



# Teen Pregnancy Prevention Initiative

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Program Director



City of Chicago  
Mayor Rahm Emanuel

Chicago Department of Public Health  
Commissioner Bechara Choucair, M.D.



# INTRODUCTION

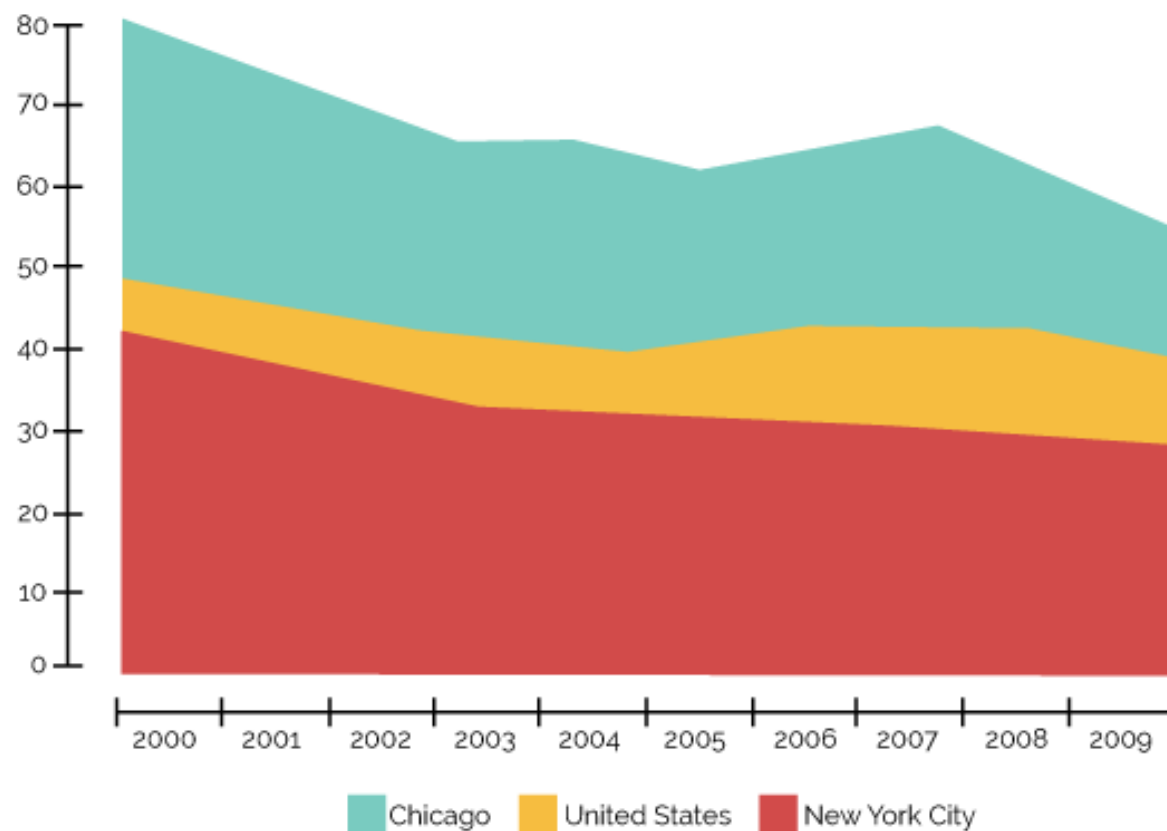
TPPI is a \$19.7m initiative funded by the U.S. Dept. of Health and Human Services' Office of Adolescent Health.

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



# OVERVIEW

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## CITY LEVEL

- Chicago's Action Plan *for* Healthy Adolescents
- Public Awareness Campaigns
- Data Repository for Adolescent Health

