

2012

HSE  
CRISIS PREGNANCY  
PROGRAMME

ANNUAL REPORT



Feidhmeannacht na Seirbhíse Sláinte  
Health Service Executive

crisispregnancyprogramme



## HSE Crisis Pregnancy Programme Map of Counselling Services



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## Foreword

### Assistant National Director from the Office of Health Protection



The Crisis Pregnancy Programme (the Programme), established in 2001 to address the issue of crisis pregnancy in Ireland welcomes further declines in the number of teenage births and further declines in the number of women travelling to the UK for abortion services in 2012.

The teenage birth rate has declined from 20 per 1,000 to 12 per 1,000 in the last eleven years. This is a significant decrease, which Irish research has linked to improvements in relationships and sexuality education provided in schools, in youth work settings and by parents. The Programme works closely with the Social Personal Health Education (SPHE) Support Service, various youth organisations and the National Parents Councils – Primary and Post-Primary, to support the delivery of good quality Relationships and Sexuality Education (RSE) to young people, particularly young people who are at increased risk of early sex and crisis pregnancy, such as young people from disadvantaged areas, young people who are early school leavers and young people who are in State care.

The number of women travelling to the UK for abortion services has also decreased for the eleventh year in a row, from 6,673 in 2001 to 3,982 in 2012, a decline of 40% since 2001. This equates to a decrease in the abortion rate from 7.5 to 4.0 per thousand women aged 15-44 between 2001 and 2012. State funded crisis pregnancy counselling services, promoted by the Programme through the Positive Options campaign, provide women who are experiencing crisis pregnancy and their partners or families with the space and time to consider their options and come to the best decision they can, at that time in their lives.

The last quarter of 2012 also saw an increase of 30% in the numbers of clients reported as availing of post-abortion counselling services compared to the previous quarter with over 400 women attending Services funded by the Programme. Women can avail of free post-abortion counselling services if they had an abortion recently, or if they had an abortion many years ago. The Programme promotes these services through the Abortion Aftercare campaign.

The Programme delivered on a significant business plan in 2012. The Education and Information function worked closely with the Irish Pharmacy Union, the Pharmaceutical Society of Ireland and

large pharmacy chains on a new campaign to promote the availability of emergency contraception directly from pharmacists and the role of community pharmacists in providing sexual health advice. Following on from these initiatives research conducted in December 2012 found that 73% of women are aware that they can access emergency contraception through a consultation with a pharmacist, and 70% indicated that they would feel comfortable doing so.

The Research and Policy function published 'The Irish Contraception and Crisis Pregnancy Study' (ICCP-2010) and the report of 'Non-national Women's Attitudes towards Fertility, Motherhood and Sexual Health Services in Ireland' in 2012. The ICCP-2010 report is a follow up to the original study commissioned in 2003, tracking trends and changes in contraception use and crisis pregnancy experience in Ireland. The report found that over 80% of young people use contraception consistently, every time they have sex, which is an important finding for the Programme given the significant work that has been undertaken to promote correct and consistent contraceptive use among young people through the Think Contraception campaign, and through supporting the delivering of relationships and sexuality education to young people. The report of Non-national Women's Attitudes toward Fertility, Motherhood and Sexual Health Services in Ireland focused on four migrant communities – Chinese, Nigerian, Polish and Muslim. The report was launched at Sexual Health Awareness Week in May 2012 and work to disseminate the findings is underway.

The Funding function continued to support a range of projects to further support and enhance the quality of crisis pregnancy counselling in State-funded services. In 2012, 17 HSE staff workers and crisis pregnancy counsellors completed the year-long, skills-based 'Certificate Course in Crisis Pregnancy Counselling Skills' which aims to support individuals working with those experiencing a crisis pregnancy to further enhance their counselling and support skills in this unique field of counselling. An external evaluation of the course in 2012 found that 91% of course participants provided crisis pregnancy counselling in their current role and that participants found the course curriculum to be robust, relevant and appropriate. A number of Masterclasses were also delivered to professionals working in this area in 2012 covering such topics as 'Termination – responding to a complex issue'; 'The role of the father in an unplanned pregnancy, where is he?'; 'The minor

and unplanned pregnancy – the law and child protection' and 'Young migrants and ethnic minority women in Ireland – sexual wellbeing and unplanned pregnancy'.

I would like to thank the Advisory Group to the Programme, chaired by Dr Anne Marie McGauran. They provided valuable support and guidance to the staff of the Programme in 2012.

I would also like to thank the staff and the management team of the Programme, led by Sarah Ryan, who successfully delivered on an ambitious business plan in 2012, for their continued hard work and dedication to the Programme.



*Dr. Kevin Kelleher*  
*Assistant National Director*



## Role of the HSE Crisis Pregnancy Programme

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The HSE Crisis Pregnancy Programme (formerly Crisis Pregnancy Agency) was originally established in October 2001 under the Health (Corporate Bodies) Act, 1961, and was governed by the Crisis Pregnancy Agency (Establishment) Order 2001 (S.I. No. 446 of 2001), as amended by the Crisis Pregnancy Agency (Establishment) Order 2001 (Amendment) Order 2007 (S.I. No. 175 of 2007). In January 2010, the former Agency transitioned to the Health Service Executive (HSE) under the Health (Miscellaneous Provisions) Act, 2009 which provides, inter alia, that a number of important functions previously vested in the Crisis Pregnancy Agency are legally vested in the HSE.

The primary function of the HSE Crisis Pregnancy Programme (the Programme), as set down in the Statutory Instrument, and vested in the Health Service Executive as provided for by the Health (Miscellaneous Provisions) Act, 2009 is to prepare and implement a Strategy to address the issue of crisis pregnancy, in consultation with relevant Departments of State and with such other persons as are considered appropriate.

The purpose of the Programme is to bring strategic focus to the issue of crisis pregnancy and so to add further value to the work of existing service providers. The Programme's third strategy - 'Participating in a National Approach that Promotes Good Sexual Health, Informed Decision-Making, Evidence-Based Practice and Access to High Quality Services 2012-2016' - was developed in 2011/2012.

