Multi-Component Teen Pregnancy Prevention Initiative

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Teen Pregnancy Prevention Initiative
Family Planning Council

May 20, 2014
I MATTER is a project of the Family Planning Council, made possible by a grant from the Centers for Disease Control and Prevention (CDC), through a partnership with the US Department of Health and Human Services’ (HHS) Office of the Assistant Secretary for Health.
“CDC's Winnable Battles are public health priorities with large-scale impact on health and with known, effective strategies to address them”

http://www.cdc.gov/winnablebattles/
Program goal

- To decrease the teen birth rate in West and Southwest Philadelphia by 10% by 2015 and put in place methods and procedures to sustain the reduction of teen births beyond 2015 by utilizing and strengthening existing resources.
Purpose

- To demonstrate the effectiveness of innovative, multicomponent, communitywide initiatives in reducing rates of teen pregnancy and births in communities with the highest rates, with a focus on reaching African American and Latino/Hispanic youth aged 15–19 years.

http://www.cdc.gov/TeenPregnancy/PreventTeenPreg.htm
Grant Overview

Cooperative agreement funded by the OAH/CDC

- 9 participating communities nationwide
- Five national partners
- Five-year project
- Year 2: Implementation
- Year 3–5: Implementation & Sustainability
Multi-component strategy

- Community involvement
- Educating youth
- Increase access to reproductive health services and contraceptives
- Educate key stakeholders
- Reach diverse populations of youth
Approach

- Build community capacity for teen pregnancy prevention
- Foster community involvement and leadership
- Incorporate a youth perspective
- Use the “Getting to Outcomes (GTO)” planning model
Advantages of the multicomponent, community-wide approach

- Develops community ownership
- Wraps around youth in the community
- Investment that can be sustained
- Using proven strategies, i.e., evidence-based curricula, adding to clinic standard operational procedures
- Evaluation component demonstrates effectiveness
Lesson Learned

We need to assess and understand community norms
Small Group Discussion
Teen Birth Rates Have Been Declining for All Groups, but Ethnic Disparities Still Exist

Why the decline?

- Primarily due to teens’ improved contraceptive use*
- Teens are delaying having sex longer

# Teen Birth & STI Rates in W/SW

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In Philadelphia...

- 79% did not use the most effective methods at last intercourse
- 40% did not use a condom at last intercourse

National Research

- Teens don’t seek contraceptive and reproductive health care because:
  - Concerns about being judged/stigmatized
  - **Access Issues**: lack of transportation; difficulties making appointments; not knowing where to go; and hours and days when services are available.
  - Concerns about **prerequisites** [i.e., pelvic exam]

http://www.advocatesforyouth.org/component/content/article/1347--best-practices-for-youth-friendly-clinical-services
National Research

- Teens don’t seek contraceptive and reproductive health care because:
  - Concerns regarding confidentiality
  - Fear about cost
  - Concerns about being judged/stigmatized

http://www.advocatesforyouth.org/component/content/article/1347--best-practices-for-youth-friendly-clinical-services
Community Assessments Indicate:

Teens don’t know **where to go** for contraceptive and reproductive health care

- Teens don’t know what contraceptive and reproductive **health care services** are available to them

- Teens don’t know their **rights** to access contraceptive and reproductive health care
6 in 10 teens say the primary reason they don’t use birth control is fear of parents finding out.
Teens 15–19 Who Talked With a Parent

<table>
<thead>
<tr>
<th>Action</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>How to say no to sex</td>
<td>42%</td>
<td>63%</td>
</tr>
<tr>
<td>Methods of birth control</td>
<td>31%</td>
<td>51%</td>
</tr>
<tr>
<td>How to use a condom</td>
<td>29%</td>
<td>38%</td>
</tr>
<tr>
<td>Where to get birth control</td>
<td>20%</td>
<td>38%</td>
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</table>

## Unplanned Pregnancy

<table>
<thead>
<tr>
<th>% Reduction</th>
<th># in 2010</th>
<th>% Reduction</th>
<th># in 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moving 15% of noncontraceptor to contraception</td>
<td>6%</td>
<td>131,253</td>
<td>6%</td>
</tr>
<tr>
<td>Moving 15% of non-LARC users to LARCs</td>
<td>11%</td>
<td>255,403</td>
<td>11%</td>
</tr>
<tr>
<td>Moving 15% of imperfect users to perfect users</td>
<td>10%</td>
<td>238,434</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>27%</strong></td>
<td><strong>625,089</strong></td>
<td><strong>27%</strong></td>
</tr>
</tbody>
</table>
Lesson Learned

We need to change adult behavior
Askable Adult for youth serving professionals

Involving all aspects of community
- Youth-serving organizations
- Schools
- Health centers/clinics
- Faith-based organizations
- Core Partners Group and Youth Advisory Board

Designing parent programs
Lesson Learned

We need to increase accessibility of youth friendly services and contraception
Work with 9 health centers to provide sexual and reproductive health services that are:

- Teen friendly
- Culturally competent
- Easily accessible
Media Campaign
Feb–March 2014

Developed with input from Youth Leadership Team
Transit Platform Ad

YOUR SEXUAL HEALTH MATTERS
Visit an I MATTER Health Center Today!

- Safe, Teen-Friendly Health Centers
- FREE or Low-Cost Birth Control and FREE Condoms
- Confidential Pregnancy, STD and HIV Testing

Check Yourself. Protect Yourself.

www.IMatterPhilly.org
Call to find a location near you!
800-848-3367
Interior Subway Ads

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Flyers

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Check Yourself. Protect Yourself.

