

Working with Rural Teens:

Adolescent Reproductive Health in Rural America

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Third Annual Teen Pregnancy Prevention Grantee Conference
Ready, Set, Sustain: Continuing Our Success
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The National Campaign

Mission: The National Campaign to Prevent Teen and Unplanned Pregnancy seeks to improve the lives and future prospects of children and families and, in particular, to help ensure that children are born into stable, two-parent families who are committed to and ready for the demanding task of raising the next generation. Our specific strategy is to prevent teen pregnancy and unplanned pregnancy among single, young adults. We support a combination of responsible values and behavior by both men and women and responsible policies in both the public and private sectors.

www.TheNationalCampaign.org

Disclaimer

Educational or instructional materials referenced during presentations at the Third Annual Teen Pregnancy Prevention Grantee Conference: *Ready, Set, Sustain: Continuing Our Success* are for informational purposes only. Presenters' references to these materials do not constitute endorsement by OAH, ACYF, CDC or the U.S. Department of Health and Human Services. Any statements expressed are those of the presenters and do not necessarily reflect the views of the Department.

Our Goals Today

- Share our new research on teen childbearing in rural counties of the U.S.
- Facilitate a discussion of your efforts or concerns related to work with rural teens
- Provide an opportunity for you to learn from each other, but also for us to learn from you.

Why Focus on Rural Teens?

- 19.3% of the U.S. population lives in rural areas and nearly every state has some rural counties
- Rural America is changing, yet much of the existing research on rural teens dates to the 1990s
- Teens in rural areas face unique challenges
- And each rural area is unique

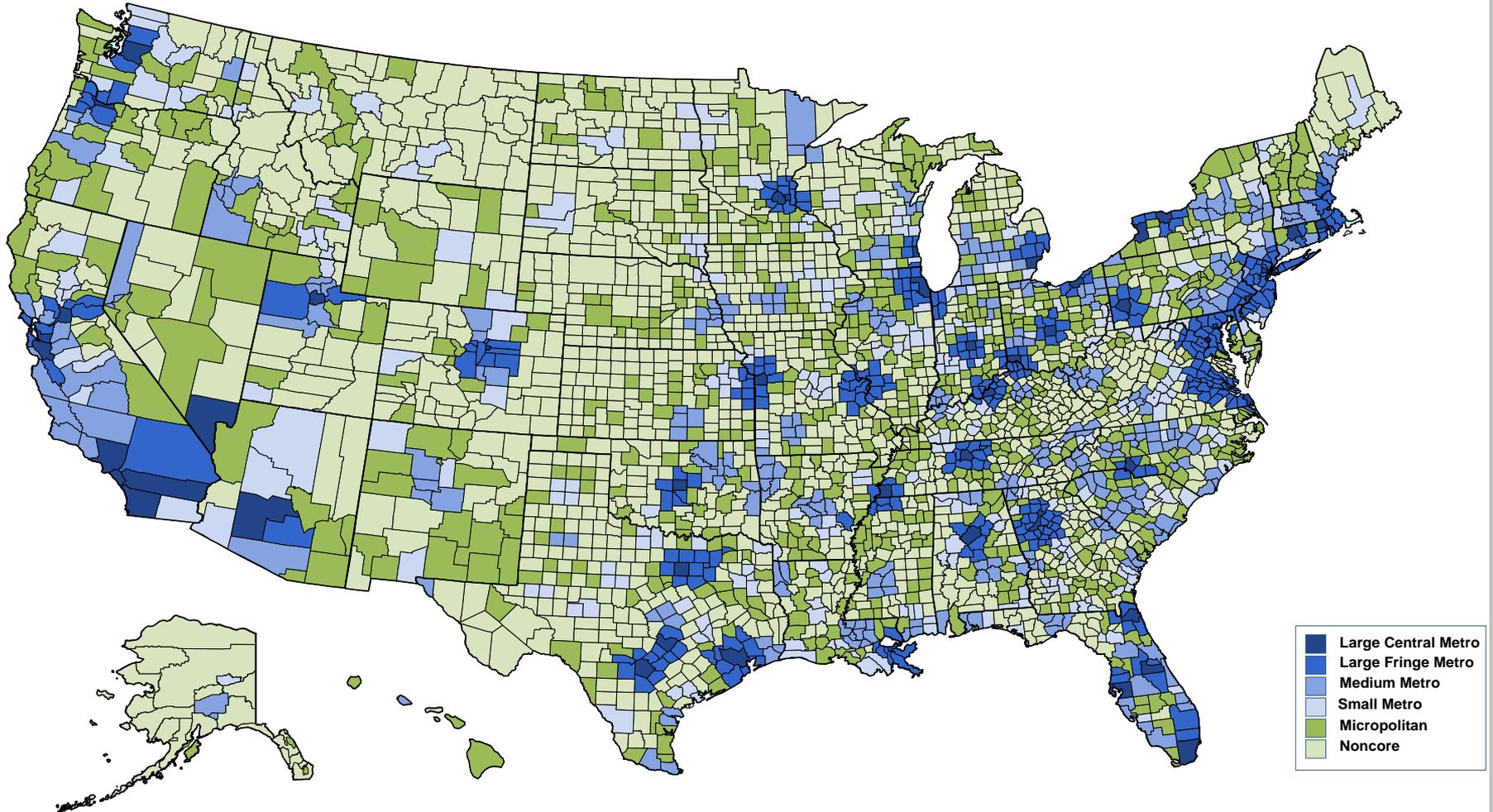
Source: 2010 U.S. Census

Definition of Rural

Urban-Rural Category	Classification Rules
Metropolitan	
Large Central Metro	1) That contain the entire population of the metropolitan statistical area, or 2) Whose entire population resides in the largest principal city of the metropolitan statistical area, or 3) That contain at least 250,000 of the population of any principal city in the metropolitan statistical area
Large Fringe Metro	Counties in a metropolitan statistical area that do not qualify as large central and have a population of 1 million or more
Medium Metro	Counties in a metropolitan statistical area with a population of 250,000 to 999,999
Small Metro	Counties in a metropolitan statistical area with a population of 50,000 to 249,999
Nonmetropolitan	
Micropolitan	Counties in a micropolitan statistical area with a population of 10,000 to 49,999
Noncore	Counties in which the core city or town has a population of 9,999 or less

