

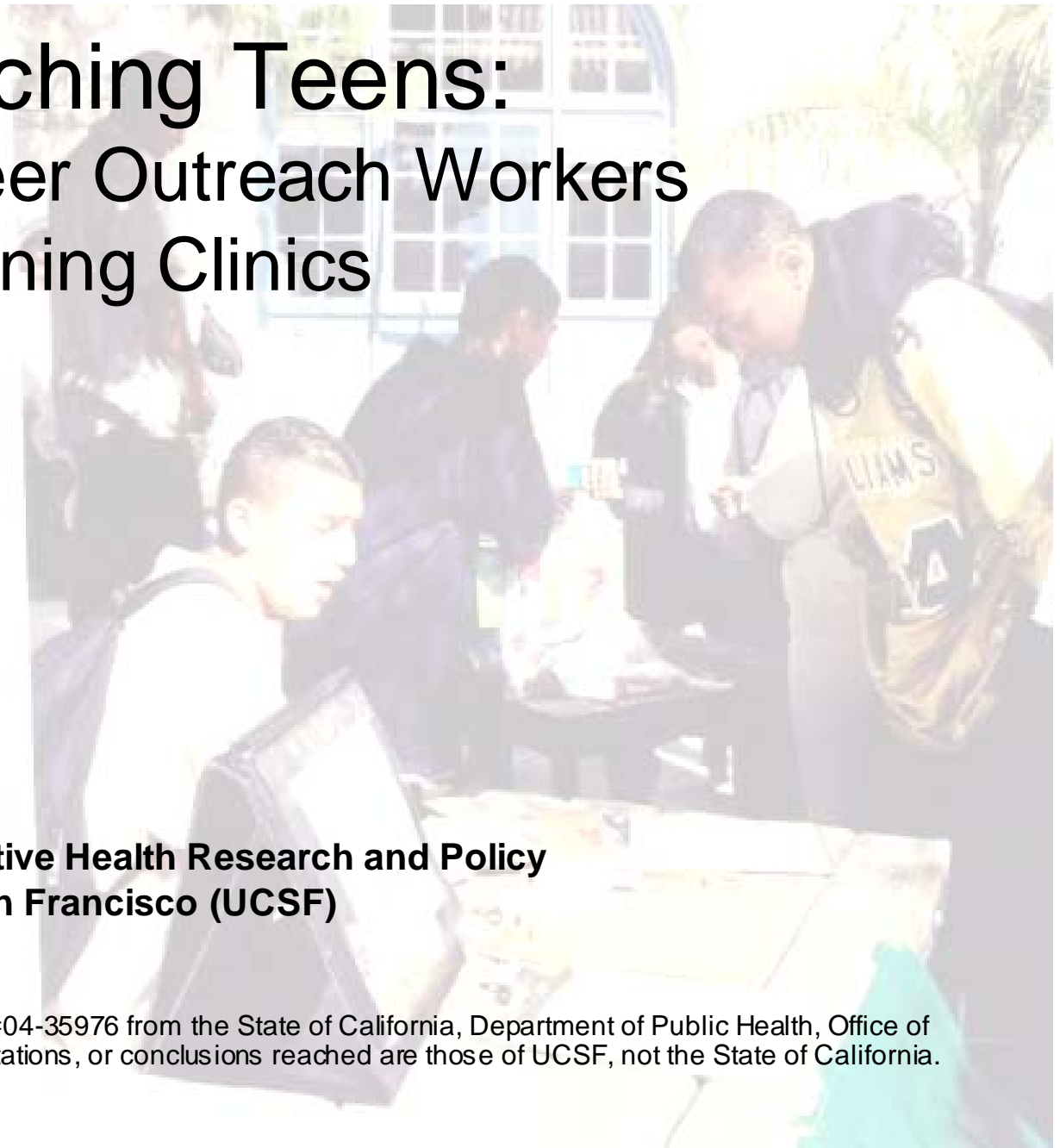
Teens Reaching Teens: The Use of Peer Outreach Workers in Family Planning Clinics