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## SCHOOL LEVEL

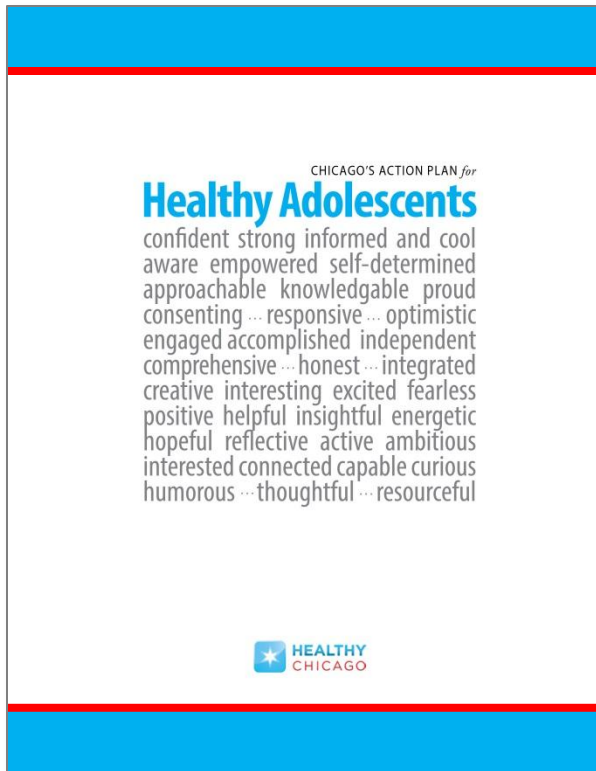
- State and Local Sex Education Policies
- Condom Availability Program
- Peer Health Ambassadors

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## STUDENT LEVEL

- Teen Outreach Program (TOP)
  - Youth Advisory Council
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# 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.

# DATA REPOSITORY

How do we make adolescent health information easy for students, parents, and researchers to access?

- Collect and publish health measures online at [BeYouBeHealthy.org](http://BeYouBeHealthy.org)
- Currently working to build data bridge to automate data feed from CDC to website and for chart creation

# 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.

Thinking Differently?

# DESIGN THINKING

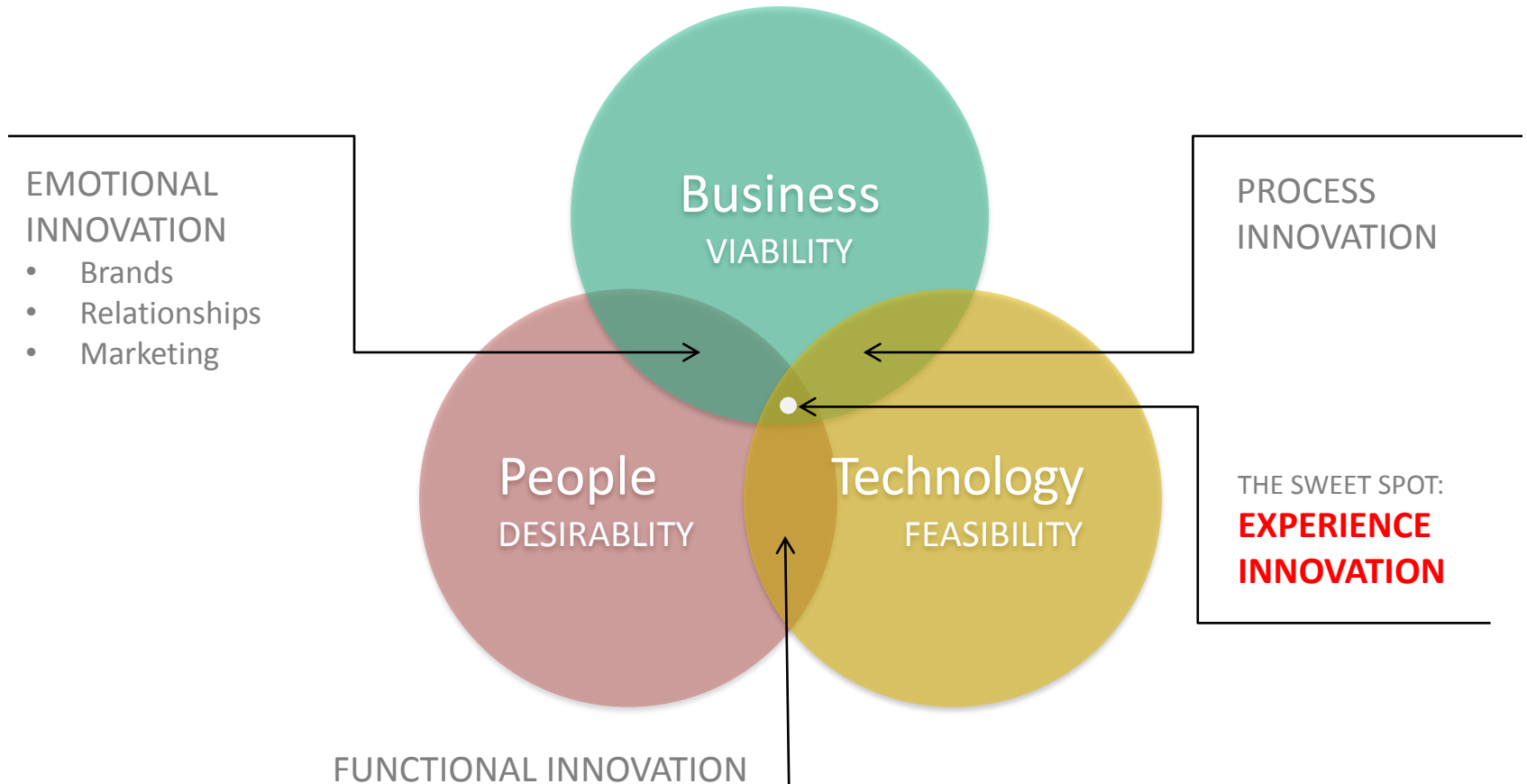
**More traditional problem-solving starts by defining the parameters of the problem in order to define the solution.**

