

How to reduce teenage pregnancy in Northern Ireland?

A Movie-based Educational Approach

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Aim of Today's Talk

- What is the Current Status of Research on Teenage Pregnancy?
- Why Focus on Teenage Men in relation to Teenage Pregnancy ?
- What is the Movie-based Educational Approach QUB has developed?
- What is the Evidence for this Approach?

1. What is the current status of Research on Teenage Pregnancy?

Research and policy priority in many western countries for over three decades:

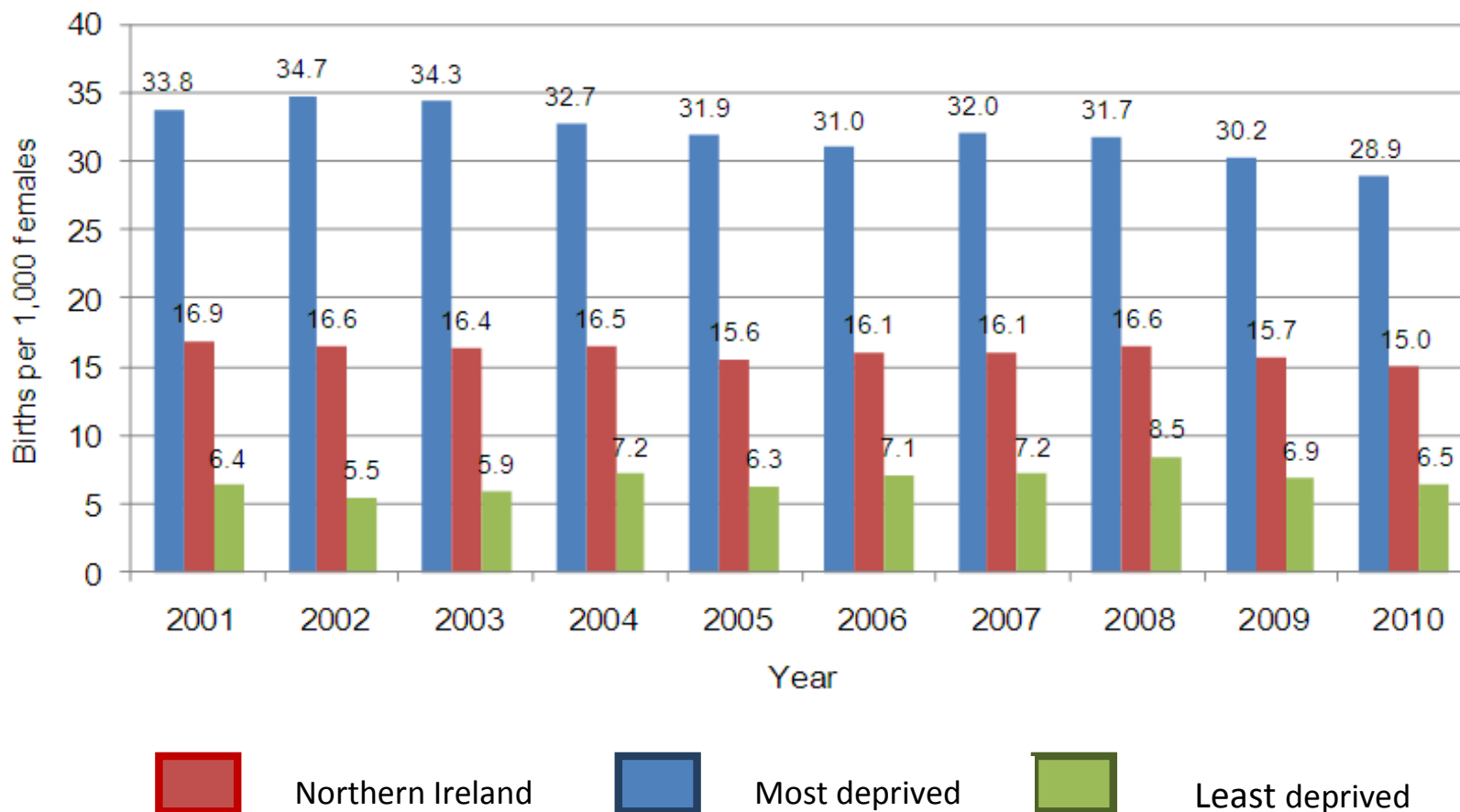
1. Research which measures the incidence
2. Research which explores risk factors for adolescent pregnancy
3. Research which explores impact of adolescent pregnancy

Teenage Birth Rates are Higher in More Unequal Rich Countries



Source: Wilkinson & Pickett, *The Spirit Level* (2009)

Teenage Birth Rates (<20 years) in Northern Ireland by Deprivation



Source: Health & Social Care Inequalities Monitoring System

2. Why Focus on Teenage Men?

- Targeting teen boys is an important, yet neglected part of addressing teenage pregnancy.
- Teen boys less likely to receive RSE and less likely to receive parental advice.