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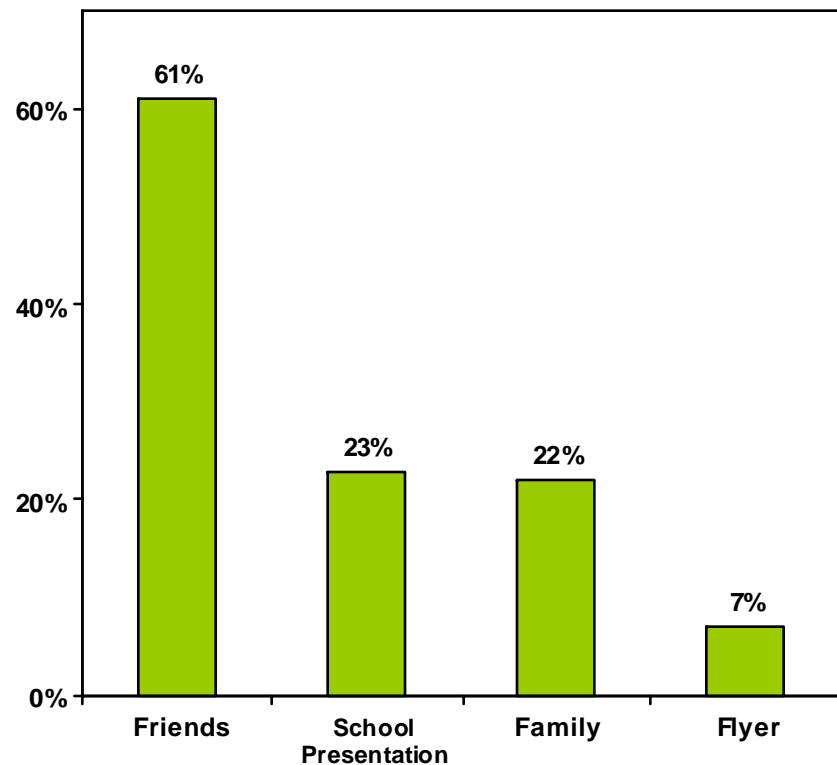
TeenSMART Outreach (TSO)

- 21 clinics funded by CA Office of Family Planning
 - County health depts, Planned Parenthoods, community health centers
 - In “hot spots” of teen pregnancy
- Goal: Bring teens at high risk of pregnancy/ STIs to clinical family planning services
 - Group presentations
 - One-on-one (“street”) outreach
 - Peer-provided services
 - Community events
 - Media
- Evaluation by UCSF since 2004
 - Teen surveys, process data, coordinator interviews



Why Teens as Outreach Workers?

How did you hear of this clinic?
(n=2209 new teen clients)



- 61% of new teen clients cite “friends” as source of information about clinic
- 25% of teens in outreach activities said they’d be more comfortable talking to another teen about family planning
 - 45% either adult or teen

Source: TSO New Teen Client Survey (n=2209), TSO Teen Outreach Survey (n=2416), 2006-07

TSO Use of Peer Providers (PPs)

- Used as outreach strategy by 16 of 21 TSO clinics
- Size, responsibilities and setting vary greatly. Typically,
 - Use 1-10 PPs each year
 - Ages 15-19
 - Both male & female
- In 2006-07:
 - 203 teens recruited & trained as PPs
 - 20,000+ teens reached by PPs



Source: TSO Progress Reports, 2006-07; TSO Coordinator Interviews, 2005-06

PP Responsibilities



- All 16 use PPs to conduct **outreach**
 - School presentations & flyer distribution (16)
 - Community events/health fairs (15)
 - One-on-one (street) outreach (14)
 - Develop media materials (13)
 - Other: present at juvenile hall, present to adult groups, teen theater, event planning, web site development
- 12 use PPs in **clinic**
 - Administrative support: front desk, appointments, paperwork, Family PACT enrollment (11)
 - In-person counseling/health education (10)
 - Other: phone counseling, clinical exams, screening

Source: TSO Coordinator Interviews, 2005-06

PP Responsibilities: A Tiered Approach

Peer Leader I

Emphasis on **one on one outreach at your school** during lunch time and/or after school
Mandatory: Complete Peer Leader training, Attend 2 hour Outreach Meeting weekly, must meet minimum monthly hours, and weekly data entry.

Minimum 4 hrs/week, \$6.25/hr.

Peer Leader II

Emphasis on **small group discussions, presentations and identifying street outreach sites and one-on-one outreach**. Training on back up **Youth Clinic duties** on Wednesdays which include front desk and/or financial screening. In addition to PL I duties, must attend 3 hour Youth Clinic shift and conduct small group discussions and presentations as needed.

Minimum 6 hrs/week, \$7/hr.

Senior Peer Leader

In addition to PL I and II duties, work to become **TeenSMART Counseling Certified**. Assist with media campaign, help TSO Program Assistant and attend monthly Youth Unit meeting.

Must attend Monthly Youth Unit Meeting and train for TeenSMART certification.

Minimum 6 hrs/week, \$7.50-\$8/hr.

