

Better Engagement Leads to Better Outcomes

Jo Yeaman

Make it happen... today



QUESTION...

Does engagement really add value to health care services and outcomes?

- Do you believe it truly adds value?
- Have you seen it make a difference?
- Where is the evidence?

What do you really think?



MIHSolutions

Hey Babe/Teen Kicks

NHS Leicester City

Leicester City Council

Leicester Teenage Pregnancy and
Parenthood Partnership



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The Problem

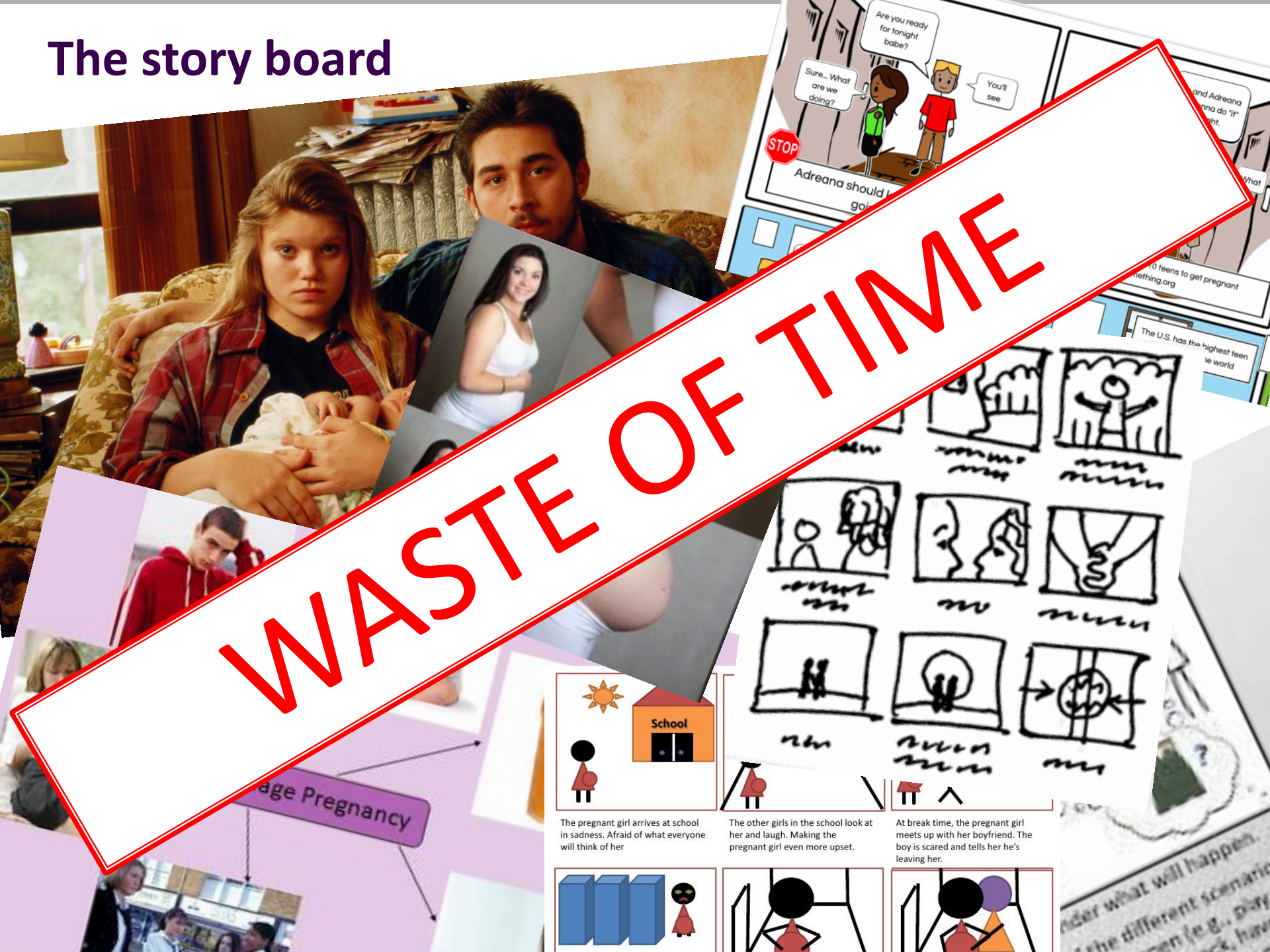
- 2007 – CAA red flag on teen pregnancy
- 51% above national average for under 19 conceptions
- 1 in 20 City girls are getting pregnant
- Increased health risks
 - Low birth weights
 - Linked to ongoing deprivation
 - Linked to ongoing health issues
- Public health approaches not working
- Needed to focus on understanding and influencing behaviour – social marketing