http://www.cdc.gov/nchs/data/series/sr_02/sr02_154.pdf

2006 Urban-Rural Classification Scheme

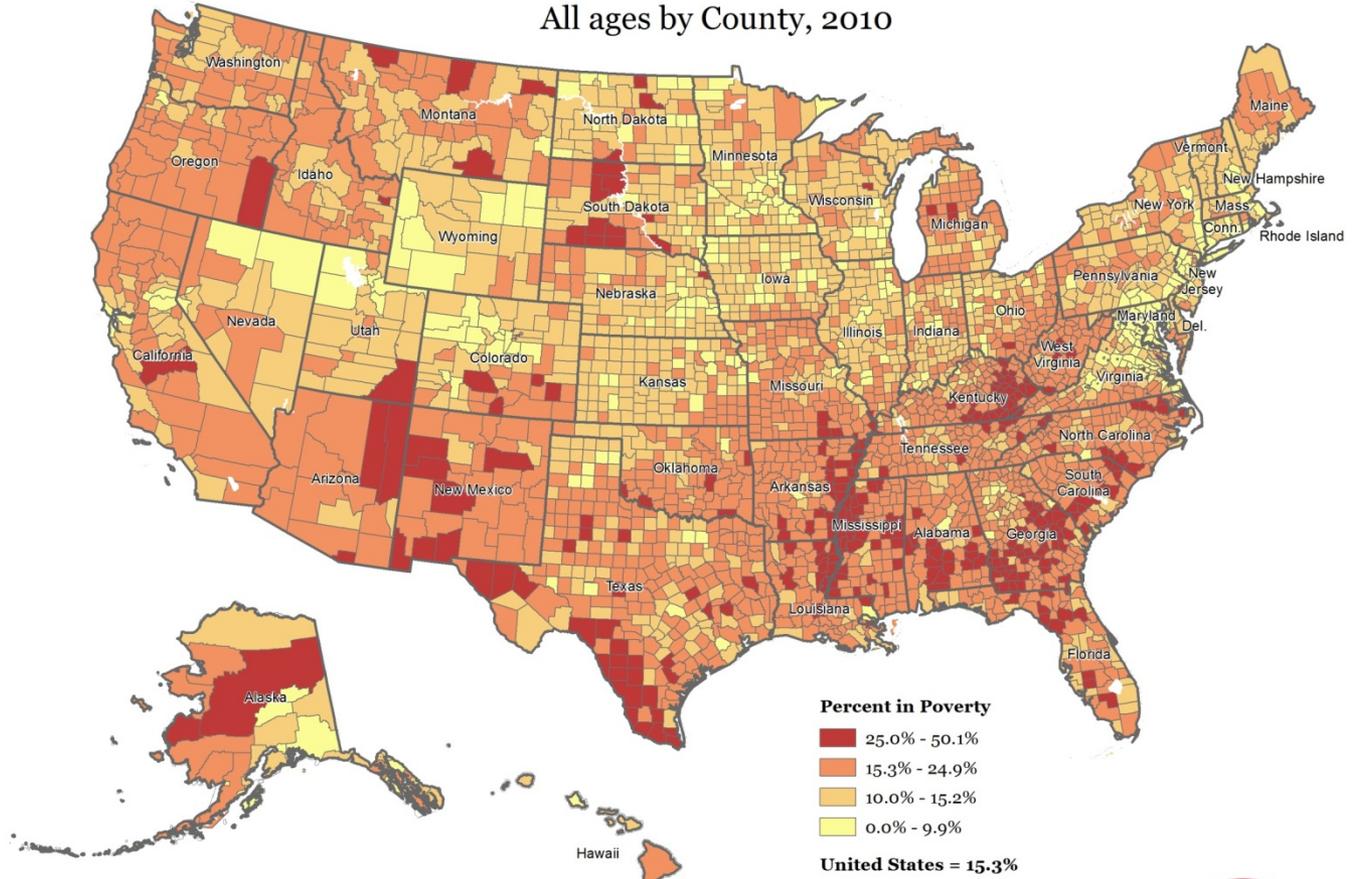


Rural Diversity

Source: Ng, A.S., Kaye, K. (2013). Science Says #47: Teen Childbearing in Rural America. Available at:

http://www.thenationalcampaign.org/resources/pdf/ss/ss47_teenchildbearinginruralamerica.pdf

Percent of Population in Poverty All ages by County, 2010



Source: U.S. Census Bureau, Small Area Income & Poverty Estimates (SAIPE), 2010.

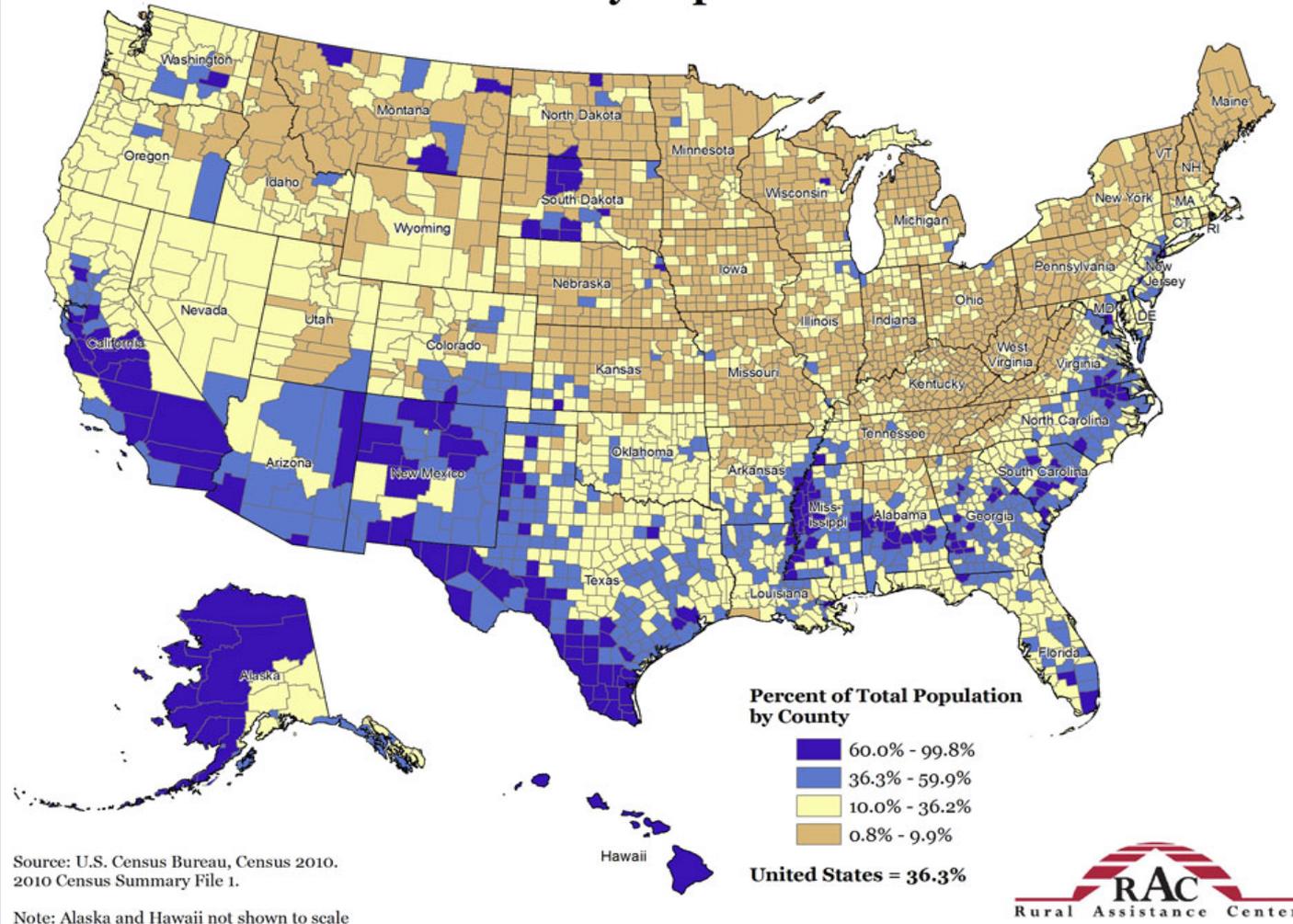
Note: Alaska and Hawaii not shown to scale.



