

1. GRANTEE NAME:

Southern Nevada Health District

2. GRANTEE FUNDING SOURCE:

FY10 Teenage Pregnancy Prevention: Replication of Evidence-based Programs (Tier 1)
5 TP1AH000024-03-00

3. FOCUS AREA OF STORY:

- Program Implementation
- Collaboration/Partnership Building
- Community buy-in
- Parent Engagement
- Youth Engagement
- Other: _____

4. SUCCESS STORY TITLE:

Teen Pregnancy Prevention Integrates into the Community

5. PROBLEM OVERVIEW:

Nevada ranks number two in the nation for teenage pregnancies and number ten for teenage births (Kost et al, 2010). According to most recent estimates, in 2008, teen childbearing in Nevada cost taxpayers at least \$84.3 million in public costs. This includes public health care, child welfare, increased incarceration costs and loss of tax revenue. Of these total teen childbearing costs in Nevada, 51% were federal costs and 49% were state and local costs (National Campaign, 2011).

The Southern Nevada Health District (SNHD), located in Las Vegas, NV has been working to lessen this societal burden. To achieve the goal of a 10% reduction in teen pregnancy and sexually transmitted infections (STIs) by the end of 2015, SNHD recognized that community engagement and awareness was critical. In 2011, SNHD developed a sustainability plan designed to integrate teen pregnancy prevention into the community. This strategy included development of a community coalition, a teen advocate youth council and a media campaign. The goal is to reinforce culturally competent, positive messages about abstinence, safer sex and available sexual health services to teens, particularly for at-risk African American and Latino youth.

Kost, K., Henshaw, S., & Carlin, L. (2010). U.S. Teenage Pregnancies, Births and Abortions: National and State Trends and Trends by Race and Ethnicity. Retrieved January 2010, from <http://www.guttmacher.org/pubs/USTPtrends.pdf>

National Campaign to Prevent Teen Pregnancy (2011). Counting it Up Fact Sheet: The Public Costs of Teen Childbearing in Nevada in 2008. Retrieved from <http://www.thenationalcampaign.org/costs/pdf/counting-it-up/fact-sheet-nevada.pdf>

6. PROGRAM/ACTIVITY DESCRIPTION:

In April 2012, SNHD partnered with Cardea Services to host an exploratory meeting with 39 community agency representatives who were passionate about reducing teen pregnancy. As a follow up to the exploratory meeting, SNHD held its first official Teen Pregnancy Prevention (TPP) Coalition meeting in June 2012 where 18 participants began the coalition's strategic planning by completing a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) and preparing for a retreat to enhance collaboration in educating the community about the problem and solutions for teen pregnancy issues in Clark County. The TPP Coalition retreat was held in August of 2012 and OAH funding enabled SNHD to include guest speakers from the National Campaign to Prevent Teen and Unplanned Pregnancy and the National Conference of State Legislators. By the end of the retreat, attendees developed the TPP Coalition's vision and mission statements and made a long-term commitment to continue efforts to address teen pregnancy in the community.

SNHD also utilized OAH funding to initiate a Teen Advocates for Pregnancy Prevention (TAPP) Youth Council. TAPP youth have adopted a "by teens, for teens" approach to increase sexual health awareness among their peers. TAPP is comprised of 15 teens age 13-18 that live in SNHD's targeted at-risk neighborhoods. In August 2012, TAPP youth participated in an educational retreat that included training in diversity awareness, team building, sexual and reproductive health, and the impact of media and pop culture on teen decision-making. The National Campaign to Prevent Teen and Unplanned Pregnancy and local community experts facilitated the youth workshops. The retreat was very successful and inspired the youth to engage in their role as youth advisors to SNHD and as peer educators to increase sexual health awareness among teens.

Finally with the support of OAH funding, SNHD partnered with Virgen Advertising and small local community businesses to initiate a "Condom Sense" media campaign targeted towards sexually active teens. The advertising campaign comprised of window advertisements in local businesses such as barber shops and at SNHD facilities. In addition, radio spots and print advertisements in bus shelters, billboards, text blasts, and online mobile were used. All advertisements promoted an online landing page (www.condomsensenv.com) that provided sexual health information and education. SNHD also produced a YouTube video, "How to Put on a Condom Correctly" in English and Spanish. The video clearly communicates that SNHD does not condone sexual activity among teens, but wants to provide information to help teens who decide to have sex to avoid sexually transmitted diseases, HIV and unplanned pregnancy.

7. PROGRAM/ACTIVITY OUTCOMES:

Coalition development efforts resulted in membership from individuals representing: Brothers Big Sisters of Southern Nevada; Brand New Horizon (Youth Outreach & Mentoring); City of North Las Vegas; Clark County Department of Family Services; Las Vegas League of Women Voters; National Coalition of 100 Black Women; Nevada Partners (Community Services); Nevada Institute for Children's Policy and Research;

Olive Crest (Family Services); Planned Parenthood of Southern Nevada; Southern Nevada Children's First (Teen Outreach); Southern Nevada TPPP, UNLV (OAH TPP Grantee); Victory Missionary Baptist Church; WestCare Nevada (Social Services).

100% of surveyed coalition members say they are committed to the coalition and that SNHD has positively influenced their motivation about teen pregnancy prevention and STI risk reduction. Overall, 88% also agree that the coalition is sustainable and effectively working together to reduce teen pregnancy and STI infection rates in Clark County.

TAPP activities brought together like-minded teens who are passionate about reducing teen pregnancy rates among their peers. With support from the National Campaign to Prevent Teen and Unplanned Pregnancy and the local community, 93% of surveyed TAPP youth say they have increased motivation, knowledge and awareness about teen pregnancy prevention. 100% say they are committed and agree that TAPP will be successful in reducing teen pregnancy. TAPP activities emphasized the importance of involving youth in the planning process to effectively get the message about teen pregnancy prevention out into the community. TAPP will offer youth the opportunity to be involved in the decision making process, use ideas to create projects, brand the organization, feel empowered about their efforts, and create change in the community.

By the end of August 2012, SNHD's "How to Put on a Condom Correctly" YouTube English version video was viewed more than 17,000 times and the Spanish version generated over 12,000 views. Between August and September 2012, "Condom Sense" advertisements were seen and heard 38,526,220 times by pedestrians, automobile traffic, listeners, cell phone and internet users. All campaign advertisements provided a website address for more information on sexual and reproductive health, birth control and family planning services, educational materials, as well as a link to the SNHD website. The campaign website was viewed over 8,000 times during the 30 day campaign.

The TPP funding provided by OAH, enabled SNHD to implement integrated community outreach efforts and begin building sustainability around teen pregnancy prevention in Clark County. These successful efforts included the development of the Southern Nevada TPP Coalition, TAPP Youth Council, and a social media and advertising campaign. The outcomes of these OAH supported activities not only allowed SNHD to expand its message about the importance of teen pregnancy prevention to the community at-large, but also modeled how federal support can help improve local teen pregnancy outcomes.

8. CONTACT INFORMATION:

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9. DATE STORY SUBMITTED:

NOVEMBER 30, 2012

10. OAH PROJECT OFFICER:

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