christianese" and "prolife speak" outside the clinic, so must we understand that to reach generations who have few inhibitions about open sexuality, we must communicate an acceptance to them which is unconditional and unshakable. We must work harder to earn the right to serve them.

Today's abstinence program student, may easily be tomorrow's STI client, who becomes next month's abortion-risk client. We have to create an opportunity to break a potentially destructive cycle and share the good news of the gospel in both word and action!

### **The Inclusive Nature of STI Training**

You'll see the inclusive nature of this training through the Table of Contents. From making the SHC decision to finding the funding, from equipping your exam rooms to training your staff, from marketing to Millennials to effective STI counseling – we want to help you prepare in the most beneficial way possible. Knowledge gained through others' lessons-learned can be so valuable; we are honored to be walking alongside you. Together, we believe the Lord is calling us to go deeper into the battle for life: for young women and men, their babies, and their futures.

### **Encouragement & Equipping**

We are glad you are planning toward this journey and believe the Lord is in it!

*"God is striding ahead of you – He's right there with you...He won't let you down;  
He won't leave you. Don't be intimidated..."*  
~ Deuteronomy 31:8, The Message ~

This manual has been designed to provide supportive documents for LifeChoices' STI Training and supply on-going assistance as you move along in your program. To find other resources available to help you and your work in the future, be sure to visit our equipping website at - [www.lifevoices.org](http://www.lifevoices.org). You'll find many resources available to help along the way and for your work in the future!

### **A Closing Vision**

Just imagine...

What if 1,000 existing pregnancy clinics caught the vision of deepening their services as Sexual Health Clinics in the next 3 years? That would mean 1,000 locations where God's design for sexuality was shared with millions of young people...many more thousands of babies saved and women spared from abortion. Hundreds of thousands of men

challenged to be the protectors God intended. Many thousands of bodies healed, spirits renewed and future relationships shielded.

How would a movement of Sexual Health Clinics change our country 5 years from now?

How can it change your community?

*“Enlarge the place of your tent, stretch your tent curtains wide, do not hold back;  
lengthen your cords, strengthen your stakes.”*

~ Isaiah 54:2, New International Version ~

**Becoming a Sexual Health Clinic is an achievement worth the investment!**