

*Bridging the Gaps: Eliminating Disparities in Teen
Pregnancy and Sexual Health
June 4-6, 2014*

Methods for Targeting and Evaluating Program
Locations to Serve High-Need Youth

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Objectives

At the conclusion of this presentation, participants will be able to...

1. identify relevant data and methods for mapping local youth and community population data;
2. formulate a plan to identify and compare local youth programming with areas associated with greater community risk; and,
3. formulate a plan to collect and analyze data on intended program targeting and actual program reach.

Program Targeting

- In an environment of limited funds, it is critical to reach the most high-need youth
- Targeting can occur based on
 - Category (e.g., geography)
 - Means-Testing
- Geographical targeting can
 - reduce administrative costs;
 - limit type 2 errors of over service; and,
 - increase services to youth with most need.

Steps to Program Targeting

- Step 1: Identify locations of high-need youth
- Step 2: Identify locations of unmet need
- Step 3: Review program data; reflect and refine



Step 1: Using GIS to find Youth

Finding location of need

1. Identify high-need criteria of interest
2. Determine potential geographies
3. Map and review available data
4. Determine geographic targeting criteria

End goal: Targeting Statement

"[Program name] will target services to youth in locations where [targeting criteria] occurs."



Brainstorming Activity

- Review Worksheet 1; Handout 1
 - Identify high need criteria
 - Group discussion- top priorities, pros and cons
- Determine best geography
 - Group discussion– ideal level, pros and cons



California PREP

- 2012 RFA: 19 / 58 counties
- CA PREP funded 21 sub-awardees
 - Full implementation in January 2013
 - First year
 - 1,041 cohorts
 - 130 SDS
 - 15,698 youth
- 2015 RFA under development



