

Medway Teenage Pregnancy Annual Report 2009 / 2010

Medway Teenage Pregnancy Partnership

Jinny Robinson,
Teenage Pregnancy Strategic Co-ordinator
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Contents Page

1. Introduction	Page 3
2. Teenage Pregnancy in Medway	Page 4
3. The Medway Teenage Pregnancy Strategy	Page 9
4. Conclusion	Page 25
5. References	Page 26

1. Introduction

The reasons for tackling teenage pregnancy and supporting teenage parents are well documented and include health and wider inequalities issues (TPU, 1999, DfES, 2006). Babies born to teenage mothers have a 60% higher infant mortality rate and a 63% increased risk of being born into poverty compared to babies born to older mothers (DoH, 2007). Children born to teenage mothers do less well at school and disengage early from learning and sometimes well before they have finished compulsory education. Daughters of teenage mothers are twice as likely as daughters born to older mothers to become teenage mothers themselves. Similar disadvantages affect young fathers (DfES, 2006).

In 1999, the government commissioned the Social Exclusion Unit to produce a report into teenage pregnancy in the United Kingdom. The report concluded that the United Kingdom has the highest teenage pregnancy rate in Western Europe, twice as high as Germany, three times as high as France, and six times as high as The Netherlands (TPU, 1999). In response to this, the government's Teenage Pregnancy Unit requested local Teenage Pregnancy Strategies be developed jointly between local authorities with an overall aim of halving conceptions amongst under 18 year old females.

Reducing teenage conceptions is a key priority for Medway's Children's Trust and is linked strategically to all accountable partners through relevant strategies and action plans. The Medway Teenage Pregnancy Strategy shares The National Teenage Pregnancy Strategy aims, which are to:

- Halve the under 18-conception rate by 2010, from the 1998 baseline, and establish a firm downward trend in the under-16 rate.
- Increase the number of teenage mothers (aged 16-19 years) in education, training or employment to 60% by 2010, to reduce their risk of long-term social exclusion.

In March 2009, the new Medway Teenage Pregnancy Action Plan for 09/10 was launched informed by the completion of the Teenage Pregnancy Unit's self-assessments to identify local priorities and areas for improvement. The action plan focuses on:

- Better prevention
- Better support for young parents
- Effective data collection and performance monitoring
- Effective media and communications

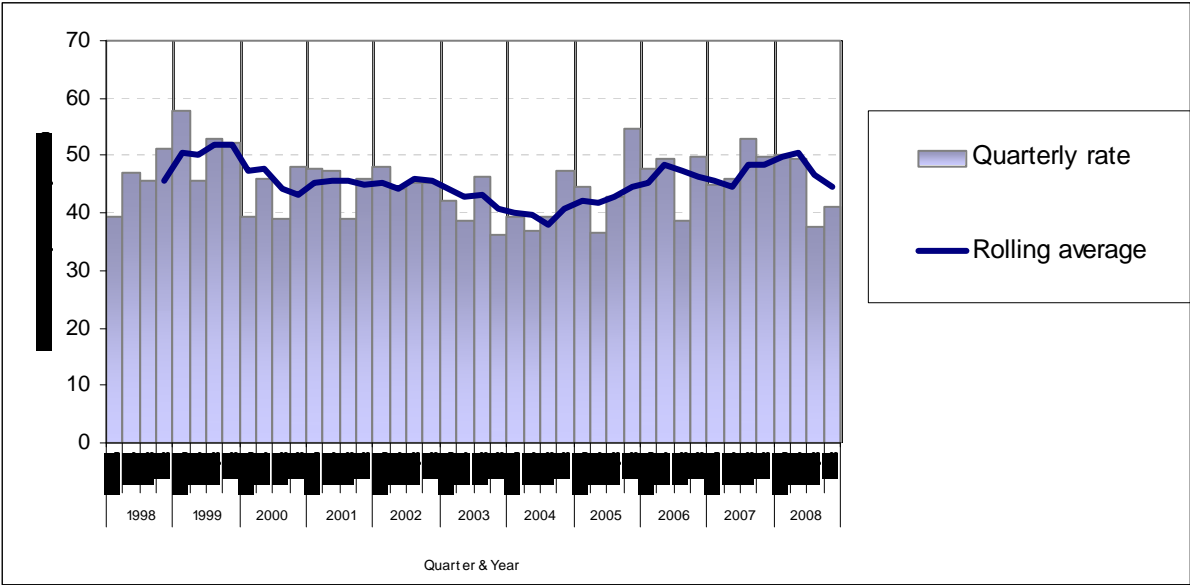
2. Teenage Pregnancy in Medway

Under 18 Conception Data

Figures released by the Office of National Statistics in February 2010 show the teenage pregnancy rate in Medway fell by 8.7 per cent between 2007 and 2008. The data from the Teenage Pregnancy Unit show there were 44.2 conceptions per 1000 girls aged 15-17 in Medway in 2008 (238 conceptions in total) compared to 48.4 per 1000 in the previous year. This is a reduction of 8.7 per cent and follows three years when the rate rose. Since 1998 – the year that progress is measured against nationwide – the teenage pregnancy rate has fallen in Medway by 4.4 per cent.

Nationally, the rate fell by 3.2 per cent between 2007 and 2008, to 40.4 conceptions per 1000 girls aged 15-17.

Figure 1: Teenage Conception Rates, Medway UA 1998-2008



The under 18-conception rate in Medway is significantly higher than the South East Regional average but not significantly higher than peer local authorities as shown in Figure 2 and 3.

Figure 2: Regional and National Comparisons

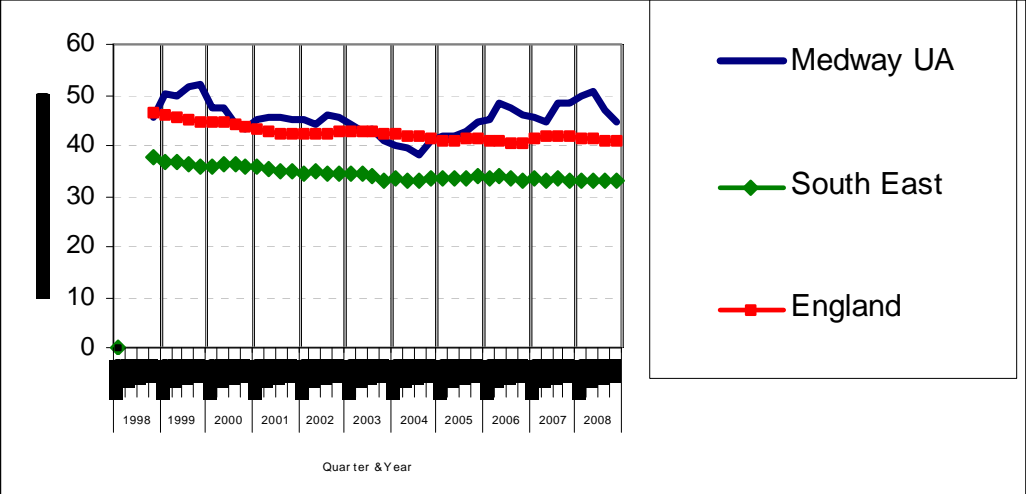
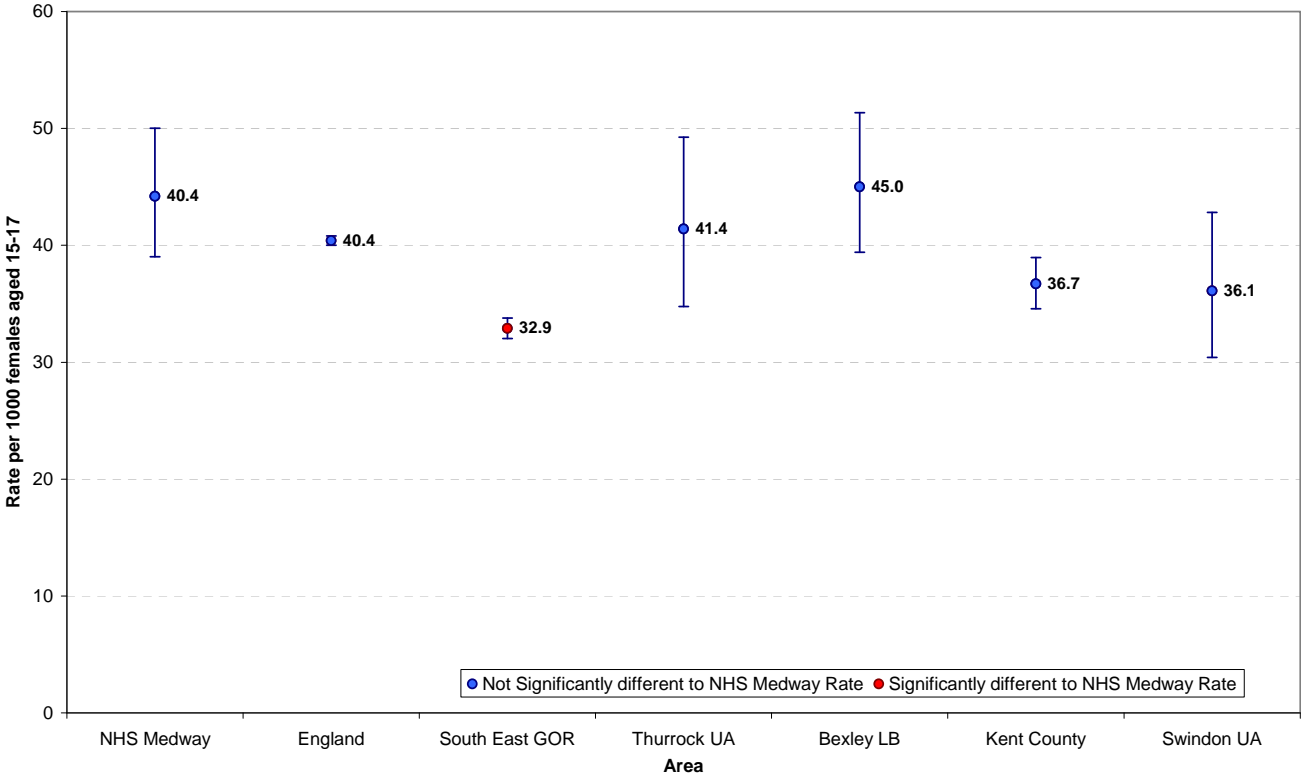