## The Strategy and Mandates of the HSE Crisis Pregnancy Programme

The Strategy is the mechanism by which the Programme achieves the objectives set out in the three mandates specified in the Statutory Instrument:

### *Mandate 1:*

A reduction in the number of crisis pregnancies by the provision of education, advice and contraceptive services.

### *Mandate 2:*

A reduction in the number of women with crisis pregnancies who opt for abortion by offering services and supports which make other options more attractive.

### *Mandate 3:*

The provision of counselling services, medical services and such other health services for the purpose of providing support, after crisis pregnancy, as may be deemed appropriate by the Programme.

## The Programme's Way of Working

### *Vision*

Through a national strategy, the Programme will work to achieve its vision for a future where:

- Pregnancy and parenting are a welcomed and positive experience for women, their partners and families.
- Crisis pregnancies are experienced less often, but when they do occur, women and men can face and manage the crisis without fear for the future because appropriate support is available no matter what choice is made.

### *Mission*

The strategic mission statement articulates why the Programme is in place and what approach is being taken towards the achievement of the strategic vision:

The Programme is committed to reducing the occurrence of crisis pregnancy and supporting women and men experiencing a crisis pregnancy. The Programme will do this by participating in a nationally coordinated approach that promotes good sexual health, informed decision-making, evidence-based

practice and access to consistent, high quality services and supports.

## Functions of the Programme

*The functions of the Programme are as follows:*

The Health Miscellaneous Provisions Act 2009 provides for the administration and business in connection with the performance of the following functions to be transferred to the HSE. These functions are those vested in the Programme under Article 4 (i), (ii), (v), (vi), (vii), (viii), (ix) and (x) of the Crisis Pregnancy Agency Establishment Order<sup>[1]</sup>.

The functions of the Programme are as follows:

- (i) in consultation with Departments of State<sup>[2]</sup> specified in the schedule and with such other persons as considered appropriate to prepare a strategy to address the issue of crisis pregnancy, this Strategy to provide, inter alia, for:
  - (a) a reduction in the number of crisis pregnancies by the provision of education, advice and contraceptive services;
  - (b) a reduction in the number of women with crisis pregnancies who opt for abortion by offering services and supports which make other options more attractive;
  - (c) the provision of counselling services, medical services, and such other health services for the purpose of providing support, after crisis pregnancy, as may be deemed appropriate by the Programme.
- (ii) to work in partnership with the appropriate agencies to promote and co-ordinate the attainment of the objectives contained in the Strategy;
- (v) to produce periodic reports on progress and to propose remedial action where required;
- (vi) to further the attainment of the objectives specified in Articles 4(i)(a), 4(i)(b) and 4 (i)(c), in co-operation with such other persons as may be considered appropriate by the Programme by:
  - (a) promoting public awareness
  - (b) developing, promoting and disseminating information and information material, and

[1] S.I. No. 446 of 2001 Crisis Pregnancy Agency (Establishment) Order, 2001.

[2] Department of Health and Children, Department of Education and Skills, Department of Environment, Heritage and Local Government, Department of Justice and Law Reform.

(c) fostering the provision of education and training to include:

- (i) the commissioning of media advertising campaigns
- (ii) the commissioning of electronic media campaigns
- (iii) the development of resource materials, promotional materials and training materials
- (iv) the dissemination of these materials and/or
- (v) such other methods as the Programme shall deem appropriate for the purpose of performing its functions under paragraph (vi) of this article.

(vii) to draw up codes of best practice for consideration by agencies and individuals involved in providing services to women with crisis pregnancies;

(viii) to promote and commission research into aspects of crisis pregnancy, as considered necessary;

(ix) to furnish advice, whenever it is so required by the Minister or on its own initiative, to the Minister or other Ministers of the Government on issues relating to crisis pregnancy;

(x) to perform any other functions in relation to crisis pregnancy that the Minister may from time to time assign to it.



## Structure of the Programme

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### The Health Service Executive

The Health Miscellaneous Provisions Act 2009 provides for the administration and business in connection with the performance of the functions of the former Crisis Pregnancy Agency to be transferred to the Health Service Executive as part of the Government's programme for the rationalisation of State agencies. The transfer came into effect on 1st January 2010 and the former Agency became known as the HSE Crisis Pregnancy Programme.

### Advisory Group

The Advisory Group, modelled on the Consultative Committee of the former Agency, is a multi-disciplinary forum and is made up of a variety of stakeholders from Government Departments, the HSE, funded service providers and other representatives from the health and social sectors.

The Group acts as a forum for organisations that have an interest in the work of the Programme to present their views. Its function is "to advise the Programme in relation to (a) any matters pertaining to crisis pregnancy as are referred to it by the Programme and (b) any other matters coming within the remit of the Programme".

In 2012, the Group was chaired by Dr Anne Marie McGauran of the National Economic and Social Council (NESC).