Recruitment

- Use existing networks, classroom presentations, word-of-mouth, flyers, web sites, etc.
- Look for **mature, motivated, energetic** teens with interest in pregnancy prevention
 - Do not need prior experience
 - Similar background to group serving
 - Comfort talking about family planning & sexuality
- Common challenges:
 - Finding right teens for the job
 - Conservative community beliefs
 - Scheduling conflicts

“We look for [teens] who can make people feel comfortable with family planning.”



“We look for the [teens] who are having the most difficult time, and who’ve really made the effort to make a difference in their own lives... They are ready to give back to their community.”

Source: TSO Coordinator Interviews 2005-06

**Butte County Public
Health Department
wants YOU!**

**Are you a teen
interested in a fun
and rewarding
part-time job?**

**Come join our
TeenSMART
staff!**



Peer Educator's Responsibilities

- Attend weekly training sessions,
- Work with TeenSMART staff to provide 3 outreach presentations to teens,
- Work with TeenSMART staff to create outreach materials, such as outreach kits, posters, flyers and public service announcements.

Your participation as a Peer Educator will provide you with...

- Leadership skills
- Great community service work to put on your resume!
- Excellent References from the Butte County Public Health Department!
- A Gift Certificate to a local store of your choice in the amount of \$100, upon successful completion of the classes.
- An additional gift certificate in the amount of \$50 upon completing all the 3 outreach presentations!

Source: Butte County Public Health Department, Chico

WANTED



Clinicas De Salud Del Pueblo, Inc.

LOOKING FOR

Teens between the ages 14 -19
Are you outgoing?
Want to help other teens?
Want to meet NEW people?
Want to learn new things?



BENEFITS

Certificate of completion
Community Service hours
Work Experience
Extra Curricular Activities
Field Trips

Volunteers to assist with presentations, outreach events, and health fairs

INTERVIEWS & TRAINING: TBA

@ Clinicas de Salud del Pueblo, Inc. El Centro clinic
651 Wake Ave. Suite A El Centro CA. 92243

Turn in application on back at your local clinic or Teen Peer Educator

For more Info contact: Peter Pacheco or Roxanne Nuñez 344-9951 Ext. 150, 139

PEER EDUCATORS

Source: Clinicas de Salud Del Pueblo, Brawley/El Centro



AHS Youth Program Internship

Asian Health Services Youth Program provides comprehensive reproductive health information and services through outreach, prevention, education workshops, one-to-one counseling, and clinical access for youth living in Alameda County.

Overview of Intern Duties

- **Peer Counseling and Education**
 - Provide reproductive health education and counseling to Youth Program clients during regular Youth Program office hours and during Teen Clinic.
- **Co-Facilitating Health Education Workshops**
 - Co-facilitate at least 4 workshops with Community Health Specialists in school or community-based settings.
- **General Program Assistance**
 - Client database support
 - Curriculum development assistance
 - Street, special event and internet outreach support
 - Other miscellaneous duties



"My experiences as a peer leader have taught me a lot about myself and helping ' other people."

MySpace.com - Operation Samahan - Rap / R&B / Experimental - www.myspace.com/operationsamahan - Windows Internet Explorer

http://www.myspace.com/operationsamahan

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MySpace URL:
<http://www.myspace.com/operationsamahan>

Operation Samahan: General Info

Member Since 5/17/2007

Band Website operationsamahan.org

Band Members Aside from helping patients Fill Out there Family Pact forms to be eligible for Free Clinical Services and In house Counseling.

About Operation Samahan

WELCOME TO THE MYSPACE OF
Operation Samahan Inc.

Source: Operation Samahan, National City, <http://www.myspace.com/operationsamahan>

Training & Supervision

- Initial, intensive orientation training, with ongoing updates
- Need to focus on professionalism, as well as content
- Strong emphasis on confidentiality
- Close supervision is critical
 - Regular meetings
 - Performance evaluations
 - Clear expectations
- Common challenges:
 - Time commitment by adult staff
 - Behavioral issues (maturity, learning style)
 - Retention of information
 - Addressing conflict among PPs
 - Difficulty building respectful relationship between young adult staff and PPs

“[We have to] balance being their friend and being their supervisor.”



Source: TSO Coordinator Interviews 2005-06

Integration with Adult Staff

- At most TSO clinics (11 of 16), PPs are integrated with adult staff
 - Work alongside each other
 - Attend common meetings, trainings, social events
 - Increases respect and support
- Still face some resistance from some adult staff:
 - Don't get along with teens
 - Don't take PP work seriously
 - Resent funding spent on PPs

“We need to work a little more on making [adult staff] understand that teens are part of the agency, and the impact we have on the community with our youth programs.”