Figure 3: Comparison with National, Regional and DCSF Statistical neighbour's rates (significance based on overlapping confidence intervals):

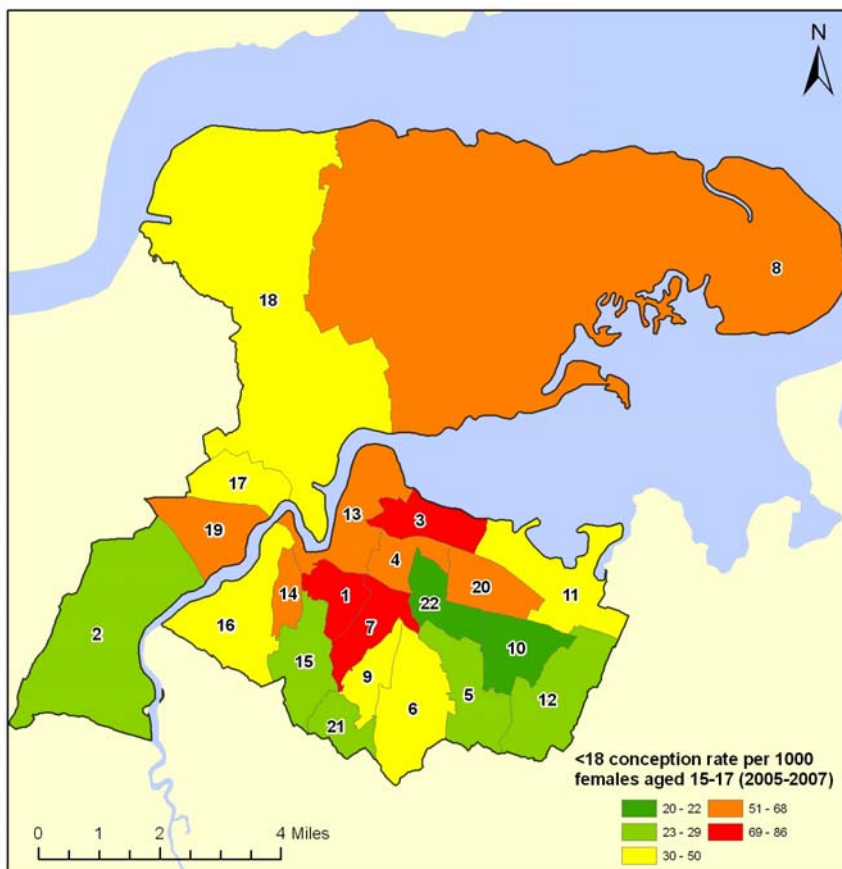


Under 18 Conception Rate: Ward Level

Under 18 conception rates vary considerably across the wards in Medway (Figure 4). Generally, teenage conception rates correlate with social deprivation (ONS, 2010). The three wards with the highest teenage pregnancy rates in Medway are: Chatham Central, Luton and Wayfield and Gillingham North.

Figure 4: Teenage Pregnancy Ward Data

A Map to show the Teenage Conception Rates in Electoral Wards in Medway (2005-2007)



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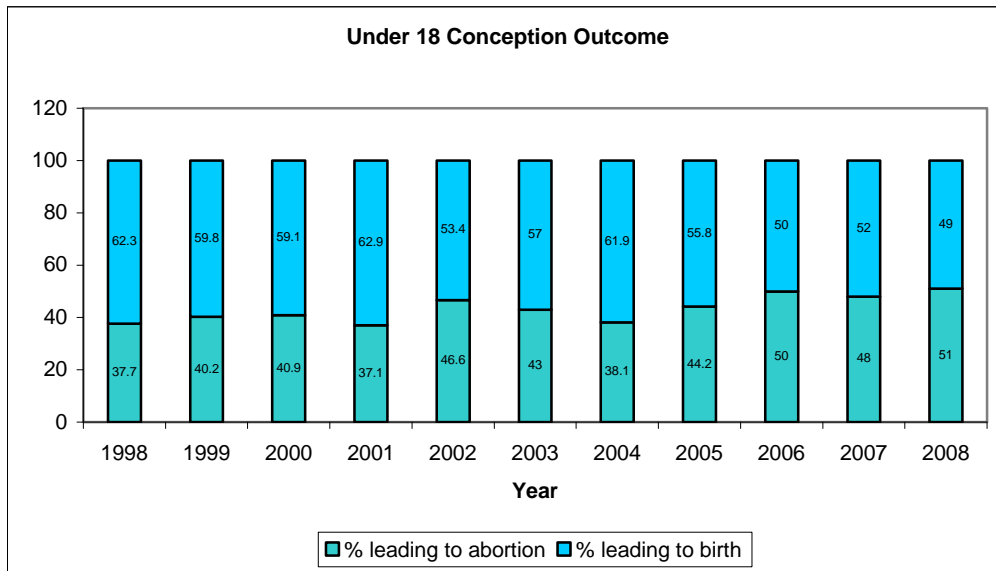
Source: Office for National Statistics

Ward	Rate	Ward	Rate
1 Chatham Central	74.9	12 Rainham South	24.8
2 Cuxton and Halling	24.6	13 River	53.1
3 Gillingham North	73.8	14 Rochester East	65.8
4 Gillingham South	65.5	15 Rochester South and Horsted	27.6
5 Hempstead and Wigmore	23.7	16 Rochester West	40.8
6 Lordswood and Capstone	30.9	17 Strood North	50.5
7 Luton and Wayfield	73.1	18 Strood Rural	31.3
8 Peninsula	51.5	19 Strood South	58.9
9 Princes Park	32.0	20 Twydall	56.9
10 Rainham Central	22.3	21 Walderslade	27.4
11 Rainham North	30.2	22 Watling	20.3

Under 18 Conceptions: Outcome

Latest data from the Office of National Statistics (2008) show that 51% of all under 18 conceptions in Medway lead to a termination of pregnancy (abortion).

