


TeensSMART Outreach:
Innovative Efforts to Bring Teens to Family Planning Services

*OFPP Stakeholder Meeting
 February 2009*

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TeensSMART Outreach (TSO): Overview


- Goal:** Reduce unintended pregnancy and STIs among teens by promoting awareness of and access to family planning services
- First grants awarded in 1999-00, funding ended in September 2008**
- Focused on “hot spot” communities with high teen birth rates**






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TeensSMART Outreach (TSO): Overview

- All grantees (21) are Family PACT providers**
 - County clinics, community health centers, Planned Parenthoods
- All are TeensSMART providers:**
 - Teen-friendly clinic environment
 - Staff proficiency working with teens
 - Ability to provide and bill for enhanced TeensSMART counseling
- Varied efforts, all focused on outreach**
 - Group presentations
 - One-on-one (“street”) outreach
 - Peer-provided services
 - Community events, health fairs
 - Media



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TSO Evaluation

- **Conducted by UCSF since 2004**
- **Data sources**
 - Progress reports (activities, participants reached)
 - Interviews with coordinators & staff
 - Surveys of teens in outreach activities
 - Surveys of teens at Family PACT clinics
 - Focus groups with teens
 - Family PACT paid claims & enrollment data
- **Continuous Program Improvement (CPI)**
 - Tool kit developed by ETR Associates
 - Opportunity for grantees to conduct self-assessments in order to improve program quality and build internal evaluation capacity

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TSO Activities, 2007-08

- Reached **26,000+** youth through **1,255** group presentations
- Reached **59,000+** youth through one-on-one outreach
- Trained **179** peer providers, who reached **19,000+** youth
- Reached **25,000+** youth through community events
- Established partnerships with **300+** schools, government agencies, and CBOs to promote referrals
- **Developed and distributed teen-focused media materials**
 - Brochures, flyers, wallet cards, posters, ads, websites

Source: TSO Progress Reports, 2007-08

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Innovative Outreach Efforts

TSO grantees developed innovative approaches to reach teens:

- **Events** – Grease Sing Along, movie & bowling nights
- **Street Outreach** – “guerrilla outreach,” mobile vans
- **Advertising & Promotion** – Spanish PSAs, ads on football team calendar, condom roses, prom kits
- **Collaborations** – teen parent programs, youth leadership groups
- **Web-Based Outreach** – MySpace!

