



Government Office for the North East and
Government Office for Yorkshire and The Humber,
in association with Brook bring you...

Motivate

Engage

Inspire

Thursday, January 10th 2008, York Racecourse, 9am - 4pm

*Creative thinking and debate amongst local teenage pregnancy
champions aiming for better outcomes for young people*



GOVERNMENT OFFICE
FOR THE NORTH EAST



GOVERNMENT OFFICE
FOR YORKSHIRE AND THE HUMBER



The conference has been funded through the Department for Children, Schools and Families and developed in association with the Department for Health's National Support Team for teenage pregnancy. It has been provided to help local areas in the two regions focus on the performance improvements required to speed up the pace of progress being made towards achieving the teenage pregnancy public service agreement target.

This conference will motivate, engage and inspire by giving you the opportunity to experience innovative ways of working to achieve:

- Raising young people's aspirations
- Targeting hard-to-reach and marginalised young people
- Involving and engaging young people
- Integrated planning between the risk taking agendas
- Understanding social normative theory, research & practice
(an afternoon focus offering delegates international, regional and local perspectives).

Opportunity will be given for you to discuss local research findings and identify their implications for policy and practice in your area.

The National Support Team for Teenage Pregnancy will present 'Common Issues' emerging from their visits to date.

The conference will be participative with small group debate and networking opportunities between presentations.

Limited places are available. Places will be allocated free to 'local TP champions' through your local teenage pregnancy co-ordinator. To book your place, contact your local teenage pregnancy co-ordinator. All places must be booked by 10th December 2007.

For further information please contact your Regional Teenage Pregnancy Co-ordinator:

- Angela Ellins – for the North East**
Email: angela.ellins@gone.gsi.gov.uk
- Cheryl Squire – for Yorkshire and The Humber**
Email: cheryl.squire@goyh.gsi.gov.uk



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Programme

9.00 Registration

Morning session

Chaired by Carol White, Director of Children's Services, Calderdale MBC, and a member of the Government's teenage pregnancy Independent Advisory Group.

9.30 Welcome to the conference

Carol White, Director of Children's Services, Calderdale MBC, and a member of the Government's teenage pregnancy Independent Advisory Group.

9.35 Teenage pregnancy – a national priority

Successes from the teenage pregnancy strategy with its focus on prevention and support. Overview of Accelerated Strategy and Next Steps: Teenage Parents. 'New world' arrangements through integrated planning with other risk agendas.

Keynote speaker: Alison Hadley, Programme Manager, Teenage Pregnancy Unit, Department for Children, Schools and Families.

9.55 Joined-up working between drugs, alcohol, risk-taking and sexual health

Developing a Risk and Resilience Board

Working strategically to share resources, focus on prevention and keep substance misuse and teenage pregnancy on the agenda.

Speakers: David Messenger, Health Improvement Practitioner for Young People, Sunderland PCT, and Simone Common, Young People's Services Manager, Sunderland Children's Services.

10.15 Targeting vulnerable young people

Using data to inform teenage pregnancy strategies

How both national and local data can be used to identify vulnerable groups and inform targeted working.

Speaker: Dilwyn Sheers, Associate National Delivery Manager, Teenage Pregnancy National Support Team, Department of Health, and Information and Analysis Manager, Teenage Pregnancy Unit, Department for Children, Schools and Families.

10.35 Questions, roundtable discussions and refreshments

11.10 Raising aspirations Raising Aspirations with 'Radical Encouragement'

Exploring the work of the award-winning RAIS project in Northumberland. The focus is on the rationale and practice underlying the philosophy of 'Radical Encouragement' and the successful whole-community approach to raising aspirations in schools, communities and with individuals through active, thoughtful and relevant learning.

Speaker: Paul Dearlove, Consultant, RAIS (Raising Aspirations In Society).

11.30 Involving young people A touch of inspiration

Inspired Youth is a not-for-profit organisation embracing 'the creativity and vibrancy of digital video production, arts, media and participation inclusion techniques to inform, challenge, educate and inspire'.

Speakers: Kevin Curran and CJ, Co-Directors, Inspired Youth, York, together with young people from an Inspired Youth project.

