

TEENAGE PREGNANCY PREVENTION PROGRAMMES



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ISSUES FOR SOUTHWARK



⌘ 2ND Highest rate of Conception

⌘ 335 conception @ rate of 85.9 per 1000

⌘ 3.4% increase in under 18's

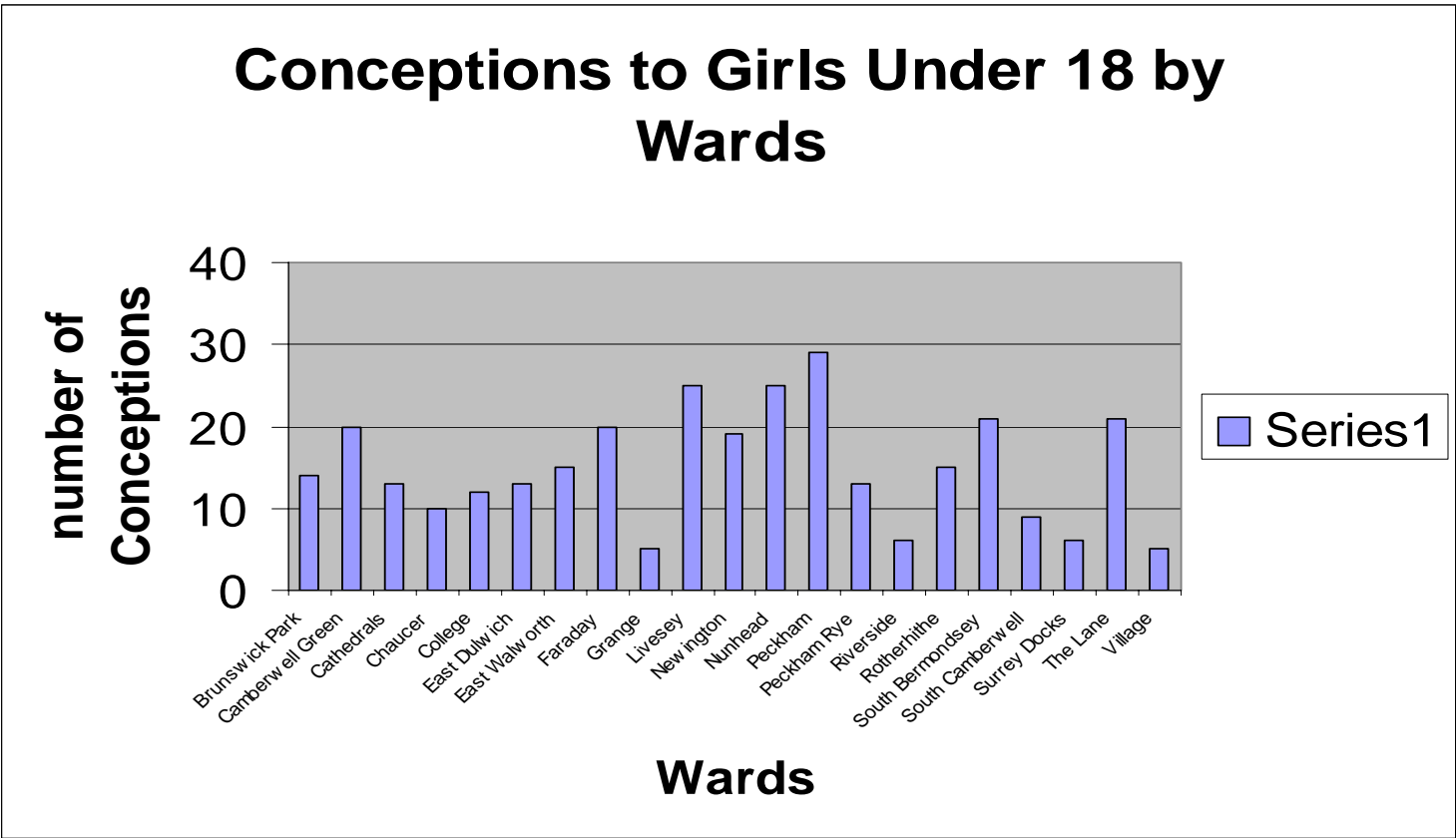
⌘ 13% increase in under 16's.

