



Shelby County Teenage Pregnancy Prevention MemTV Strategic Plan 2017-2019

Table of Contents

I. Introduction	3
<i>A. About MemTV and How We Work</i>	3
<i>B. About the Planning Process</i>	3
<i>C. About the Need</i>	4
II. Goals and Objectives	5
III. Goals, Objectives, and Strategies.....	6
IV. Strategies in Chronological Order Via Implementation Committees.....	9

I. Introduction

A. About MemTV and How We Work

Founded in 2006, MemTV is a collaborative of over 30 agencies and organizations in the Greater Mid South with a mission of coordinated community response to teen pregnancy and parenting that includes comprehensive sex education for teens including abstinence and contraceptive information; services, support, and education to pregnant and parenting teens; and strong policies and programs that promote adolescent sexual health.

As community of practice MemTV facilitates collaboration, education, and amplification of our voices by:

- Conducting peer-to-peer information and education sessions inclusive of bringing in outside experts for education sessions that benefit all members.
- Discussing current issues in our city/county and planning responses.
- Continuously reviewing best and promising practices from the field, and discussing implications for Memphis.
- Listening and learning from those we serve to hear their guidance and leverage their power for change.

B. About the Planning Process

In 2015, Le Bonheur Community Health and Well-Being was awarded a federal Office of Adolescence Health grant that included funding for a community-wide strategic plan to reduce teenage pregnancy and sexually transmitted diseases. As the convener of teenage pregnancy prevention agencies, MemTV partnered with Le Bonheur on the grant application and, upon award, became the convening agency for the planning process.

As a prelude to the planning process, the Shelby County Health Department conducted a community Needs Assessment that was completed in the Fall of 2016. This assessment provided us with information used as the foundation to develop the plan and included input from over 150 teens, teen parent/caregivers, and service providers through focus groups and surveys (see <https://www.shelbycountyttn.gov/DocumentCenter/View/27665>).

Inclusive of people who gave input to the Needs Assessment, over 200 people worked together to develop this plan – people representing non-profits and government agencies and unaffiliated community members, including teens and teen mothers.

- The planning process began with a presentation of the Needs Assessment to MemTV members and to the community-at-large. During this presentation, ideas were gathered from participants who were also invited to sign up for one or more of the four planning committees (which included an advisory committee).

- Each committee was given information from which to start their discussions – tasks from the 2015-2017 MemTV strategic plan, information from other community teenage pregnancy prevention plans, information from the Needs Assessment, and information on best practices. From this body of information and from their own expertise, committees drafted ideas for the plan.
- Based on the committee work, a draft plan was created by the consultant. The Advisory Committee (inclusive of the MemTV Executive Committee) reviewed and adjusted several drafts of the plan.
- The adjusted plan draft was brought before MemTV members, and other interested non-profits and community members. Using an interactive method, participants reviewed the plan draft and indicated two things:
 - Which objectives (with corresponding strategies) should be given priority in the plan?
 - Which objective(s) is each participant interested in working on during the implementation of the plan?
- Following this meeting, another plan draft was created and adjusted by the MemTV Executive Committee.
- Finally, standing committees were formed for each plan goal, and those committees confirmed and adjusted the plan timeline, resulting in the plan found below.

C. About the Need

The Shelby County Health Department’s Needs Assessment tells us that Memphis and Shelby County consistently lead Tennessee in births to teen mothers. While 2013 saw a historically low rate of 43.2 births per 1000 persons, this is still higher than the state average of 35 births per 1000 and national average of 26.5 per 1000. Even more, non-Hispanic black and Hispanic female teens are significantly much more likely than their non-Hispanic peers to give birth during teen years. Children born to teen mothers experience higher rates of poverty, abuse and neglect, health problems, and incarceration. Teen mothers are more likely to be single parents, have less education, experience emotional or physical health problems, and live in poverty, while teen fathers are more likely to be uneducated, have decreased earnings, experience anxiety, and be homeless or lack stable housing. The CDC, which has made the issue one of its top six priorities, estimates that teen pregnancy and childbirth cost U.S. taxpayers at least \$9.4 billion in 2010. In Shelby County, teen mothers in low-socioeconomic neighborhoods are more likely to be obese, to give birth preterm, and to have a child born with a low birth weight. Only 43% will access prenatal care during their first trimester, with 8-14% of these teen mothers not receiving any prenatal care, which is strongly associated with preterm births and low birth weight.

II. Goals and Objectives

Goal 1. *Communications and Marketing:* There is high social awareness about teenage pregnancy and prevention methods.

Objective A. Conduct a compelling social awareness campaign that educates and reduces stigma around sexual health care and roll it out over multiple platforms.

Objective B. Refresh and maintain MemTV website and improve the social media presence.

