

Select Committee on Children's Services - 21 January 2009

Report of the Director of Children's Services

Respect Yourself Campaign - Current Activity

Purpose of Report

1. To update the Select Committee on Children's Services on the work and progress of The Respect Yourself Campaign (formerly Teenage Pregnancy).

Background

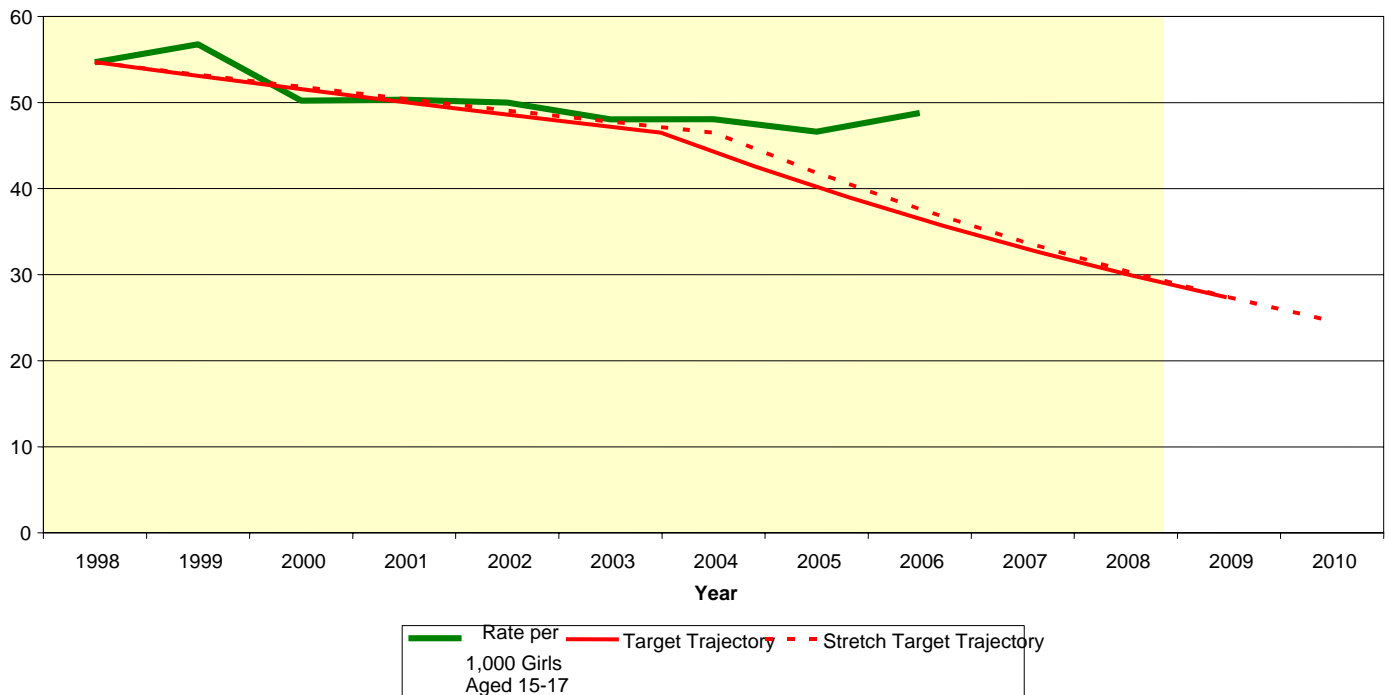
2. Reducing teenage pregnancy is a priority in Dudley's Children and Young People's Plan. Our ambition to significantly reduce the number of teenage pregnancies is reflected in our Local Area Agreement, namely, to reduce teenage conception by 55% by 2010.
3. This will be a difficult target to meet and therefore it is essential that the work continues, and is further integrated and targeted over the next 3 years.
4. Overall, teenage conceptions have been declining. In Dudley there has been an 11.1% reduction in teenage conceptions between 1998 -2006, although the rate slightly increased in 2006 there has been an overall rate of decline in the Dudley Borough since 1998.