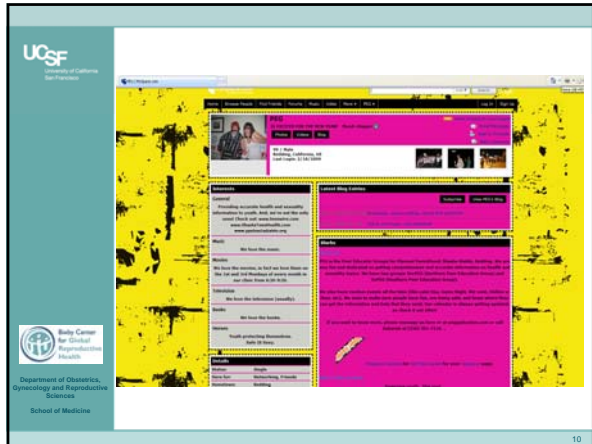


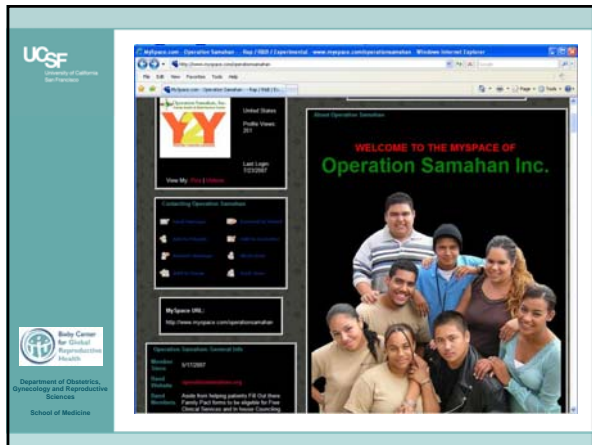



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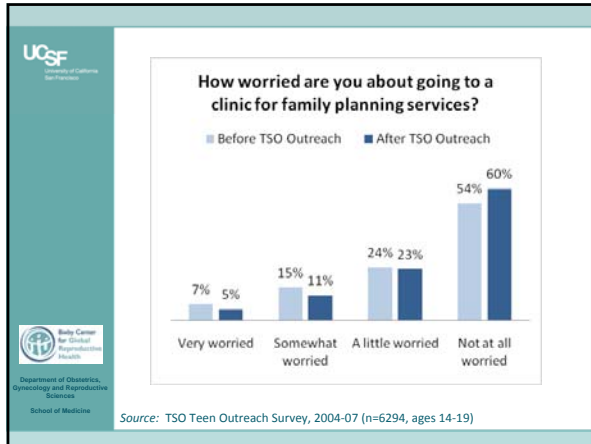
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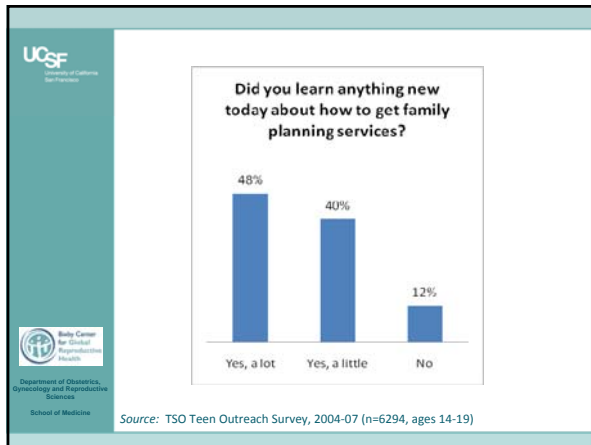
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Following participation in a TSO outreach activity, most youth...

- Knew of a place where they could obtain family planning services (75%)
- Would likely go to a clinic if in need of services (76%)
- Learned new information about how to access services (88%)
- Understood they would not need to pay for services (82%)
- Understood they would not need parental permission for services (81%)
- Understood clinic staff would respect their confidentiality (79%)

Source: TSO Teen Outreach Survey, 2004-07 (n=6294, ages 14-19)





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Among teens visiting a TSO clinic...

- Most (79%) have a usual source of medical care, but chose to go to the TSO clinic
- Teens heard of the clinic through varied sources:
 - Friends (63%), presentation/program for teens (32%), family (14%)
- Teens chose the TSO clinic for its:
 - Confidential services (43%)
 - Recommended by a friend (41%)
 - Free/low-cost services (40%)
 - Convenient location (25%)

Source: TSO New Teen Client Survey, 2004-07 (n=6691, ages 14-19)

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If you couldn't have come to this clinic for family planning services, what would you have done?

Response	Percentage
I don't know	43%
Gone to another clinic	29%
Seen my family doctor	13%
Nothing (I wouldn't have received care)	13%
Other	1%

Source: TSO New Teen Client Survey, 2004-07 (n=6691, ages 14-19)

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Impact of TSO Funding on Teen Clients Served

- Reviewed the number of teen clients served between 1999-00 and 2006-07 at:
 - TSO-affiliated clinic sites
 - TeenSMART providers
 - Public-sector Family PACT providers
- 40% increase in the number of teen clients served through Family PACT at TSO-affiliated clinic sites**
 - 40,824 in FY 1999-00 to 57,013 in FY 2006-07
 - Greater rate of increase than sites without TSO funding (21-37%)

Source: Family PACT Paid Claims & Enrollment Data, 1999-00 to 2006-07

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Trends in Teen Clients Served

Number of Teen Clients Served at Family PACT Clinics with TSO Funding

Fiscal Year	Number of Teen Clients Served
1999-00	40,824
2000-01	46,229
2001-02	51,609
2002-03	57,444
2003-04	61,935
2004-05	64,747
2005-06	63,769
2006-07	57,013

Source: Family PACT Paid Claims & Enrollment Data, 1999-00 to 2006-07

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Teen Clients Served at TSO Clinics

- **30% of all clients at TSO clinic sites are teens**
 - Likely indication of the teen-friendliness of environment and services
 - Higher proportion of teen clients than sites without TSO funding (20-28%)
- **Nearly 1 in 5 teen clients served by all Family PACT providers received services at a TSO clinic site**
 - Remarkable given the small number of TSO clinic sites (80) relative to the large number of Family PACT providers across the state

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Summary

- Between 1999 and 2008, TSO grantees developed **diverse outreach strategies** to encourage teens to seek family planning services when in need.
- Based at Family PACT clinics with experience serving young clients, TSO programs are **uniquely positioned** to facilitate and improve access to services and, as a result, decrease unintended pregnancies.
- TSO programs have designed an array of innovative approaches that **increase teens' awareness** of Family PACT and are **well-received by teens** in areas of the state where the greatest need exists.

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