Rural Diversity

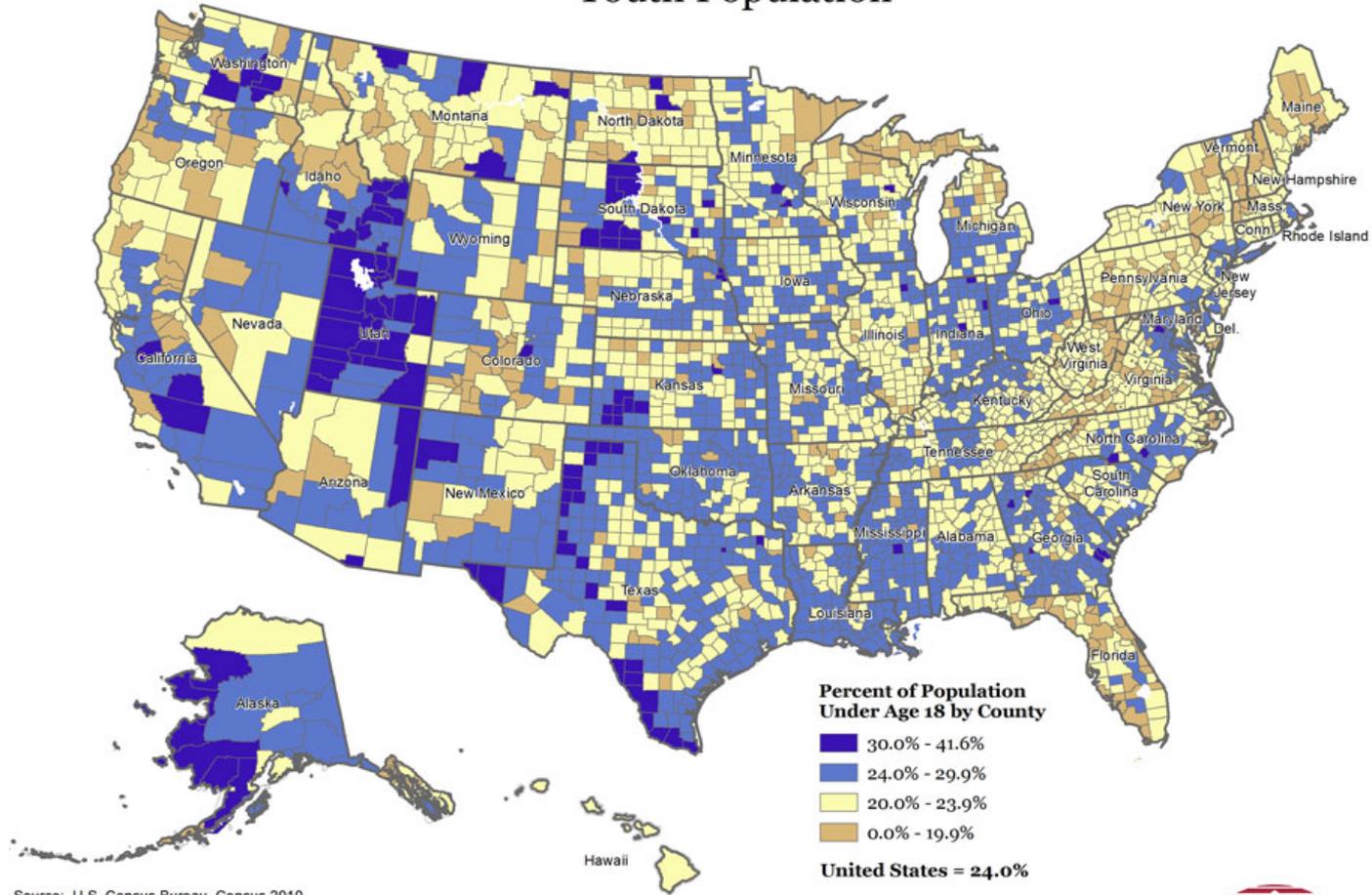


Minority Populations



Rural Diversity

Youth Population



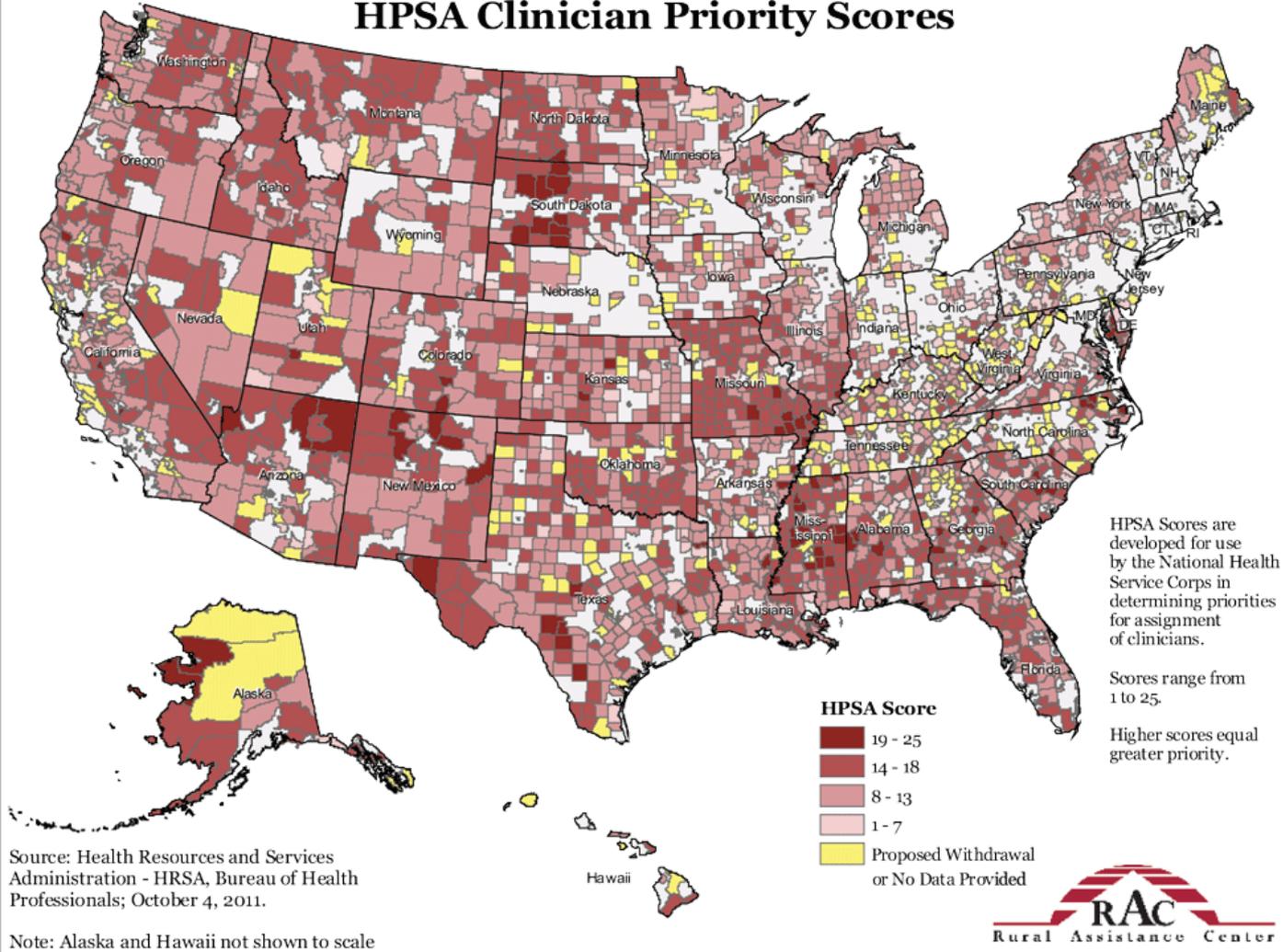
Source: U.S. Census Bureau, Census 2010, 2010 Census Summary File 1.