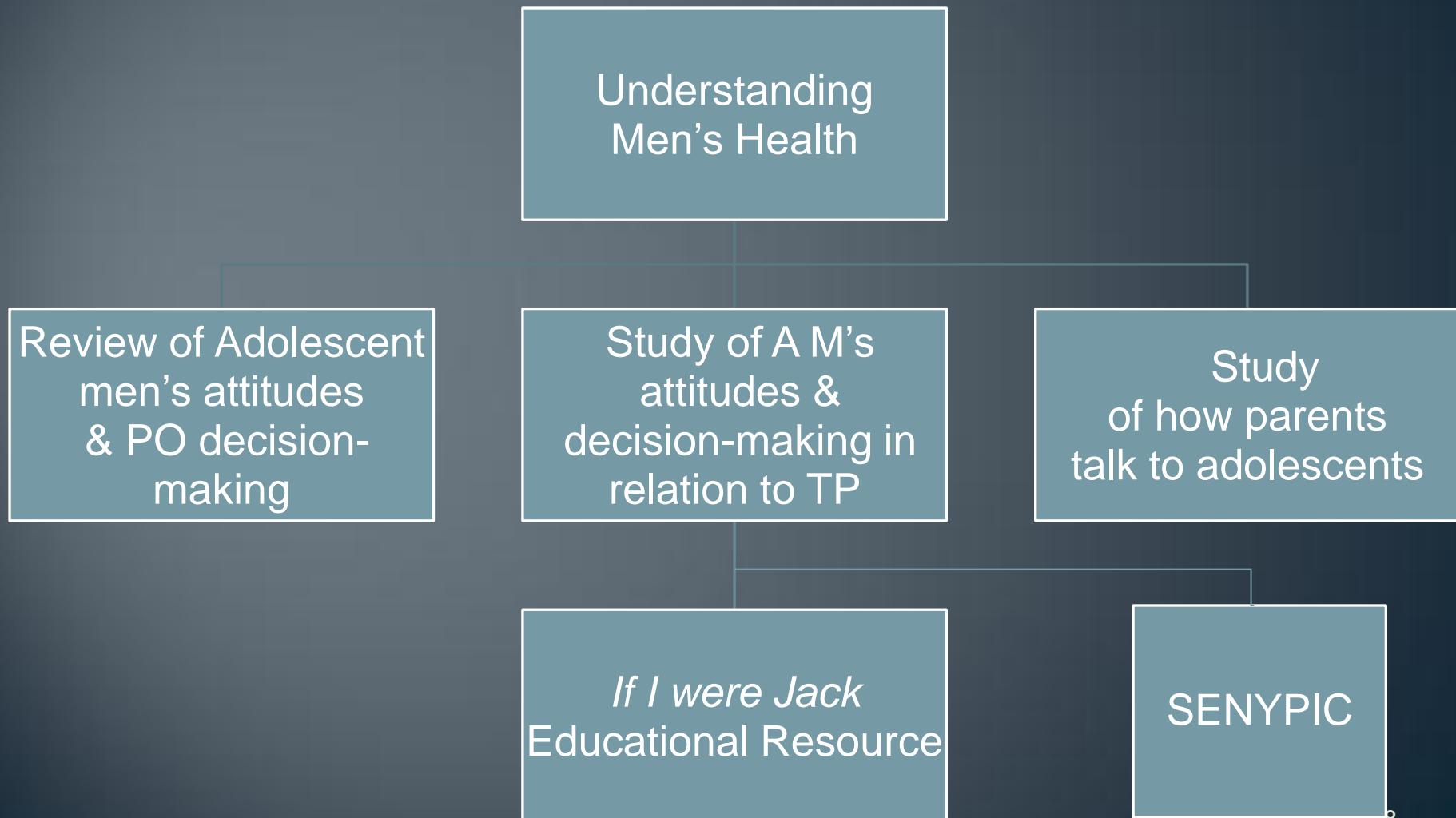


2. Why Focus on Teenage Men?



- Woman's right to choose, but male partners influence how women define and cope with an unintended pregnancy.
- Addressing sexual health is an important strategy for promoting positive development and mental health (Sexual Health Promotion Strategy, NI)
- Critical time to reach out ₇ with young men

3. What is the Movie-based educational approach developed by QUB?



3. Movie-based Approach

Method: a computer based interactive video drama (IVD)

- Brings to life a story...
- Participants have to role play
- Potential as an educational intervention



3. Movie-based Approach



The key educational aim of the educational resource is to increase young people's (boys and girls) intention to avoid a teenage pregnancy by:

- raising awareness among young men as well as young women about the potential consequences of an unintended pregnancy in their lives; and
- increasing young people's self-efficacy in communicating about unintended pregnancy.

3. Movie-based Approach

Materials

- IVD & classroom educational materials to assist teachers & homework exercise with parents
- A training package for teacher trainers
- Information letter & web-based educational material for parents

Non-Directional

Designed to be flexible to fit in with School Ethos/
Personal Development Policy

Opens up issues but is non-directive and facilitates school ,pupil & parental contributions

4. What is the evidence for this approach?

- Acknowledge that teenage pregnancy is a complex social problem but RSE is an essential component
1. the importance of a theoretically based sexual health education programme targeting (TPB + acknowledging wider socio-environmental factors)
 2. Targeted to meet participants' needs and social context (in order to be able to personalise messages)

4. What is the evidence for this approach?

3. Incorporate behavioural skills and training: Constructivist ideas of education delivery
4. Promotion of heterosocial interaction in a safe place and practicing of 'verbal scripts' for current & future relationships.
5. Programmes that reach beyond classroom (parents)
6. Engage with young people emphatically and cognitively (Is it an enjoyable lesson?)

Moving Forward

- Available from 2013
- Roll-out on a selective basis to facilitate a rigorous evaluation



www.qub.ac.uk/IflWereJack

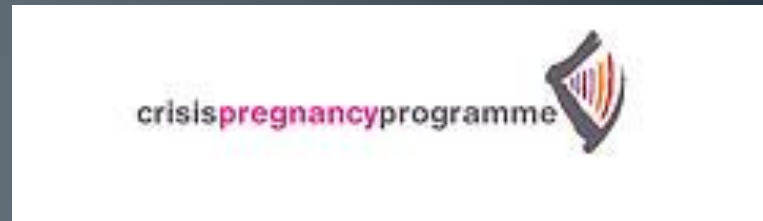
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