Key Data

- there were 56 more conceptions in 2006 than required to match the target trajectory;
- in order to achieve the target there need to be 130 fewer conceptions in 2010 than in 2006;
- in 2006, the proportion of teenage conceptions that lead to an abortion increased to 51%. This is the first time that more than half have led to abortion. This is due to an improvement in access to termination;

- the teenage conception rate in the ward with the highest rate is more than 10 times that of the lowest rate ward.

Under 18 Conceptions per 1,000 Girls Aged 15-17 Dudley MBC 1998 to 2006



Ward Data

5. All hotspot areas are provide with a baseline service which is outlined in the strategy and Action Plan.

Top 10 Wards

1. Castle & Priory
2. St Thomas's
3. Lye & Wollescote
4. Gornal
5. Amblecote
6. St James's
7. Brockmoor & Pensnett
8. Netherton & Woodside
9. St Andrews
10. Coseley East/Quarry Bank & Cradley

Rate per thousand females aged 15-17
2003-2005



Examples of Work Undertaken

Activity	Evidence Base	Target	Outcome
Parent courses	Delay Review	2 groups per year across the borough	1.For Parents to give information to their children about RSE 2. For more young people to access Contraceptive and Sexual Health (CASH) Services
Peer Education	Peer Education review and evaluation 2002	4 sustained groups across the borough	1. For young people to pass on information to other young people 2. Reduction in teenage conceptions
Workforce Training (whole agency and multi agency training)	Deep Dive	Full training programme delivered twice per year open across the whole borough but prioritised within the Targeted Youth Support Framework	1.More young people attending sexual health services across the borough including You First drop-ins 2.Decrease in under 18 conceptions
RSE (Relationships and Sex Education) Baseline development in schools	Deep Dive, DFES guidance	50% of schools on board and developing this work by September 2009 50% of schools trained and delivering the programme by September 2010 100% of schools by September 2011	80% of secondary schools to develop the base line over the next 3 years 2 more schools based clinics developed per year over the next 3 years therefore having a 200% increase per year on the current position. Schools developing specialist teams to deliver RSE in line with national guidance
Teenage Parent Groups	Young People's Evaluation	On going	10% year on year reduction in second conceptions
IAG drop-ins through the youth service	Deep Dive	5 drop ins set up (1 per hotspot area)	More young people accessing the condom scheme Reduction in teenage conceptions Increase in access to young people's sexual health services
RSE delivery in Youth Service	Deep Dive	100% youth workers trained to level 2 by April 2008 50% youth workers trained to level 3 by April 2008 20% youth workers trained to level 5 by April 2009	Improved knowledge in professionals of the sexual health and teenage pregnancy agenda More young people accessing sexual health services including the condom scheme More information provided to young people (assessed through evaluation) More young people accessing STI testing (data)
Non-Clinical & Clinical Your Welcome Standards	Department of Health work, Deep Dive	1 community venue per hotspot to develop Non clinical your welcome standards alongside their IAG drop-ins 2. 1 GP practice per top 5 hotspot areas by September 2009	1.Rise in young people using LARCS (long acting reversible contraceptives)
Contraceptive services for young people	Deep Dive	1. Clinic in a Box across the borough	Raise in the number of young people accessing sexual