California PREP Criteria and Geography

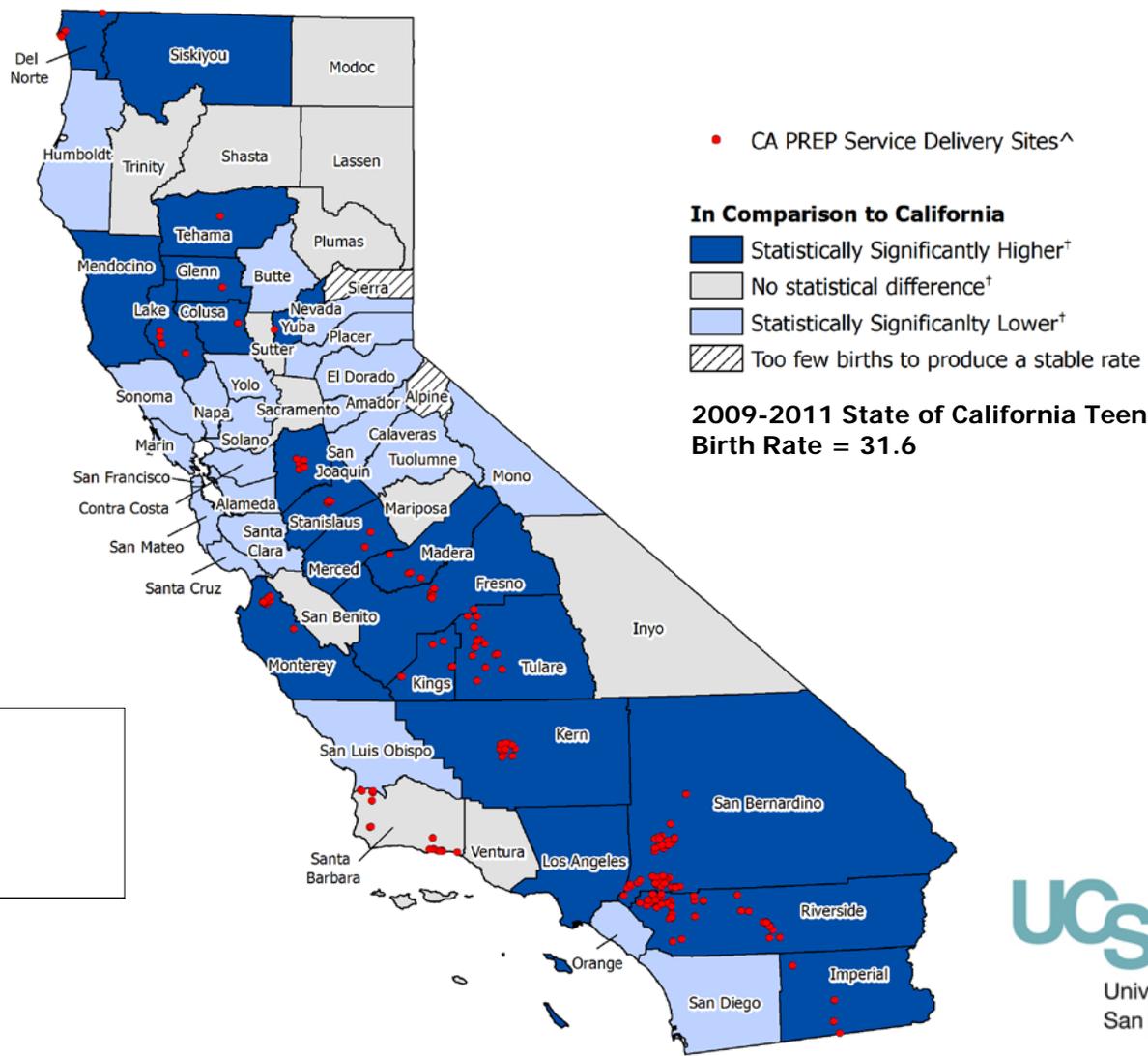
Potential high need criteria

- TBR 15-17, TBR 18-19
- Percent repeat adolescent births
- Race / Ethnicity
- Poverty
- Rural/Urban status
- STI (Chlamydia) rates
- Number of youth in need of services

Preferred Geography: County, MSSA



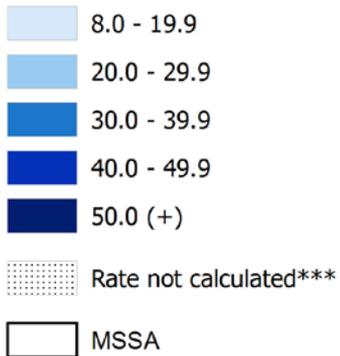
California Teen Birth Rate* by County, 2009-2011**



[^] As of April 2014; PREP Year 1 and 2 Service Delivery Sites; * Number of births per 1,000 females ages 15-19.; ** Three years of teen data (births and population counts) were combined to produce more stable birth rates.; † After subtracting the county's contribution to the state rate.
 Data sources: Teen Births: Years 2009-2011, Birth Statistical Master File, California Department of Public Health, Health Information and Research Section.
 Teen population: Years 2009, California Department of Finance, Race/Hispanics Population with Age and Gender Detail, 2000-2010. Sacramento, CA, September 2012. Years 2010-2011, California Department of Finance, Report P-3: State and County Population Projections by Race/Ethnicity, Detailed Age, and Gender, 2010-2060. Sacramento, CA, January 2013.
 Prepared by: California Department of Public Health, Maternal, Child and Adolescent Health Division, Epidemiology, Assessment and Program Development Branch

Teen Birth Rate* by Medical Service Study Area, Kern County California. 2010-2011**

Teen Birth Rate



2009-2011 State of California Teen Birth Rate = 31.6



* Number of births per 1,000 females ages 15-19.; ** Two years of teen data (births and population counts) were combined to produce more stable birth rates.
 ***Rate not calculated due to small numbers (<20 numerator events). ; ^ As of April 2014; PREP Year 1 and 2 Service Delivery Sites.
 Data sources: Teen Births: Years 2010-2011, Birth Statistical Master File, California Department of Public Health, Health Information and Research Section.
 Teen population: MCAH calculation of the MSSA population using California, Department of Finance, Report P-3: State and County Population Projections by Race/Ethnicity, Detailed Age, and Gender, 2010-2060. Sacramento, California, January 2013 and Census 2010 population by census tract <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>
 Prepared by: California Department of Public Health, Maternal, Child and Adolescent Health Division, Epidemiology, Assessment and Program Development Branch

Teen Birth Rate* by Medical Service Study Area, Sacramento County CA, 2010-2011**

Teen Birth Rate

8.0 - 19.9

20.0 - 29.9

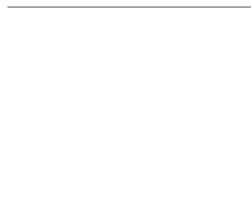
30.0 - 39.9

40.0 - 49.9

50.0 (+)

Rate not calculated***

MSSA



2009-2011 State of California Teen Birth Rate = 31.6



*Number of births per 1,000 females ages 15-19.

** Two years of teen data (births and population counts) were combined to produce more stable birth rates. ***Rate not calculated due to small numbers (<20 numerator events). Data sources: Teen Births: Years 2010-2011, Birth Statistical Master File, California Department of Public Health, Health Information and Research Section. Teen population: MCAH calculation of the MSSA population using California, Department of Finance, Report P-3: State and County Population Projections by Race/Ethnicity, Detailed Age, and Gender, 2010-2060. Sacramento, California, January 2013 and Census 2010 population by census tract <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>

Prepared by: California Department of Public Health, Maternal, Child and Adolescent Health Division, Epidemiology, Assessment and Program Development Branch

Group Activity

Kern County and Sacramento County Map Packets

- State map of county STI rates
 - State map of county number of youth in need of contraceptive services
 - County map of MSSA poverty rates with urban / rural designations
 - County map of MSSA race /ethnicity
 - County map of MSSA percent of repeat births
-
- Review maps in groups; Generate targeting statement
 - Report back: selected locations, 1 challenge and 1 suggestion

Step 2: Adolescent Sexual Health Programs in your State

1. Determine type of programming to review
 - Adolescent pregnancy prevention programs
 - Sexual health education programs
 - HIV/AIDS education
 - Support services for expectant and parenting youth
2. Conduct an environmental scan of programs
3. Map program locations

Environmental scan

- What programs already exist?
- Where?
- Who do they serve?