Figure 5: Under 18 Conception Outcome 1998 - 2008



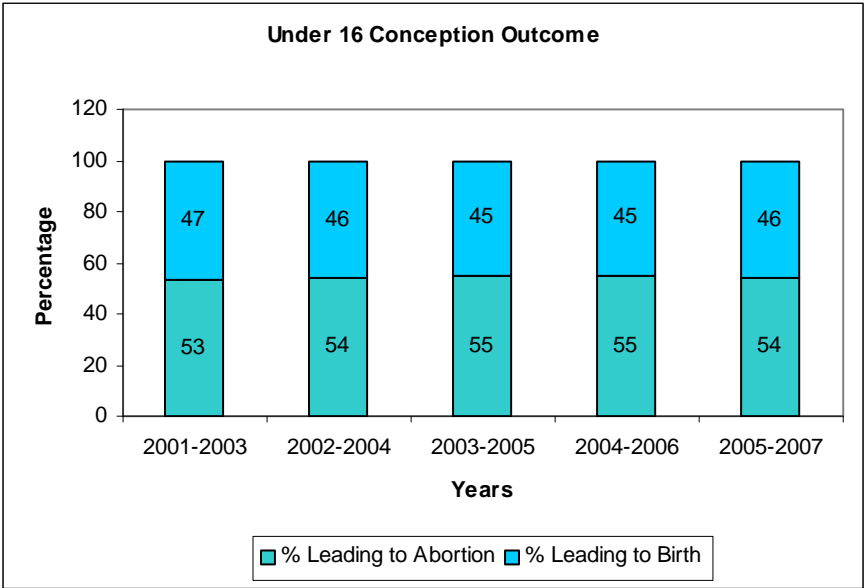
Under 16 Conception Data

Under 16 conception rates have shown an increasing trend from 2001 onwards, with Medway's rate above that of the figures seen both regionally and nationally (6.3 and 7.9 under 16 conceptions per 1000 females aged 13-15 respectively).

Figure 6: Under 16 Conception: 3 Year pools from 2001 – 2007

2001-2003			2002-2004			2003-2005			2004-06			2005-07		
Number	Rate	% leading to abortion	Number	Rate	% leading to abortion	Number	Rate	% leading to abortion	Number	Rate	% leading to abortion	Number	Rate	% leading to abortion
133	8.4	52.6	142	8.8	54.2	142	8.8	54.9	137	8.5	54.7%	144	9.0	54.2%

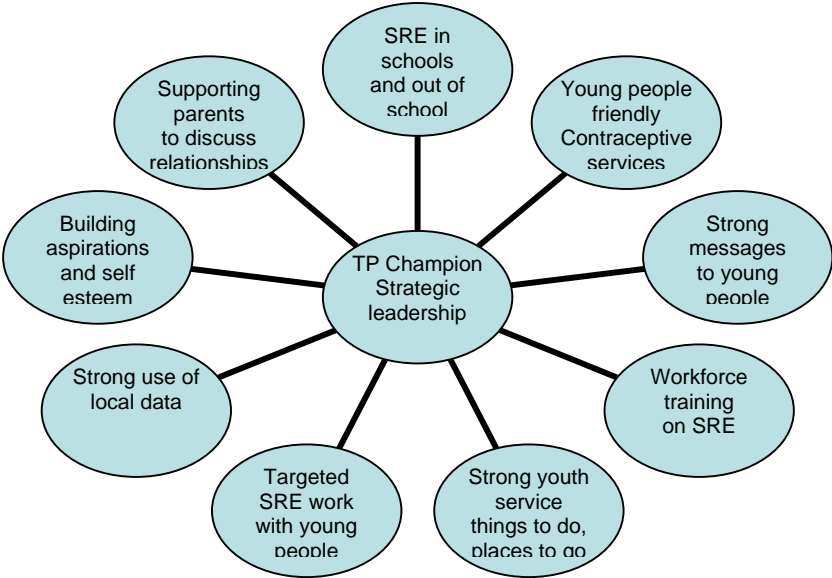
Figure 7: Under 16 Conception Outcome 3 Year rolling average from 2001-2007



Latest data from the Office of National Statistics (2008) shows that 54% of all conceptions to under 16 year olds lead to an abortion. This has not significantly changed since 2001.

3. The Medway Teenage Pregnancy Strategy

The evidence of successful characteristics of a successful teenage pregnancy strategy are well documented (DfES, 2006) as shown in the diagram below. The implementation of The Medway Teenage Pregnancy Strategy has focused on embedding these characteristics locally.



4. Teenage Pregnancy Prevention

Performance Monitoring

Robust Monitoring systems have been developed to enable The Teenage Pregnancy Board to performance manage the Teenage Pregnancy Strategy effectively. The use of local and national data has enabled fully targeted service developments and evidence based commissioning. Priorities include high-rate schools; working with young parents (as Medway has a high second pregnancy rate) and targeting the C Card condom distribution scheme particularly at high-rate wards.

Medway continues to receive regular support and advice from the regional advisor at the Government Office of the South East. In October 2009 Medway undertook a peer review exercise with Reading facilitated by the regional advisor and provided an opportunity to critically appraise the implementation of the Teenage Pregnancy Strategy, identify gaps and make recommendations for improvement.

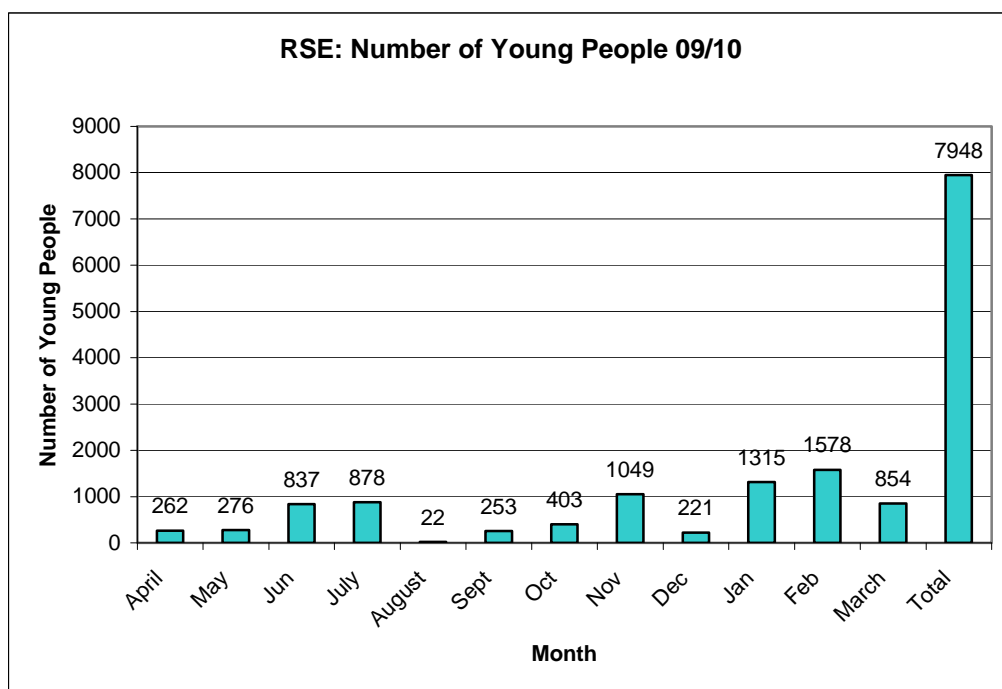
Relationships and Sex Education

As part of ensuring young people have access to high quality age appropriate relationships and sex education, Medway have actively worked towards embedding the recommendations presented by The National Support Team as part of the offer of support from the DH and DCSF.

In 2009 / 2010 an overarching Relationships and Sex Education (RSE) Policy and Guidance has been approved and endorsed by the Medway Children's Trust for all practitioners working with children and young people, and sets the framework for the delivery of RSE in both school and non-school settings.

The Teenage Pregnancy Team has actively supported both school and non-school settings in the delivery of comprehensive relationships and sex education following the HYP HOP RSE programme, which is recognised on the Every Child Matters website as a model of good practice.

Figure 8: Relationships and Sex Education – Number of Young People



Comments from Young People on RSE:

"Hearing about sex education from someone who is comfortable talking about it has helped me learn more."

" I thought that the STI lecture was very interesting to young teenagers as it gave us better knowledge of what could be going on with us."

