

Effectively Engaging Teen Populations in Refining & Improving Sexual Health Services

OPHA - 10.14.2013
 Kelly Locey, MPH, CPS, Andy Chuinard,
 Alicia Griggs, Patrick Abi Nader, MS



Learning Objectives

- Articulate the benefits of engaging teen populations in comprehensive needs assessment and planning.
- Examine methods to survey and extract critical data from surveys to teen populations.

Benefits of Engaging Teens

1. Services are relevant to their needs
2. Opportunities to address misconceptions about barriers
3. Integrate social media more fully
4. Going to them where they are in a relevant way
5. Mobilizing target population

Background

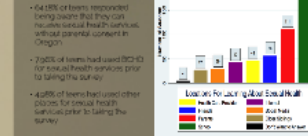
- Clinic directors wanting to understand why teen populations are not using family planning services
- Project Curt
- Strategic Prevention Framework (SPF)
- Examining high-risk drinking in 18-25 year olds



Design, analysis, methods

Methodology
 Methodology Continued

Major Results



• 64.8% of teens responded being asked that they can receive sexual health services without parental consent in Oregon

• 73% of teens had used STD/HIV for sexual health services prior to taking the survey

• 4.6% of teens had used other options for sexual health services prior to taking the survey

Town Halls

- Based on survey responses
 - Dig deeper into perceptions and barriers
 - Where local barriers exist
 - What they search for digitally
 - Terminology & colloquialisms
- Open-ended
 - What do we as an organization need to focus on?
 - What would help make our services more friendly?

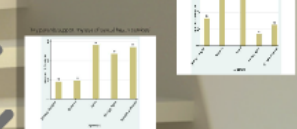
Comparable Projects

- Teen engagement for social media development
- Not engaged in planning process or execution
- Surveying best way to assess:
 - Current service utilization
 - Access to services
 - Barriers
 - Understanding, awareness, and use of resources for sexual health



Sample Description

Other Notable Results



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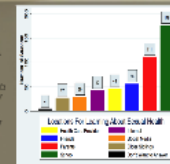


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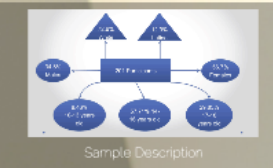


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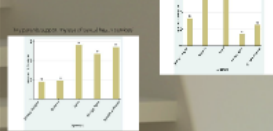
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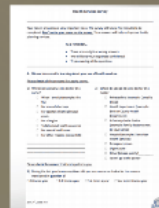
Design, analysis, methods

Methodology

- Methodology
 - Survey development:
 1. Explored current literature
 2. Consulted with experts in the field
 3. Pilot testing with target age group
 4. Health literacy
 5. Anonymous survey
 6. Questions were general & asked about perceptions
 7. Standardization of demographic questions

Methodology Continued

- Implementation and data collection
 - Convenient sample
 - Hard copies were distributed at annual 'Teen Summit'
 - Participants dropped off surveys in box
 - Additional surveys collected from under-represented groups of youth in initial sample
 - Answers from participants were transferred into Excel & analyzed in STATA 12



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Health Services Survey

Your honest answers are very important to us. The survey will take a few minutes to be completed. **Don't write your name on the survey.** Your answers will help us improve family planning services.

As a reminder...

- There are no right or wrong answers
 - We will keep your responses confidential
 - Try answering all the questions
-

A. We are interested in learning about your use of health services.

Please **check all** the answers that apply to you.

1) Why do you usually see a doctor or a nurse?

- When I am sick (example: the flu)
- For annual checkups
- For sports/ athletic physical exam
- For allergies
- To talk about health concerns
- For sexual health care
- For other reasons (please list):

2) Where do you go to see a doctor or a nurse?