11.50 Questions and roundtable discussions

12.10 Teenage Pregnancy National Support Team: Common Findings

The role of the newly developed Department of Health National Support Teams. These teams, of which Teenage Pregnancy is one, aim to enhance and support local areas around performance in order to meet nationally set targets eg: reducing teenage conception rates. The session will also highlight common issues drawn from around the country in relation to teenage pregnancy which are seen as key areas for further development.

Speaker: Anne Graney, Associate National Delivery Manager for the Teenage Pregnancy National Support Team, Department of Health.



12.30 Lunch and poster displays

Lunchtime presentation

1.15-1.45 Evaluation of a C-card scheme

Findings from qualitative research about the impact of the C-Card Scheme in the North East, drawing on interviews and focus groups with young people aged 14 – 18. Participants will:

Hear young people's views about the C-Card

- **Scheme, its social and personal meanings**
- **Consider the role of the C-Card Scheme in promoting young people's sexual health**
- **Explore the factors influencing young people's access to sexual health services**
- **Identify ways in which the C-Card Scheme makes a difference to young people**
- **Discuss with colleagues the implications of the research findings for policy and practice.**

The research was supervised by Professor Diane Richardson and Dr Janice McLaughlin at Newcastle University. It was part of an Economic and Social Research Council-funded case studentship in collaboration with Newcastle Primary Care Trust.

Speaker: Mandy Cheetham, You're Welcome Project Lead, Government Office for the North East.

Afternoon session

Chaired by Alison Hadley, Programme Manager, Teenage Pregnancy Unit, Department for Children, Schools and Families.

2.00 Evaluating social norms interventions

The social norms approach to young people's health and well-being is a strategy for reducing high-risk behaviours. The theory was developed by Wesley Perkins of Hobart and William Smith Colleges in the US, where he and his colleague, David Craig, have introduced pioneering applications of this prevention strategy.

Keynote speaker: Dr Wesley Perkins, Professor of Sociology, and Chair, Department of Anthropology and Sociology, Hobart and William Smith Colleges, US.

2.30 'Are You Ready?'

An Adventure into Social Norms

Involving young people in a 'delay' campaign: process, results and learning. Streetwise is a young people's (under 25s) project based in the city centre of Newcastle-upon-Tyne. It offers free, confidential and friendly advice.

Speaker: Alyssa Cowell, Senior Youth Worker, and Kirsty Buggins, Project Manager, Streetwise, Newcastle-upon-Tyne.

2.50 Theory into practice

An insight into how 'social normative' theory influenced County Durham and Darlington Teenage Pregnancy Sexual Health media campaign for Sexual Health Week 2007. Reflecting on the process, the presentation will explore how the campaign developed, the lessons learnt and possible future uses of social norms interventions within County Durham and Darlington's Teenage Pregnancy and Sexual Health Strategies.

Speaker: Donna Thorne, Teenage Pregnancy Co-ordinator, Darlington PCT.

3.10 Compiling questions to the panel

Plus refreshments at roundtables

3.45 Questions to panel:

Alison Hadley, Programme Manager, Teenage Pregnancy Unit, Department for Children, Schools and Families.

Carol White, Director of Children's Services, Calderdale MBC, and a member of the Government's teenage pregnancy Independent Advisory Group.

David Messenger, Health Improvement Practitioner for Young People, Sunderland PCT, and Simone Common, Young People's Services Manager, Sunderland Children's Services.

Paul Dearlove, Consultant, RAIS (Raising Aspirations In Society).

Dr Wesley Perkins, Professor of Sociology and Chair, Department of Anthropology and Sociology, Hobart and William Smith Colleges, US.

Alyssa Cowell, Senior Youth Worker, Streetwise, Newcastle-upon-Tyne.

Anne Graney, Associate National Delivery Manager, Teenage Pregnancy National Support Team, Department of Health.

Donna Thorne, Teenage Pregnancy Co-ordinator, Darlington PCT.

4.15 Closing remarks

Afternoon chair: Alison Hadley, Programme Manager, Teenage Pregnancy Unit, Department for Children, Schools and Families.



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BOOKING FORM

Name

Job Title

Organisation

Email

Address

Postcode

Tel

Fax

Costs: By invitation of the local teenage pregnancy co-ordinator at no cost.

Additional /dietary requirements:

Please return this booking form to your local teenage pregnancy co-ordinator by return to secure your place. Invitations not taken up will be allocated to other delegates.