The approach

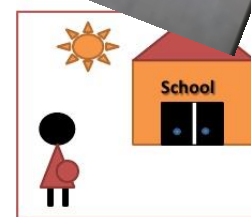
- Develop storyboards
- Develop ideas
- Test them out with groups of teens from target group
- Choose story
- Develop story

The story board

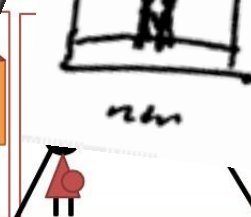
WASTE OF TIME



and Adreana
Adreana do "it"
tonight.
What
10 teens to get pregnant
nothing.org
The U.S. has the highest teen
pregnancy rate in the world



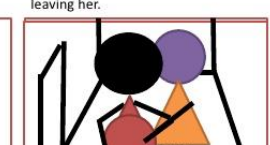
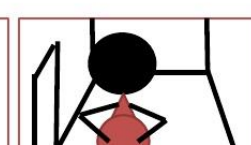
The pregnant girl arrives at school in sadness. Afraid of what everyone will think of her



The other girls in the school look at her and laugh. Making the pregnant girl even more upset.



At break time, the pregnant girl meets up with her boyfriend. The boy is scared and tells her he's leaving her.



under what will happen.
the different scenarios
can (e.g., Day
back, how

Age Pregnancy



Assumptions

- Getting pregnant as a teen is unwelcome and should be avoided



Assumptions

- Getting pregnant is a welcome life choice, often linked to poor educational attainment, and supported by their community

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- Getting pregnant is a welcome life choice, often linked to poor educational attainment, and supported by their community
- Teens will share funny stuff

Assumptions

- Getting pregnant is a welcome life choice, often linked to poor educational attainment, and supported by their community
- Happy slapping and fights please

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- Getting pregnant is a welcome life choice, often linked to poor educational attainment, and supported by their community
- Happy slapping and fights please
- Teens at this age think like us at that age

Assumptions

- Getting pregnant is a welcome life choice, often linked to poor educational attainment, and supported by their community
- Happy slapping and fights please
- Ooooooh no they don't!



Assumptions

- Getting pregnant is a welcome life choice, often linked to poor educational attainment, and supported by their community
- Happy slapping and fights please
- Ooooooh no they don't!
- Teens in this City think like kids where I grew up

Assumptions

- Getting pregnant is a welcome life choice, often linked to poor educational attainment, and supported by their community
- Happy slapping and fights please
- Ooooooh no they don't!
- Very, very different life experiences to us



Assumptions

- Getting pregnant is a welcome life choice, often linked to poor educational attainment, and supported by their community
- Happy slapping and fights please
- Ooooooh no they don't!
- Very, very different life experiences to us
- We can remember how we used to think

Assumptions

- Getting pregnant is a welcome life choice, often linked to poor educational attainment, and supported by their community
- Happy slapping and fights please
- Ooooooh no they don't!
- Very, very different life experiences to us
- We remember experiences through an adult lens