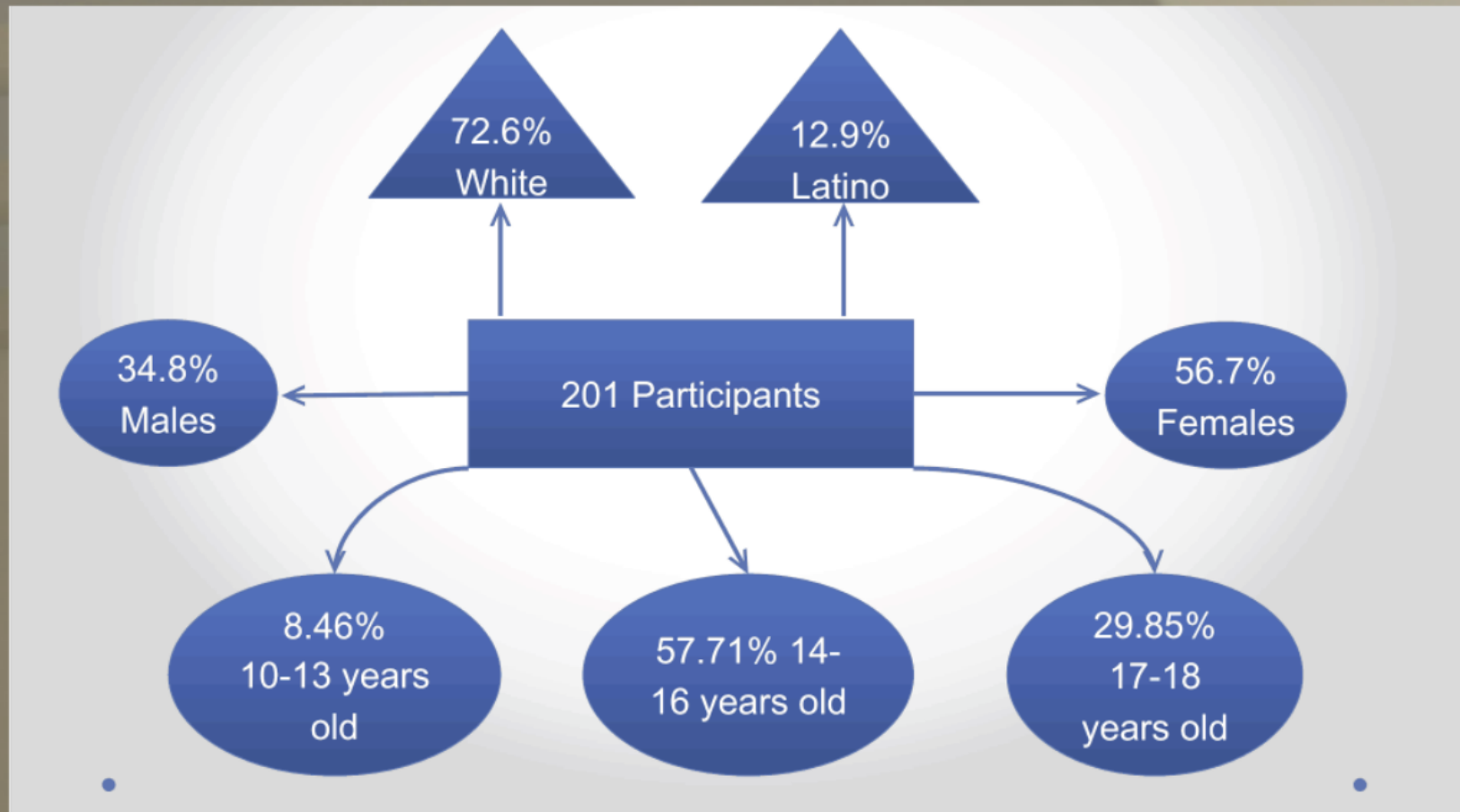
- Private clinic (example: Corvallis Clinic)
- Health department (example: Benton County Health Department)
- In home private doctor (example: family doctor comes to your home)
- Hospital (example: Samaritan Health Services)
- Emergency room
- Urgent care
- Other (please specify) _____
- I don't go to the doctor

Please **check the answer** that best applies to you.

3) During the last year how many times did you see a nurse or doctor for the reasons mentioned in question 1?

