



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 Winnable Battle!

- ▶ “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

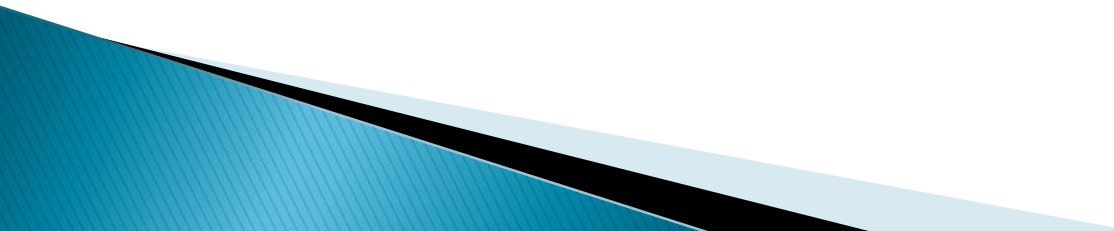
- ▶ To demonstrate the effectiveness of innovative, multicomponent, communitywide initiatives in reducing rates of teen pregnancy and births in communities with the highest rates, with a focus on reaching African American and Latino/Hispanic youth aged 15–19 years.

Grant Overview

Cooperative agreement funded by the OAH/CDC

- 9 participating communities nationwide
- Five national partners
- Five-year project
- Year 1 (Oct 2010–Sept 2011): Planning
- Year 2: Implementation
- Year 3– 5: Implementation & Sustainability

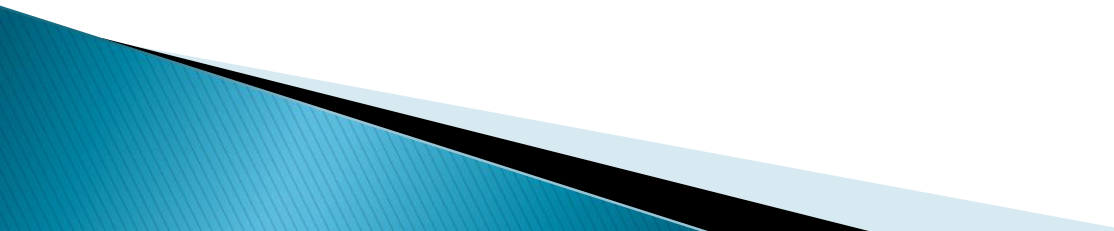
Multi-component strategy

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

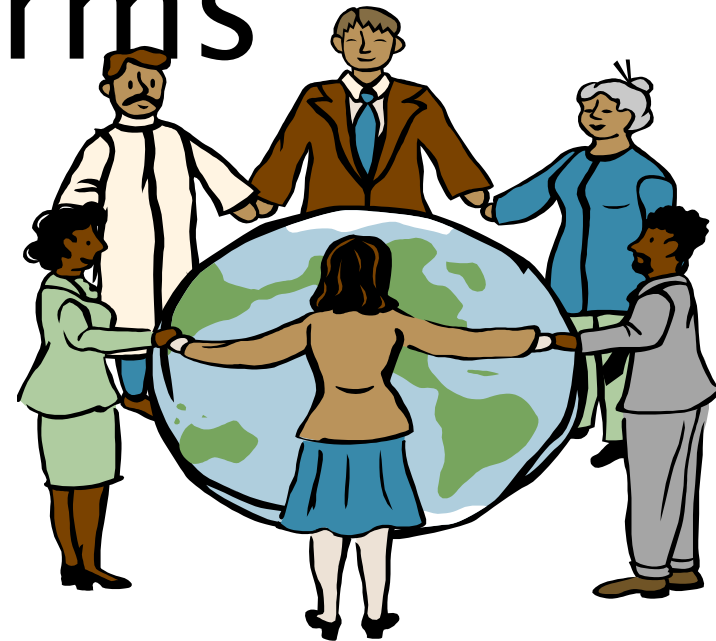
- ▶ Build community capacity for teen pregnancy prevention
- ▶ Foster community involvement and leadership
- ▶ Incorporate a youth perspective
- ▶ Use the “Getting to Outcomes (GTO)” planning model

