

UNITED WAY of Greater Milwaukee's Teen Pregnancy Prevention Initiative

A Logic Model for Reducing Births to Teens

STRATEGIES
Public Awaren

INPUTS/RESOURCES

ACTIVITIES

OUTCOMES

Public Awareness Campaign media outlets

United Way, Serve, local news & media outlets, *Milwaukee Journal Sentinel*, Milwaukee Public Schools (MPS)

Targeted Campaigns: Businesses, Youth, Sexual Victimization (SV), MPS posters, advertising, news coverage

Increased negative perception re: becoming pregnant, increased perception of teen pregnancy as a social problem affecting entire community, increased youth self-efficacy

Collaborative Fund

United Way & local foundations

Funder survey, outreach, coalition building, research best practices, review and fund quality proposals

Increased philanthropy and community commitment for evidence-based programming and efforts; increased sense of urgency re: the need to reduce the teen birth rate

Sexual Victimization (SV): Awareness and Prevention

SV committee, SV program providers & educators, MPS, Community-based Organizations (CBOs), law enforcement

Training and education, including mandated reporter training, resource materials, targeted public awareness efforts

Increased awareness of the link between sexual victimization and teen pregnancy, increased awareness of and access to SV services, increased agency capacity to provide appropriate service referrals

School-based and -linked Clinics

United Way, MPS, Adolescent Sexual Heath Coalition of Milwaukee, parents, pharmacies, Milwaukee Adolescent Health Services, Milwaukee Health Department, Baby Can Wait website, Planned Parenthood (PP)

Relationship building, STI screening, pregnancy testing, contraceptive prescribing/dispensing, referrals, physical exams, state-funded family planning coverage

Increased access to and utilization of comprehensive reproductive health services

Comprehensive Sexuality Education

MPS, CBOs, United Way, Wisconsin Department of Public Instruction, PP, parents Mandated comprehensive, evidence-based human development sexuality education in all grades, for all students

Increased knowledge and skills regarding healthy relationships, delayed onset of sexual behavior OR increased and consistent use of contraception, increased capacity of schools to implement sound curriculum

Healthy Girls

United Way, CBOs, University of Wisconsin Center for Urban Population Health, Aurora Health Care

Implementation of evidence-based prevention programming for girls, boys, parents

Increased knowledge and skills regarding healthy and unhealthy relationships, delayed onset of sexual behavior OR increased and consistent use of contraception

Faith Community

United Way, Faith Community
Committee, community congregations

Training and education of faith leaders, dissemination of faith-based prevention education throughout community

Increased knowledge re: the role faith communities can play in pregnancy prevention, increased communication between faith leaders and families re: human sexuality

Parental Involvement and Communication

United Way, Healthy Girls, MPS, Serve, Milwaukee Fatherhood Initiative, CBOs

Let's Talk Month, parental inclusion in prevention activities and messaging, Milwaukee Fatherhood Summit

Increased parental capacity/efficacy to influence youth, increase regular parent-child communication that lasts throughout childhood and adolescence



TEEN PREGNANCY CRISIS

Teen pregnancy profoundly, and in most cases negatively, affects the lives of those involved while costing the community millions of dollars through direct care, ancillary services, and the overall drain on the workforce. Most alarming is the connection between Milwaukee's teen pregnancy epidemic and vicious, cyclical poverty.

Milwaukee has had one of the nation's highest rates of births to teens for decades. As a community, we are addressing it. And together we are seeing real results.

Since 2006, United Way has led efforts that achieved four consecutive drops in the local teen birth rate to its lowest rate in over three decades. One of the strategies that is moving the needle is United Way's investment in Healthy Girls through evidence-based programs that prevent teen pregnancy and sexual victimization.

What we're doing:

- Sponsored and authored the comprehensive report, If Truth be Told with the community-wide Teen Pregnancy
 Prevention Oversight Committee to work in collaboration with agencies and community leaders. A five year
 progress report was released in May, 2011.
- Set an aggressive, public goal to reduce births to 15 to 17 year olds by 46% by 2015. All work of the collaborative aims to reach this goal.
- Acts as a convener, bringing together a cross-section
 of Greater Milwaukee with representatives from business,
 government, education, the medical field, the faith
 community, law enforcement and other nonprofits.
 The focused, cumulative efforts of everyone at the table
 are leading to measurable result.
- Invests in programs through the Healthy Girls Initiative that help youth to understand the consequences of teen pregnancy while also teaching them the skills needed to cope with social pressures with the goal of delaying sexual activity and avoiding becoming pregnant.

ALARMING STATISTICS

- The long-term cost of a Milwaukee teen having one baby is estimated at \$79,320.
- Girls born to teen mothers are 83% more likely to become teen mothers.
- Children of teen mothers are much more likely to drop out of high school prior to graduation.
- In Wisconsin, 71% of babies born to teen girls are fathered by males over 20 years old.
 In 20% of the cases, the fathers are at least six years older.

2011 UNITED WAY HEALTHY GIRLS PROGRAMS

In 2011-2012, United Way is funding 15 evidence-based Healthy Girls programs focused on teen pregnancy and sexual victimization prevention for a total investment of \$631,000. More than 3,500 Milwaukee-area youth will be served by these programs this year.

Boys & Girls Clubs of Greater Milwaukee Funded Program: Making Proud Choices!

Center for Self Sufficiency

Funded Program: Making Proud Choices!

COA Youth & Family Centers

Funded Program: Making Proud Choices!
Council for the Spanish Speaking, Inc
Funded Program: ¡Cuidate!

HeartLove Place

Funded Program: Making Proud Choices!
Neighborhood House of Milwaukee
Funded Program: Making Proud Choices!
Neu-Life Community Resource Center
Funded Program: Making Proud Choices!
New Beginnings Are Possible in partnership

with New Concept Self-Development Center Funded Program: Making Proud Choices!

The Parenting Network

Funded Program: Making Proud Choices!

Pathfinders

Funded Program: Making Proud Choices!

PEARLS for Teen Girls

Funded Program: Making Proud Choices!

Rosalie Manor Community & Family Services, Inc.

Funded Program: Making Proud Choices!
Silver Spring Neighborhood Center
Funded Program: Making Proud Choices!

UMOS

Funded Program: Expect Respect
Walker's Point Youth & Family Center

Funded Program: Girls' Circle Paths to the Future

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TEEN PREGNANCY PREVENTION OVERSIGHT COMMITTEE

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