Note: Alaska and Hawaii not shown to scale



Rural Diversity

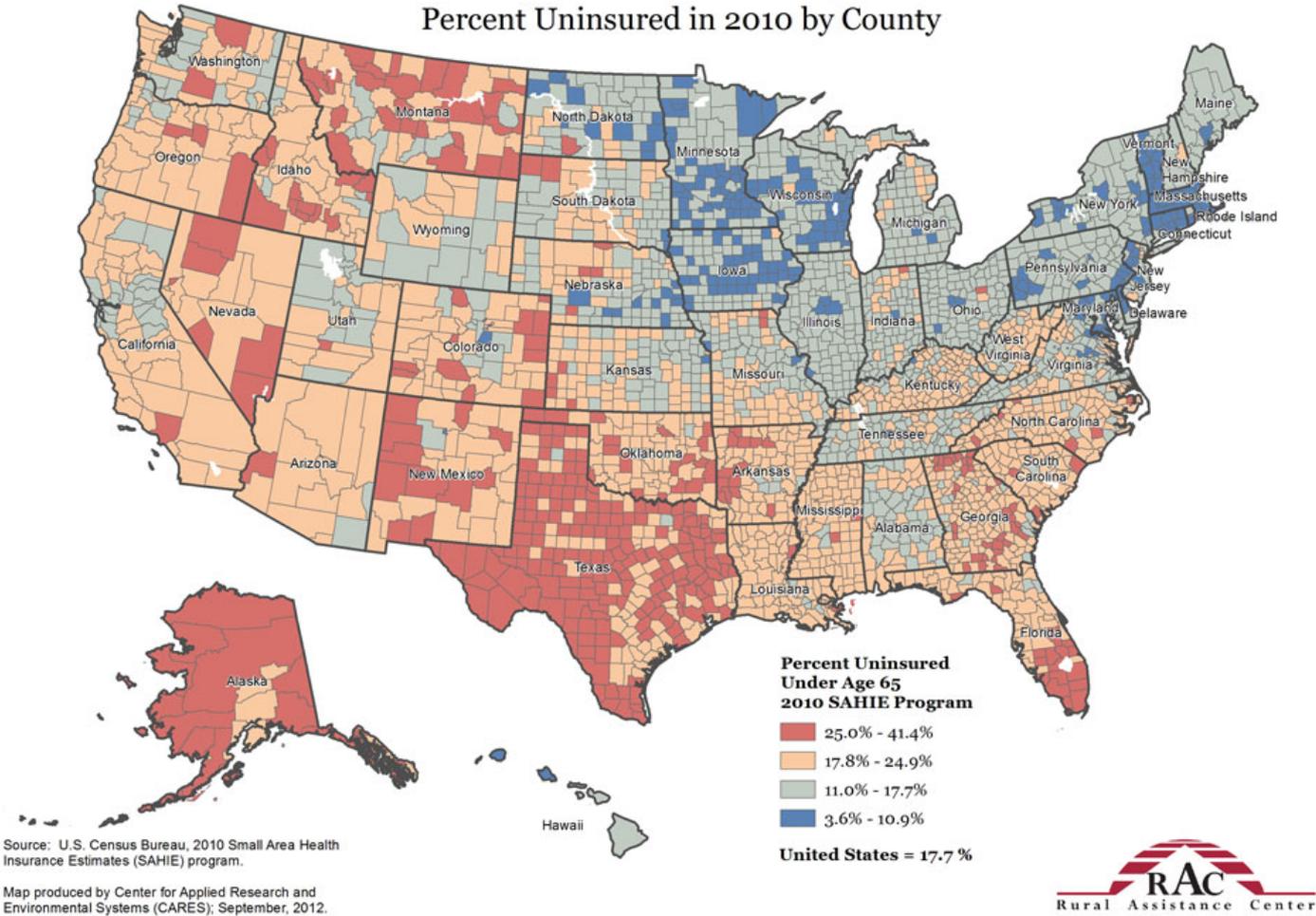
Health Professional Shortage Areas (HPSA) - Primary Health HPSA Clinician Priority Scores



Rural Diversity

Health Insurance Coverage Status

Percent Uninsured in 2010 by County



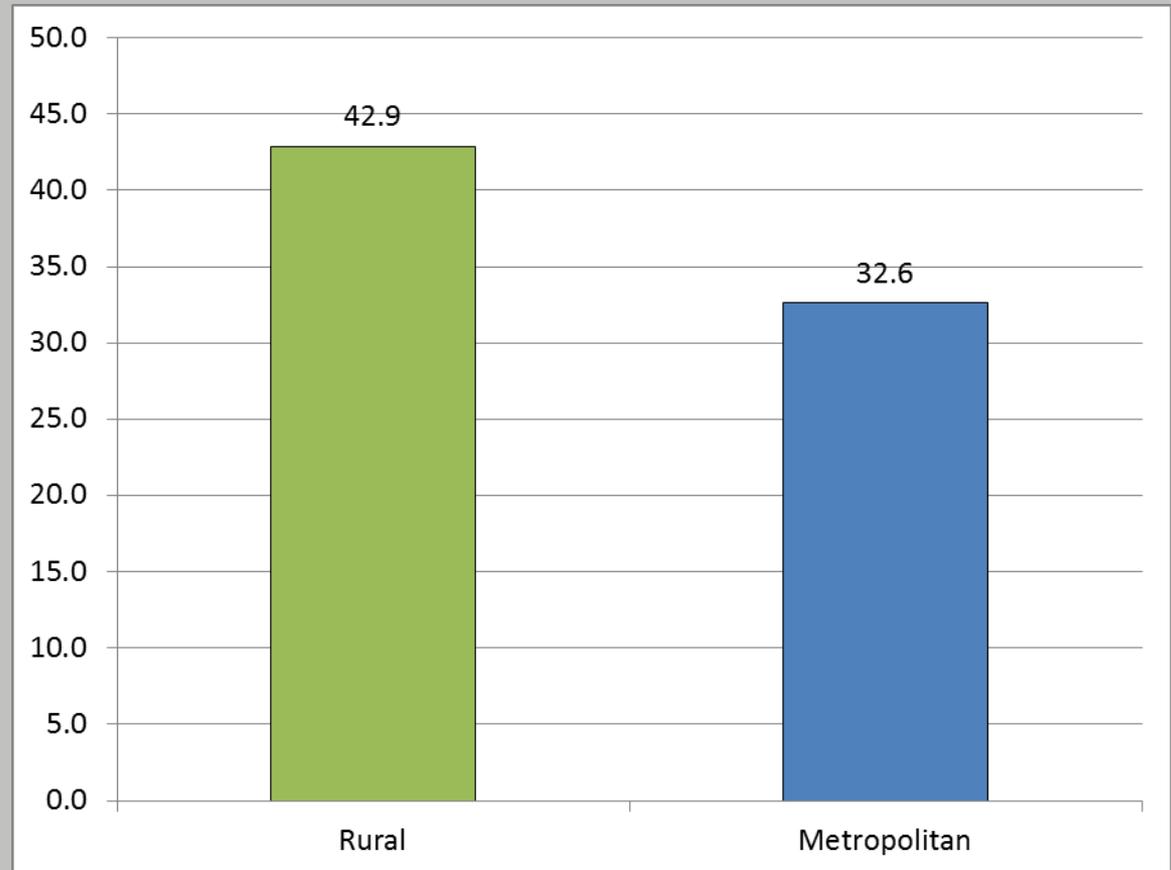
Rural Diversity

Analysis of Rural Teen Childbearing

- Threshold questions:
 - What share of teen childbearing is rural?
 - How do teen birth rates trends compare for rural and metropolitan teens?
- More detailed questions:
 - Direct factors
 - Indirect factors

Teen Childbearing in Rural America

Teen Birth Rates, by Metropolitan Status, 2010



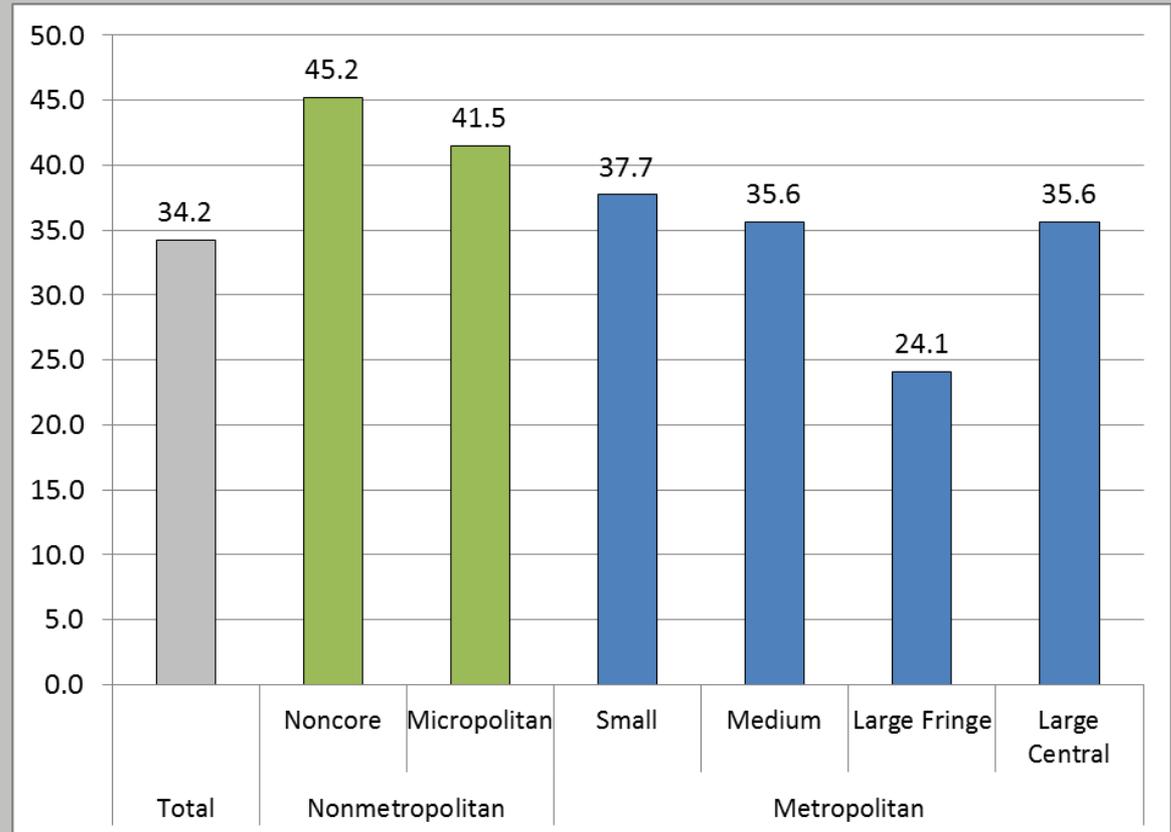
- The teen birth rate is one-third higher in rural counties (42.9), compared to metropolitan counties (32.6).
- Teen girls living in rural counties account for 20% of teen births, although they only account for 16% of the population.