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
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Lesson Learned

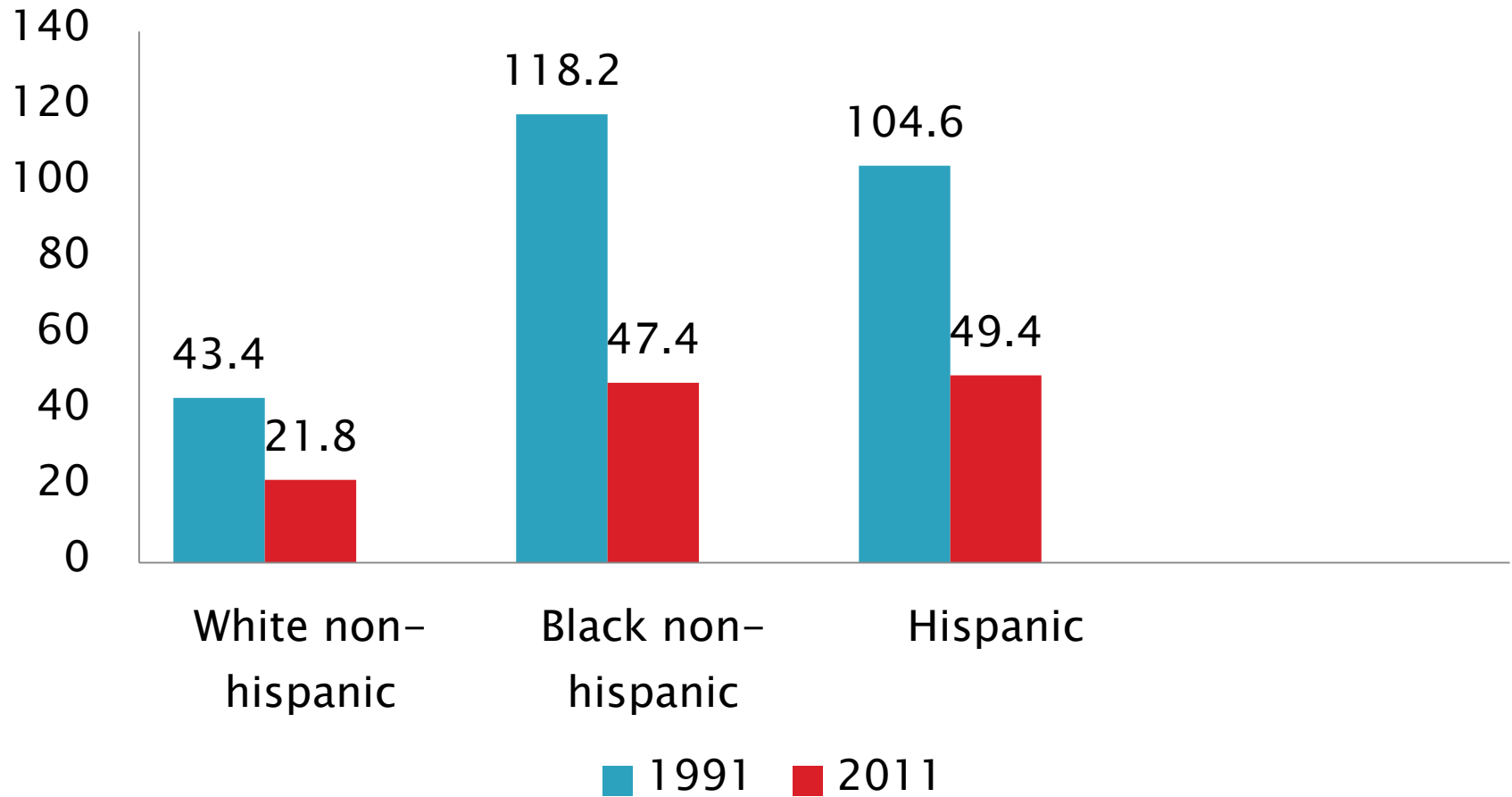
We need to assess and understand community norms



Small Group Discussion



Teen Birth Rates Have Been Declining for All Groups, but Ethnic Disparities Still Exist



Source: Centers for Disease Control and Prevention, National vital Statistics Reports, "Births: Preliminary Data for 2011" 61(5), Oct. 2012.