- 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?



# '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

CITY LEVEL

UNEXPECTED?



Most teen pregnancies are.

Avoid unplanned  
pregnancies and STIs.  
Use condoms.  
Or wait.

[BeYouBeHealthy.org](http://BeYouBeHealthy.org)

**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](http://BeYouBeHealthy.org)

Public Awareness  
**WEBSITE**

**CITY LEVEL**



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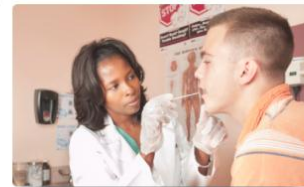
**Sex & Relationships**



**Health Matters**



**Teen Health Care Rights**



**Clinic Finder**

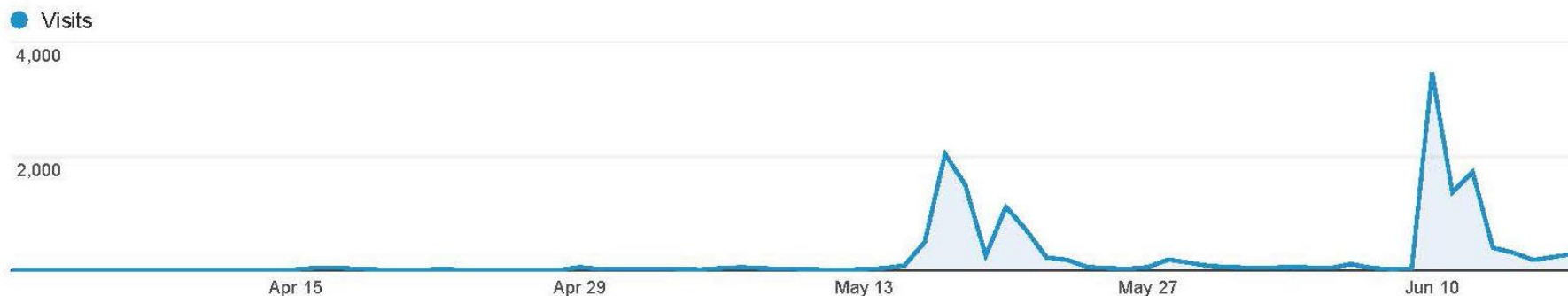
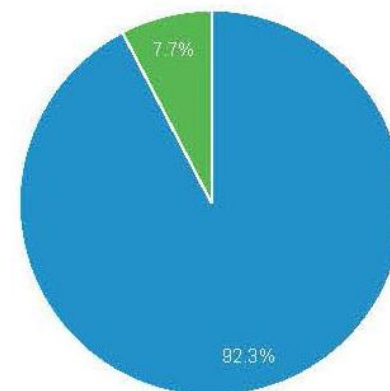