Objective C. Work with schools, churches, and community-based organizations to ensure that teens and caregivers are aware of the resources and education available locally.

Goal 2. *Education and Support Resources:* MemTV partners are equipped with education materials and resources that help parents/caregivers learn how to have conversations with their children.

Objective A. Help parents and other caregivers learn how to have conversations with their children.

Objective B. Ensure there is a continuously well-publicized and robust list of referrals/resources.

Goal 3. *Advocacy and Policy:* State and local policies and procedures help reduce teen pregnancy rates, promote reproductive and sexual health, and support parenting teens.

Objective A. Develop and advocate for an annual policy agenda.

Objective B. Advocate as a coalition for comprehensive sexual education in Shelby County Schools (including charters).

III. Goals, Objectives, and Strategies

<p>Goal 1. Communications and Marketing: There is high social awareness about teenage pregnancy and prevention methods.</p>	
Objectives	Strategies
<p>A. Conduct a compelling social awareness campaign that educates and reduces stigma around sexual health care and roll it out over multiple platforms.</p>	<ol style="list-style-type: none"> 1. Secure funding for a large-scale public campaign. 2. Using member and teen guidance, develop a social awareness campaign. 3. Plan and execute MemTV member amplification of the campaign.
<p>B. Refresh and maintain MemTV website and improve the social media presence.</p>	<ol style="list-style-type: none"> 1. Refresh website. 2. Send press releases and appear on morning shows to publicize website. 3. MemTV members publicize website and social media within their networks. 4. Roll out social media campaign in May for Teen Pregnancy Prevention Month. 5. Plan and roll out comprehensive sex education vs. abstinence-based education awareness campaign. 6. Partner with MemTV members to amplify their campaigns (such as Free Condoms Memphis with Planned Parenthood) and #CSE4TN Campaign with SisterReach.
<p>C. Work with schools, churches, and community-based organizations to ensure that teens and caregivers are aware of the resources and education available locally.</p>	<ol style="list-style-type: none"> 1. Use data to identify areas with high rates of pregnancy and STDs and identify community partners (churches, health ministries, pediatricians, etc.) 2. Conduct relationship-building meetings with identified partners. 3. Send list of options for sexual education services that members provide and follow up to ease connections.

Goal 2. Education and Support Resources: MemTV partners are equipped with education materials and resources that help parents/caregivers learn how to have conversations with their children.	
Objectives	Strategies
A. Help parents and other caregivers learn how to have conversations with their children.	<ol style="list-style-type: none"> 1. Amplify partners with teen leadership development programs (Planned Parenthood, SisterReach, Youth Leadership Initiative, etc.). 2. Amplify parent hotline in partnership with Universal Parenting Places to deliver how-to information to parents. 3. Research teen hotline partnership for in-time support.
B. Ensure there is a continuously well-publicized and robust list of referrals/resources.	<ol style="list-style-type: none"> 1. Maintain a comprehensive referral/resource list on the MemTV website. 2. Disseminate MemTV flyers.

Goal 3. Advocacy and Policy: State and local policies and procedures help reduce teen pregnancy rates, promote reproductive and sexual health, and support parenting teens.	
Objectives	Strategies, Leaders, and Deadlines
A. Develop and advocate for an annual policy agenda.	<ol style="list-style-type: none"> 1. Aggregate member priorities annually (some priorities mentioned for year 1 - expansion of school-based teen health clinics, with transportation support; inclusion of barrier methods on campus; teen parent work/study policy; teen parent childcare vouchers or on-campus day care.). 2. Draft policy agenda. 3. Plan and implement visits to policy makers.
B. Advocate as a coalition for comprehensive sexual education in Shelby County Schools (including charters).	<ol style="list-style-type: none"> 1. Use MemTV's white paper on condoms in the schools to advocate for such a program in SCS and charters. 2. Partner with SCS to equip personnel in each school with protocol and referral

	<p>sources when students inquire or a need is identified.</p> <ol style="list-style-type: none">3. Place a MemTV representative on the School Health Advisory Council.4. Partner with SCS on health awareness events.5. Identify and advocate for a school board candidate who represents the interests of MemTV.
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IV. Strategies in Chronological Order Via Implementation Committees

Below are the strategies listed in chronological order per each implementation committee. Please note that Y = Year; Q = Quarter and that Year 1, Quarter 1 begins April 2017.