Why the decline?



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

*Santelli JS et al., Explaining recent declines in adolescent pregnancy in the United States: the contribution of abstinence and improved contraceptive use, American Journal of Public Health, 2007, 97 (1):150-156.

Teen Birth & STI Rates in W/SW

	W/SW	US
2009 Teen birth rate (per 1,000)	51 <small>73 w/o19104</small> Total 621	34
2010 Teen chlamydia rate (per 100,000)	7,690	2,049
2010 Teen gonorrhea rate (per 100,000)	2,159	409

In Philadelphia...

- ▶ 79% did not use the most effective methods at last intercourse



- ▶ 40% did not use a condom at last intercourse

Source: Youth Risk Behavior Survey, 2011.

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>

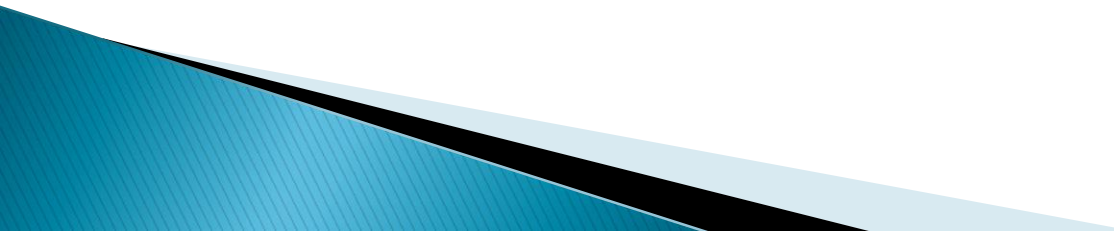
National Research

- ▶ 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

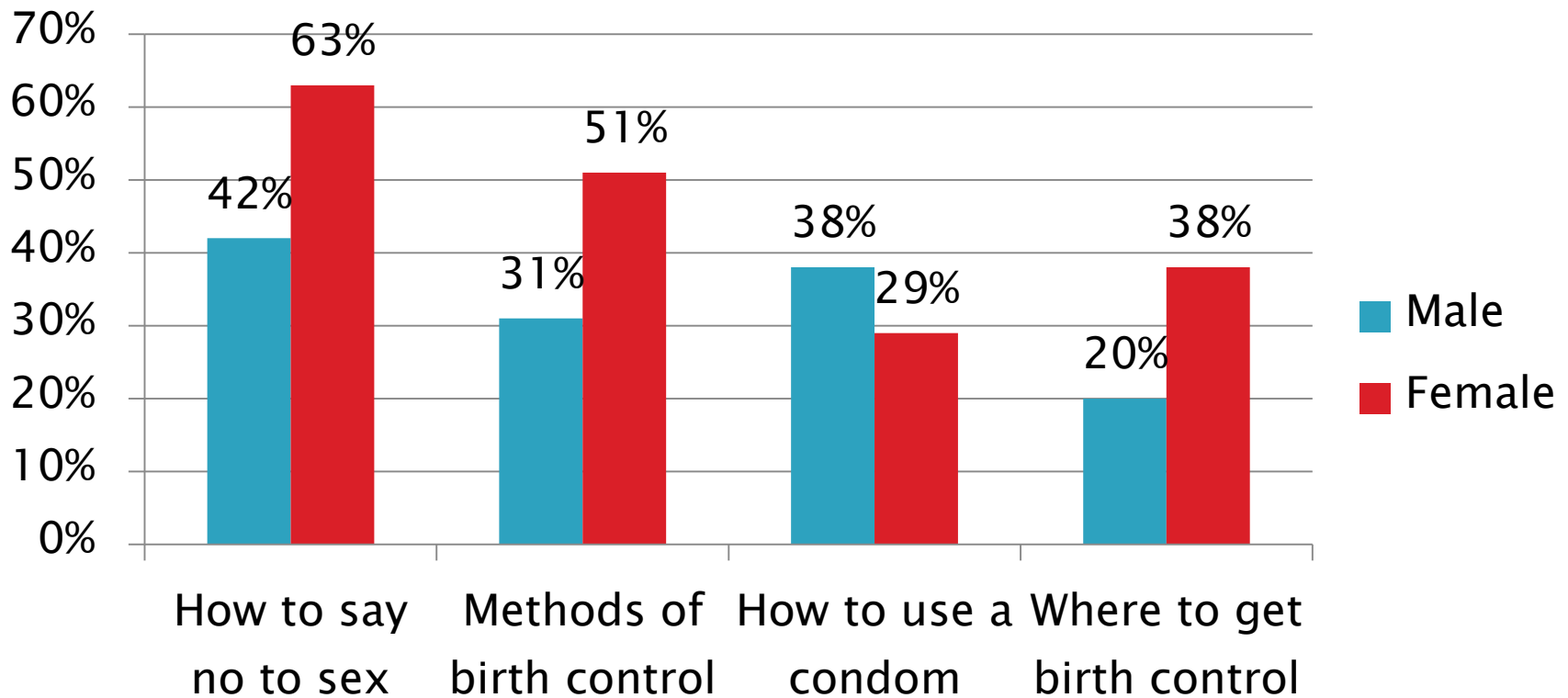
- Teens don't know what contraceptive and reproductive **health care services** are available to them
 - Teens don't know their **rights** to access contraceptive and reproductive health care
- 

