Teen Pregnancy Prevention Initiative

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Program Director
TPPI is a $19.7m initiative funded by the U.S. Dept. of Health and Human Services’ Office of Adolescent Health.

The Initiative is jointly administered by CDPH and CPS. It is a five year initiative funded through August 31, 2015.

The aim of the initiative is to reduce teen pregnancies in Chicago and improve access to care for adolescents.
Females 15-19 years, births per 1,000

TEEN BIRTH RATES
## Teen Pregnancy Prevention Initiative

### OVERVIEW

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Adolescent Health Access Committee

ACTION PLAN

- Created by health, policy and education experts who serve on the Adolescent Health Access Committee
- Plan is a consensus document, developed over period of one year
- Details more than 40 health measures and goals specific to adolescents
- Action plan to be distributed to principals, partners, and delegate agencies.
How do we make adolescent health information easy for students, parents, and researchers to access?

- Collect and publish health measures online at BeYouBeHealthy.org
- Currently working to build data bridge to automate data feed from CDC to website and for chart creation
Making Adolescent Health Needs Visible

PUBLIC AWARENESS

How do we raise awareness and influence action among students, families, teachers, and health care providers?

- Consult students and partners and activate their recommendations
- Facilitate the creation of co-authored processes and products
- Deploy traditional and new media
- Develop cross-functional partnerships with disciplines outside of public health
- Think differently.
More traditional problem-solving starts by defining the parameters of the problem in order to define the solution.

- Starts with solutions, then questions and defines (redefines) problem parameters
- It is a way of thinking that combines empathy for the context of a problem, creativity to generate insights and solutions, and the rational ability to analyze and adapt solutions to context
- Favors divergence (many solutions) over convergence (one solution)
- Applicable to public health
Design Thinking

WHAT DOES IT LOOK LIKE?

EMOTIONAL INNOVATION
- Brands
- Relationships
- Marketing

Business
VIABILITY

People
DESIRABLITY

Technology
FEASIBILITY

THE SWEET SPOT:
EXPERIENCE INNOVATION

FUNCTIONAL INNOVATION

PROCESS INNOVATION
Adolescent Health

‘UNEXPECTED’ ADS

- Researched other campaigns
- Developed new external partners
- Curated existing images
- Tested images and messaging; synthesized partner input to theme the campaign and write the copy
Net result: High-Impact, Low-Cost Campaign

- Negotiated targeted shelter placements with JCDecaux
- Quantified bus and rail travel on routes proximate to TOP schools. Weighted media buys accordingly.
- Launched supporting website: BeYouBeHealthy.org
14,917 people visited this site

- Visits: 16,161
- Pageviews: 37,306
- Avg. Visit Duration: 00:01:54

- Unique Visitors: 14,917
- Pages / Visit: 2.31
- Bounce Rate: 50.11%

Data current through June 17, 2013
Fatherhood
It’s a heavy responsibility

He’s No Prince
Protect your dreams

It’s a Slam Dunk
Your life *will* change
CPS SEX ED

Policy Changes

- CPS Board adopted new policy that mandates comprehensive sexual health education for grades K through 12.
- Comprehensive curriculum is age appropriate and aligned with the National Sexuality Education Standards.
- Abstinence is emphasized but information about contraception is also included.
- Includes an “opt-out” provision for parents who do not want their child to participate.

Provisions of the new CPS Sexual Health Education Policy is to be fully implemented in 2016.
On May 22, 2013, the Illinois General Assembly passed House Bill 2675. Requires medically accurate, developmentally and age-appropriate curriculum in schools that choose to teach sex education. The benefits of abstinence are emphasized but contraception to prevent pregnancy and sexually transmitted diseases are included. Strikes language that privileged monogamous heterosexual marriage.
Sexual Health Resources

CONDOM AVAILABILITY

- Condom dispensers and message design in development with faculty and students at Columbia College (see booklets)
- Program to be piloted in a minimum of 6 schools this year and a minimum of 24 high schools by the end of grant period
- Findings will inform development of program guidelines for CPS high schools.
Tabletop condom dispenser

Wall mounted dispenser with changeable message face.
School-level messaging:
Posters can stand alone and be used to face the condom dispensers
Electronic locker-sized condom dispenser with LED screen, providing sexual health messages.
TOP is an evidence-based positive youth development program, shown to reduce teen pregnancy, course failure, suspensions by 50%.

The TOP curriculum includes lessons on:

- Clarifying Values and Healthy Relationships
- Communication/Assertiveness
- Goal-Setting and Decision-Making
- Human Development and Sexuality
- Community Service Learning

Curriculum is taught by facilitators certified by Wyman, creator of the Teen Outreach Program.
Teen Outreach Program (TOP)

IMPLEMENTATION

• Replication grant; rigorous evaluation conducted by Chapin Hall at the University of Chicago
• 38 treatment and control schools in community areas with high rates of teen births and STIs
• To date: 8,624 ninth grade students have participated in TOP program
• Preliminary program data from Chapin Hall expected in August 2013