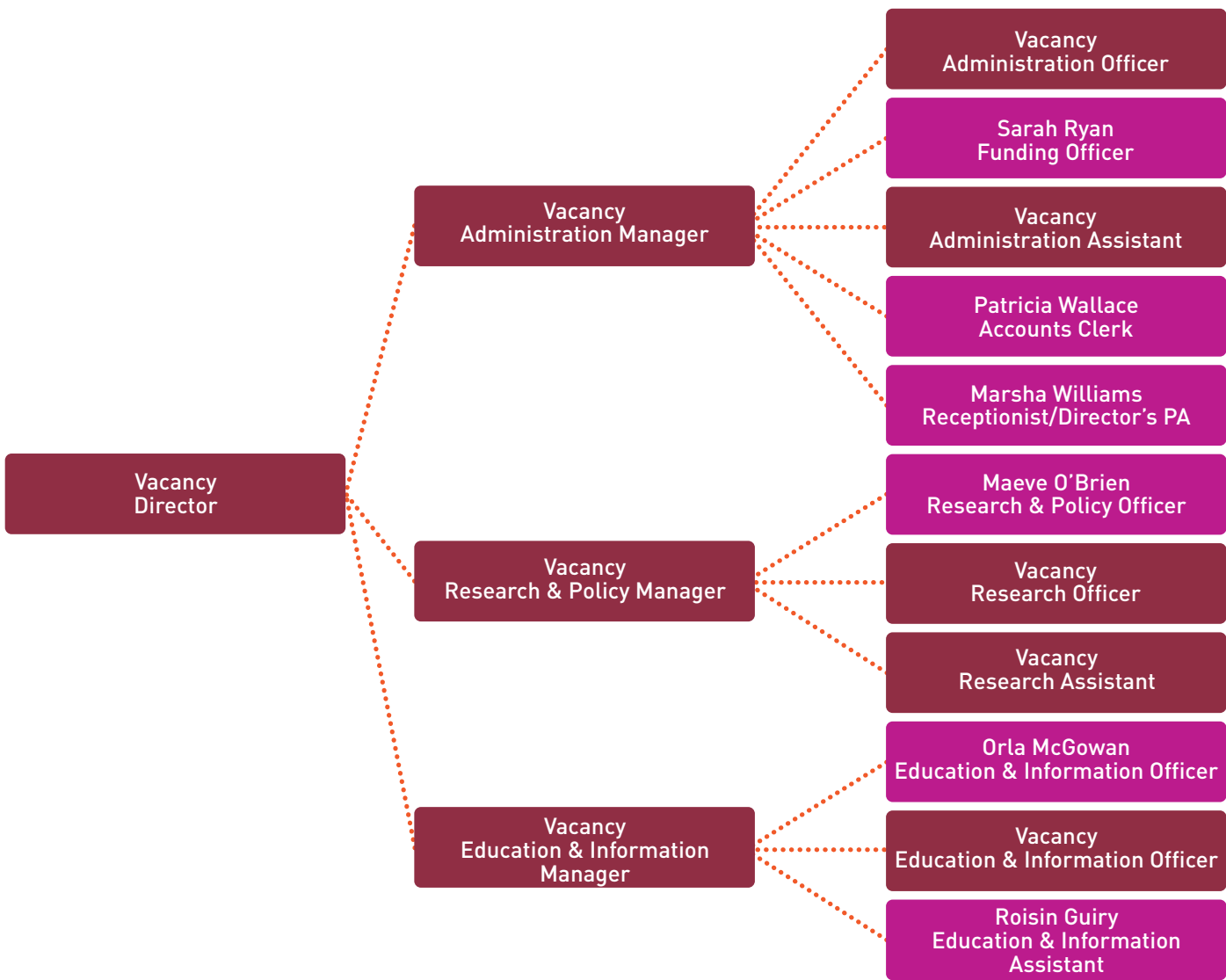
The Group met to discuss the following topics during 2012:

- Findings from the 'Irish Contraception and Crisis Pregnancy Study-2010'.
- Findings from the 'Attitudes to Fertility, Sexual Health and Motherhood amongst a sample of Non-Irish National Minority Ethnic Women Living in Ireland' research report.
- What can the HSE CPP do to improve communications in the home between young people and their parents on matters relating to sexual health?
- The development of a National Sexual Health Strategy – integrating crisis pregnancy from a research and surveillance, education and prevention and services perspective.

A full list of Advisory Group members is given in Appendix 2.

Staff of the Programme

The Programme had six members of staff in 2012 - the staff structure is outlined in Figure 1.



Details of other staff members who held positions for part of the year are included in Appendix 3.

## Strategic Objectives

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In 2012, the Programme finalised the development of its strategic plan (2012–2016) for how it would address the issue of crisis pregnancy in Ireland, building on the positive work that had been done under the Programme's second Strategy (2007–2011).

The approach the Programme took in developing the Strategy was to identify a number of strategic priorities that would help it to address three central objectives which derive from its mandates:

- To reduce the number of crisis pregnancies.
- To reduce the number of women choosing abortion as an outcome of crisis pregnancy.
- To safeguard women's physical and mental health following termination of pregnancy.

For the five-year period of the new Strategy 2012–2016, the Programme is focusing its work around five key objectives:

### *1. Improvements in sexual health education, information and knowledge across the lifecycle*

Improve knowledge and awareness of sexual health and relationships through the delivery of targeted communication campaigns, customised information and educational programmes, and other initiatives across a range of settings.

### *2. Contraception and contraceptive services*

Ensure high levels of awareness of contraception and contraceptive services so as to increase consistent and correct use of contraception for at-risk groups.

### *3. Crisis pregnancy services*

Improve access to consistent high-quality crisis pregnancy counselling and post-abortion services and promote the availability of community-based post-natal and family supports.

### *4. Strategic collaboration and policy influence*

Foster the development of strategic partnerships and alliances to increase the participation, resources and collective commitment in improving sexual health in Ireland and the reduction of crisis pregnancy.

### *5. Knowledge transfer and research*

Sustain a high-quality research base and increase the application of existing and new research through a comprehensive knowledge-transfer strategy directly targeting developments in policy and practice.

## **Implementing the Strategy – Key Enablers**

The Programme also identified a number of internal strategic enablers to ensure that support systems are in place to deliver the Strategy successfully.

All functions of the Programme (Administration, Funding, Education and Information, Research and Policy) contribute to the development and implementation of projects that fulfil the strategic objectives.

The 2012 Annual Report is structured to show how the Programme has progressed its strategic objectives.

# STRATEGIC OBJECTIVE 1

## Improvements in sexual health education, information and knowledge across the lifecycle

Improve knowledge and awareness of sexual health and relationships through the delivery of targeted communication campaigns, customised information and educational programmes, and other initiatives across a range of settings.



## Key actions in 2012 included:

### Evaluation of the B4uDecide.ie education initiative in Youth Work Settings

In 2012, the Programme progressed work on evaluating the B4uDecide.ie Education Initiative in youth work settings. The Programme commissioned the project in 2011. The project has involved focus groups and in-depth interviews with youth workers who have delivered the B4uDecide.ie programme to young people. The findings from the evaluation are due in early 2013.