Research by TNC

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



Source: CDC/NCHS, National Survey of Family Growth, 2006–2008

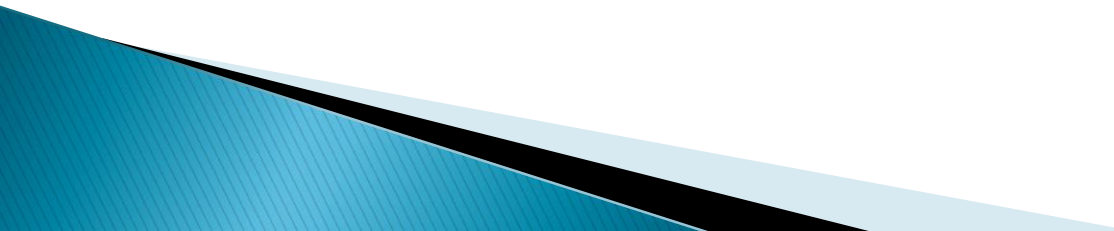
Unplanned Pregnancy

Abortion

	% Reduction	# in 2010	%Reduction	# in 2012
Moving 15% of noncontraceptor to contraception	6%	131,253	6%	47,224
Moving 15% of non-LARC users to LARCs	11%	255,403	11%	91,684
Moving 15% of imperfect users to perfect users	10%	238,434	10%	85,498
Total	27%	625,089	27%	224,405

Lesson Learned

**We need to change
adult behavior**





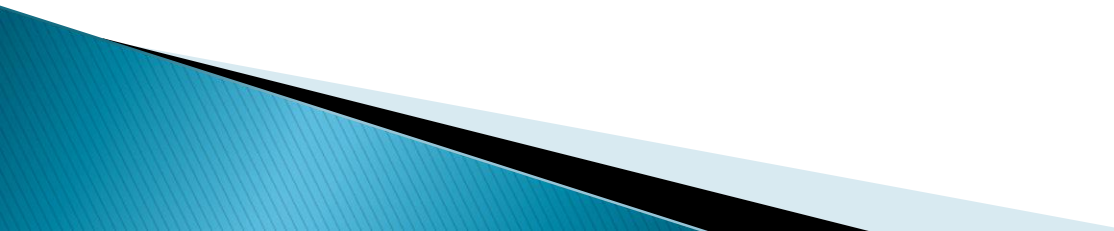
- ▶ Askable Adult for youth serving professionals