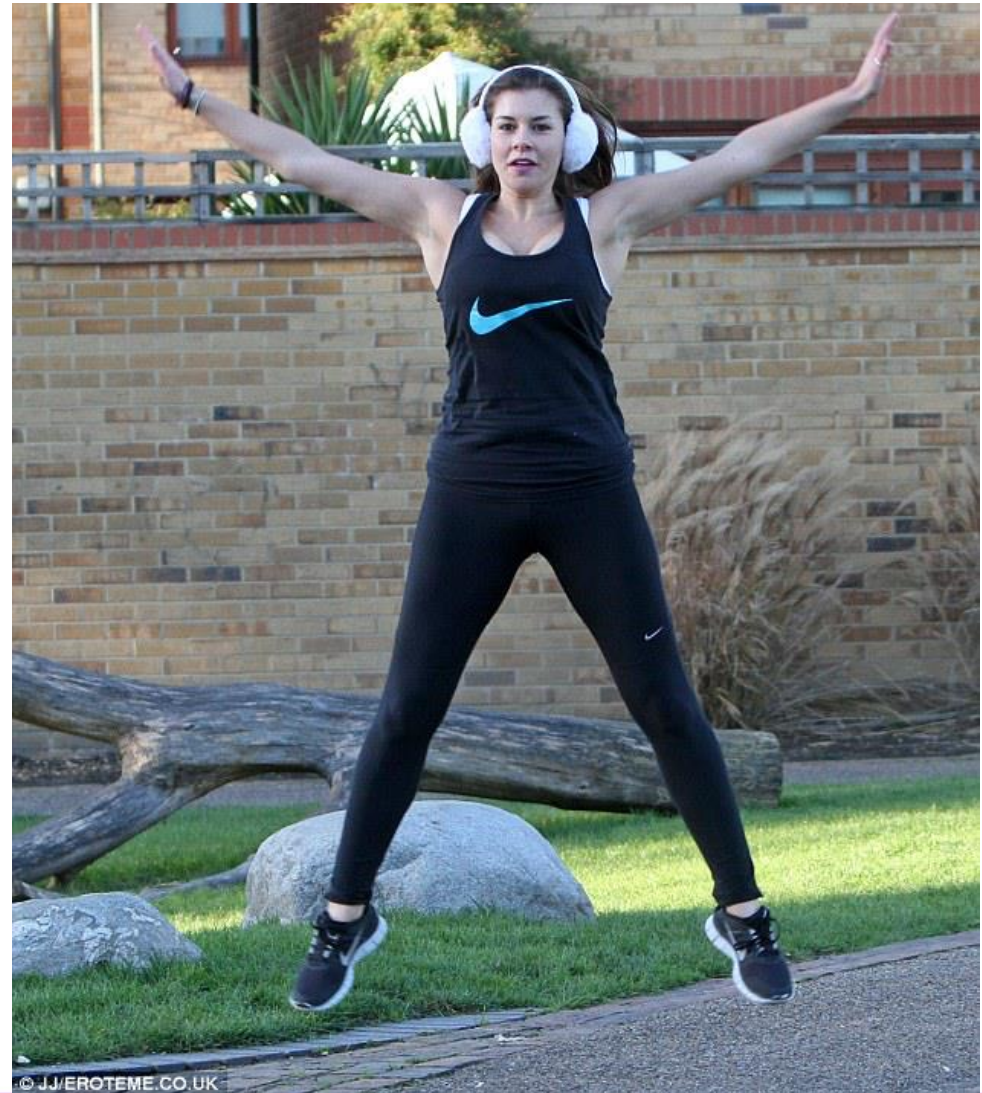


Assumptions

- Getting pregnant is a welcome life choice, often linked to poor educational attainment, and supported by their community
- Happy slapping and fights please
- Ooooooh no they don't!
- Very, very different life experiences to us
- We remember experiences through an adult lens
- Teens have a basic understanding of contraception...

Assumptions

Star jumps!!!



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Lesson 1:

EMPATHY IS NOT A SUBSTITUTE FOR RESEARCH



Focus group 1 – what we learnt

MIHSolutions

- Teens feel under pressure to have sex and conform
- Forget traditional messages - abstinence, contraception – insulting!
- No open debate about teen pregnancy or pressures generally – but wanted it
- Got to be shocking – grab attention, but followed up by useful information and resources
- Better access to sexual health services needed



Lesson 2:

**YOU CANNOT RELIABLY
ASSUME WHAT WILL
MOTIVATE OTHERS**

Next (first useful) Steps

- Started entirely from scratch
- Co-created campaign with more than 200 young people from target audience
- Worked with teens on how to get attention - the viral video
- Worked with techno experts to 'seed' the video for launch
- Developed the ongoing campaign



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Next challenge

MIHSolutions 



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Lesson 3:

**CUT OUT THE MIDDLE MAN –
LET THE ENGAGED SELL THE
MESSAGE**



The next few hours...

NHS teen sex ed video is banned



Shocking ... the NHS vid © London Media

Shocking ... the NHS vid

GRAPHIC footage of a schoolgirl giving birth in a crowded **PLAYGROUND** has been banned by YouTube.

The explicit video was part of an **NHS CAMPAIGN** to raise awareness about teen pregnancies.

Leicester NHS Trust posted the clip, which used actors, on the video-sharing website in a bid to shock youngsters.

But the footage was too much for YouTube censors who took down the film after less than 24 hours.