- 0 times a year 1-2 times a year 3-4 times a year 5 or more times a year

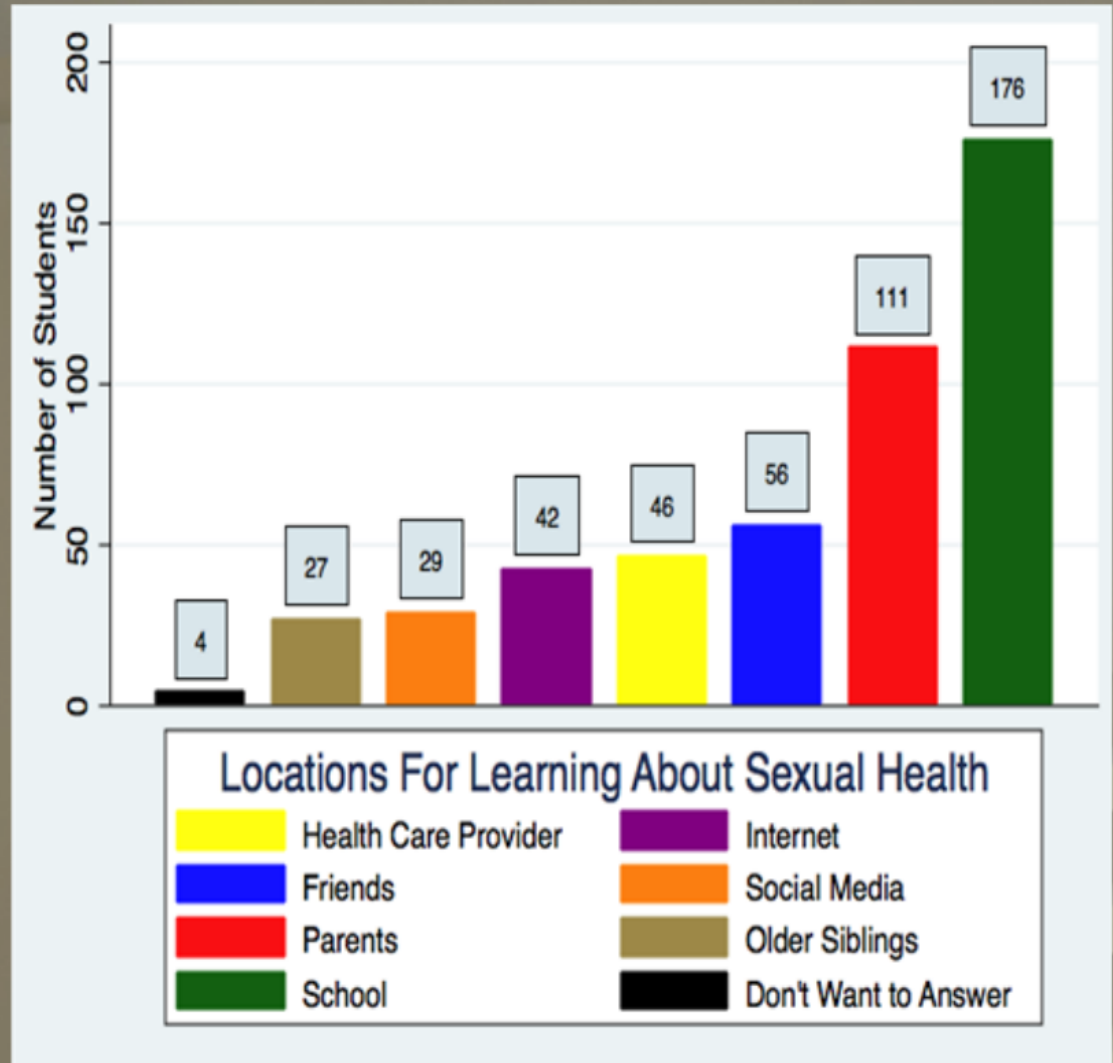




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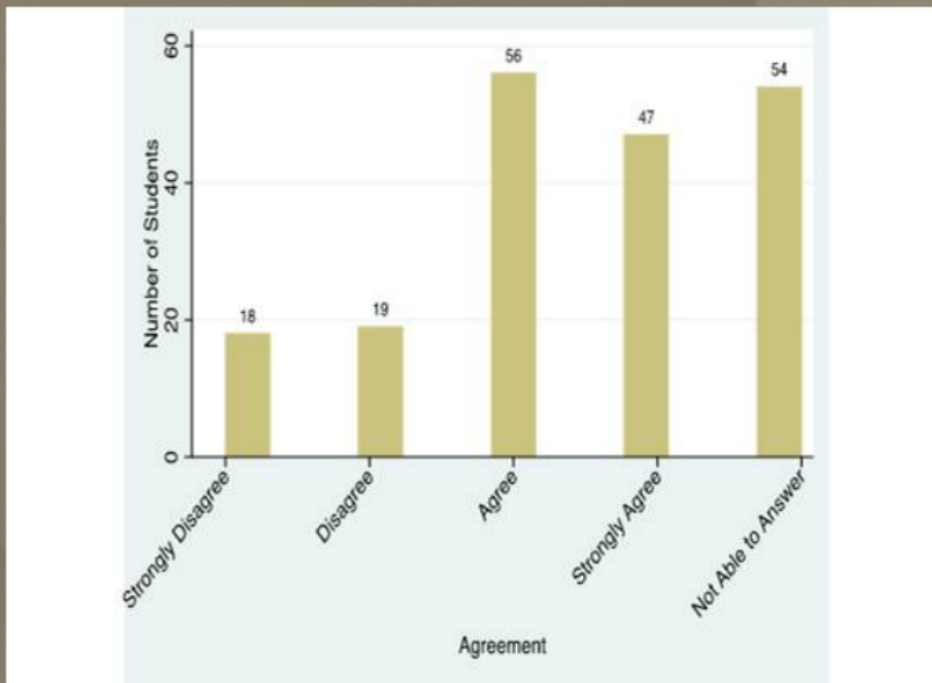
Major Results

- 64.18% of teens responded being aware that they can receive sexual health services without parental consent in Oregon
- 7.96% of teens had used BCHD for sexual health services prior to taking the survey
- 4.98% of teens had used other places for sexual health services prior to taking the survey