### B4uDecide.ie Resource Materials for Teachers and Youth Workers

One of the barriers to full implementation of Relationships and Sexuality Education (RSE) identified by teachers was a lack of resources. In 2012, the B4uDecide.ie resource materials developed by the Programme, which include teaching resource materials, posters, and other promotional items, were distributed to all schools by the Department of Education and Skills. A further 278 packs were disseminated by the SPHE Support Service and the National Youth Council of Ireland (NYCI). An Irish version of the resource materials was also distributed to Irish-speaking schools.

### B4uDecide.ie Website for Teenagers, Parents, Teachers and Youth Workers

The B4uDecide.ie website is linked to the resource materials for teachers and youth workers. It includes a video gallery, polls, quizzes and real-life stories from young people who have experienced a crisis pregnancy or who have visited an STI clinic. The aim of the website is to give young people the information they need to make healthy, responsible decisions about relationships and sex. B4uDecide.ie had 17,000 visits in 2012.

### TRUST Resource for Teachers and Youth Workers

251 copies of the TRUST (Talking Relationships Understanding Sexuality Teaching) Resource for Senior cycle RSE, developed by the Programme in partnership with the Department of Education and Skills, were disseminated in 2012. 171 copies were disseminated through the RSE Senior Cycle training for teachers, delivered by the SPHE Support Service. 80 copies were disseminated through NYCI to youth organisations, through training.

### 'If I Were Jack' Educational Resource

The Programme continued to liaise with Queen's University Belfast on the development of an educational resource for use in post-primary schools, in collaboration with the Public Health Agency, Northern Ireland and the Department of Education and Skills, with support from the UK Economic and Social Research Council. The educational resource will be based on a film/drama entitled 'If I were Jack - adolescent men's attitudes and decision-making in relation to unintended pregnancy'. The resource was co-funded by the Programme as part of a research project commissioned under the Programme's 2007 Research Awards.

### Young Social Innovators

In 2012, the Programme continued its education partnership with the Young Social Innovator Programme (YSI), sponsoring and judging a challenge award on 'Relationships and Sexual Health'. The Programme provided approximately 215 sexual health information packs to teachers and youth workers attending YSI in-service training in September. A representative from the Crisis Pregnancy Programme was a panel member at the Dublin City Speak Out Forum and the Annual Showcase. Staff promoted the B4uDecide.ie website and distributed promotional materials at the Annual Showcase. 26 projects entered the 'Relationships and Sexual Health' challenge award. Meanscoil Gharman, Enniscorthy, Co. Wexford won the award for their project that addressed the issue of homophobia.

### Information Resources for Parents

A range of materials to support parents in talking to their children about relationships and sex were disseminated through Healthpromotion.ie, the Programme's freetext service and at events in 2012, including approximately:

- 7,700 Parents – Tips for Talking to Older Teenagers
- 6,000 You Can Talk To Me DVDs and Booklets
- 600 Busybodies DVDs and Booklets
- 500 The Facts DVDs and Booklets

### Sexual Health Information Dissemination

The Programme has developed a variety of information and education materials available to the general public and to those who deal with the prevention and management of crisis pregnancy in the course of their work. The primary method



## STRATEGIC OBJECTIVE 1

of communication and dissemination of all the Programme's resource materials is the Healthpromotion.ie website.

In 2012, approximately 545,000 of the Programme's combined resource materials were disseminated to a range of key target audiences through a variety of events, conferences, health promotion activities and Healthpromotion.ie.

### Train The Trainer Programmes

A range of training initiatives for youth workers, parents and young people on relationships and sexual health continued to receive funding from the Programme in 2012.

#### *Relationships and Sexual Health Training for Parents [with regional coverage]:*

- The National Parents Council - Primary received funding to deliver 'Parenting: Supporting your child to build healthy friendships and relationships' training for parents. 701 parents attended the information training sessions in 2012.
- The Irish Family Planning Association (IFPA) received funding for the delivery of the 'Speakeasy' Programme for parents. 96 parents completed the eight-week intensive training, which commenced in November 2011 and was completed in late 2012.
- 'REAL U' Relationships Explored and Life Uncovered – Training for Youth Workers was delivered to 170 youth workers in 2012.

#### *Other programmes that continued to receive funding from the Programme in 2012 included:*

- Irish Foster Care Association, in partnership with the National Parents Council-Primary, to up-skill 30 facilitators to deliver relationships and sexual health education to foster parents in order to support them in communicating with children in their care around relationships and sexual health. The pilot phase of this project, including the training of facilitators, is due to be completed in early 2013.
- National Youth Council of Ireland (NYCI) for the delivery of 'Leave it til later' training, which supports the Programme's 'B4uDecide.ie' education initiative. The NYCI also received funding for the delivery of training sessions for youth workers to support their review and development