Teen Childbearing by Urbanization

Teen Birth Rates by Urbanization Level, 2010

As the level of urbanization decreases, the teen birth rate increases

- The teen birth rate in rural counties exceeds that in suburban counties, and even the most urban counties.

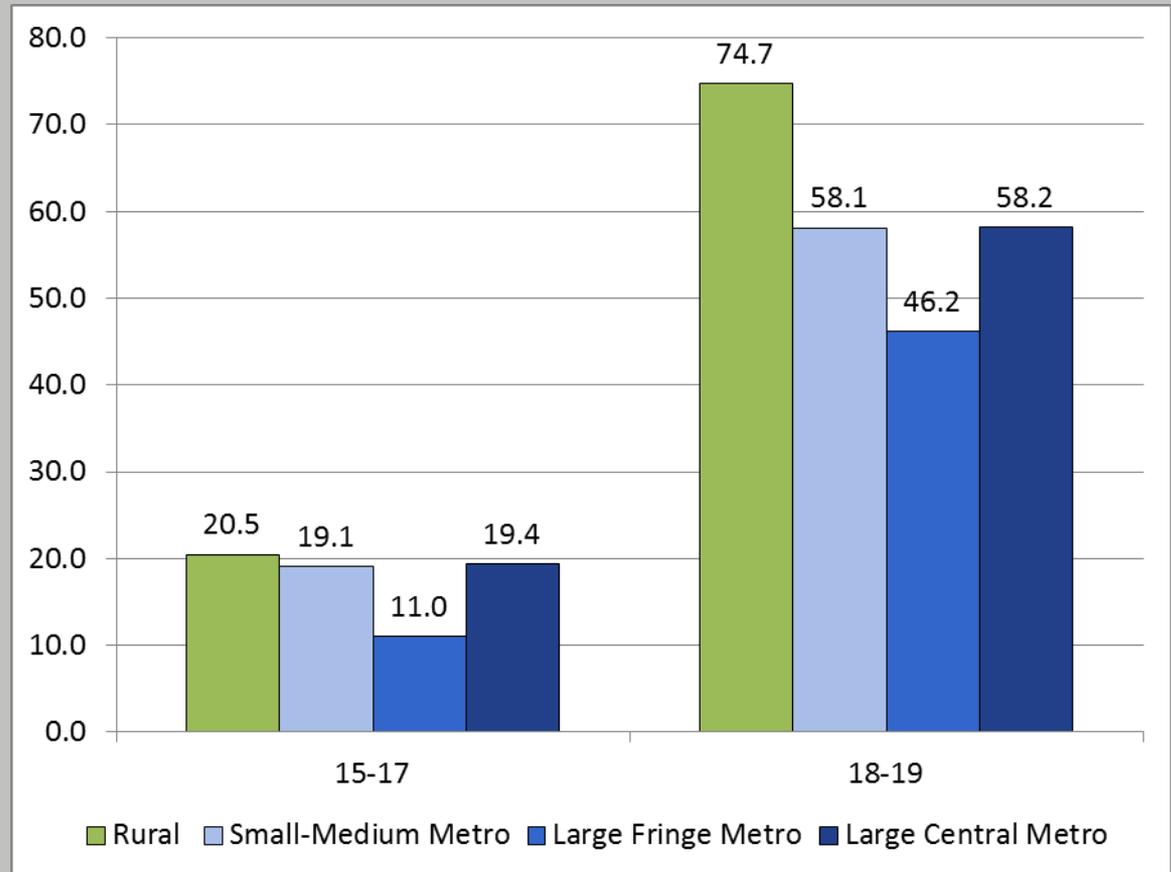


Rural/Urban Differences by Age

Teen Birth Rate, By Urbanization Level and Age, 2010

The teen birth rate is higher in rural areas than metropolitan areas, regardless of age

- However, the differences are more pronounced among 18-19 year olds

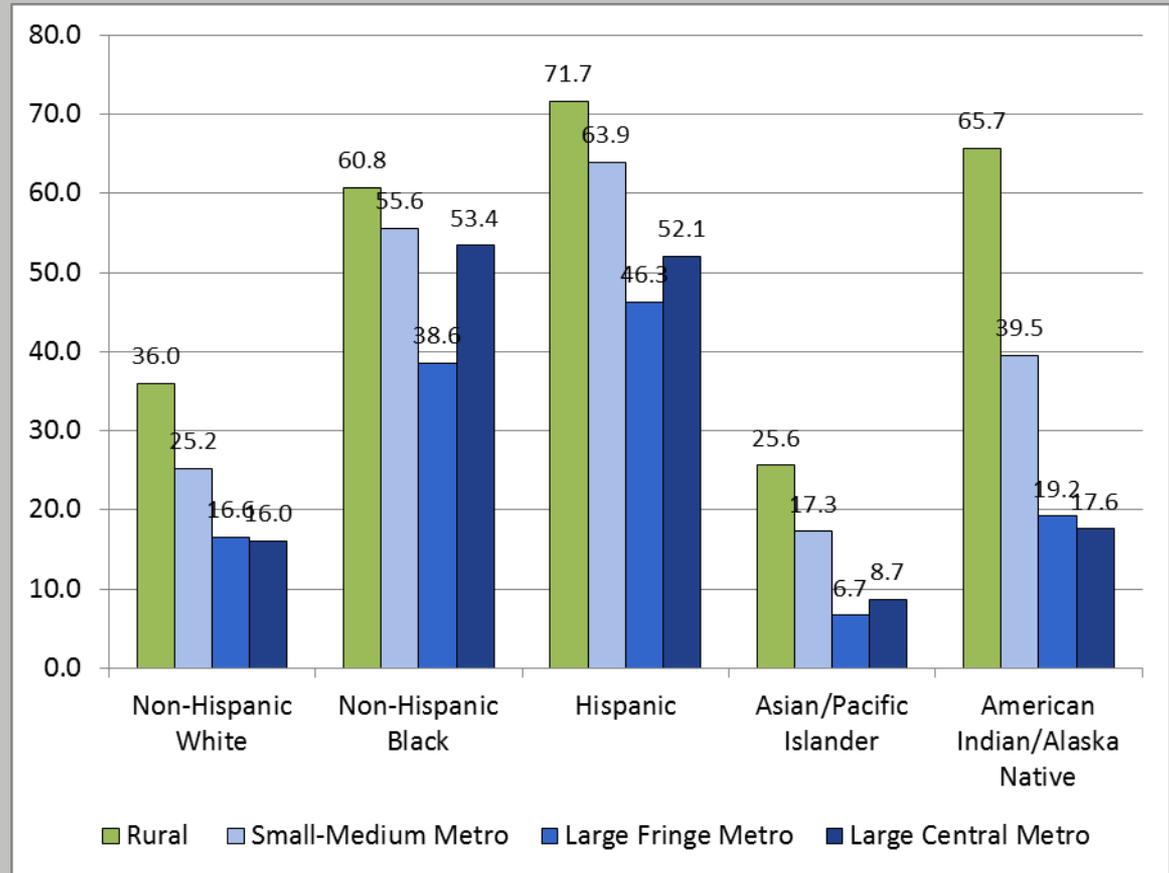


Rural/Urban Differences by Race/Ethnicity

Teen Birth Rates, By Urbanization Level and Race/Ethnicity, 2010

Teen birth rates are higher in rural areas regardless of race/ethnicity

- Ex: Rural teen birth rates for Hispanic teens (71.7) are far higher than in major urban centers (52.1)

