



Behaviour change in public health - Teens and Toddlers

Behaviour change in public health

Preventing unwanted behaviours:

Reducing the incidence of teenage pregnancy with measurable financial gains.



Teens and Toddlers

- Initiation of vulnerable young people into another way of being and doing – the *experience* of their potential
- Enabling engagement
- Serving others, heals the individual whilst transforming the community



A Vision for young people

Experience has unquestionably taught us that all our young people long to....

- feel that *they belong*
- feel good about *who they are*
- make a difference and feel they have something *worthwhile to contribute*
- have a sense of *meaning and purpose* in their lives



How Does Teens and Toddlers Work?



Early Intervention for two sets of vulnerable children

1. At risk young people
2. Vulnerable small children, whom they mentor and become a role model for



How Does Teens and Toddlers Work?

- Regular one-to-one contact between the young person and a small child, in a safe nursery setting, who they mentor and are a role model for (36 hours)
- Counter-intuitive: provides a live, *hands on* experience of enormous responsibility, work and privilege of having a child



How Does Teens and Toddlers Work?

Classroom time focusing on child development –

- parenting skills and the needs of a developing child
- sexual health
- life skills (18 hours)

Life coaching –

- one to one individual support
- to integrate learning and positive steps forward



Level 1 Award Interpersonal Skills



100% of Teens choose the opportunity to achieve the National Award

To date we have achieved a **92%** pass rate



Teens and Toddlers Impact Monitoring and Evaluation

Pregnancy incidents and efficacy at influencing conception:

- 95.4% (4.6% conception) of graduates under the age of 18 did not report a pregnancy incident
A pilot conducted with the teachers revealed that the average of teenagers (rated by the teachers) predicted to become pregnant before 18 years old was 45%
- 83% of respondents reported that the programme had a positive effect in influencing them to increase the age at which they would like to have children
- 91% felt that Teens and Toddlers taught them the realities of having babies

** Statistics taken from our 2011 annual retrospective tracking survey.*



Teens and Toddlers Impact Monitoring and Evaluation

NEET rates and programme's efficacy at influencing EET

- **95.4% of respondents were in education, employment or training (EET)**
- **68% obtained 5 or more GCSE's (Grade A-C)**
- **94% felt they learned that having a good education can give them more choices**

** Statistics taken from our 2011 annual retrospective tracking survey*



Teens and Toddlers Impact

SROI....

Centre for Excellence in Outcomes: every £1 spent on Teens and Toddlers, saves society £6.06

The SROI Network calculation showed a value of £ 5.52. For every £1.1m invested, c.£5.5m of value is generated. The costs of teenage pregnancy (41%) and impact of staying in school (28%) are the largest components of the value

Cost of teenage pregnancy est: £61,000 (over 5 years)



Teens and Toddlers Impact

Why does it work?

1. Transformational youth work
2. A potential orientated way of relating



A Vision for young people

Transformational youth work...

Relating to potential, rather than behaviour

We can have an alternative context – one which sees this young person as a unique individual, rich with immense potential, who has a purpose in life and challenges to meet.



A Vision for young people

Transformational youth work...

Respecting rather than judging

Remove the label – *see the whole person*, bring out the potential behind the “problem” label

Valuable & worthwhile – give young people an *Experience of their potential*

Plants the seeds of *self empathy*

Context allows *tough love*



A Vision for young people

Transformational youth work...

➤ **Trusting rather than controlling**

We can give young people the tools to fix their own lives and take responsibility. We can trust them to make good decisions about their future

➤ **Aspiration**

We can expect a LOT not a LITTLE from young people. If you believe in them – they will rise to the challenge and achieve

➤ **Developmental task:** skill of self reflection, choices – consequences and outcomes - Skill for all arenas of life



A Vision for young people

Transformational youth work...



***Understanding that
young people are
values driven***



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Thank You!