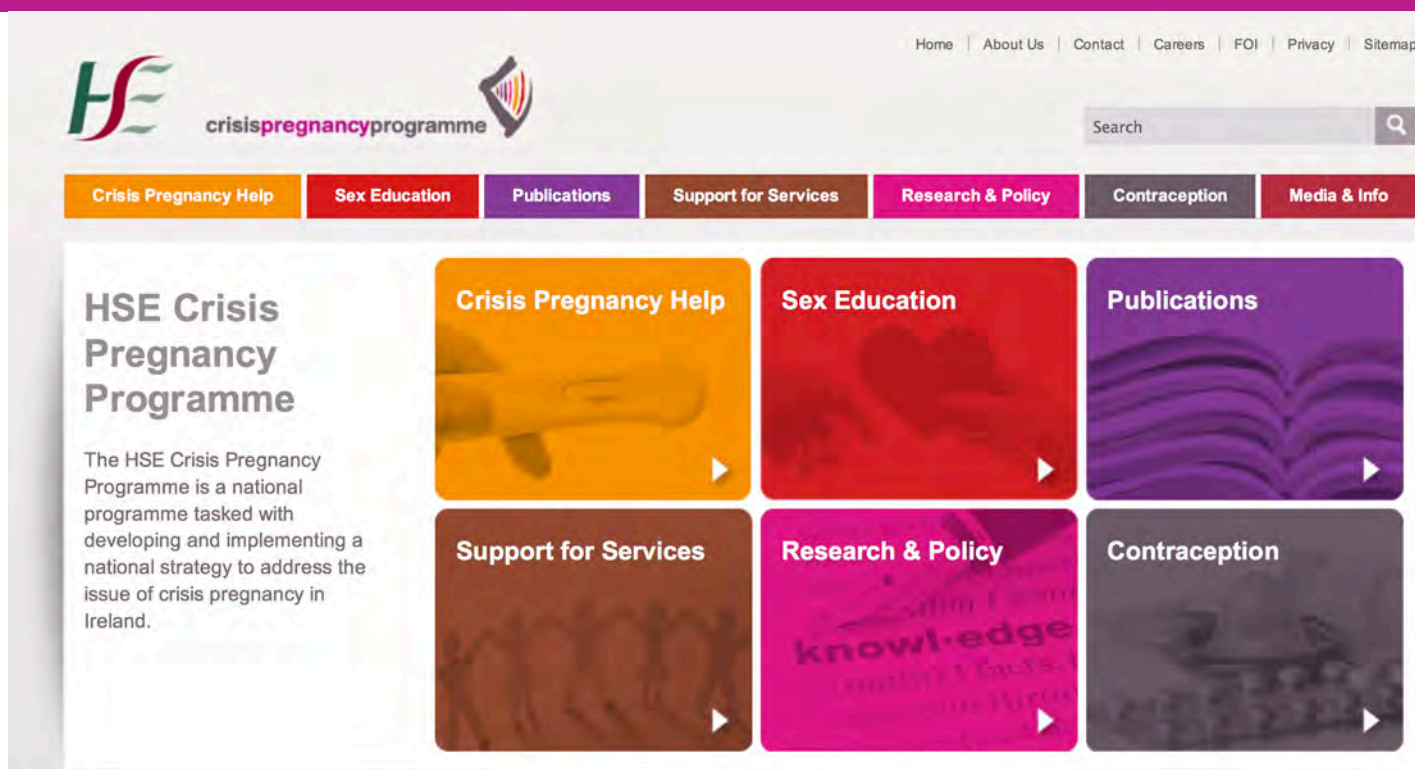
*A range of materials produced by the Programme to support parents in talking to their children about relationships and sex.*

of sexual health policies for their organisations. 115 Youth Workers attended this training in 2012.

#### *Training Initiatives for Young People*

The Programme also funds a number of training initiatives aimed directly at young people. These include:

- Blanchardstown Youth Service, Foróige, Dublin, for the delivery of the Teenage Health Initiative for young men aged 13-17.
- Letterkenny Women's Centre, Donegal, for the delivery of a holistic sexual health and personal development education pilot programme for young women experiencing social exclusion.
- Here2Help (formerly Pact), for the delivery of their RSE programme in schools in Dublin, Cavan and Wicklow.
- 'Real Deal' peer-led sexual health education training programme for early school-leavers or those at risk of being early school-leavers in the Leinster region and in Mayo.



*Crisispregnancy.ie was re-developed in 2012 to ensure it was user friendly and that relevant information and research was easily accessible to a range of health professionals, educators and researchers visiting the website.*

- Sexual Health Centre, Cork, for a community mobilisation project that involves relationships and sexual health education components for young people in both formal and non-formal education settings.
- SouthWest Counselling Centre, Kerry, to deliver the 'Getting Real' personal development programme for adolescents who are at risk of becoming early school-leavers or who are early school-leavers.

### Youth Health Cafés and Related Services

In 2012, the Programme continued to provide funding to support the delivery of three youth cafés including the Zone Youth Health Café, Blanchardstown, the Exit Youth Health Café, Tallaght, and the Squashy Couch Adolescent Health and Information Project, Waterford. In addition to providing a welcoming space for young people, these projects were also designed to engage teenagers who are at risk of crisis pregnancy and facilitate opportunities for receiving relationships and sexual health education. The target age group for the youth cafés is 14-19 years. Approximately 1,600 young people regularly used these services in 2012.

### Crisispregnancy.ie

The Programme re-developed Crisispregnancy.ie to ensure the website was user friendly and that relevant information and research was easily accessible to the range of health professionals, educators and researchers visiting the website. The website received approximately 19,000 visits in 2012. The Programme re-designed its e-newsletter in line with the new website design. The aim of the e-newsletter is to keep subscribers up to date with relevant research reports, sexual health initiatives, training and events.

### Public Relations

In 2012, the Programme issued a number of press releases and e-newsletters and responded to media enquires, in conjunction with the HSE Press Office. The Programme regularly submitted articles to health-related publications such as HSE Health Matters Magazine, HSE Health Promotion Sexual Health News, the Irish Pharmacy Union Review and the Healthy U' magazine published by the Irish Medical News.



## STRATEGIC OBJECTIVE 2

### Contraception and contraceptive services

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Ensure high levels of awareness of contraception and contraceptive services so as to increase consistent and correct use of contraception for at-risk groups.





*New phase of the Think Contraception campaign launched in 2012: 'Relax – Johnny's got you covered'.*

## Key actions in 2012 included:

### New Emergency Contraception campaign launched in partnership with the Irish Pharmacy Sector

In 2012, the Programme continued to work in partnership with the pharmacy sector - more specifically with the Irish Pharmacy Union, the Pharmaceutical Society of Ireland and large pharmacy chains such as Boots and Unicare - on the development, launch and promotion of a campaign to promote the availability of emergency contraception directly from pharmacists and the role of the community pharmacists in providing sexual health advice. Partnerships with GPs and the family planning sector informed this process.

Over 1,600 packs of promotional materials, including a distinctive sticker showing a red exclamation mark and the message "Emergency Contraception Available Here" were distributed to community pharmacists nationwide. The sticker helps women to easily identify where emergency contraception is available, through a private consultation with the pharmacist. Other items included in the pack were an emergency contraception information leaflet, a Think Contraception booklet and an A4 poster. Additional elements of the campaign include a dedicated section on [thinkcontraception.ie](http://thinkcontraception.ie) and poster advertisements in colleges, pubs and clubs. These elements highlight the fact

that while regular contraception is the best way to prevent unplanned pregnancy, emergency contraception is available if contraception has not been used or if regular contraceptive methods have failed.