- ▶ 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



**Check Yourself.
Protect Yourself.**


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

I MATTER PHILLY PREVENTING TEEN PREGNANCY


www.IMatterPhilly.org

   /IMatterPhilly

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

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Interior Subway Ads



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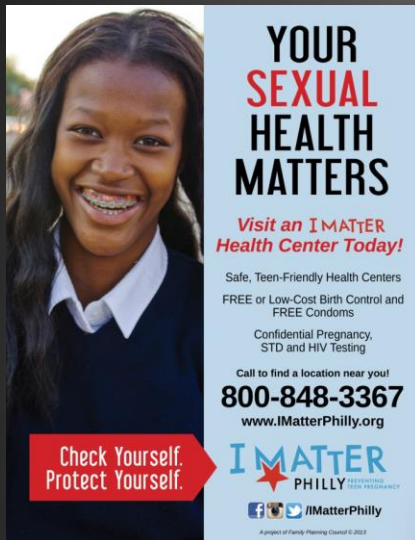
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I MATTER PHILLY
PREGNANT? TEEN PREGNANT?

© 2012 Philadelphia Health Department

Flyers



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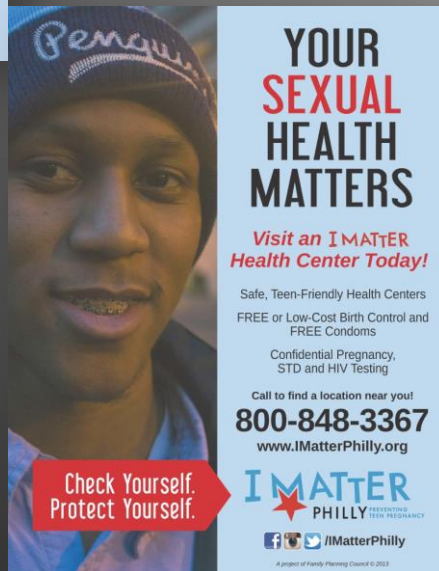
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**Check Yourself.
Protect Yourself.**

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

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

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

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

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

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

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

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

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a location near you!
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Postcards



Check Yourself. Protect Yourself.

Your Sexual Health Matters



Know Your Options. Protect Yourself.

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

**Visit an I MATTER
Health Center Today!**

Call to find a location near you!

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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

Exposure to media campaign

- ▶ 44.5% of adolescent respondents reported seeing or hearing material from the media campaign.

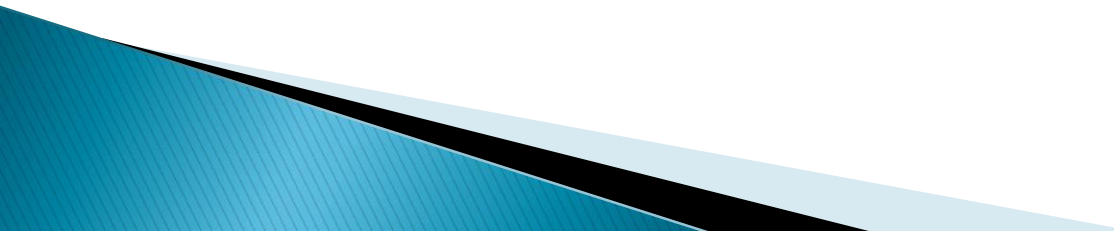
Type of Material	Percentage of respondents
On the subway, EL or subway platform	22.8%
Radio	16.9%
Poster	4.4%
Website	4.4%
Postcard, flier or other piece of paper	2.9%
Social Media	2.9%