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**Teen-Friendly Health Centers**

Call to Schedule an Appointment or Learn About Walk-In Availability.
Services are Confidential and Free or Low-Cost to Teens.

These centers offer sexual health services to males and females that may include:
- Free or Low-Cost Birth Control
- Birth Control Pills
- IUD
- Contraceptive Shot
- Patch
- Ring
- Hormonal Implants
- Emergency Contraception
- FREE Condoms
- STD Testing, Treatment & Vaccines
- HIV Testing
- Pregnancy Tests
- LGBTQ-Friendly Staff and Services

**Philadelphia Dept. of Public Health**

Health Center #3
555 S. 43rd Street, Phila., PA 19104
215-685-7504

Philadelphia Dept. of Public Health
Health Center #4
4400 Haverford Ave., Phila., PA 19104
215-685-7601

Planned Parenthood Southeastern
Pennsylvania (PPSP)
Locust Street Center
1144 Locust St., Phila., PA 19107
215-351-5560

Planned Parenthood Southeastern
Pennsylvania (PPSP)
Elizabeth Blackwell Center
1211 Chestnut St. #405, Phila., PA 19107
215-496-9696

The Children's Hospital of Philadelphia
Care Network Cobbs Creek
225 S. 63rd St., Phila., PA 19139
267-425-3210

The Children's Hospital of Philadelphia
Karabots Pediatric Care Center
4865 Market St., Phila., PA 19139
267-425-3210

Family Practice and Counseling
Network - Health Annex
6120B Woodland Ave.,
2nd Floor Phila., PA 19142
215-727-4721

Spectrum Health Services
Spectrum Community
Health Center
5201 Haverford Ave., Phila., PA 19139
215-471-2761

www.ImatterPhilly.org

Call to find a location near you!
800-848-3367
Referral Source Survey

- Distributed to adolescent clients at five I MATTER health centers

- Two-week period at the beginning of March, 2014
  - One clinic distributed surveys for only one week

- 140 surveys were returned.
  - 138 from adolescents aged 12 to 19

- Average age was 16.3 years
44.5% of adolescent respondents reported seeing or hearing material from the media campaign.

<table>
<thead>
<tr>
<th>Type of Material</th>
<th>Percentage of respondents</th>
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<tbody>
<tr>
<td>On the subway, EL or subway platform</td>
<td>22.8%</td>
</tr>
<tr>
<td>Radio</td>
<td>16.9%</td>
</tr>
<tr>
<td>Poster</td>
<td>4.4%</td>
</tr>
<tr>
<td>Website</td>
<td>4.4%</td>
</tr>
<tr>
<td>Postcard, flier or other piece of paper</td>
<td>2.9%</td>
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<tr>
<td>Social Media</td>
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32.8% of adolescents who saw or heard material from the media campaign reported taking some action as a result.

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<th>Type of Action Taken “because of the ad(s) you saw or heard”</th>
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<td>Called a health center</td>
<td>16.4%</td>
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<tr>
<td>Talked to a health care provider about birth control</td>
<td>11.5%</td>
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<tr>
<td>Went to school HRC (Health Resource Center)</td>
<td>8.2%</td>
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<tr>
<td>Talked to an adult about birth control</td>
<td>3.3%</td>
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<tr>
<td>Called CHOICE</td>
<td>1.6%</td>
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<td>Other</td>
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In 2012, almost one in five (18 percent) births to 15–to-19-year-olds were to females who already had one or more babies.

Most teen males report that they would be very upset (47%) or a little upset (34%) if they got someone pregnant.

The National Casey Alumni Study found that the birth rate for girls in foster care is more than double the rate of their peers.
Rates of Sexual Activity

According to YRBS

- 15% of Philadelphia high school students reported having sex before age 13

- Over twice the national average
Lesson Learned

We need to reach all youth with evidence-based interventions
Lesson Learned

We need to start early to create a norm of “Proud and Responsible” sexual behavior NOT work to be changing behavior
Lesson Learned

It takes two to tango
Evidence-Based Intervention (EBI) Implementation Partners

- African Family Health Organization
- Arise Charter School
- Belmont Elementary Charter School
- Black Women’s Health Alliance
- Children’s Hospital of Philadelphia
- Department of Human Services – Girls Track
- Discovery Charter School
- Haven Youth Center
- Health Annex
- Path Ways, Inc.
- Philadelphia Public Schools’ ELECT Program
- Philadelphia School District Teachers
- Planned Parenthood
- Turning Points for Children
- YMCA
Evidence-Based Interventions – Participants

- 43% were male
- 75% identified as African American or Black
- 8% identified as Hispanic
- 49% were 14 or younger
- 5% were pregnant or parenting
- 6% were no longer in school
In Philadelphia

- 68% of teen births were to older teens

- Between 2000 and 2010 the rate for 18 and 19 years-olds only declined 19%.
Lesson Learned

We need to continue with age appropriate messages beyond high school
Working with 18/19 year old males

Chat and Chew for teen moms

Plan to hold events at places that reach 18/19 year olds

Connecting to health services

Connecting to sites like Bedsider.org
Teens account for nearly 50% of new STI cases

Females age 15–19 had the largest number of reported cases of Chlamydia and Gonorrhea of any age group

13–24 year olds account for 26% of new HIV infections (most infected by sexual contact)
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Lesson Learned

We need to combine forces to have a “collective impact” against poor sexual health outcomes.
Promotion of messages about best ways to prevent pregnancy and STI/HIV

Family Planning Council works to provide access to raise awareness for need and services for high quality sexual health services

Access to evidence/data that what we do matters

After 2015...
Contact Information

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215–985–6876