

# Let's



# Talk about tp

Leicestershire  
Teenage Pregnancy  
Newsletter

Issue 12

## LEICESTERSHIRE TOPS EAST MIDLANDS TABLE FOR TEENAGE PREGNANCY REDUCTION

The figures released by the Government last month show the strategy to reduce under-18 conception rates in Leicestershire is proving a great success.

The latest data shows the biggest year-on-year fall in 10 years from 33.1 per 1000 girls in 2008 to 27.6 per 1000 in 2009. This is a decline of 27.4% since the baseline year of 1998, the highest reduction achieved in the East Midlands.

This significant reduction is really encouraging and can be attributed to strong partnerships, good practice and the targeted approach being taken by Leicestershire County Teenage Pregnancy Partnership.

Staff who work as part of the Leicestershire Teenage Pregnancy Partnership, including Leicestershire County Council, NHS Leicestershire County and Rutland and Connexions Leicester Shire, are delighted with the figures.

Tony Mulhearn, Chair of Leicestershire Teenage Pregnancy Partnership Board comments: *"The drop in conception rates is a boost for the County, highlighting the value of best practice and working together. We will continue to work closely with all partners in order to take a holistic approach to address the ongoing challenge. We are optimistic that by refining our approach we will see a further drop in rates next year."*

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Have fun. Stay safe.

Smart  
GIRLS  
Carry  
Condoms

## 'GAME ON' CONDOM VIRAL VIDEO SUCCESS

A viral video encouraging sexually active young people in Leicestershire to always use a condom is proving a huge success, getting nearly half a million hits on YouTube in two months. Turn to page 2 to find out more >>



## Blast DIRECTORY

Look Inside >>>

# 'GAME ON' FOR LEICESTERSHIRE TEENS



The 'Game On' video game-inspired campaign was launched on YouTube and in schools across Leicestershire during the festive period. It is a fun and engaging approach to encourage young people to make positive decisions about their sexual health, it also provides them with the information and advice they need to take fewer risks.

The video parodies an 8-bit platform computer game in which a male character is trying to reach his girlfriend with a condom. On the first attempt he drinks alcohol and misses a 'condom bonus'. The girlfriend turns him away which causes him to fail the level. On the second attempt he collects the condom, fights off 'STI bugs' and successfully reaches his girlfriend to complete the game.

Anecdotal feedback received has been very positive and the video has received 1,120 'like' ratings to date. Many leading gaming websites including Kotaku and Eurogamer profiled the video reaffirming the safer sex message to young people.

Watch the video at:  
[www.youtube.com/havefunstaysafe](http://www.youtube.com/havefunstaysafe)

For more information please contact Katie Phillips, Teenage Pregnancy Coordinator, on:  
**0116 305 9246** or by email:  
[katie.phillips@leics.gov.uk](mailto:katie.phillips@leics.gov.uk)

## TEENAGE PARENT PROVIDERS FORUM

To support our expanding learning offer for young parents, we have established a forum of learning provider reps to offer support and share good practice. If you are delivering learning for young parents or are interested in how you might do this in the future, the next meeting of this forum is 4th May - contact Katie Phillips for more information.



## LOCAL STRATEGY TO SUPPORT TEENAGE PARENTS SAVES £5 FOR EVERY £1 SPENT

**The local strategy to support teenage parents has saved the taxpayer £5 for every £1 spent\* and seen 50% of young parents involved move back to education, employment or training. This calculation was made following a 'social return on investment' evaluation report undertaken by The Centre for Excellence (CFE).**

The Young Parents Education, Employment and Training (EET) Strategy in Leicester and Leicestershire is working to

increase the number of teenage parents in EET by helping them to overcome the challenges they may face by providing flexible learning programmes, on-site childcare, free travel and one-to-one support to improve confidence.

National figures recently published rank Leicestershire County as the 5th highest local authority in the country for 16 to 19 year old mothers participating in EET. In December, Leicestershire had 47% of 16 to 19 year old mothers participating in EET; this is 15 percentage points above the East Midlands average of 32%.

Katie Phillips, Teenage Pregnancy Coordinator for Leicestershire, said: "Through the EET Strategy and range of learning provision, Leicestershire has seen a steady increase in the number of young mothers in education, employment or training over the past three years. There have also been positive impacts on the children of these young parents, improving their social and educational outcomes."



\* The predicted Social Return On Investment for the Young Parents EET strategy is £5 for every £1 that is invested over a five-year period.

# STUDENTS FROM GATEWAY COLLEGE STAR IN THE 'SMART GIRLS CARRY CONDOMS' CAMPAIGN

The City and County Teenage Pregnancy Partnerships recently launched the 'Smart Girls Carry Condoms' campaign across Further Education colleges in Leicester and Leicestershire. The campaign aims to shift negative attitudes around young women carrying condoms\*.

As part of the campaign a short film was produced called 'Smart Girls Carry Condoms'. Gateway College students created the script to show that girls who carry condoms are positive, confident young women. Featured on YouTube and already proving a hit with young people, the film also promotes the message of safer sex being a shared responsibility as part of a loving relationship. It was filmed at Gateway College and Liquid Nightclub in Leicester.