**Health Data & Research**

14,917 people visited this site



■ New Visitor ■ Returning Visitor





Public Awareness

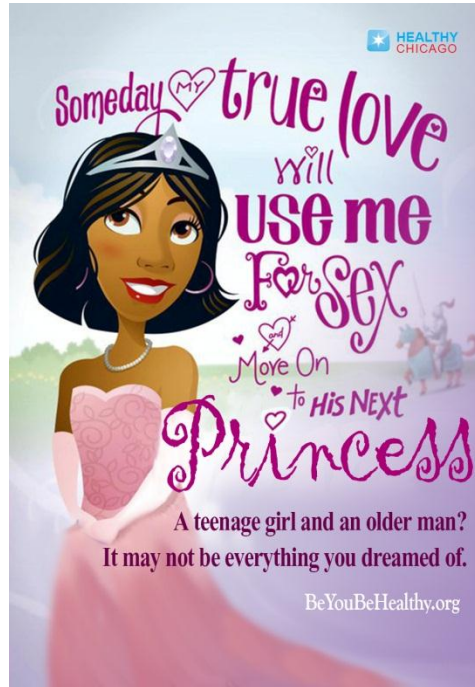
# FUTURE SHELTER ADS

CITY LEVEL



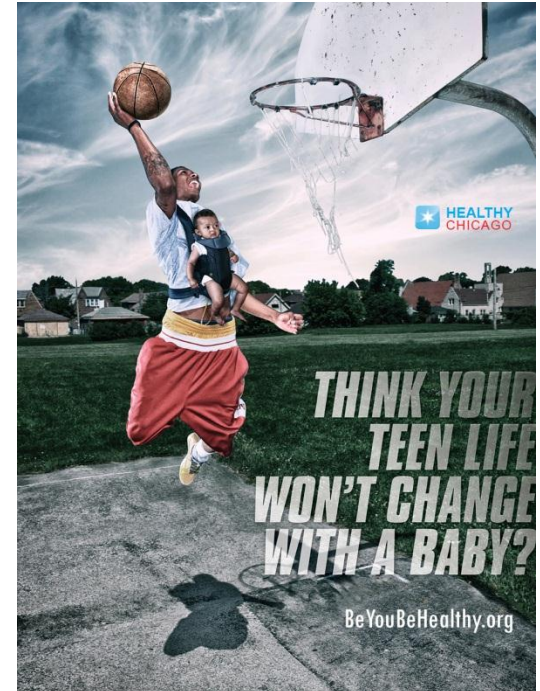
## Fatherhood

It's a heavy responsibility



## He's No Prince

Protect your dreams



## It's a Slam Dunk

Your life \*will\* change

**Provisions of the new CPS Sexual Health Education Policy is to be fully implemented in 2016**

- 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

# STATE SEX ED

Requirements  
apply only to those  
schools that choose  
to teach sex ed

- 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.



# CONDOM AVAILABILITY

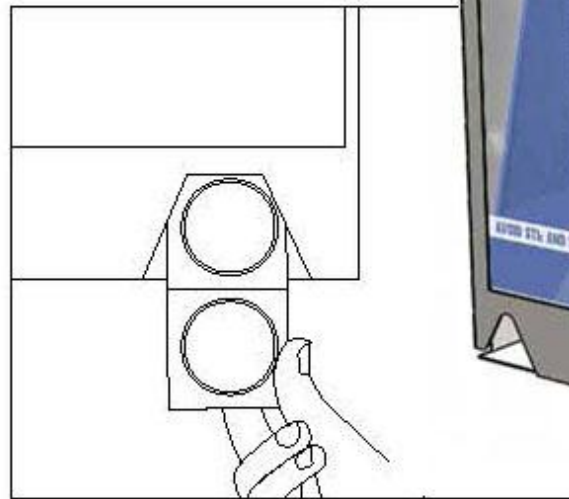
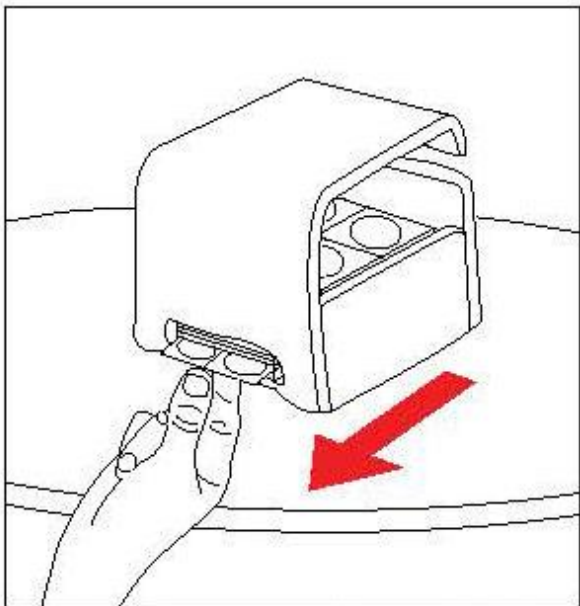
- Condom dispensers and message design in development with faculty and students at Columbia College (see booklets)
- Program to be piloted in a minimum of 6 schools this year and a minimum of 24 high schools by the end of grant period
- Findings will inform development of program guidelines for CPS high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



Tabletop condom dispenser

## SCHOOL LEVEL

Wall mounted dispenser with changeable message face.