The campaign highlights the key message that when you need emergency contraception 'The Sooner, The Better' – as some types of emergency contraception are more effective the sooner they are taken. Over 100,000 emergency contraception leaflets, window stickers and posters were disseminated in 2012. The dedicated emergency contraception section on [Thinkcontraception.ie](http://Thinkcontraception.ie) received approximately 20,000 page views in 2012.

### New phase of the Think Contraception campaign launched: 'Relax – Johnny's got you covered'

The Programme launched a new phase of its 'Think Contraception' campaign to encourage consistent use of condoms among sexually active young adults. This phase of the campaign directly addresses both contraception and sexually transmitted infections (STIs). The campaign features a new character called Johnny, who helps deliver the campaign messages in a new and entertaining way. 'Johnny' encourages sexually active young men and women not wishing to get pregnant, to plan for sex, and consistently use condoms to protect against unplanned pregnancy and STIs.



## STRATEGIC OBJECTIVE 2

According to independent market research 50% of the target audience were aware of the new 'Johnny's got you covered' campaign in 2012. Johnny appeared at a number of public and student events and festivals throughout the summer and autumn. Johnny's Twitter account @thinkjohnny and Facebook page 'Johnny's got you covered' were very popular in 2012, with over 7,000 people 'liking' the Facebook page.

In 2012, there were approximately 73,000 visits to Thinkcontraception.ie and approximately 200,000 Think Contraception booklets were disseminated.

### **Sexual Health Promotion in Colleges Nationwide - Partnership with the Union of Students Ireland (USI)**

#### *Sexual Health Advice & Guidance (SHAG) Week*

The Union of Students in Ireland (USI) and the Programme launched SHAG (Sexual Health Advice and Guidance) week at DIT on Bolton Street in 2012. The Programme supported the event with their Think Contraception-branded Eco Cabs. The Eco Cabs distributed over 10,000 Think Contraception protection packs (containing a condom and sexual health information) and encouraged students to participate in the interactive 'Get Protected' digital game, which challenges players to protect themselves from STIs and unplanned pregnancies. The 2012 SHAG week continued at UCC, IT Carlow, and NUIG. Carlow IT won 5,000 Think Contraception Protection Packs for getting the highest number of game plays of the 'Get Protected' game during SHAG week.

#### *Sexual Health Education Roadshow*

The Programme partnered with the Union of Students in Ireland (USI) to launch a new initiative in colleges called the Sexual Health Education Roadshow. The aim of the initiative was to educate college students about their sexual health and to encourage students who are sexually active to have enjoyable, consensual, safer sex. The Roadshow visited four campuses – NUI Maynooth, Waterford IT, IT Sligo and IT Blanchardstown – from September to December 2012 and was supplemented by an online awareness campaign. The attractions for students included interactive and educational stands run by sexual health organisations, Think Contraception-branded Eco Cabs and digital game, promotion of STI tests and contraception choices, sexual health workshops, a sexual health magician and student

competitions. Other organisations involved included the Dublin Aids Alliance, Irish Family Planning Association, Gay Men's Health Network and Durex amongst others. Approximately 8,000 Think Contraception Protection Packs were distributed across the four colleges.

### **Think Contraception Outreach Activity – Festivals, Concerts and Bank Holiday Weekends**

The Think Contraception team distributed Think Contraception Protection Packs and stickers to festival/concert goers at the Electric Picnic festival transport hubs and outside the David Guetta concert at Marley Park.

The Think Contraception team also distributed Protection Packs over busy bank-holiday weekends outside pubs and clubs in Galway, Cork, Limerick, Kilkenny and Dublin.

Over 23,000 Protection Packs were distributed to the target audience during these activities.

### **Think Contraception 'The 12 Safer Sex Days of Christmas' Campaign**

The Think Contraception team distributed Protection Packs on the streets of Cork, Dublin, Galway and Kilkenny and at a number of college parties and nightclubs over the 12 days of the campaign. The slogan for the campaign was, 'For all those who plan to be naughty this Christmas, be nice to your partner and use a condom'. Approximately 17,000 Protection Packs were distributed during this Christmas campaign.

### **Contraception 35-55**

Approximately 16,000 'Contraception 35-55' leaflets developed by the Programme, were distributed in 2012. This leaflet, which is targeted at women aged 35 to 55, is mainly ordered by maternity hospitals, GPs, and pharmacists through the Healthpromotion.ie website.

### **Training Course in Long Acting Reversible Contraception (LARC) – Partnership with the Irish College of General Practitioners**

In 2012, the Programme provided funding to the Irish College of General Practitioners (ICGP) to continue the roll-out of an independent, externally accredited training programme for primary healthcare professionals on all methods of LARC.

As part of phase II of this initiative the Programme provided support to the ICGP to train new tutors through the provision of Masterclasses for these tutors. Over 100 new tutors have now been trained as part of phase II of this project. These new LARC tutors are now providing training in LARC to GPs and GP trainees around the country who will then be able to apply for the advanced certificate in LARC through the next phases of the ICGP's LARC programme.

### **Crisis Pregnancy: A Management Guide for General Practice – Partnership with the Irish College of General Practitioners**

In 2012, the Programme supported the ICGP on the development of an updated guide for GPs working to support clients either during or after a crisis pregnancy. The updated guide combines information from the previous Key Contact resources produced by the ICGP and the former Crisis Pregnancy Agency (CPA):

Key Contact: Primary Care Guidelines for the Prevention and Management of Crisis Pregnancy (2004)

Key Contact: Care of a Woman after an Abortion (2007).

This guide was developed by the ICGP and approved by its Quality in Practice Committee. The aim of the revised guide is to ensure that women with crisis pregnancies receive high quality care when they present to GP settings. The availability of free, State-funded crisis pregnancy counselling services, which act as key referral points for GPs who are seeking specialist services for their clients in this area, is promoted throughout the guide. The guide is due to be published in 2013.