Response to media campaign

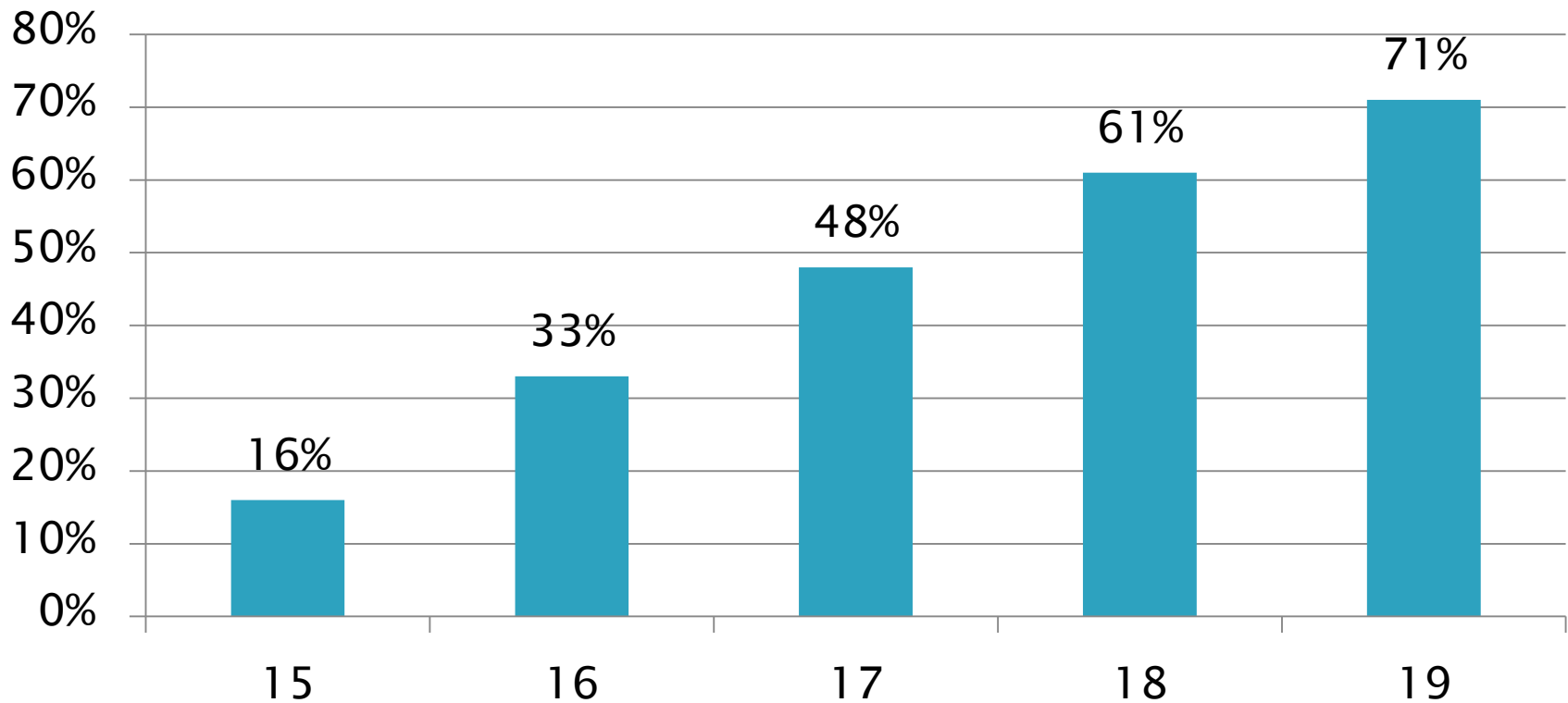
- ▶ 32.8% of adolescents who saw or heard material from the media campaign reported taking some action as a result.