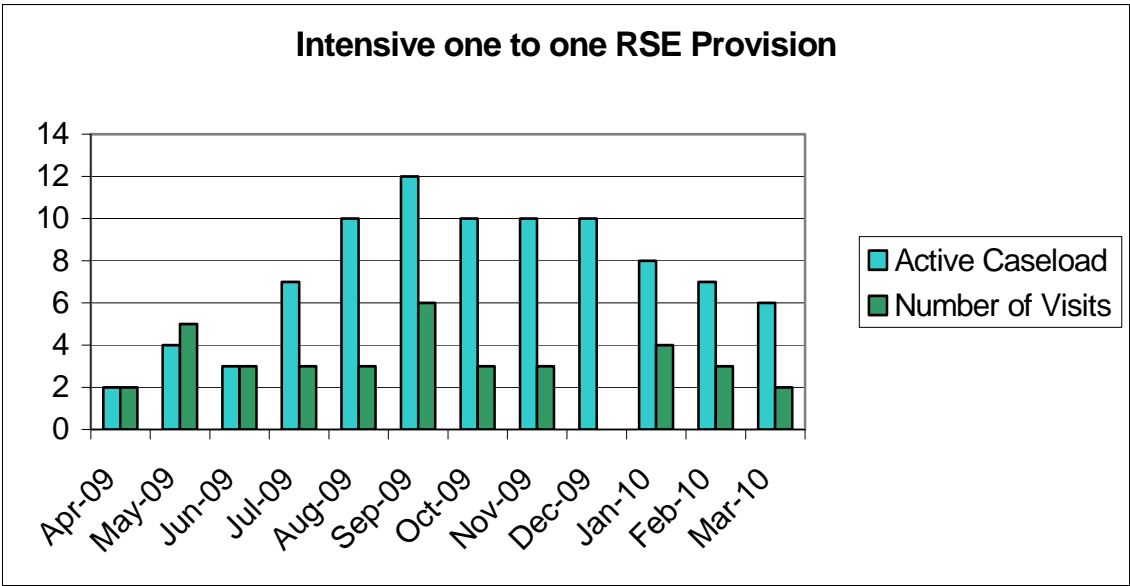
"Good explaining what you want with your relationship and who the most important people are in life."

Targeted Relationships and Sex Education

In September 2009 the Teenage Pregnancy Prevention Screening Tool was launched. The screening tool is not intended to replace the Common Assessment Framework, but provide an assessment process to assist practitioners to determine whether a young person is at risk of teenage pregnancy. Furthermore, it supports the identification of appropriate prevention interventions which practitioners can consider to support young people to empower them to make safe, informed choices in relation to their personal and sexual health.

Following the launch of the screening tool, The Teenage Pregnancy Team have been able to stream line the work in which they undertake specifically offering intensive relationships and sex education programmes to high risk young people. Ten intensive HYP HOP programmes have run with small groups of young people in a variety of settings. Furthermore, a caseload of young people identified at significant risk of teenage pregnancy have received one to one support via the retained Connexions Personal Advisor based within the team.

Figure 9: One to One Intensive RSE Programmes 2009 / 2010



Contraceptive and Sexual Health Services

Medway recognise that it is vital for sexually active young people to have swift and easy access to young-people friendly contraceptive and sexual health (CASH) services. Evidence suggests by the time they are 16 years old, between a quarter and a third of young people have had sex (Wellings et al, 2001). Easy access to contraceptive services was found to be the single most important factor to reducing teenage pregnancy rates (DfES 2006) and is supported by research in the United States, which found that 86 per cent of the recent decline in US teenage pregnancy rates is the result of improved contraceptive use (Santelli et al, 2007).

Following a detailed Sexual Health Needs Assessment, NHS Medway are working with Eastern and Coastal Kent Contraceptive and Sexual Health Services to ensure the sexual health needs of young people living in Medway are met. Specific work involves strengthening performance management arrangements and ensuring evidence of You're Welcome quality standards being achieved.

Contraceptive and Sexual Health Services– Student Health Service

A key development this year has been the establishment of the Student Health Service providing contraceptive and sexual health services within educational establishments. A range of agencies including Contraceptive and Sexual Health Nurses, Teenage Pregnancy Prevention Workers and Youth Workers demonstrating a real commitment to partnership working delivers the Student Health service. Student Health. Student Health Operates with a tiered approach:

Tier 1 – information, advice and guidance

Tier 2 – C Card registration, Chlamydia Testing and Pregnancy Testing plus Tier 1 service.

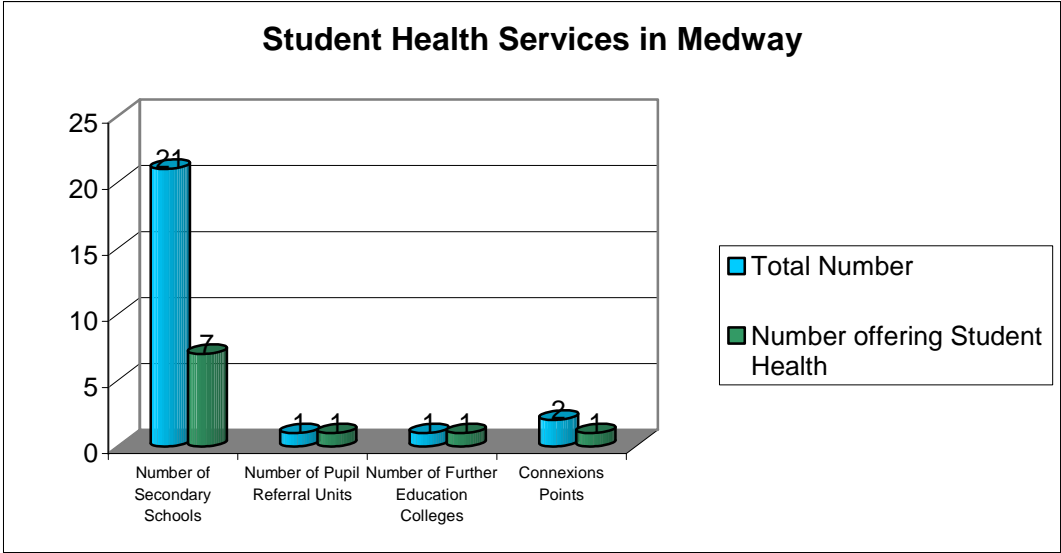
Tier 3 – Full contraceptive and sexual health service including referral for long acting reversible contraception (LARC) plus Tier 2 service.

The Student Health Service has significantly exceeded the target of establishing 4 on site services across Medway. To date the following services are either operational or to launch shortly across Medway:

Site	Tier	Start date
MidKent College	Tier 3	November 2009
Hundred of Hoo Secondary School	Tier 3	November 2009
Greenacre Secondary School	Tier 2	January 2010
Connexions Access Point	Tier 2	January 2010
New Brompton College	Tier 1	January 2010
Chatham South	Tier 3	February 2010
Thomas Aveling	Tier 3	February 2010
Silverbank Pupil Referral Unit	Tier 3	Expected April 2010
Medway Community College	Tier 3	Expected April 2010
Howard & Rainham Girls (6 th Form only)	Tier 3	Expected end of March 2010