Bethany-Grace Cleaver, a drama student at Gateway College who starred in the film said: *"It was amazing to be part of this important campaign. Some girls are worried about carrying condoms because they do not want their friends and family to judge them but carrying condoms actually shows maturity and that girls respect themselves."*

The film was 'soft' launched on YouTube in December and has received over 900 views already. Posters were used to promote the campaign to young people at all City and County Further Education colleges. The posters have a QR Code on them that young people can scan with a 'Smart phone' and be taken straight to the video online on their phones.

The campaign was headline news on Capital FM East Midlands, which is listened to by thousands of young people in the region.

The number of students at Stephenson College who agreed it is positive for girls to carry condoms increased by 47.6% after the campaign launch.



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**Smart GIRLS**  
Carry Condoms™



Online video stills from the 'Smart Girls Carry Condoms' campaign.

Katie Phillips, Teenage Pregnancy Coordinator for Leicestershire, said: *"This campaign aims to positively show young women carrying condoms to make sure they stay safe. Using social media such as YouTube is clearly an effective way to reach young people. It's also fantastic that young people and local colleges are helping us get the safer sex message across."*



YouTube

For more information please contact Katie Phillips, Teenage Pregnancy Coordinator, on: 0116 305 9246 or by email: [katie.phillips@leics.gov.uk](mailto:katie.phillips@leics.gov.uk)

\* Sexual Health, Rights and Staying Safe: Young people's views on sex and UK sexual health services, Unicef, Terrence Higgins Trust, July 2009. This report found that young women are often viewed negatively for carrying condoms.

## WATCH OUT FOR

Young women in Leicestershire are being involved in the design of posters promoting the implant as a reliable method of contraception.

The posters and supporting cards will be available soon.

## SITES ACHIEVE YOU'RE WELCOME ACCREDITATION

Congratulations to the 5 services who have worked through and achieved the national You're Welcome (YW) standard, these are: William Bradford, Lutterworth College, Ashby School, Oadby Beauchamp and The John Storer House Community Safer Sex Project Site.

## TRAINING DATES INFO

>> **Weds May 4**  
RED BOX 10 til 1pm at John Storer House, Loughborough

>> **Thurs May 19**  
Safer Sex Awareness 9.45 til 2.30 at Market Harborough District Hospital, Coventry Rd, LE16 9DD

To book a place please contact Carol Stepney: [carol.stepney@leics.gov.uk](mailto:carol.stepney@leics.gov.uk)

# NEW RESOURCE TO HELP GET PARENTS TALKING

The Teenage Pregnancy Partnership has developed resources to encourage and help parents to speak to their children about relationships and sex. Pull-up banners and leaflets will be circulated to schools for use at parents evenings and other meetings.

The leaflets offer advice to parents on what to speak to their children about and how to initiate the conversations.

"Ask what they think about relationships and sex. This is a great way of finding out what they already know and what attitudes they're shaping."

"Use everyday media to approach the subject - TV, radio, magazines, the internet - you won't be short on options, and talking about how the issues affect other people can make it less embarrassing - celebrities can be a good common ground."



For more information or to request resources please contact Katie Phillips, Teenage Pregnancy Coordinator, on: 0116 305 9246 or by email: [katie.phillips@leics.gov.uk](mailto:katie.phillips@leics.gov.uk)

## New updated 'Blast Directory' provides information and support to young people in Leicestershire

Young people across Leicestershire will soon be provided with an updated version of the Blast Directory which contains a range of advice and support to help young people stay healthy and happy.

The updated 'Blast Directory' contains helpline numbers, website addresses and advice for young people in the County, as well as national organisations that young people may need or want to contact with issues related to their health and well-being.

Young people were asked for feedback on the last directory and felt the new directory should have an 'edgier' look.

60,000 copies of the 'Blast Directory' will be sent out to secondary schools, colleges and support services like Connexions and the Youth Service to ensure that young people across Leicestershire have local service information.

For further information about the work of the Teenage Pregnancy Partnership or to find out how you can get more involved email: [katie.phillips@leics.gov.uk](mailto:katie.phillips@leics.gov.uk)

## LOCAL YOUNG PARENTS VISIT MRS CLAUS

Young parents in Leicestershire paid a visit to a special Santa's Grotto over the festive period and received information about local support services from Mrs Claus and her team of elves.



Young parents' forum member Telaeh Harris (Mrs Claus) with Emma Singleton, Richard Haywood and their baby.

Two Grottos were set up at Beaumont Leys Shopping Centre in Leicester and on Castle Street in Hinckley. Young parents were invited to bring their children along for some festive cheer whilst receiving advice and support.

Members of the local young parents' forum came up with the idea of holding a grotto to provide a way of making contact with young parents who perhaps aren't aware of the support services which are on offer. They were able to share their experiences with other young mums and dads and practitioners were also on hand to offer support.

Vicki Smith, Teenage Pregnancy Coordinator for Connexions, said: "Raising children can be very daunting and for young parents even harder as they are often judged for being young. There is a lot of support available to young parents in Leicestershire - ranging from advice with practical things such as feeding and changing nappies, to help with returning to education, training or employment.

"The Grottos have helped us connect with young parents in their community and has allowed us to find out from them what support they value to ensure they achieve the best future for themselves and their children."

Any young parents wishing to contact Leicestershire Teenage Pregnancy Partnership for advice should visit their local Connexions Centre or the following website: [www.parentsunder20.co.uk](http://www.parentsunder20.co.uk)