The video appears to have been filmed with a mobile phone camera to give an air of authenticity and had more than 1,000 hits before it was removed.

At first it looked like the schoolgirl was giving birth in a playground.

The next few hours...

BrandRepublic

Upcoming event:

WAR ON Choose A St

NHS teenage

Welcome, Guest. Please login or register.

Forever Login

18 May 09, by Staff

The Telegraph

Home Video News World Sport Business

Politics Investigations Obits Education

HOME » NEWS » UK NEWS

70,000 view shock schoolgirl

A hard-hitting video showing a schoolgirl

ResponseS Press Release Wire

24dash.com your news, your community

9,393 followers

24 Young Leaders THE FUTURE OF HOUSING

Home About Send Search News Features Your news Opinion 24housing Forward Feat

Schoolgirl birth video viewed million times

Published by Hannah Wooderson for 24dash.com in Local G

Friday 22nd May 2009 - 12:08pm

Share this story

Recommend Tweet Submit G+1 Share

Wednesday 20 May 2009

Teenage Parents Come Out In (www.hey-babe.co.uk)

'Leaflets don't work we need Southwark

Last night on Southwark's teenage parents showed the playground surrounded by

The video has caused from Hey Babe, the org understand the best w

A film showing a schoolgirl giving birth has been viewed more than a million times over the internet, its producers said today.

Leicester's health and council bosses used local actors to make the viral video, and launched on sites including YouTube and Kontraband to cut the city's high teen pregnancy rate.

"We were not trying to But the clip - called Teenage Kicks - has been seen around the world and become "an interesting sensation", featuring on the United States' NBC network and Germany's p

With Southwark he Since its launch on May 87.7 for



<https://www.youtube.com/watch?v=frHOZn3tpdQ>





MIHSolutions

Coverage



Leicester Mercury

Netherlands

"aghast at portrayal of teenagers as animals"
littlegreenblog

Canada

The Washington Post

Ireland



Austria



"Teenage parents come out in support of controversial video"
Press Release Wire

"Leaflets don't work"
Southwark Community Radio
Taiwan News

"Shocking teens is not the route to go"
Feministing blog

"Teens will mostly shrug off"
The Sun's Deidre Sanders



South Africa



"Gory" "Shock!" headlines
Nancy Zukerbrod, USA Today

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Pregnancy ad is huge web hit



A GIRL shrieks in agony as she gives birth on a school field in a clip from a shocking NHS video.

The hard-hitting film has been posted on YouTube to deter teen pregnancy.



VIDEO Shock teen pregnancy vid

THE BMW BECOME ELECTRIC EVENT.



SAMANTHA WOSTEAR

16:09, 21 May 2009

0

YOU MIGHT ALSO LIKE

Actor Frank Kelly, who played Father Ted's...

The Sun





Lesson 4:

**GET PEOPLE ON BOARD
AND LET THEM DEFEND THE
MESSAGE**

The Campaign

- Website – interactive
- ‘Skins’ style docu-soaps
- Facebook
- Public health school visits
- DVD guide for schools
- Integrated into school syllabus – lesson plans and discussion guides
- Changes made to local health services – information, access, availability, advice, style

NHS Leicester launches shock drama

by Fiona Ramsay, 01.06.2009

Tweet Like Share



LONDON - NHS Leicester City has launched its hard-hitting teenage pregnancy and sex...

The six-part mini-series, called Kicks, follows viral which featured shocking footage of a school playing field and which was banned from YouTube.

The soap, on hey-babe.co.uk, is intended to be around relationships, sex and pregnancy. Young people...



"Kicks": Leicester's teenage docu-soap

Posted by [xxrosannaxx](#) on Wed, 17 Jun 2009.

"Kicks"

A new docu-soap has been launched online to tackle issues surrounding sex and relationships. The six-part drama was shot in the city and stars some Leicester actors from "Urban Young Actors", which not only provided 3 of the main actors, but a whole group of extras for the party scene as well.



The soap is the second part of the campaign started with the video of a girl giving birth on a school playing field, and it is hoped that by making the films available via the internet, their messages will reach a wide range of young people.

To watch the episodes, click below...

<http://www.hey-babe.co.uk/>

Interview with Ravel Lumba and Lewis Meagor

Rosanna: So what's this film that you've been in? Tell me a bit about it...

Rav: It's kind of like an online, gritty version of *Skins*, basically.