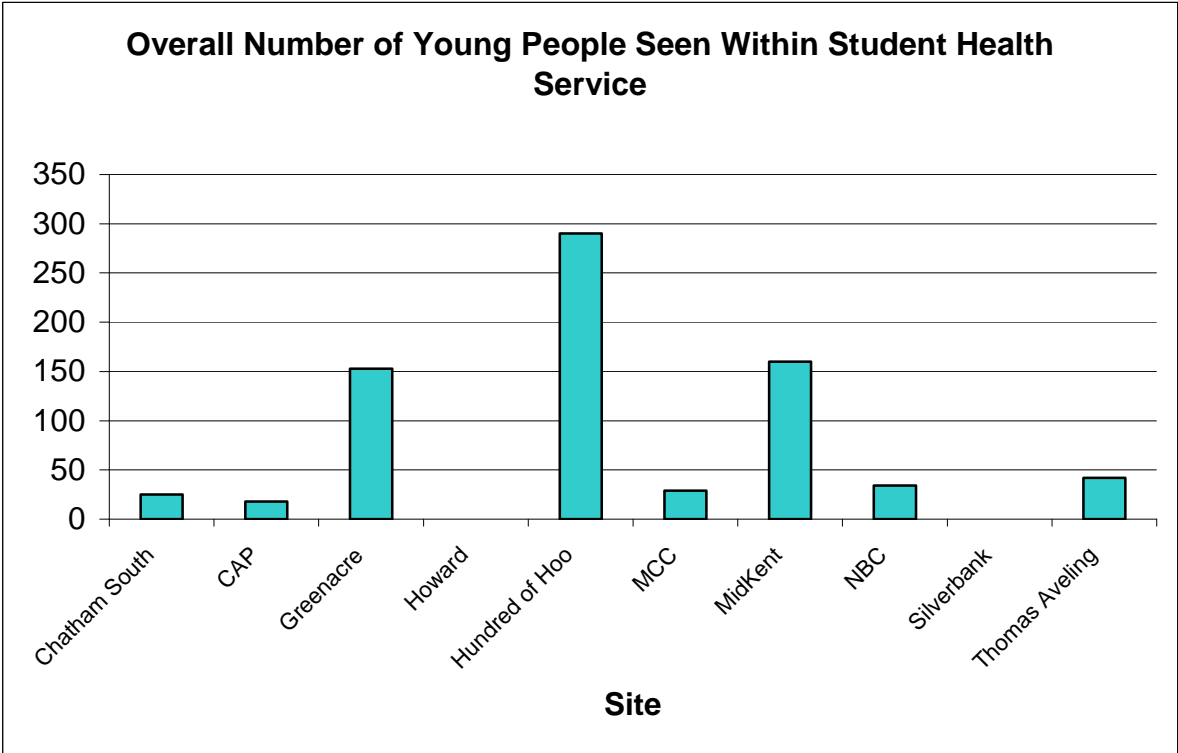
Once roll out is complete Student Health will be operational from a third of secondary schools as shown in Figure. This is equitable to national evidence where a survey by the National Children’s Bureau in June 2008 found that 627 of the 2,185 (28.7%) secondary schools in the areas covered by the survey had on-site sexual health advice (Emmerson, 2008).

Figure 10: Student Health Services in Medway



Since November 2009 the overall student health service has seen xx young people. This significant majority of these young people are aged 15-17 years, and attending the service for their contraceptive and sexual health needs. A significant majority of these young people have not previously accessed mainstream contraceptive and sexual health services.

Figure 11: Number of young people seen in Student Health Clinics



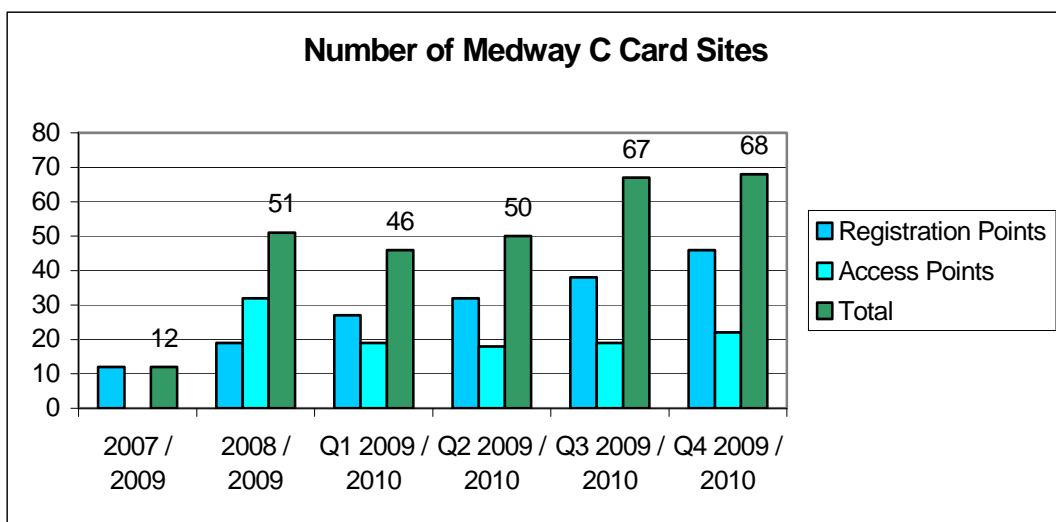
* Please note: data up to date as of mid March 2010 and in some sites only demonstrates part year effect due to launch date.

Medway C Card Condom Distribution Scheme

Medway's C Card condom distribution scheme offers young people aged 13 – 19 access to free condoms following a registration process, ensuring that young people are provided with comprehensive sexual health information and advice. A continued emphasis on expanding The Medway C Card Scheme has been undertaken in 09/10.

A series of mystery shopping exercises has been undertaken at C Card sites across Medway to ensure the scheme continues to be responsive to the needs of young people. Recommendations are currently being implemented including the revision of promotional merchandise and extension of the service to specific sites.

Figure 12: Number of Medway C Card Sites in Medway



The C Card Condom Distribution Scheme continues to expand with 68 C Card sites in Medway (an increase of 33% from 08/09) concurrent with an increase in the number of professionals to 175 registered with the Medway C Card Scheme.

Figure 13: Number of Professionals Registered with Medway C Card Scheme

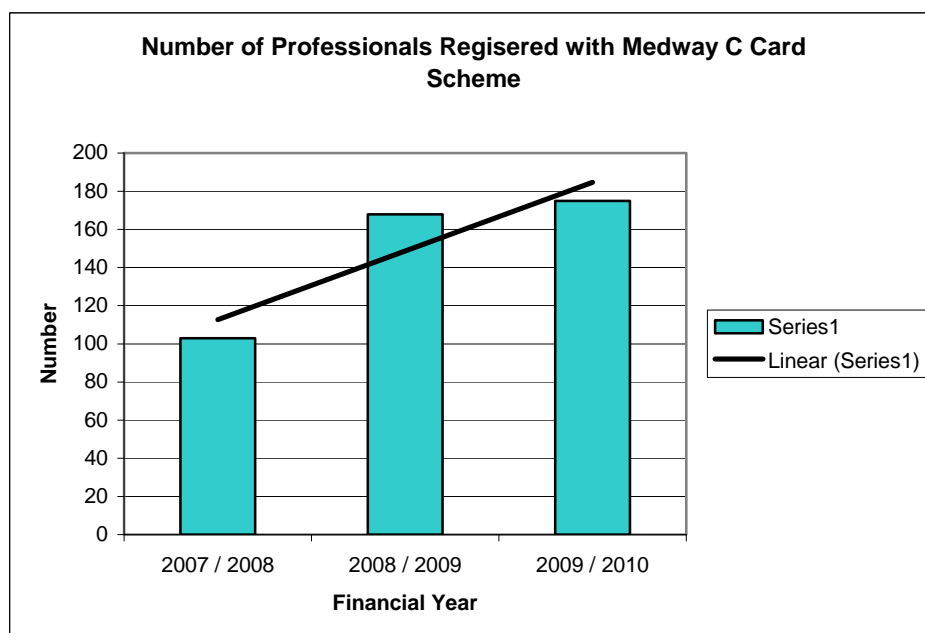
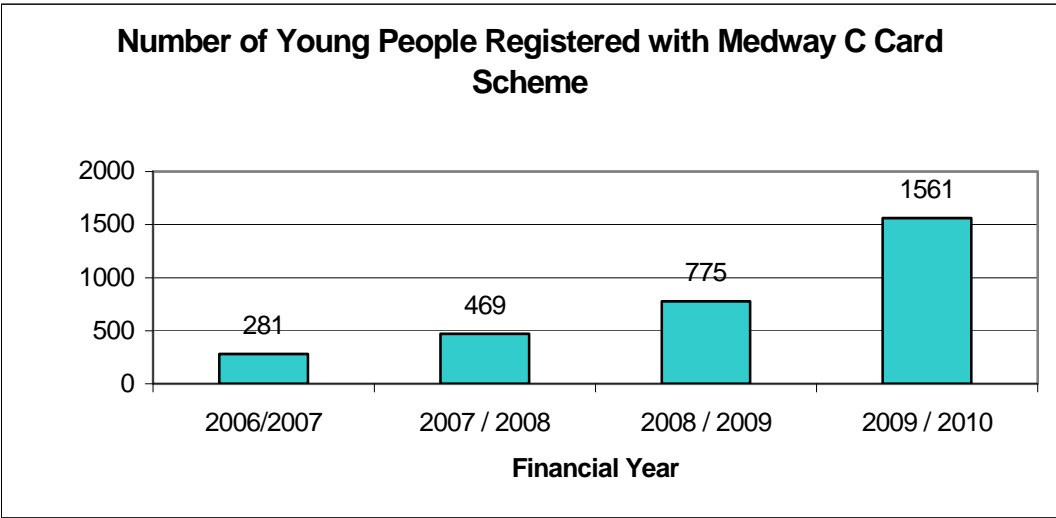


Figure 14: Number of Young People Registered with Medway C Card Scheme



As shown in Figure 14 above, the number of young people registered with the Medway C Card scheme has increased as a direct result of financial investment.