Retention

- Clinics face challenges keeping teens as PPs
 - Competing schedules (e.g., sports teams)
 - Better paying jobs
 - High school graduation
- Most recognize the benefit of keeping teens longer, and make efforts to keep their interest:
 - Room to grow and advance
 - Positive, comfortable work environment
 - Opportunities for training and new skills
 - Flexible work schedules
 - Increasing compensation (e.g., from incentives to paycheck)
 - Require minimum length of time



*“It’s good for the organization,
and it’s good for the teens to
be able to grow into new
positions.”*

Program Improvement: Tool Kit

- All clinics use a Continuous Program Improvement (CPI) Tool Kit
 - Created by ETR Associates specifically for these programs
 - Opportunity for clinics to conduct self-evaluation
 - Option of using for PP activities
 - Examine implementation in “real world”
 - Survey participants about satisfaction
 - Assess training needs



Source: ETR Associates, Continuous Program Improvement (CPI) Tool Kit, 2006-07

Peer Outreach Staff Self-Assessment Tool

Since what date have you been a peer outreach worker with this agency? _____ (month) _____ (year)

Directions: For questions 1-14, please select a rating from 1 to 5, or select NA if a question does not apply to you.

Perceived Comfort						
How comfortable do you feel...	Not at all comfortable		Somewhat comfortable		Very comfortable	Not applicable
1. conducting outreach activities (e.g., health education at community events, health fairs, street outreach etc.)?	1	2	3	4	5	NA
2. with the content of the health education presentations you are providing?	1	2	3	4	5	NA
3. creating a safe environment that allows youth to take part in discussions?	1	2	3	4	5	NA
4. with confidentiality and protecting private information that youth may share?	1	2	3	4	5	NA
5. addressing controversial or sensitive topics that youth may talk about?	1	2	3	4	5	NA
6. providing one-on-one risk assessment that may lead to a referral for clinical services?	1	2	3	4	5	NA
7. providing referrals to clinical services?	1	2	3	4	5	NA
Perceived Preparedness						
How prepared do you feel...	Not at all prepared		Somewhat prepared		Very prepared	Not applicable
8. conducting outreach activities (e.g., health education at community events, health fairs, street outreach etc.)?	1	2	3	4	5	NA
9. with the content of the health education presentations you are providing?	1	2	3	4	5	NA
10. creating a safe environment that allows youth to take part in discussions?	1	2	3	4	5	NA
11. with confidentiality and protecting private information that youth may share?	1	2	3	4	5	NA

Source: ETR Associates, Continuous Program Improvement (CPI) Tool Kit, 2006-07

Program Improvement: Sample Findings

Each year, TSO clinics must summarize their findings and identify specific plans for improvement.

Example Findings

- Comfort with confidentiality issues was high.
- Comfort for conducting risk assessments was low.
- Adult staff felt more comfortable and prepared than PPs.
- PPs believed they were expected to behave and know as much as adult staff.

Example Changes

- Training on how to tailor messages and assessing clients' needs.
- Make clear that PPs are valued and possess special talents.
- Provide opportunities for PPs to meet with teens working at other organizations.

Source: Family Planning Inc. of Shasta County, Redding

Determining PP Impact

- According to coordinators, PPs have had significant, positive impact on their work.
- On 5-point scale (1=not important, 5=very important)
 - Developing successful outreach activities & presentations (4.9)
 - Providing positive opportunities for youth (4.8)
 - Enrolling new teen clients (4.5)
 - Making clinic teen-friendly (4.5)
 - Retaining teen clients (4.2)
 - Ensuring clinicians' understanding of teen issues (3.6)

Source: TSO Progress Reports, 2006-07; TSO Coordinator Interviews, 2005-06

Determining PP Impact

“The impact is huge.”

“Teens are more prepared when they get to the clinic for the first time.”

“They tell us what events we need to be at.”

“The numbers [of teen clients] have definitely gone up.”

“Teachers report to us that students always ask a lot of questions and learn a lot [at PP presentations].”

“Every one of [our former PPs] has stayed [on as paid staff] – No one wants to leave here!”

“We are a stepping stone for their future. For many, this is their first job and a great experience.”

Source: TSO Progress Reports, 2006-07; TSO Coordinator Interviews, 2005-06

Next Steps

- Recognize our limitations:
 - Relying on coordinator perspective and reports
 - How to measure impact of outreach?
- Thoughts for the future:
 - Monitoring teen enrollment (billing) data at TSO and similar clinics
 - Interviews with peer providers
 - Observations
 - Surveys with teens reached by peer providers
 - More opportunities for self-evaluation



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Questions?

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