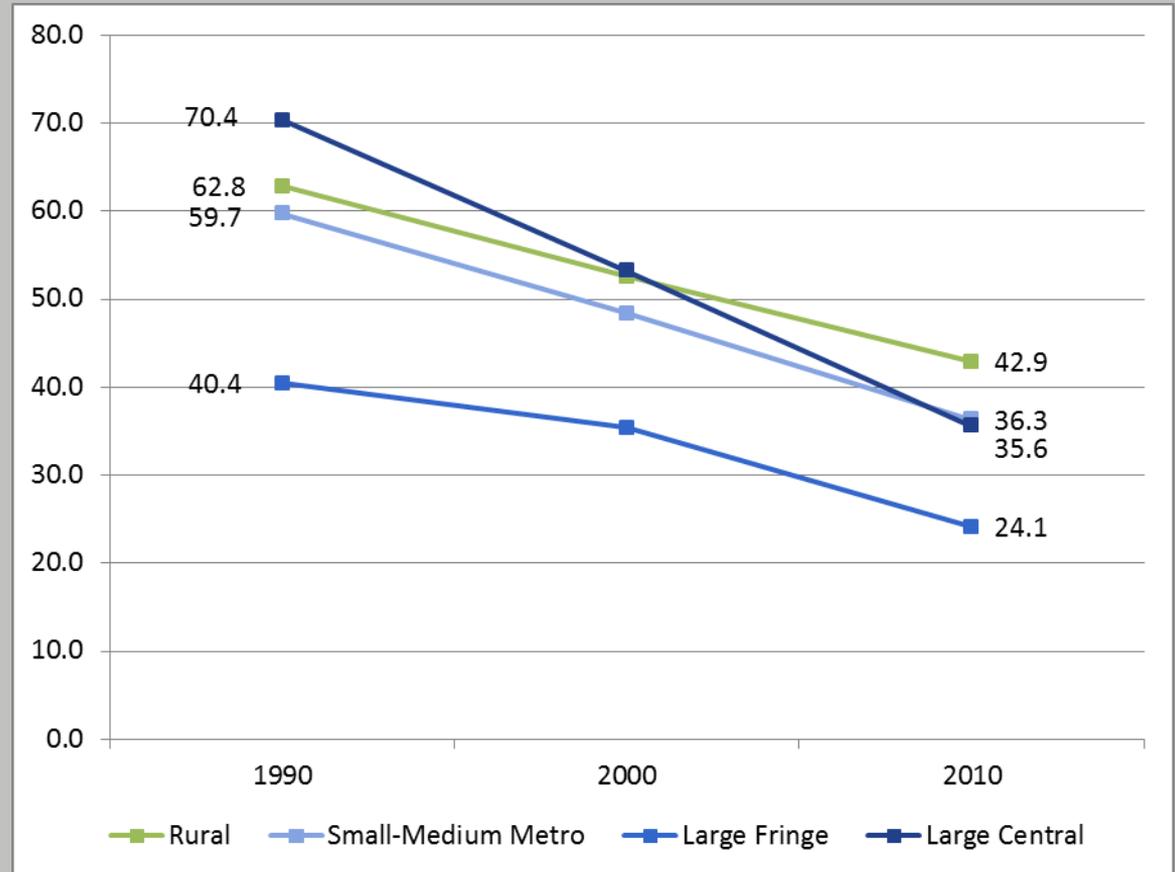


Trends since 1990

Teen Birth Rates, By Urbanization Level, 1990-2010

Since 1990, the teen birth rate has declined regardless of urbanization level

- The decline was slowest in rural areas, where the teen birth rate fell by 32%
- The decline was the fastest in major urban centers, where the teen birth rate fell by 49%



Related Factors

Direct Factors

- Sexual Activity
- Contraceptive Use

Indirect Factors

- Health care access
- Youth development
- Sex education
- Any other factors

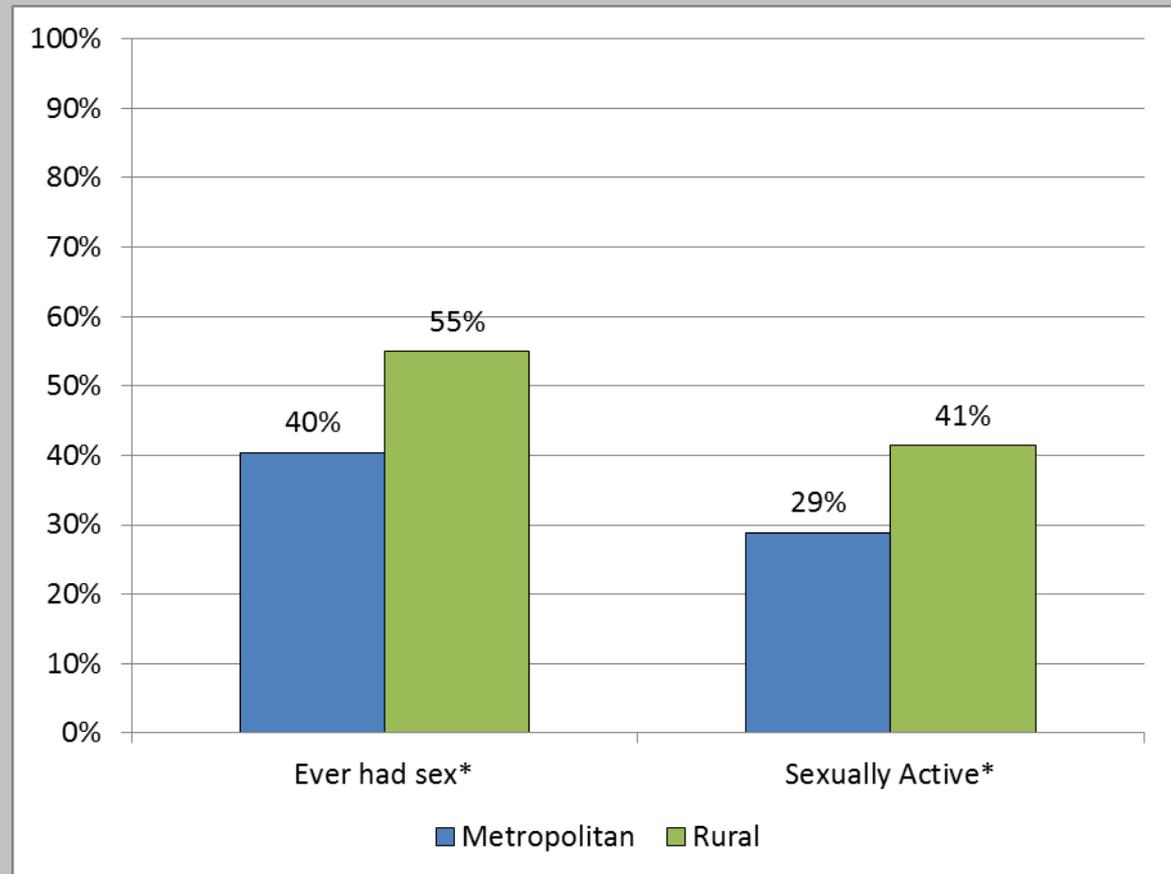


Related Factors: Sexual Activity

Sexual Activity Among Teen Girls, by Metropolitan Status, 2006-2010

Rural teen girls are significantly more likely to say they have

- Ever had sex (55% to 40%)
- Are sexually active – that is, they had sex in the last 3 months (41% to 29%)