across the borough		2. Development of young people specific clinics through CASH 3. Free EHC provision through pharmacies 4. Continuing development of Chlamydia screening	health services across the borough Increase in the number of young people on LARCS Reduction in the incidence of Chlamydia amongst young people Reduction in under 18 conceptions
Maybe Baby – this programme is targeted at young people who are struggling at school, have poor attendance and or are vulnerable	Delay Review	6 Maybe Baby programmes run per year	1. Reductions in under 18 teenage conceptions 2. Improved access to sexual health services (Management Information) 3. Young people being Risk Assessed appropriately
Lets leave it til Later - this programme is targeted at young people who are struggling at school, have poor attendance and or are vulnerable	Delay Review	6 Lets leave it til later programmes run per year	As Above
Teenage Parent one to one Support	Next Steps: Working with Teenage Parents	Ongoing support to teenage parents across the borough through partnership project with Connexions. Refer all teenage parents to Children's Centres	Feedback from teenage parents through their evaluations Reduction in second conceptions
Support to under 16 teenage parents to ensure they remain in education	DCSF guidance	Reintegration officer works with under 16 teenage parents to ensure that they remain in education	78% of teenage parents 07-08 remained or went onto further education
Children's Centre Project	Next Steps: Working with Teenage Parents, Deep Dive	Work with Children's Centres to develop their "Core offer" to teenage parents	Service specification and outcomes for children's centres that are reported back to the board
Risk Project	National Toolkit and GOWM annual review	Develop a risk tool for targeting vulnerable young people at high risk of teenage pregnancy. Tool developed by April 2009, training to start with targeted groups April 2009	Reduction in overall teenage conceptions

The Respect Yourself Campaign strategy is:

- based upon the needs of local young people;
- committed to addressing inequalities and tackling the needs of those young people who are most disadvantaged and at risk;
- grounded in well-established and successful partnership working between all relevant agencies. This joined-up approach will bring added value;
- evidence-based with action plans and resource allocation being determined by appropriate research and evaluation to ensure we maximise the impact with the resources we have;
- a long-term and sustained response reflecting the scale and importance of the task;
- committed to ensuring that young people are given information on the full range of options so that they can make informed choices. Organisations are committed to providing clear information about their values and aims to assist young people with their decision-making;
- based on a positive concept of sexual health. As well as providing accurate and targeted information, Programmes should include positive aspects of young people's relationships and sexuality. It will be sensitive to the concerns of culturally diverse and faith communities in Dudley;
- committed to improving the quality of services so that they are accessible and responsive to the needs of young people.

Performance Management

6. The Respect Yourself Campaign are monitored on a quarterly basis through a Performance Management Board made up of all major partners including Primary Care Team, Dudley Group of Hospitals, Connexions, Housing, Voluntary Sector, Children's Specialist Services, Youth Offending Service, Youth Service and Education. This board was a performance management data tool to support the work.

Risk Management

7. Risks are managed as part of the Early Years, Youth and Education Services quarterly performance management process.

Consultation

8. The Respect Yourself campaign has 4 college based and 1 community based peer education group who they consult on all aspects of the work they develop and deliver from publicity, to where to base our community based services to what they think are the priorities for young people in the area of sexual health and teenage pregnancy. This allows us to maximise the impact that we have with the resources available to us. These groups are made up of young people and young parents.
9. The Respect yourself Campaign have a shadow board who meet twice per year. This board is made up of 8 young people from across the borough. They have looked at the work developed and given a young people's opinion on it. This group have also had input into the strategy that we have developed over the last 12 months.

Finance

10. £210,000 grant is provided for the Respect Yourself Campaign Work. This grant came from National Teenage Pregnancy as ring fenced grant until 2008. After 2008 the grant was still provided through National Teenage Pregnancy but the ring fencing was removed. The money now comes into the Council through the Area Based Grant.

Law

11. The Council may do anything which is incidental to, conducive to, or which facilitates the discharge of its functions under section 111 of the Local Government Act 1972. In this case the report relates to the Council's Education function under the Education and Children's Acts.

Equality Impact

12. The work provided by the Respect Yourself Campaign due to its nature is inclusive of all. We work with all young people across the borough.

Recommendation

13. It is recommended that:-

The committee receive this report on behalf of the Council.



.....
Jane Porter
Interim Director of Children's Services

Contact Officer: Ellen Phillips
Telephone: 01384 811573
Email: ellen.phillips@dudley.gov.uk

List of Background Papers

Local Documents

Respect Yourself Campaign Strategy 2008 - 2011
Respect yourself Campaign Action Plan 2008 - 2011
Respect yourself Targeted Youth Support Action Plan – 2008 - 2009
Respect Yourself Campaign Performance Management tool – ongoing
Terms of Reference for the Performance Management Board

National Documents

Deep Dive
Accelerating the Strategy to 2010