⌘ TPU Targets

⊞ 15% reduction by 2004

⊞ 60% reduction by 2010

CONCEPTIONS BY WARDS



HIGHEST RANKING WARDS – 2000 figures



- ⌘ Peckham – 29
- ⌘ Nunhead – 25
- ⌘ Livesey – 25
- ⌘ The Lane – 21
- ⌘ South Bermondsey – 21
- ⌘ Camberwell Green – 20
- ⌘ Faraday – 20
- ⌘ Newington - 19

MEDIA CAMPAIGN- GAP ANALYSIS



The need to:

- Provide Relevant and up to date factual information to young people, parents, communities & Agencies
- Develop proactive strategy to raise awareness and promote understanding among young people, parents, professionals and general community.

THE STRATEGY



⌘ Proactive

⌘ User Involvement

⌘ Targeted

⌘ Evidence based/relevant

⌘ Diversity

Pro-Active



- ⌘ Sexual health outreach workers, EHC, SS+
- ⌘ *Choose Your Life* Poster, Bus Road Shows, Adshel Campaigns
- ⌘ Community Events/Workshops
- ⌘ Partnerships – DAAT, Connexions, SRB, NRF

USER INVOLVEMENT



- ⌘ Young People – Peer Educators, Designers, Peer Researchers
- ⌘ Parents – Parent Workshops, Peer Researchers, Parent Forums
- ⌘ Professionals – Learning Network, Bodypower

TARGETED



⌘ High Risk Areas – Level 2 Services

⌘ BEM Communities

⌘ Vulnerable Young People-

- ☑ Children looked after
- ☑ Unaccompanied minors
- ☑ Homeless
- ☑ Youth Offending Team
- ☑ Pupil referral units

EVIDENCE BASED



⌘ TPU Media Research – 10year Strategy

⌘ Baseline Research

⌘ Consultation – parents/young people

⌘ Monitoring & Evaluation

DIVERSITY



⌘ Variety of approaches

⌘ Faith Groups

⌘ BEM Communities

SCHOOL & COMMUNITY PROGRAMMES



- ⌘ *Choose Your Life* Drama/Video Road Show
- ⌘ Sexual Health Outreach
- ⌘ School Health Information Project
- ⌘ Teens and Toddlers
- ⌘ Sexual Health Peer Educators
- ⌘ SE15 Walk – in
- ⌘ Young Parents Video Project
- ⌘ Faith Group Video Project
- ⌘ Muslim faith group workshops
- ⌘ Standards Fund SRE Projects
- ⌘ BHM sexual health events
- ⌘ Body power

SCHOOL & COMMUNITY



- ⌘ Foyer Events – Gateway & Camberwell
- ⌘ Health Page – Magazine project
- ⌘ Pregnancy Testing – Youth Clubs (Sure Star Plus)
- ⌘ Update database of services
- ⌘ Pan London Choice FM Radio Campaign
- ⌘ Parent Health Forum
- ⌘ SRE Quality Assurance Framework
- ⌘ Virtual Dolls – School Nurses
- ⌘ SRE – Young People with Learning Difficulties (Highshore)
- ⌘ Condom Vending Machines – Southwark College
- ⌘ Community Based SRE Curriculum
- ⌘ Quality Protects Nurse for CLA

CHALLENGES



⌘ **Access to Schools**

⌘ **Mainstreaming Activities**

⌘ **Easier Access to Contraception** – rationing, delays, limited alternative venues, outreach.

⌘ **Over-stretched Sexual Health Services** –

“Myself and loads of my friends have got pregnant cos we can’t face waiting for doctors, such a long thing. Rather take the risk than wait on doctors and Nurses”.

NEXT STEPS



⌘ Better Co-ordination – TPP Subgroups

⌘ Better Data Management – Local Sources

⌘ Better Access – Outreach/Capacity

⌘ Review Progress – Baseline Research