Medway Emergency Hormonal Contraception Scheme

The Emergency Hormonal Contraception Scheme aims to increase the availability and access to Emergency Hormonal Contraception by young women who have had unprotected sexual intercourse and signpost to relevant services. Pharmacists can join the scheme and issue women aged under 20 years free Emergency Hormonal Contraception.

The Emergency Hormonal Contraception Scheme continues to be offered from 50% of local pharmacists, 26% of these actively engaging with the Medway C Card Scheme. Negotiations are currently being undertaken with the Local Pharmaceutical Committee to consider the development of a generic sexual health Local Enhanced Service for pharmacists following the outcome of a mystery shopping exercise, which identified shortfalls in the service. We will consolidate pharmacy services in those pharmacies that are able to demonstrate a consistent quality of service to young people.

Figure 15: Pharmacists Offering EHC Scheme

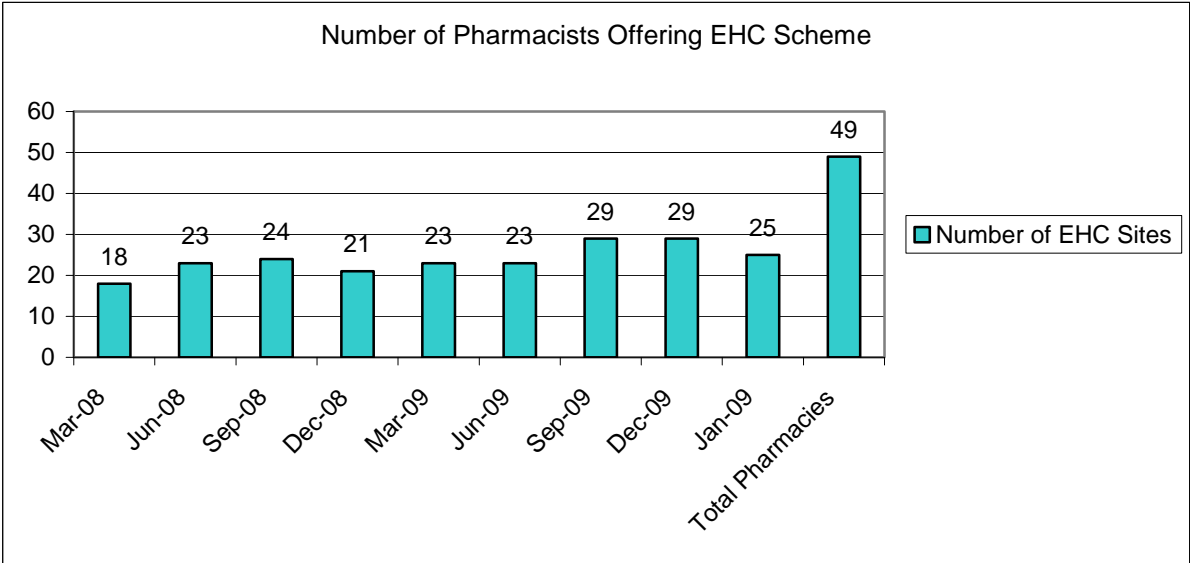


Figure 16: EHC Scheme: Pharmacy Status

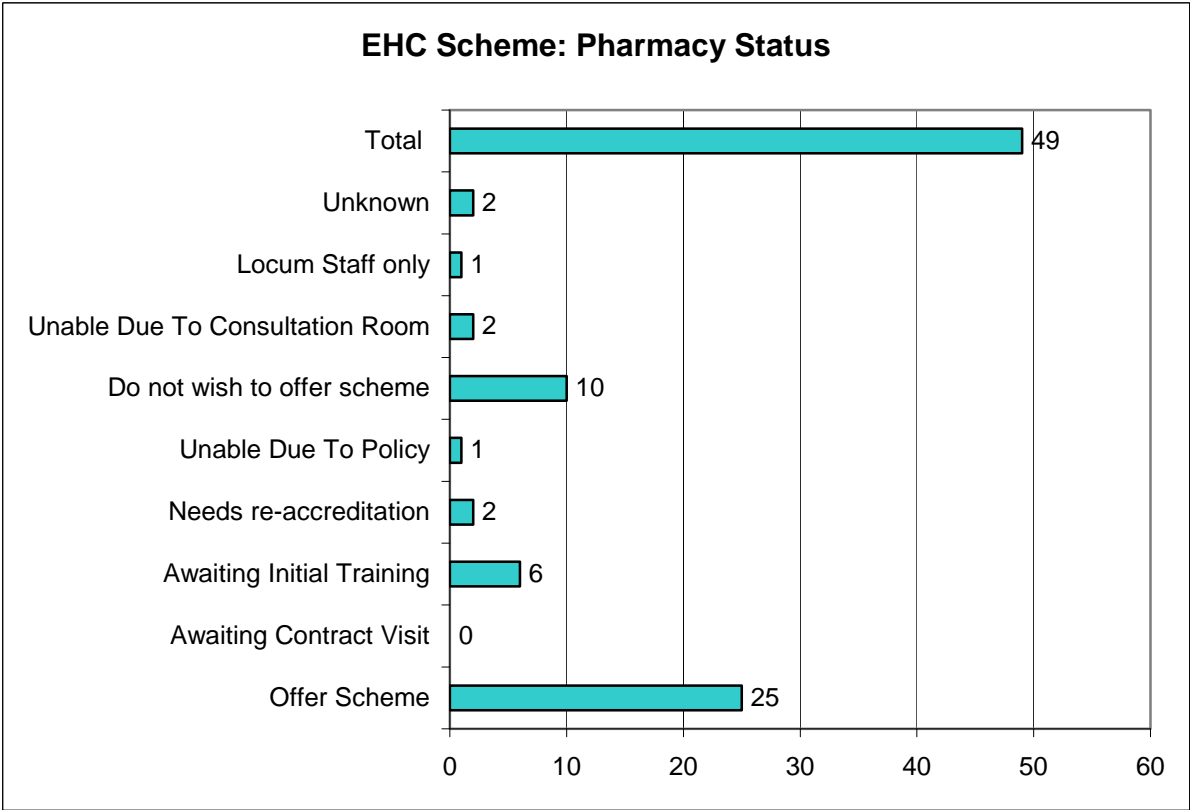
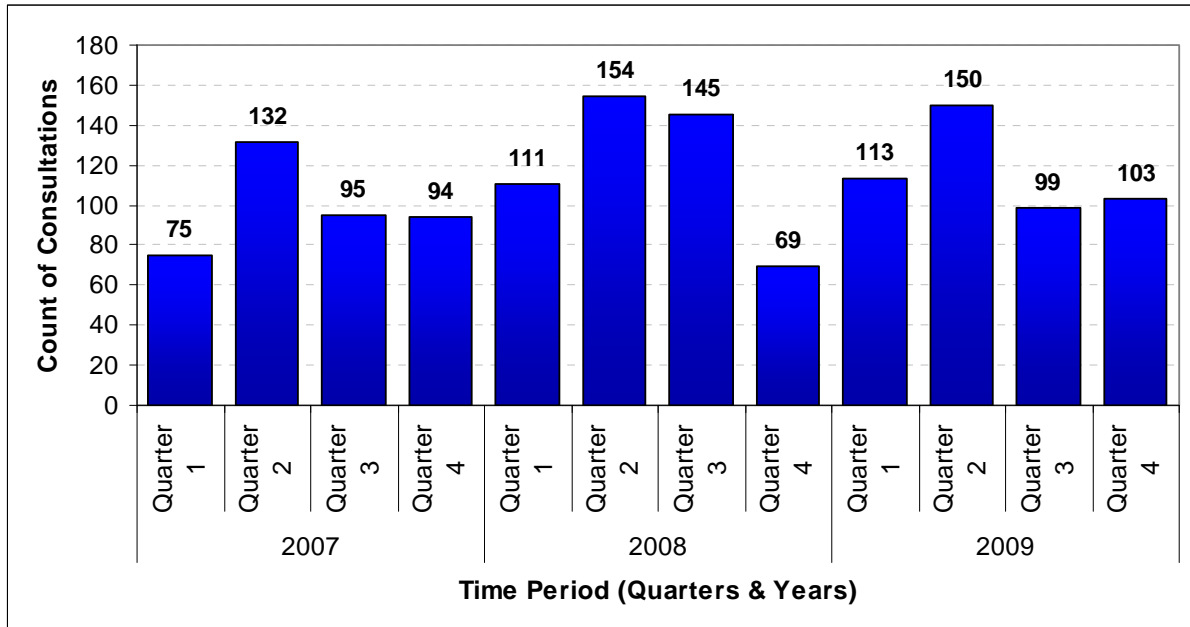


Figure 17: Number of Emergency Hormonal Contraception Consultations

The number of consultations carried out in Medway has remained similar in 2009 to those seen in 2008; just a slight decrease was seen with 465 carried out in 2009 compared to 479 previously in 2008.