How to find this information

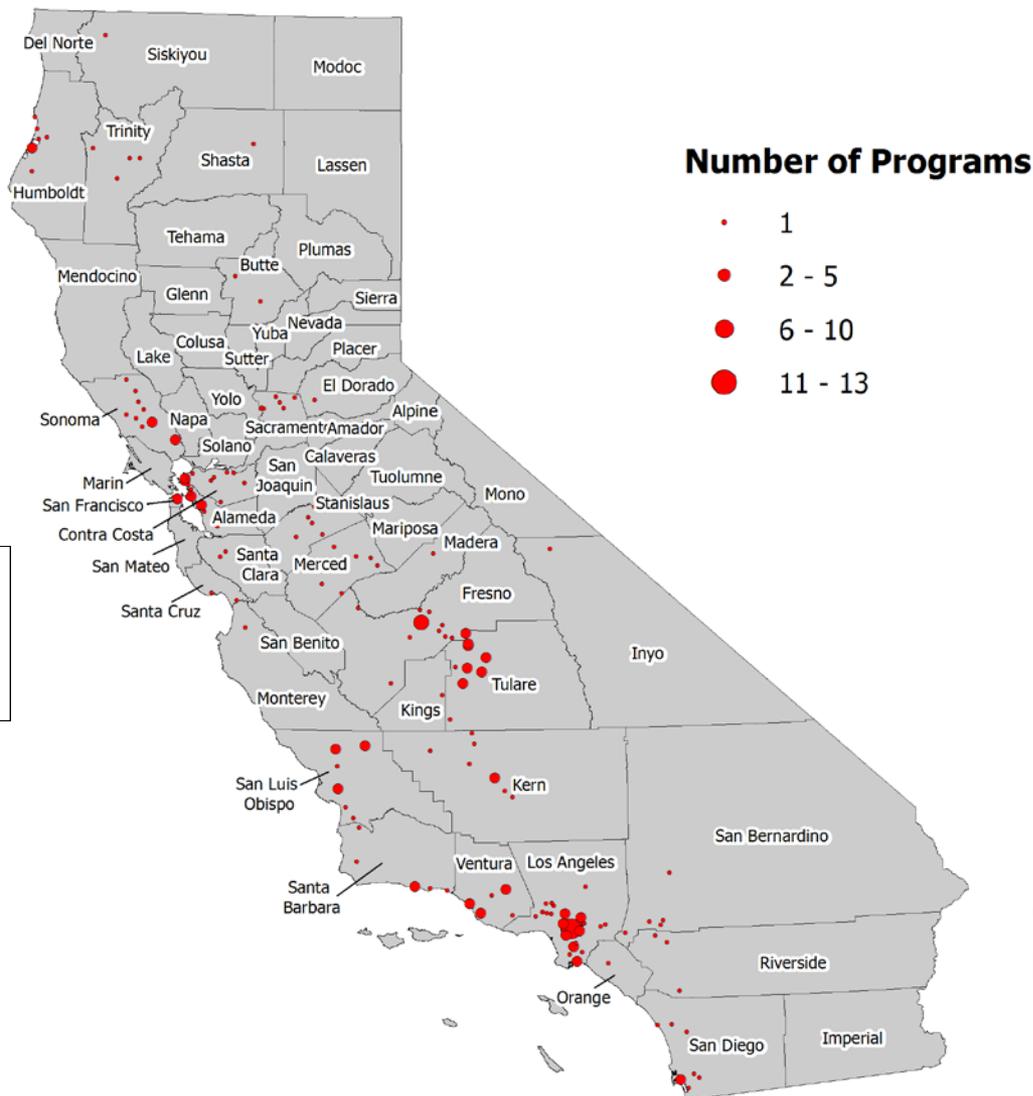
- Existing data sources
 - Prior needs assessments
 - State, county, local service directories
- Online searches
- Surveys

The screenshot shows the homepage of the 2-1-1 Information & Referral Search website. The header features the United Way AIRS logo on the left, the text '2-1-1 Information & Referral Search' in the center, and the United Way AIRS logo on the right. Below the header, the date 'Wednesday - April 23, 2014' is displayed on the left, and '13,744,938 site visits' is on the right. The main content area contains a search form with the following elements:

- A text input field for 'Type in ZIP Code'.
- The word 'OR'.
- A text input field for 'city'.
- The word 'OR'.
- A dropdown menu currently set to 'California'.
- A blue 'GO' button with a right-pointing arrow.
- A 'Reset' link.
- A 'Search hints' link.