### School-level messaging:

Posters can stand alone and be used to face the condom dispensers



**SCHOOL LEVEL**



Electronic locker-sized condom dispenser with LED screen, providing sexual health messages.



# TOP CURRICULUM

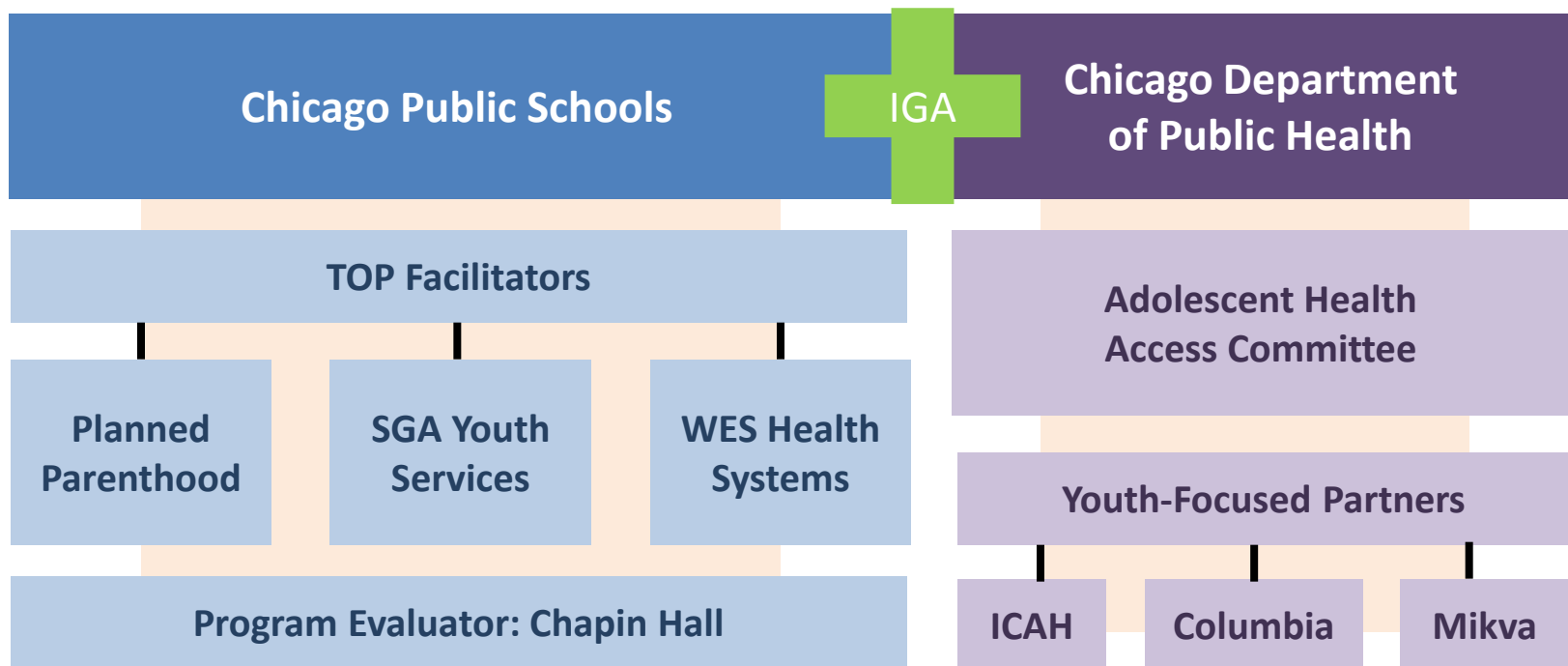
- TOP is an evidence-based positive youth development program, shown to reduce teen pregnancy, course failure, suspensions by 50%
- The TOP curriculum includes lessons on:
  - Clarifying Values and Healthy Relationships
  - Communication/Assertiveness
  - Goal-Setting and Decision-Making
  - Human Development and Sexuality
  - Community Service Learning
- Curriculum is taught by facilitators certified by Wyman, creator of the Teen Outreach Program