Media and Communications

A renewed focus has been placed on ensuring that effective communication exists within The Medway Teenage Pregnancy Partnership. Communication needs to be effective with partners – to reflect a willingness to work in partnership in order to achieve common targets, with operational staff – to harness the energies of staff and with young people – to enable them to be equipped with the knowledge and skills to make safe informed choices.

Medway has commissioned a comprehensive scoping and research project that will provide insight, analysis and recommendations to inform the development of a social marketing programme to reduce teenage pregnancy in Medway. Early indications suggest that young people in Medway have limited knowledge of contraception, particularly LARC, and CASH services are not meeting their sexual health needs. Gender differences in the acceptability to carry condoms are highly apparent with girls least likely to carry condoms. All information collated as part of the insight gathering stage will be utilised to inform a robust media and communications strategy for 2010/2011.

- Student Health Branding
- Refreshed CASH services logos following service user feedback
- Revised C Card promotional leaflets following service user feedback
- Ongoing updates of Mixit online and national websites

- A partnership between KCA drug and alcohol services and The Teenage Pregnancy Team to host a joint practitioners forum
- Campaign events over peak periods for under-18 conception rates including summer holidays, Christmas and New Year and Valentines

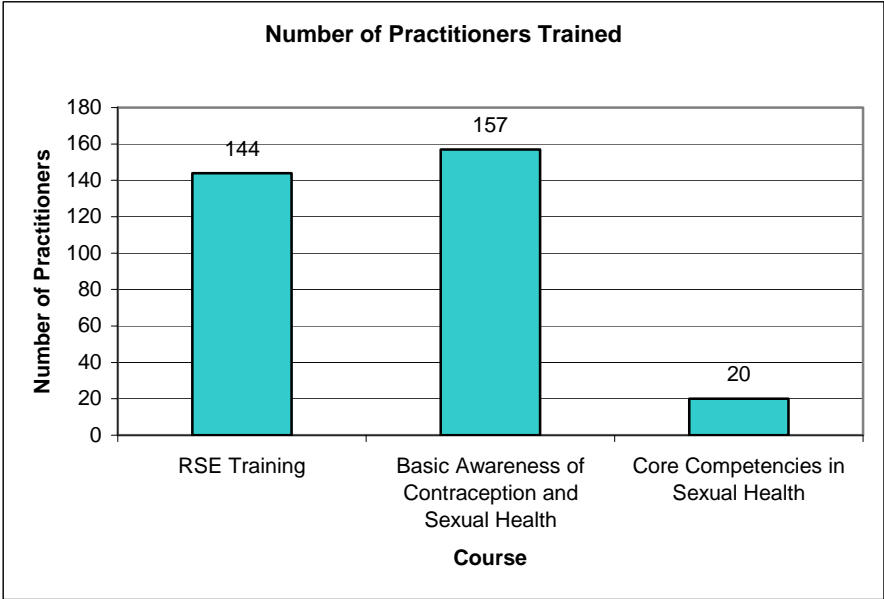


Significant work has been undertaken in partnership with the SOS bus. In particular, the Summer Campaign run in partnership with the Youth Service aimed to take services to young people in the Peninsula who often report the geographical area acts as a barrier to them accessing services. The project had recorded contact with 253 young people, of which 167 were aged 13 – 19 years and provided services from the Teenage Pregnancy Team, Chlamydia Screening, Connexions and Smoking Cessation.

Workforce Development

Following the publication of the Children’s Trust Relationships and Sex Education Policy (RSE), a workforce development programme has been implemented. This has been well attended and has had a positive impact in the knowledge and skills of practitioners working with children and young people, to deliver sex and relationships education in a consistent manner. HYP HOP RSE programme is recognised on the ECM website as a model of good practice.

Figure 18: Number of Professionals Trained in RSE



Comments from Practitioners:

“Enjoyed today, fantastic opportunity and I learnt a lot”

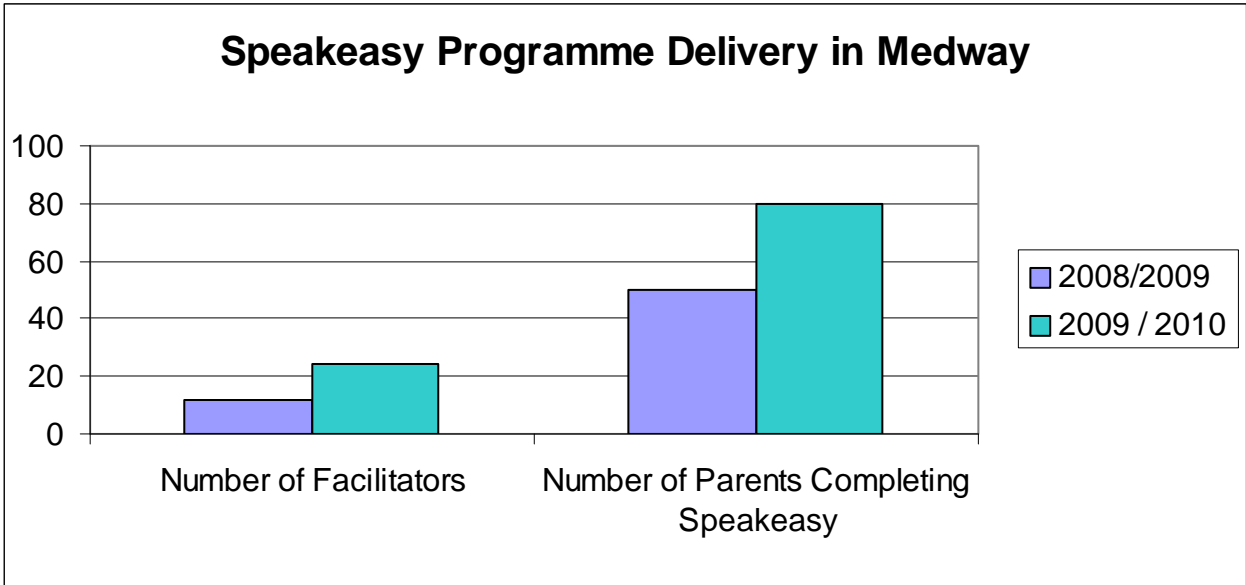
“Something with such a serious topic can be fun to learn about”

“Enjoyed working with others from outside of a school context”

Work with Parents and Carers

In recognising the role that parents and carers have in the delivery of sex and relationships education investment continues to be made into the Speakeasy Programme. The evaluation of the Speakeasy courses delivered over the Spring 2009 period demonstrated the effectiveness of the programme and enabled funding to be secured from NHS Medway to invest in increasing the number of Speakeasy facilitators and appoint a Speakeasy development worker late 2009. The Speakeasy Peer Education Programme has launched with three parents who have completed their Speakeasy training course now undertaking The Speakeasy Facilitator Training Programme. Registered with Medway Council volunteering department, the peer educators will support practitioners in Medway in their delivery of The Speakeasy Programme.

Figure 19: Number of Speakeasy Facilitators



The first I heard of Speakeasy was when Parkwood Infant school, Rainham advertised the course to parents, I enrolled and found the course enlightening, I enjoyed the fun and relaxed atmosphere and the opportunity to meet other parents in the same situation as me. I found the course invaluable when talking to my children about their concerns with growing up; I now feel more confident and knowledgeable when they fire awkward questions at me, as children do!

Mother of 2, Rainham.