Below the search form, there is a link: 'Learn more about 2-1-1 by visiting www.211us.org'.

Distribution of Major Adolescent Sexual and Reproductive Health Programs Across California Counties, December 2013



Source: California Department of Public Health (2014). 2013 CA adolescent sexual and reproductive health programmatic efforts [Access Database]. http://www.cdph.ca.gov/programs/mcah/Documents/MO-MCAH-CAAdolescentSexualandReproductiveHealthEfforts_DatabasePrograms.accd
 Prepared by: California Department of Public Health, Maternal, Child, and Adolescent Health Division, Epidemiology, Assessment and Program Development Branch
 Note: This map was generated to inform CA PREP programming; current CA PREP locations are not included.

Group activity

- Review existing programs map
- Identify possible areas of:
 - Collaboration
 - Overlap
- Refine program target area/population, if needed
- Report back:
 - Any finding that made you reconsider/refine your area
 - Other considerations

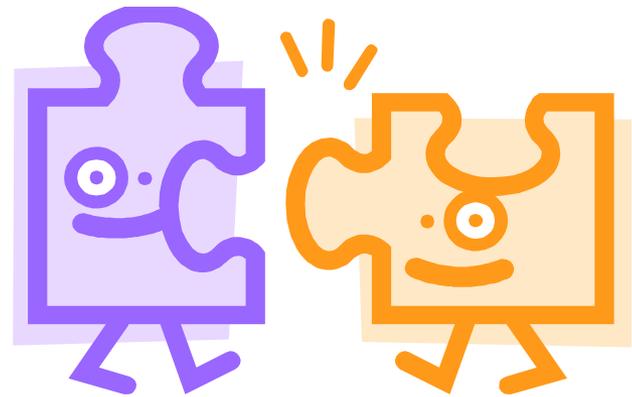


Step 3: Review program data; reflect and refine



Comparison of target to actual

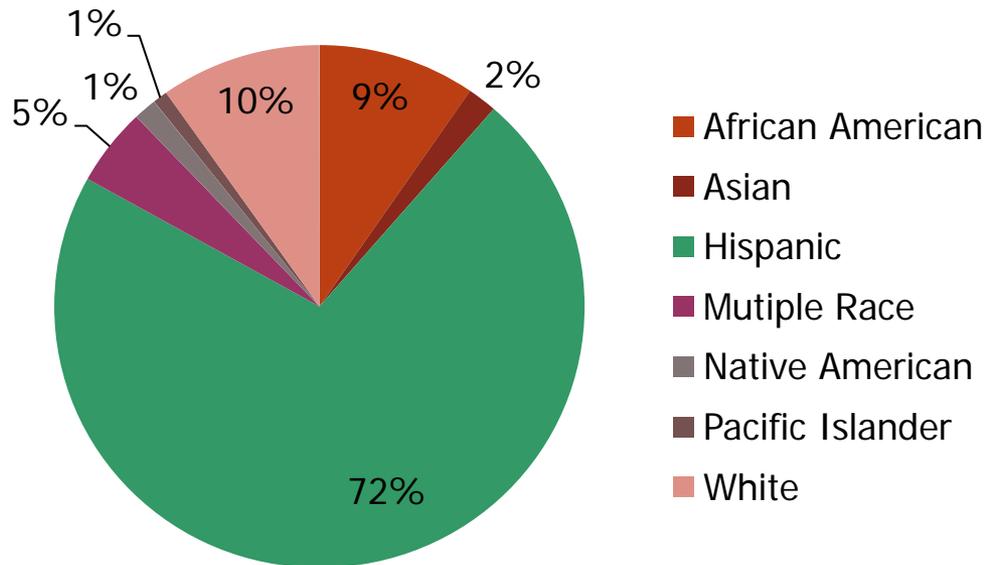
- Who are you trying to reach?
- Who are you actually reaching?
- What if they don't match?



Data sources

- Attendance logs
- Entry and exit surveys

Race and Ethnic Distribution of California PREP Youth



The majority of youth participating in California PREP are Hispanic.



Data Source: Entry surveys collected from California PREP youth, September 1 – December 31, 2013. N = 4036. 106 youth did not report race or Hispanic ethnicity (not included).



Group activity

- Thinking about your own state...
- Fill out Worksheet 2
- Action plan for next steps



Wrap up

- Map/identify locations
- Identify gaps/areas of collaboration
- Review population served vs intended
- Reflect, revise, improve



Thank you!

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