Type of Action Taken “because of the ad(s) you saw or heard”	Percentage of respondents
Called a health center	16.4%
Talked to a health care provider about birth control	11.5%
Went to school HRC (Health Resource Center)	8.2%
Talked to an adult about birth control	3.3%
Called CHOICE	1.6%
Other	11.6%

Research

- ▶ 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



Source: Finer LB and Philbin JM, Sexual initiation, contraceptive use, and pregnancy among young adolescents. *Pediatrics*, 2013

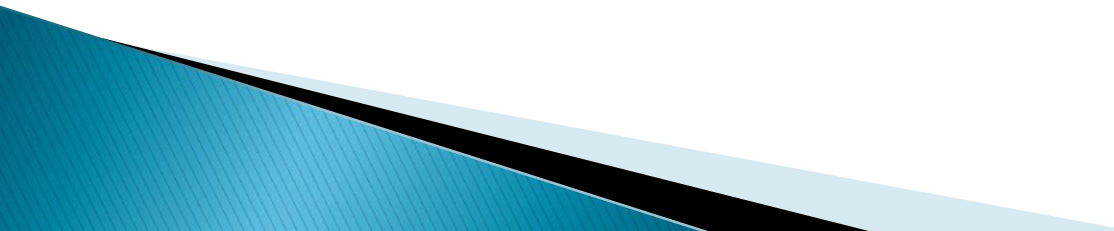
According to YRBS

- ▶ 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

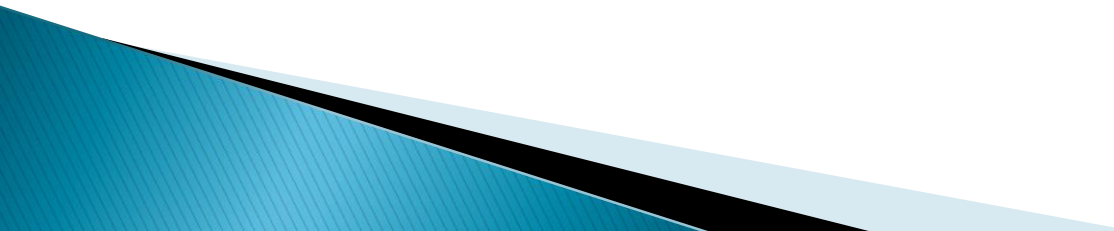
- 43% were male
- 75% identified as African American or Black
- 8% identified as Hispanic
- 49% were 14 or younger
- 5% were pregnant or parenting
- 6% were no longer in school

In Philadelphia

- ▶ 68% of teen births were to older teens
- ▶ Between 2000 and 2010 the rte for 18 and 19 years-olds only declined 19%.

Lesson Learned

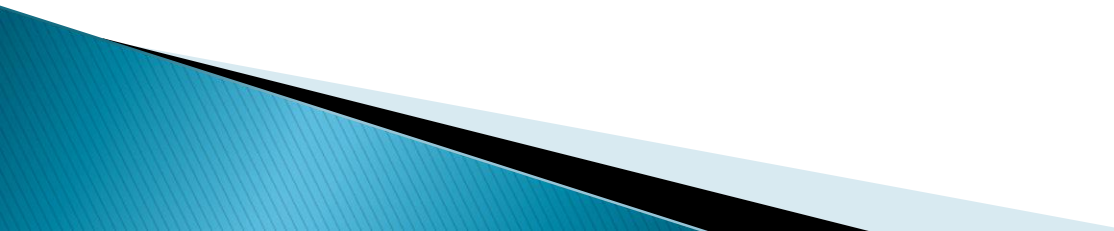
We need to continue
with age appropriate
messages beyond
high school





- ▶ 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

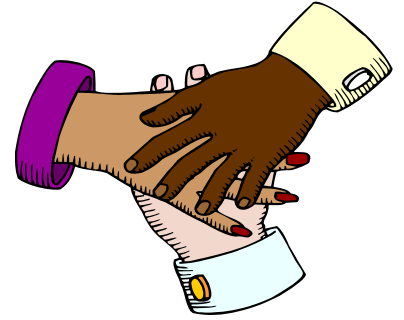
Research

- ▶ 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)
- 

Teen Birth & STI Rates in W/SW

	W/SW	US
2009 Teen birth rate (per 1,000)	51 73 w/o19104 Total 621	34
2010 Teen chlamydia rate (per 100,000)	7,690	2,049
2010 Teen gonorrhea rate (per 100,000)	2,159	409

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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