### **Contraceptive Services**

In 2012, the Programme continued to work with a number of specialised contraceptive support services and information providers. These included:

- AkiDwA, to conduct a series of sexual and reproductive health workshops for migrant women and to link them in with local relevant services, including contraceptive and crisis pregnancy services, in a culturally-sensitive, informed and appropriate manner.
- Letterkenny Women's Centre, Donegal, for the 'iLASH' women's health clinic.




*Approximately 16,000 'Contraception 35-55' leaflets were distributed to women primarily through maternity hospitals, GPs and pharmacists.*

- Youth Health Service (YHS), to provide family planning services for young people under the age of 21.
- Sexual Health Centre, Cork, for drop-in sexual health information and support from mid 2012 as part of a wider health promotion project.

# STRATEGIC OBJECTIVE 3

## Crisis pregnancy services

Improve access to consistent high-quality crisis pregnancy counselling and post-abortion services and promote the availability of community-based post-natal and family supports.



**FREETEXT LIST TO 50444**  
positiveoptions.ie

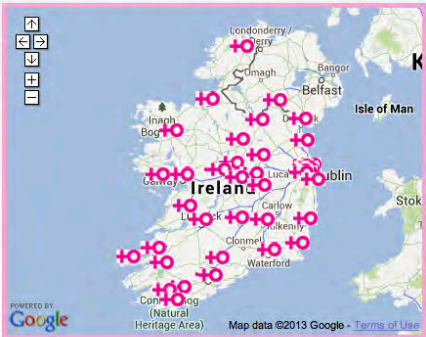
[Home](#) [Unplanned Pregnancy](#) [We're Here to Help You](#) [About Parenting](#) [About Adoption](#) [Abortion & the Law](#) [Help for Men](#) [Pregnancy & Work](#) [Don't be Manipulated](#) [About +OPTIONS](#) [Find a Service](#)


Unplanned pregnancy? Talking to a counsellor can help

Crisis Pregnancy Services

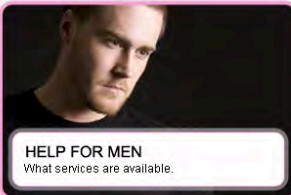
Ballinasloe CPS	+	Bray Womens Centre	+
Cura	+	Dublin Well Woman	+
Femplus Clinic	+	Here2Help Dub & Cavan	+
IFPA	+	Kerry CPCS	+
Life Pregnancy Care	+	Mayo CPCS	+
Midlands CPCS	+	One Family	+
Sexual Health Centre	+	West Cork CPCS	+
Youth Health Service	+		+

Counselling service finder:

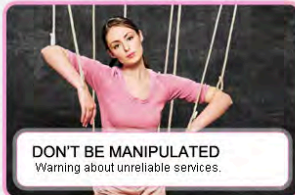





**THINK YOU MIGHT BE PREGNANT**  
and it's a problem?




**HELP FOR MEN**  
What services are available.




**DON'T BE MANIPULATED**  
Warning about unreliable services.

 [W3C](#) [WAI](#) [ARIA](#)

[Disclaimer](#) [Site Map](#) [Media](#) [Keep Website Visit Confidential](#)



[crisispregnancyprogramme](#) 

## Key actions in 2012 included:

### Crisis Pregnancy and Post-Abortion Counselling

In 2012, it remained a priority for the Programme to support the availability of free crisis pregnancy and post-abortion counselling and medical services. The Programme funds a range of service delivery models across a number of settings and locations. To facilitate good accessibility to such services is important in the field of crisis pregnancy counselling. The Programme currently funds 15 service providers to provide counselling services in over 50 locations nationwide. Eight of the services also provide access to free post-termination medical check-ups.

### Crisis Pregnancy and Post Abortion Counselling, and Medical Check-Up Service Providers in 2012

Ballinasloe Crisis Pregnancy Support Service  
Bray Women's Health Centre\*  
Cork Family Planning Clinic (free post-abortion medical check-ups only)  
CURA  
Femplus Clinic, Dublin\*  
Irish Family Planning Association\*  
Kerry Crisis Pregnancy Counselling Service\*  
Life Pregnancy Care Service  
Limerick Family Planning Clinic (free post-abortion medical check-ups only)  
Mayo Crisis Pregnancy Support Service  
Midlands Crisis Pregnancy Counselling Service\*  
One Family, Dublin  
Here2Help, Dublin and Cavan  
Sexual Health Centre, Cork\*  
The Well Woman Centre, Dublin\*  
West Cork Crisis Pregnancy Counselling Service  
Youth Health Service, Cork\*

*\* Services also receive grant funding to provide free post-abortion medical check-ups.*

### Positive Options

The 'Positive Options' campaign highlights the fact that there is always a supportive listener available to help during a crisis pregnancy and promotes the message that 'talking to



*Approximately 15,000 'Abortion Aftercare' leaflets were disseminated to GPs primarily in 2012.*

a counsellor can help'. In 2012, the Programme developed a new creative treatment for its posters, leaflets and wallet cards.

In 2012, 69% of the target audience was aware of the Positive Options campaign and its message that 'talking to a counsellor can help'. The Programme displayed the Positive Options posters and leaflets in GP surgeries nationwide. Approximately 93,000 Positive Options leaflets and 14,000 Positive Options wallet cards were distributed directly to women, mainly through GP surgeries, the Women's Mini Marathon goodie bags and Studentcents.ie fresher goodie bags.

The website Positiveoptions.ie received 50,000 visits and approximately 6,000 text messages were received requesting crisis pregnancy counselling information.

### Abortion Aftercare

The 'Abortion Aftercare' campaign promotes the availability of free post-abortion medical and counselling services to women in Ireland. The freetext service received approximately 400 messages requesting information on post-abortion services, and the website Abortionaftercare.ie received approximately



## STRATEGIC OBJECTIVE 3

9,000 visits in 2012. The Programme distributed approximately 15,000 Abortion Aftercare leaflets, primarily to GPs nationwide.