Lewis: But it's a Leicester version.

Rav: Yeah, it's a Leicester's version.

Rosanna: So what's it about?

Related Articles

- [Billy Boyd - Interview](#)
- [David Baker - Interview](#)
- [Ellie Kendrick - Interview](#)
- [Everybody Looks Famous - Interview](#)
- [Lexa Dolg - Interview](#)
- [Mallory Knox - Interview](#)
- [Melinda Ortner - Interview](#)
- [POP Project](#)
- [Ross Mullan - Interview](#)
- [Sexual Health Video Campaigns Under 25s](#)
- [The Echoes Interview](#)

Related Contacts

"POP Project"

POP Project sites offer confidential help and information on lots of different things to do with sexual health and relationships.

E-mail: pop@voluntaryactionchamwood.org.uk

Brook Advisory Service

Brook is the only national voluntary sector provider of free and confidential sexual health advice and services specifically for young people under 25.

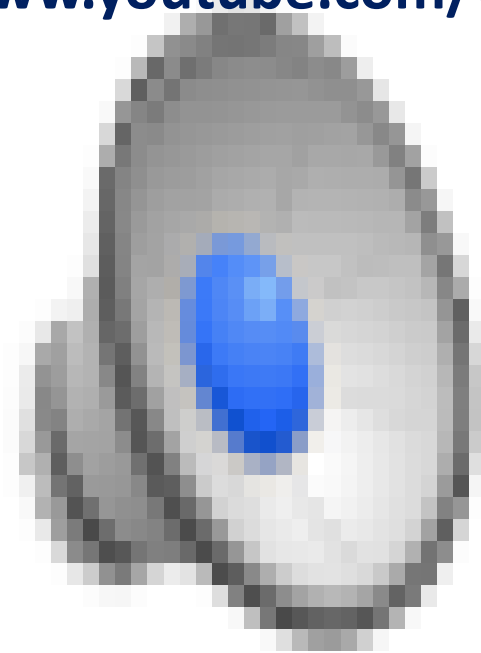
Choices Leicester

Choices is a free, confidential and friendly service, staffed by a small team of nurses. There are many Choices clinics across Leicester city centre.

Fill the Pot fillthepot.info/

Advice on Chlamydia - what to look out for and where to go to get help.

<https://www.youtube.com/watch?v=gtFQ270PybM>





From Kicks to Hits

- Viral video viewed over 4 million times
- 250+ media pieces tracked – 60% published in the UK
- Advertising value equivalent to £3million
- Local seeding of docu-drama – 15,000 views per episode
- Website had 100,000+ hits
- 70% local young people had been exposed to the campaign
- Of these 80% would consider acting differently as a result
- Programme equated to cost per impression of £0.001p per person
- 48 million people retained a positive lasting impression of the campaign (76% of those in the UK)

Over 30 awards



FOR HEALTHCARE LEADERS



association for healthcare communications & marketing



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So What?...



Teen pregnancy rates at new low

By [Leicester Mercury](#) | Posted: March 01, 2012

[Comments \(0\)](#)

The number of teenage girls getting pregnant in Leicester is at its lowest according to the latest figures.



1 IN 4 CHANCE

Teen pregnancy rate in Leicester below UK average

By [Leicester Mercury](#) | Posted: March 02, 2013

[Comments \(1\)](#)

The teenage pregnancy rate in Leicester has fallen below the national average for the first time since 1998.

The county figure also fell, to its lowest for nine years.

Newly-released NHS statistics showed that in 2011, 181 girls in the city became pregnant in 2011, compared with 365 in 1998, when information first began to be collected.

This equated to a rate of 30 girls aged 15 to 17 in every 1,000. The national rate was 30.7 per 1,000 girls.



Refused Credit? Experian could help you to understand why
Discover how Experian can help you to understand why



The results

- 2008: 50 pregnancies per 1,000 girls
- 2015: 29.7 pregnancies per 1,000 girls

- 2011: local teen pregnancies lowest in 10 years
- Fall of 22.5% vs national reduction of 11.2%
- CAA red flag removed within three years



Lesson 5:

**SUCCESSFUL ENGAGEMENT STARTS
FROM THE OUTSET THROUGH TO
EVALUATION
- A PARTNERSHIP**



Lesson 6:

**BE LED BY THOSE YOU ARE
ENGAGING**

BE BRAVE

GO FOR IT!

Thanks for listening