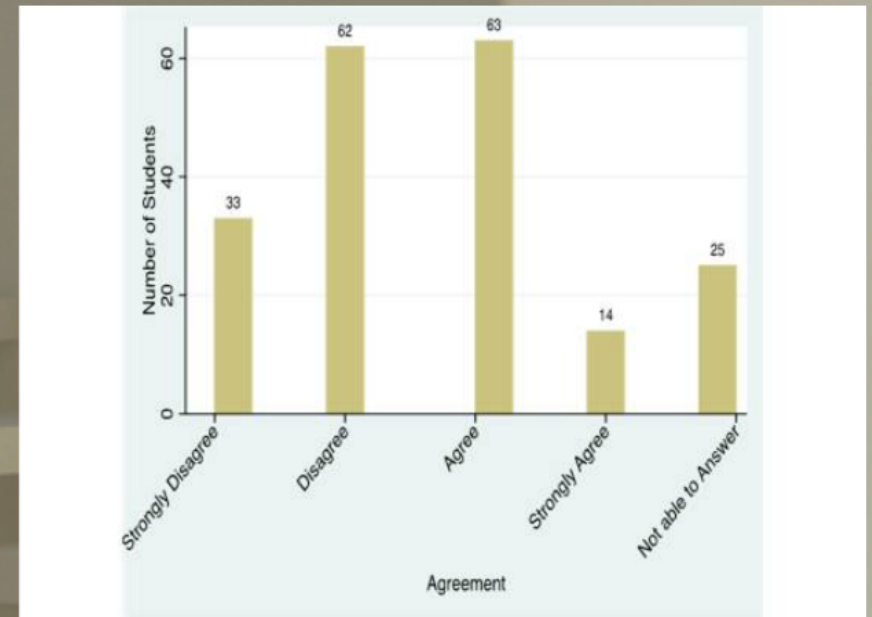


Other Notable Results

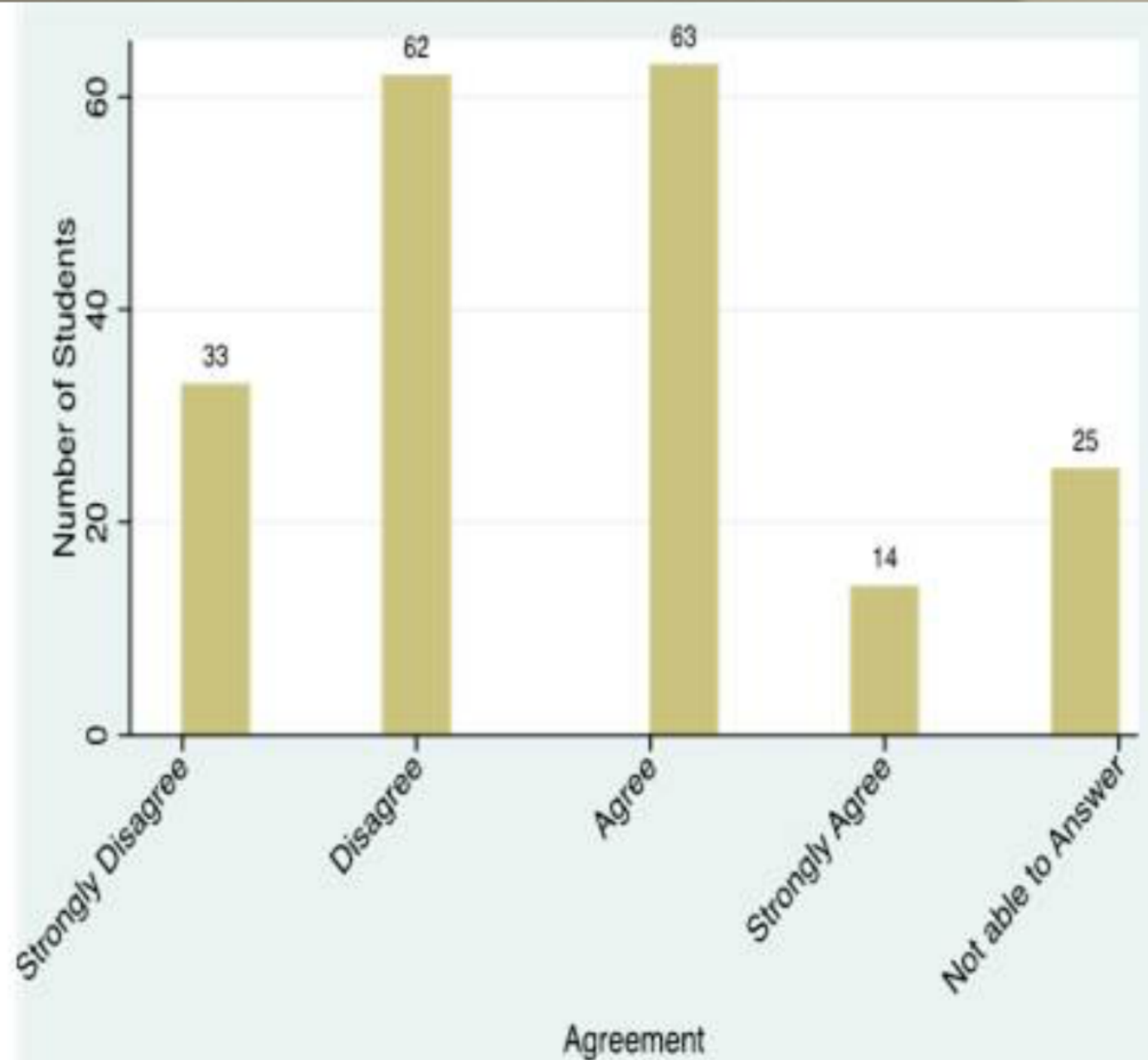
'My parents support my use of sexual health services'