Teen Outreach Program (TOP)

# STRUCTURE

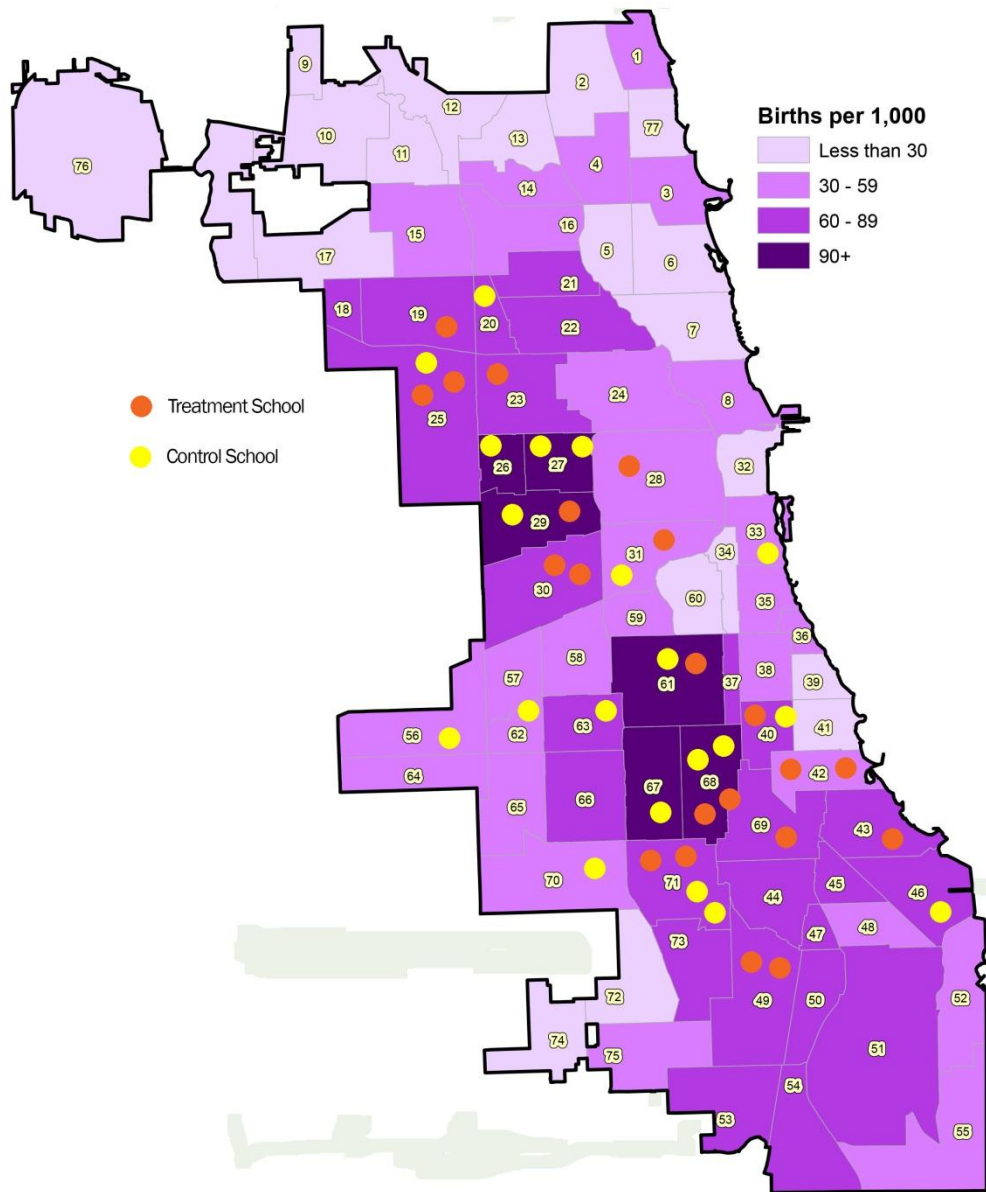
**STUDENT LEVEL**

U.S. Dept. of Health and Human Services | Office of Adolescent Health



# 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



## STUDENT LEVEL

TOP High School

# LOCATIONS



Teen Pregnancy Prevention Initiative

# **DISCUSSION**



**HEALTHY  
CHICAGO**

CHICAGO DEPARTMENT OF PUBLIC HEALTH



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