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

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Background
- Stakeholder engagement to understand needs and to identify gaps and barriers
- Project Title
- Sexual Prevention Framework
- Giving youth ownership in their health

Comparable Projects
- Engaged in decision processes or evaluation
- Engaged to develop peer leaders
- Engaged in advisory boards
- Engaged in cohort or social networks
- Engaged in civic engagement, awareness, and use of resources, etc.
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- 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.
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- 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.
Background

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

   [__________________________________________________________________________]
   [__________________________________________________________________________]
   [__________________________________________________________________________]

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
Sample Description

201 Participants

72.6% White

12.9% Latino

56.7% Females

34.8% Males

8.46% 10-13 years old

57.71% 14-16 years old

29.85% 17-18 years old
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’
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?
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