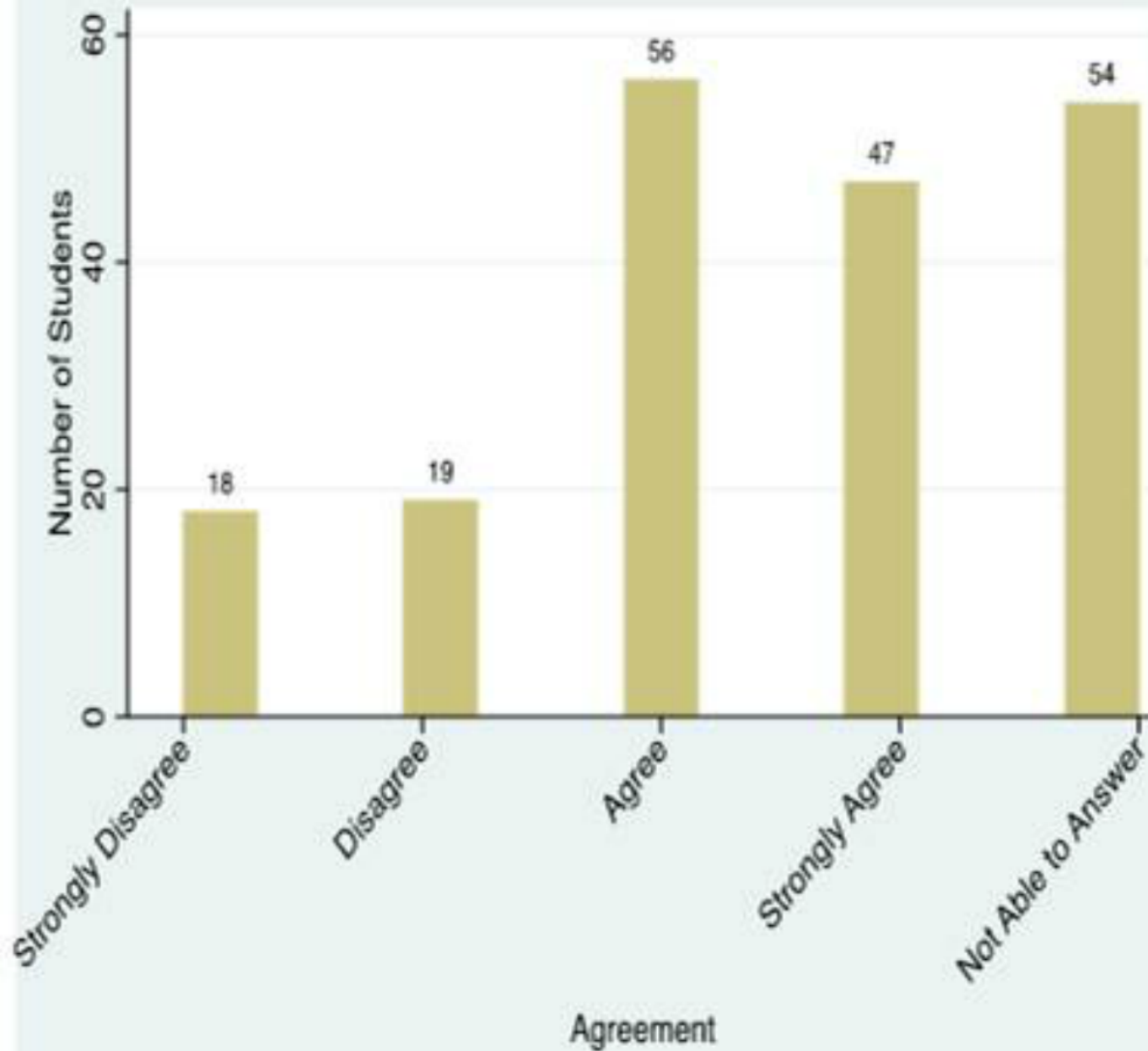
'I am interested in sexual health services'



'I am interested in sexual health services'



'My parents support my use of sexual health services'



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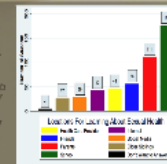


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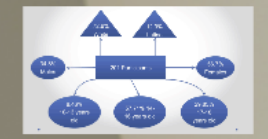


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