Goal 1: Communications Committee			
Strategy	Objective	Deadline	Progress
Refresh website.	B. Refresh and maintain MemTV website and improve social media presence	Y1, Q1	
Send press releases and appear on morning shows to publicize website.	B. Refresh and maintain MemTV website and improve social media presence	Y1, Q2	
MemTV members publicize website and social media within their networks.	B. Refresh and maintain MemTV website and improve social media presence	Y1, Q2	
Redesign MemTV flyer	B. Ensure there is a continuously well-publicized and robust list of referrals/resources.	Y1, Q3	
Plan and roll out comprehensive sex education vs. abstinence-based education awareness campaign.	B. Refresh and maintain MemTV website and improve social media presence	Y1, Q4	
Use data to identify areas with high rates of pregnancy and STDs and identify community partners (churches, health ministries, pediatricians, etc.)	C. Work with schools, churches, and community-based organizations to ensure that teens and caregivers are aware of the resources and education available locally.	Y2, Q1	
Secure funding for a large-scale public campaign.	A. Conduct a compelling social awareness campaign that educates and reduces stigma around sexual	Y2,Q2	*This might be where we could use Shannon's remaining time with MemTV

	health care and roll it out over multiple platforms		
Roll out social media campaign in May for Teen Pregnancy Prevention Month.	B. Refresh and maintain MemTV website and improve social media presence	<i>Y2, Q2 and annually</i>	
Using member and teen guidance, develop a social awareness campaign.	A. Conduct a compelling social awareness campaign that educates and reduces stigma around sexual health care and roll it out over multiple platforms	<i>Y2, Q2</i>	Produce this in-house
Plan and execute MemTV member amplification of the campaign.	A. Conduct a compelling social awareness campaign that educates and reduces stigma around sexual health care and roll it out over multiple platforms	<i>Y2, Q2</i>	
Conduct relationship-building meetings with identified partners	C. Work with schools, churches, and community-based organizations to ensure that teens and caregivers are aware of the resources and education available locally.	<i>Y2, Q2</i>	
Send list of options for sexual education services that members provide and follow up to ease connections <i>Y2, Q4</i>	C. Work with schools, churches, and community-based organizations to ensure that teens and caregivers are aware of the resources and education available locally.	<i>Y2, Q4</i>	
Partner with MemTV members to amplify their campaigns (such as Free Condoms Memphis with Planned Parenthood) and #CSE4TN Campaign with SisterReach	C. Work with schools, churches, and community-based organizations to ensure that teens and caregivers are aware of the resources and education available locally.	<i>TBD based on members</i>	

Goal 2: Education and Support Resources Committee			
Strategy	Objective	Deadline	Progress
Maintain comprehensive referral/resource list on the MemTV website.	B. Ensure there is a continuously well-publicized and robust list of referrals/resources.	<i>Ongoing</i>	
Amplify partners with teen leadership development programs (Planned Parenthood, SisterReach, Youth Leadership Initiative, etc.).	A. Help parents and other caregivers learn how to have conversations with their children.	<i>Y1, Q3</i>	
Amplify parent hotline in partnership with Universal Parenting Places to deliver how-to information to parents.	A. Help parents and other caregivers learn how to have conversations with their children.	<i>Y1, Q3</i>	
Disseminate MemTV flyers.	B. Ensure there is a continuously well-publicized and robust list of referrals/resources.	<i>Y1, Q3</i>	
Research teen hotline partnership for in-time support.	A. Help parents and other caregivers learn how to have conversations with their children.	<i>Y1, Q4</i>	

Goal 3: Advocacy and Policy Committee			
Strategy	Objective	Deadline	Progress
Aggregate member priorities annually (some priorities mentioned for year 1 – expansion of school based teen health clinics, with transportation support; inclusion of barrier methods on campus; teen parent work/study policy; teen parent childcare vouchers or on campus daycare).	A. Develop and advocate for an annual policy agenda	<i>Y1, Q2 and annually</i>	

Draft policy agenda	A. Develop and advocate for an annual policy agenda	<i>Y1, Q2 and annually</i>	
Place a MemTV representative on the School Health Advisory Council.	B. Advocate as a coalition for comprehensive sexual education in Shelby County Schools (including charters).	<i>Y1, Q2</i>	
Plan and implement visits to policy makers	A. Develop and advocate for an annual policy agenda	<i>Y1, Q4 and annually</i>	
Use the white paper that MemTV wrote on condoms in the schools to advocate for such a program in SCS and charters.	B. Advocate as a coalition for comprehensive sexual education in Shelby County Schools (including charters).	<i>Y1, Q4</i>	
Partner with SCS to equip personnel in each school with protocol and referral sources when students inquire or a need is identified.	B. Advocate as a coalition for comprehensive sexual education in Shelby County Schools (including charters).	<i>Y1, Q4</i>	
Identify and advocate for a school board candidate who represents the interests of MemTV.	B. Advocate as a coalition for comprehensive sexual education in Shelby County Schools (including charters).	<i>Y1, Q4</i>	