*Difference is significant at the $\alpha=.05$ level

Related Factors: Contraceptive Use

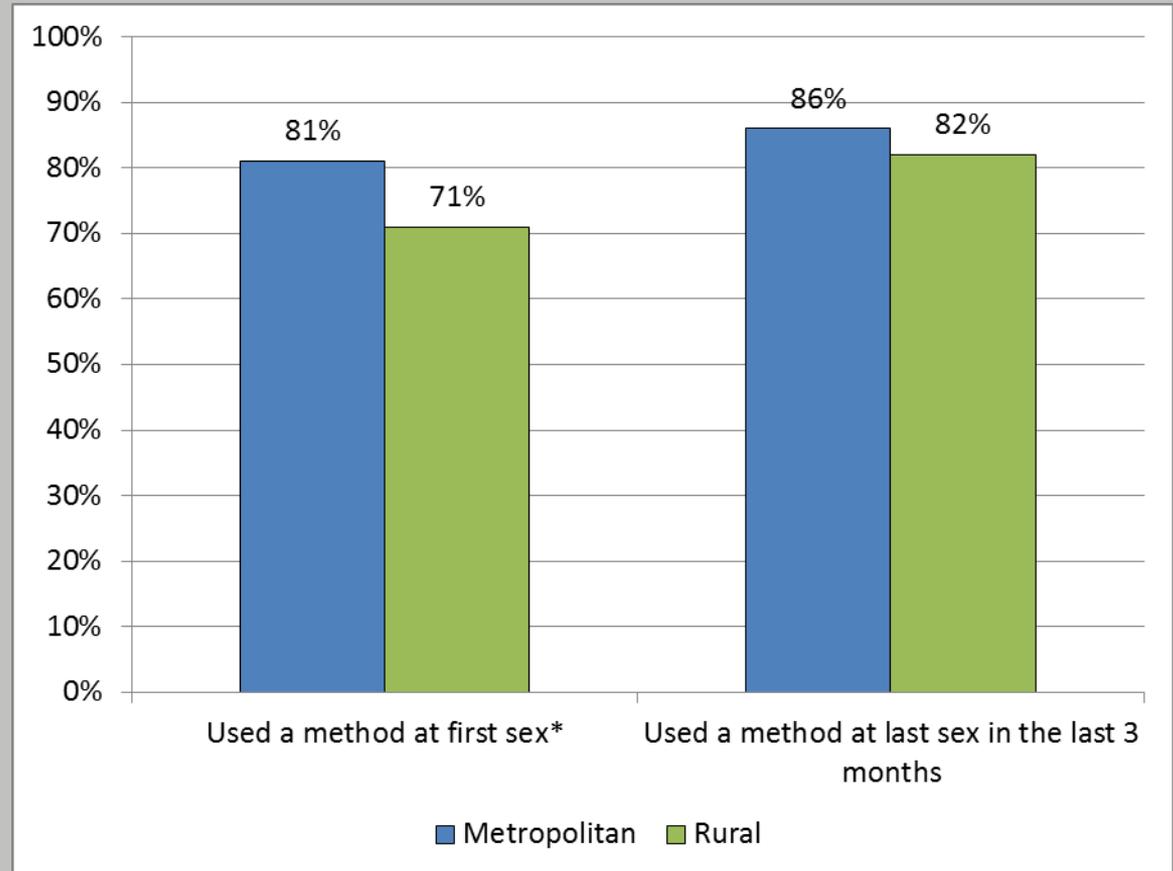
Among teen girls who have ever had sex

- Rural teen girls are significantly less likely to have used a method at first sex (71% to 81%)

Among teen girls who are sexually active

- Rural teen girls are similar in method use at last sex (82% to 86%)

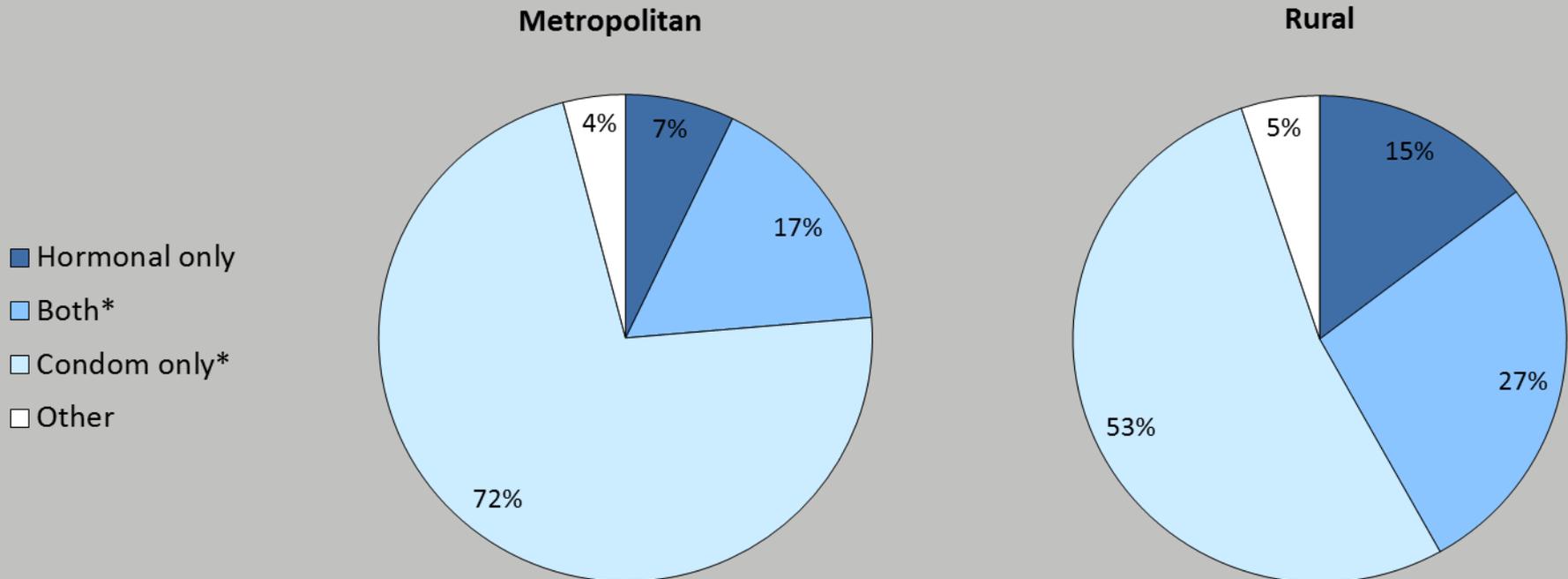
Contraceptive use among teen girls, 2006-2010



*Difference is significant at the $\alpha=.05$ level

Related Factors: Method Use

Method Used at First Sex:

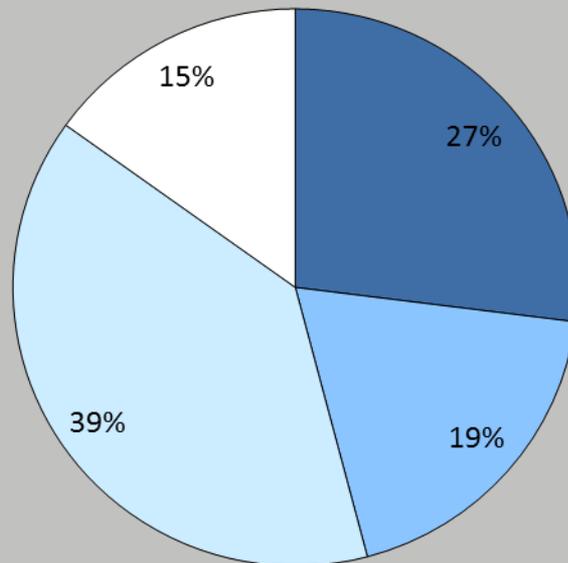


*Difference is significant at the $\alpha=.05$ level

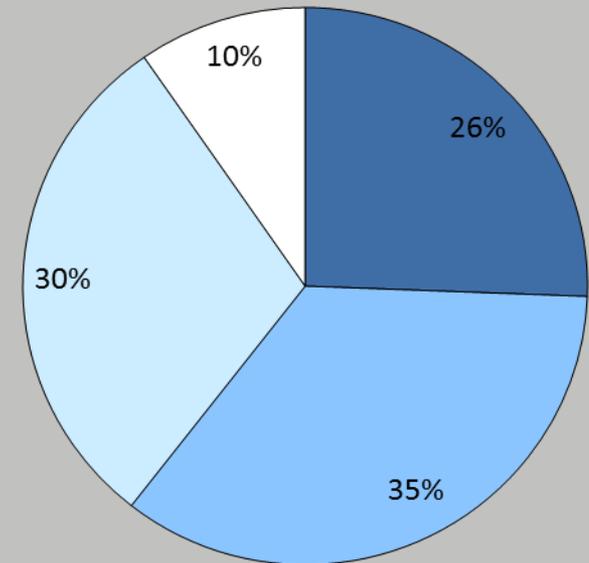
Related Factors: Method Use

Method Used At Last Sex:

Metropolitan



Rural

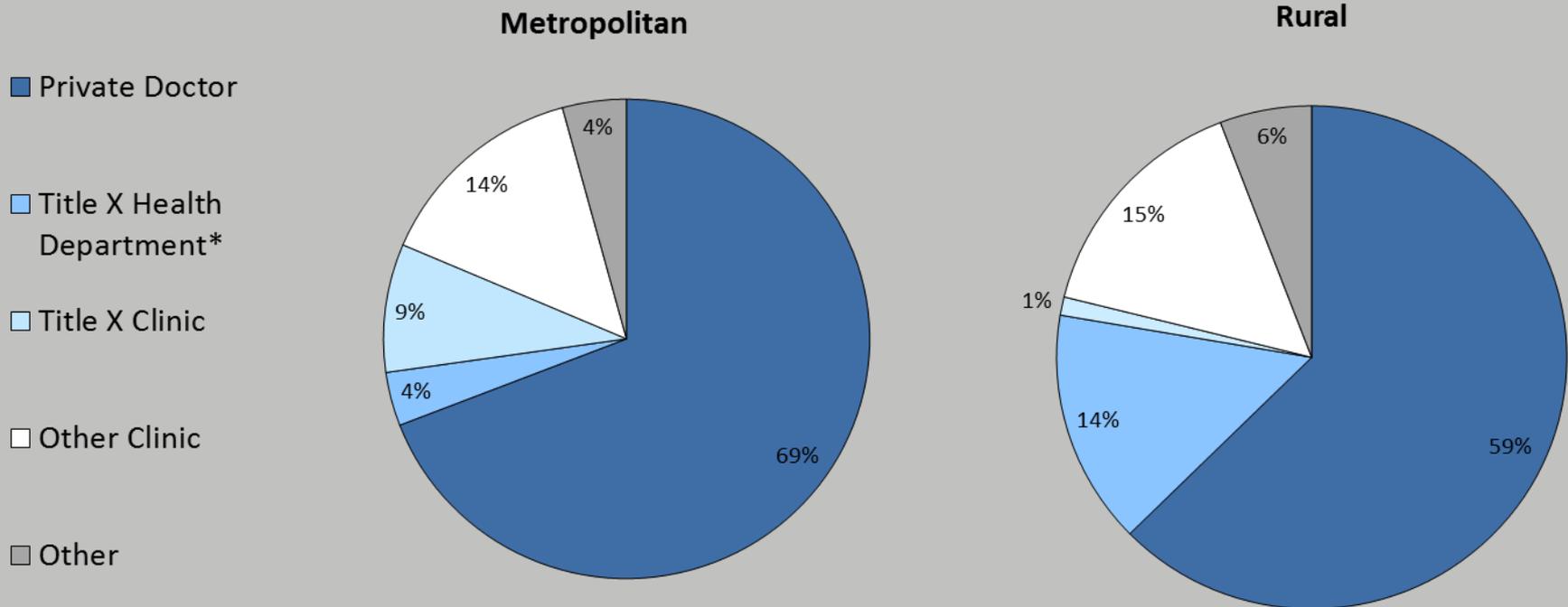


- Hormonal only
- Both*
- Condom only
- Other

*Difference is significant at the $\alpha=.05$ level

Related Factors: Method Source

Source of Birth Control Prescription In the Last 12 Months



*Difference is significant at the $\alpha=.05$ level

Challenges in Rural Communities

- What are the challenges to working with teens in rural areas?

Challenges in Rural Communities

- Location of services
- Confidentiality
- Insurance
- Child Care
- Isolation
- Lack of opportunities
- Shortage of health professionals
- Stigmatization of social services



Challenges in Rural Communities

- Opposition to sex education
- Weaker infrastructure
- Poverty
- Scheduling
- Long distances
- Transportation
- Parental Consent
- Translating/adapting urban interventions for rural youth
- Relationship building/community trust of outside providers



What do Rural Teens and Young Adults tell us?

Experiences with the Health Department

– Trust Concerns

- “So I’m always afraid, like, maybe they won’t do as good a job because it is the health department, and it is, like, you know, cheaper or whatever versus like a doctor . . . and, you know, people don’t like the staff . . . Sometimes people treat you different if they don’t like have insurance, so—I don’t know, like at the health department, they might not, you know, do exactly like they do with a regular doctor or something.”

– Confidentiality

- “Every now and then you run into people who you know, and that’s kind of weird. You’re in the waiting room . . . I guess you kind of feel like there’s a stigma, but at the same time, the only real thing you’re doing is showing that you actually are concerned about your health and other people’s health.”

– Lack of Resources

- “It’s a free service so they can only do so much . . . That’s why they do it first-come, first-serve. They get enough people in there, and then they say, ‘Alright, we’re done. Come back next week. Sorry.’ So it’s . . . inconvenient, but at the same time, it’s what you have to do if you don’t have insurance.”

What do Rural Teens and Young Adults tell us?

Barriers to Contraceptive Access

- Transportation
 - “Transportation, I think is becoming an issue. We don’t really have good public transportation here. And if you live outside the city, there’s no way to get here through public means.”
 - “It’s hard enough to get [to school] every day when I don’t have a vehicle. And then getting to [the clinic] for the day to get birth control isn’t exactly easy.”
- Cost
 - Budget-wise, I’ve switched. I’ve gone on-and-off, on-and-off. I’m now on it again for my own wonderful little reasons. But it’s only been like a few days off, and then, because it’s 35 bucks a prescription, and college kid doing payment plan, car payment, doing half a rent payment.

What do Rural Teens and Young Adults tell us?

Personal Factors

- Motivation
 - We'd been together for a long time . . . it didn't look like she was going to get pregnant, so there wasn't too much concern with it. Plus we'd been together for years and it didn't really matter at that time. I was less, uh—less concerned with results.
- Social Norms
 - “I guess the main thing is it's . . . kind of an awkward subject matter, and there really is no ideal time to bring up something like [contraception]. Um, you know, if you bring it up too soon, it's weird, and if you bring it up too late, it sounds like you're concerned about something.”
 - “It doesn't help that a lot of women I know are—are highly opinionated about birth control pills. . . . But then I know others that have this whole philosophy about putting chemicals in their bodies, so I guess you'd have to really know who you were talking to bring it up, and um, you know, unless you want to sit there and get the possibility of a anti-birth control lecture

Promising Strategies

- Computer-based interventions
- Utilizing peer educators
- Create “ask-able adults” within the community
- School-based programs and clinics
- Transportation solutions
- Convenient clinic hours
- www.Bedsider.org

Discussion

- Are teens *really* different in rural areas compared to the rest of the U.S.?
 - Health care access
 - Media consumption
 - Community factors
 - School engagement
 - Educational aspirations
 - Values/Norms

A Few Rural Resources...

- USDA Economic Research Service: The Atlas of Rural and Small-Town America
 - <http://www.ers.usda.gov/data-products/atlas-of-rural-and-small-town-america.aspx>
- The Rural Assistance Center
 - <http://www.raconline.org/>
- US Census Bureau: Small Area Health Insurance Estimates
 - <http://www.census.gov/did/www/sahie/>
- Bedsider
 - www.bedsider.org
- StayTeen
 - www.stayteen.org



You didn't give up on sex.
Don't give up on birth control.

[GO TO THE METHOD EXPLORER](#)

WHAT'S IN A LABEL?

Birth control labels: the good, the bad, and the fine print.

[read it here >](#)

REAL STORIES



angela, 24, the patch

Sunday is "me" day: mani, pedi, hair, and patch.

[more real stories >](#)

FRISKY FRIDAY

Are those SpongeBob bed sheets? What it's really like to date younger guys

[oh boy >](#)

BIRTH CONTROL 101

Looking for more info on birth control? Look no further—Stay Teen has you covered.



Thank You

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