

KENT TEENAGE PREGNANCY STRATEGY

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1. Our vision

Through the successful implementation of the teenage pregnancy strategy we will contribute to improving the aspirations and life chances of children and young people so that they are able to make informed choices about their lives, their wellbeing and their health. In particular, we will focus on those children and young people who are most at risk. Through this work we will support the reduction of conception rates and ensure that the right help is provided for young parents.

2. Our strategic priorities

Our strategic priorities describe the means by which we will deliver the vision. We will only succeed in delivering the vision by working in partnership and listening to and being responsive to what young people tell us and show us.

Our strategic priorities are:

- To support the development of young people's aspirations and life skills
- To offer timely prevention, early intervention and support when and where young people need them
- To develop the children's workforce so that they are competent and confident to offer appropriate advice and support to children and young people
- To seek and respond to the information and advice we receive from children and young people and their families and enable them to shape our services

3. How will we deliver our strategic priorities?

A detailed action plan has been developed which sets out what we will do step by step over the next year. We will target specific wards in Thanet and Swale with the highest rates of teenage pregnancy and Maidstone where the rates are rising. The headline delivery actions for each theme are set out below:

To support the development of young people's aspirations and life skills we will:

- Establish strong links with the parenting strategy to develop a holistic approach to building aspirations and life skills from a child's earliest experience. Within this, to help young people understand the responsibilities of parenthood and what it means to be a good parent.
- Work with multi-agency partners to look at new ways to raise aspirations for young people in the coastal towns in East Kent.
- Help all organisations, schools and workers to make the connections between teenage conceptions and the wider determinants of teenage pregnancy, so that they can contribute to the action plan.
- Work with partners to support young parents to become the best parents that they can be and to make positive decisions about their future, including training, education and employment.
- Work with multi-agency services in West Kent to widen access to sexual health services which are accessible to schools.

To offer timely prevention, early intervention and support when and where young people need them we will:

- Invest in strengthening our sex and relationships programmes in schools and out of school settings
- Ensure integrated working between teenage pregnancy work and related themes including alcohol and sexual risk taking
- Seek more opportunities to offer services in an integrated way in shared premises and at times that suit young people that are designed by them

To develop the children's workforce so that they are competent and confident to offer appropriate advice and support to children and young people we will:

- Lead a cultural change programme through workforce development, to develop a young people friendly workforce
- Implement specific skills training packages for key staff groups and evaluate their impact
- Help staff working with young people to understand their role and responsibilities in respect of teenage pregnancy.

To seek and respond to the information and advice we receive from children and young people and their families we will:

- Establish a communications strategy that focuses on a social marketing approach, so that we are seeking to help achieve behaviour change that is both positive and sustainable
- Enable a range of providers to achieve the national "You're Welcome" award, working with young people as expert advisors and inspectors
- Ensure that our commissioning plans take into account the views of children, young people and their families and carers.

4. What do we aim to achieve?

Local and national evidence has been used to identify the priorities on the basis that they are the actions most likely to secure a long term improvement in the aspirations, health and wellbeing of children and young people. The core measure in the national strategy is a 50% reduction in teenage conceptions by 2010 and an increase in young parents in education, employment or training. These measures remain our focus, but within the context of the wider determinants of teenage pregnancy. As a result, a number of other national and local indicators shape our goals, and will form the basis of our performance management framework. These include:

- Uptake and evaluation of PSHE and SRE interventions in schools and out of school settings
- Young person evaluation of services, advice and support
- Uptake and use of resources, such as uptake of Chlamydia screening
- Number of services with You're Welcome accreditation
- Number of young women who have LARC fitted
- School leaving intentions
- Number of schools with access to sexual health services
- Number of pharmacies offering emergency hormonal contraception
- Local information about hotspot areas
- Housing and floating support uptake.

A performance framework is being developed that will make full use of the local data available.

5. Leadership and governance

5.1 Strategic Partnership

The Children's Trust arrangements embrace all the leading partners in the delivery of the strategy, either because they have a statutory leadership role or as providers of essential services and support. It is the natural lead body for the teenage pregnancy strategy, and alignment between the Trust's vision and the strategy's has been established. The Children's Trust executive will receive regular strategic progress reports to ensure that all the right links are made.

Leadership

The delivery of the strategy will be led by a high level executive group made up of leaders of key stakeholder organisations, including:

- KCC CFE director of commissioning and partnership
- KCC/PCT director of public health
- PCTs joint director of children's health commissioning
- Director of Integrated Youth Support
- PCT public health or commissioning leads
- Commissioning manager for teenage pregnancy (new post to replace the TPC).

This group will ensure that the strategy is performance managed, that priorities are properly embedded in core activity, and provide leadership to enable barriers to be overcome and best practice to be shared. They will make sure that a county-wide approach is taken to ensure that young people have consistent and fair access to services, support and advice.

Local delivery

The success of the teenage pregnancy strategy will often rest with local leaders. We will embed local delivery arrangements within the re-focused local children and young people's partnerships, so that partners are able to take account of local needs and priorities. They will also be expected to make connections between different work strands and maximise every opportunity to establish joint working arrangements, to share data as appropriate and base local priorities on real time data.

6. Use of resources

Each local area is allocated a teenage pregnancy grant. This arrangement is due to end in April 2011, and in the current climate it is wise to assume that little or none of the grant will remain after that date. Therefore, this year the grant will be used to:

- Enable key people to work to embed priorities into core activity through investment in leadership in SRE and health commissioning for the next year
- Ensure that we reach the You're Welcome standards in as many services as we can
- Enable the new lead post to begin work hosted by CFE on behalf of the Children's Trust, with a renewed focus on addressing the wider determinants of teenage pregnancy
- Invest in evaluation so that we can make informed decisions about future investment options
- Make strategic investment to pump prime in the short term where it will help support sustainable change that will be mainstreamed by a statutory partner