Strong Youth Service –things to do places to go

Medway Youth Service has made considerable progress since its last Ofsted report in 2006. The majority of full time staff have committed to training and now hold a recognised national qualification in youth work. An area reorganisation followed by a range of developmental work focusing on offering a more flexible and better targeted service to young people has been implemented over the last two years. This, together with increased opportunities for young people to access youth programmes at weekends, and participate in service design and development has increased the participation of young people using youth facilities and also improved the outcomes that they achieve through their involvement with the service.

The Youth Service are well engaged in The Medway Teenage Pregnancy Strategy, with 26 Youth workers having completed training in delivering Relationships and Sex Education and 34 Youth Workers offering Medway C Card from 9 settings across Medway. Furthermore, the Youth Service has proactively supported the development of Student Health Services and have an presence in 3 Student Health Sites.

The Aspiration's for Life Project is being led by the Youth Service and commenced in September 2009. The Aspirations for Life Pilot is an early intervention scheme, which has targeted the recruitment of young women in key stage ¾ at risk of low attainment. The project will work intensively with targeted students for a full academic year, followed by ongoing support for a further 1-2 academic years; linking in partnership working with the Youth Service, Teenage Pregnancy Team, 14-19 Team and drawing in expertise from a broad range of providers and stakeholders.

Involvement of Young People & Parents

A key component of The Medway Teenage Pregnancy Action Plan for 09/10 was to ensure the involvement of service users in the monitoring, evaluation and services under the umbrella of reducing teenage pregnancy. Several actions have been taken to ensure this has been achieved including:

- C Card mystery shopping project
- Emergency Hormonal Contraception mystery shopping project
- Consultation with young people and parents & carers on Teenage Pregnancy Action Plan for 2010/2011

Medway Youth Parliament is taking an active role in addressing teenage pregnancy locally supported by The Medway Teenage Pregnancy Board. The Youth Parliament's Annual Youth Conference headlined *'it started with a kiss'* attempted to gain a deeper insight into reasons underpinning teenage pregnancy. Furthermore the Youth Parliament is leading on "*Your Project*" to raise the awareness to young people of the regrets young people can often experience due to the early onset of sexual activity.

5. Supporting Young Parents

Supporting Young Parents Integrated Team

The SYPIT was established in 2008 in a response to tackling health and social inequalities experienced by young parents and their children and families. The SYPIT is a specialist co-located multi-agency team, which consists of Midwives, Health Visitors and Connexions Young Parents Personal Advisors offering specialist information, support and advice including clinical midwifery and health visiting services. The needs of young parents have been identified with the completion of a health-visiting audit detailing specific demographics of young parents.

Family Nurse Partnership

Medway has been successful in securing Department of Health funding to implement the Family Nurse Partnership locally, which launched in July 2009. The FNP has the capacity to offer 100 young mothers along with their partners the FNP programme offering weekly visits from the family nurses, who will help them to build a better future for their babies and themselves. The nurses will offer advice on childcare and keeping their babies safe, breast-feeding and stopping smoking during pregnancy, relationships, managing their finances, and how to build their self-confidence, among many other areas..

The table below summarises the progress of the FNP programme in Medway as of February 2010.

Figure 20: Family Nurse Partnership Progress Overview

	July 09	Aug 09	Sept 09	Oct 09	Nov 09	Dec 09	Jan 09	Feb 09	Totals
Eligible clients	19	16	23	29	10	9	13	28	147
Declined	0	11	10	5	6	2	7	4	45
Still being recruited									33
Enrolled	0	8	14	10	8	14	2	13	66
Programme ended after enrolment					1		2		3

Step4ward Programme

The Step4ward programme in Medway is the overarching programme that encompasses all Step4ward young parents groups in Medway. These groups offer peer support, and have an informal rolling programme of information, support and advice for young parents. Step4ward and Step4ward Plus groups and now are in eight different locations across Medway. The groups have been located in the right areas of Medway to meet the needs of the ward residency of young parents (see diagram below).

Figure 21: Ward Residency for Young Teenage Parents (under 20 years) in Medway

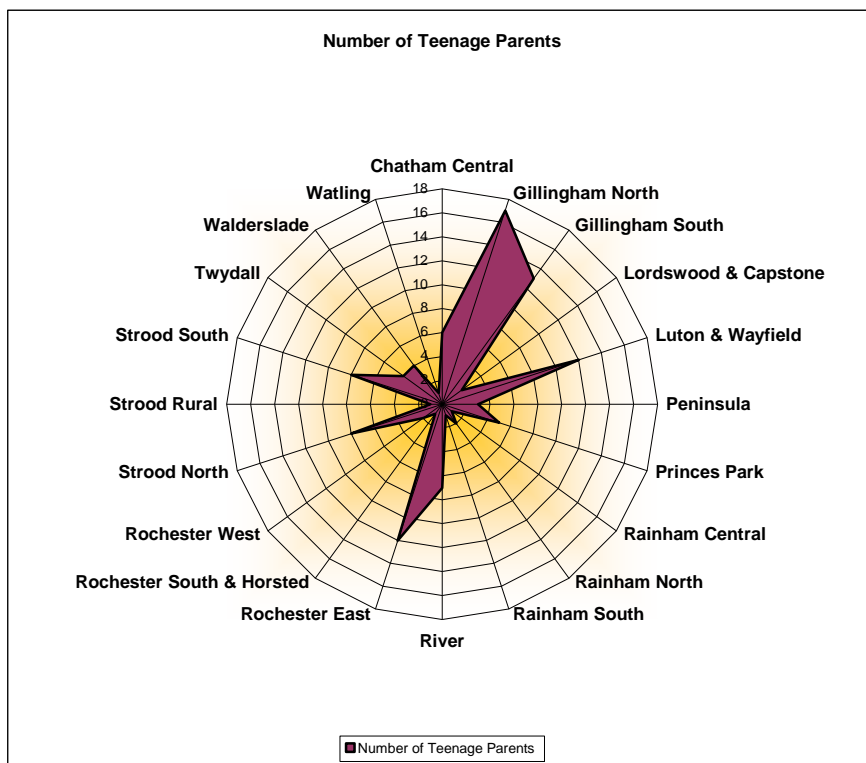
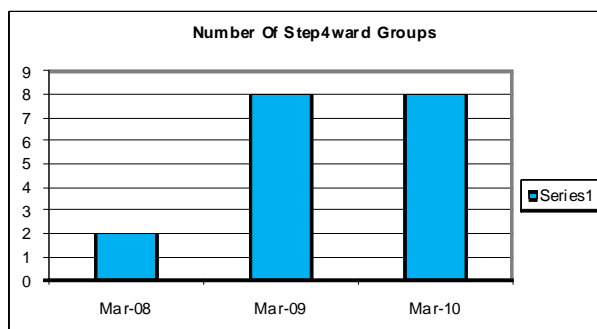


Figure 22: Number of Step4ward Groups in Medway



Step4ward to Learning

“Step4ward to learning” launched in March 2010. The programme is intended for young parents aged 16-19 years and will be a programme of learning and include an intensive residential element. All aspects of the programme (including the residential) will be available to both young mothers and young fathers. The programme is designed to re-engage young parents back in to learning where having a child or children has become a significant or majority barrier to re-engagement.

Young Parents Apprenticeship Programme

During 2009 / 2010 two young parents apprentices have been appointed to work with The Teenage Pregnancy Team through Medway Council’s apprenticeship programme. The apprentices have been recruited on a part time 12-month contract and complete a range of training including a level 2 NVQ.

The apprentices have proved to be extremely beneficial in ensuring services continue to be developed and respond to the needs of young people. Key achievements are:

- Promoting Step4ward groups increasing active engagement in the programmes
- Participating in interviews with Medway Council and Medway Youth Trust for new employees
- Supporting Teenage Pregnancy Prevention Team with campaigns and local events
- Actively participating in Young Inspectors Programme
- Support the development of promotional resources

Conclusion

A significant amount of investment has been undertaken during 2009/2010 in terms of financial and human resources. A stronger focus has been applied to improve the delivery of relationships and sex education as well as increasing the provision of young person friendly contraceptive and sexual health services. This local drive and determination has led to the reduction in under 198 conceptions shown in 2008.

It will be of paramount importance the emphasis on cost effectiveness and pooled resources with key stakeholders is applied during 2010 / 2011, particularly in light of the current economic climate. Improvements in the use of local and national data will enable The Medway Teenage Pregnancy Strategy to be refocused to prioritise and target work streams to ensure maximum effect and continue a downward trend in the under 18 conception rate in Medway.

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