### Supervision and Training (Continuing Professional Development (CPD))

While continuing to support the availability of face-to-face crisis pregnancy counselling services the Programme also supported services to up-skill and enhance service provision through on-going supervision and training. The Programme works with all service providers to maintain the highest possible level of service quality. This is demonstrated through funding provided directly to service providers to assist with on-going training, CPD and supervision (internal and external) for those providing crisis pregnancy counselling and related services.

### Certificate Course Crisis Pregnancy Counselling Skills

The Certificate in Crisis Pregnancy Counselling Skills is delivered by the Department of Adult and Community Education, National University of Ireland, Maynooth (NUIM) and funded by the Programme. 17 HSE staff and crisis pregnancy counsellors completed the year-long, skills-based programme, which aims to support individuals working with those experiencing a crisis pregnancy to further enhance their counselling and support skills in this unique field of counselling and to set standards of good practice in the area. The course structure facilitates networking and sharing of learning, which in turn enhances the services delivered by all the organisations concerned who work in this area. A new course commenced in October 2012.

### External Evaluation of the Certificate Course Crisis Pregnancy Counselling Skills

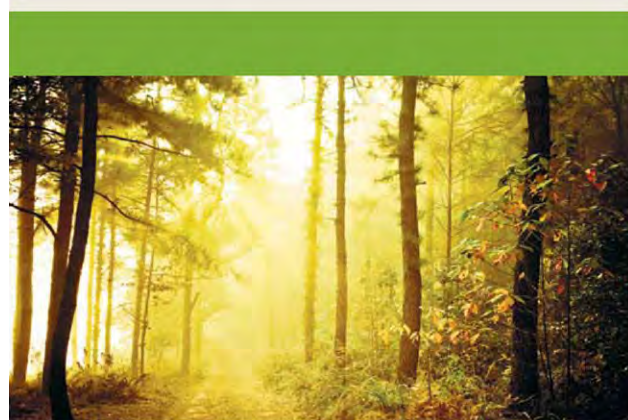
The Crisis Pregnancy Counselling Certificate Course was independently evaluated in 2012. This evaluation was commissioned in 2011. All crisis pregnancy counselling services funded by the Programme were consulted as part of this process, as were past participants.

The main findings from the evaluation were as follows:

- 91% provide crisis pregnancy counselling in their current role
- Course curriculum is viewed as robust, relevant and appropriate
- Participant feedback is broadly positive.

Department of Adult and  
Community Education

### NUI Certificate in Crisis Pregnancy Counselling 2012-2013



crisispregnancyprogramme   

*17 HSE staff and crisis pregnancy counsellors completed the year-long, skills based, Certificate Course in Crisis Pregnancy Counselling Skills.*

High ratings of effectiveness were given to:

- the learning methods (70% rated excellent)
- fulfilment of course objectives
- application of the learning to practice

Listening, empathy, counselling skills and self-awareness are noted as the most useful skills learnt.

The differences reported by participants within their work following the course included:

- Increased knowledge
- Increased self-confidence
- Increased self-awareness
- Increased awareness and appreciation of inter-agency work.

The findings are due to be shared with service providers in early 2013.

## A Series of Masterclasses Supporting an unplanned pregnancy

Organised by the  
Department of Adult and Community Education,  
National University of Ireland Maynooth  
In conjunction with  
HSE Crisis Pregnancy Programme



**The aim of these Masterclasses is to create an opportunity for professionals to gain more in-depth knowledge and skills to resource them in managing the challenges that present around unplanned pregnancy.**

The Masterclasses will provide a supportive and informative space for dialogue and reflection to help to strengthen professionals' work in the broad field of crisis pregnancy. Opportunities will be created for participants to share experiences and knowledge.

### Who is it for?

If you encounter unplanned pregnancy in the course of your professional life, and have some responsibility for supporting people who find themselves in this situation. This may include, for example, teachers, doctors, nurses, social workers, therapists, chaplains, all pastoral care workers, youth workers, volunteers.

Recognised for 4.5 CPD points by the Irish College of General Practitioners

### When?

<b>Masterclass 1</b> 10am – 4.30pm 28th September 2012
<b>Masterclass 2</b> 10am – 4.30pm 19th October 2012
<b>Masterclass 3</b> 10am – 4.30pm 16th November 2012
<b>Masterclass 4</b> 10am – 4.30pm 7th December 2012

### Where?

NUI Maynooth – the venue details to be confirmed  
Facilitator: Anne McCarthy, Department of Adult and Community Education, NUI Maynooth  
Fee: €30 per Masterclass (light lunch included)

### Masterclass 1 Termination – responding to a complex issue

28th September 2012, 10.00am – 4.30pm

The termination of pregnancy is a complex issue. Professionals who encounter this issue with their clients need clear information and guidelines as well as an opportunity to discuss and clarify their thoughts and feelings about termination. Dr. Catherine Conlon, TCD, will present her research (2012) which explores the cultural complexity in engaging with sexuality and unplanned pregnancy for migrant and ethnic minority women. Alwynne Kusein, AkiDWA, Dublin will present her experience of working directly with migrant women.

### Masterclass 2 The role of the father in an unplanned pregnancy, where is he?

19th October 2012, 10.00am – 4.30pm

The role of the father in Irish society can be complex. There are many anomalies in Irish law that make it difficult for a father to participate fully in his child's life, especially in the context of unplanned pregnancy. Fergal Hogan, WIT, will present his research concerning men's experience of unplanned pregnancy and pregnancy loss. This research challenges perceptions of men, and particularly men in relation to unplanned pregnancy, termination of pregnancy and their own sexuality.

### Masterclass 3 The minor and unplanned pregnancy – the law and child protection

16th November 2012, 10am – 4.30pm

This Masterclass will explore the complex area of supporting minors with an unplanned pregnancy and will address the legal issues involved. The legal responsibilities concerning child protection issues will be covered while simultaneously recognising the need to provide the best care for the young person. Jenny Bulbulia, BL, will address the legal issues involved in working with minors. Anne McCarthy will facilitate the group to explore the implications of the legal requirements in their work.

### Masterclass 4 Young migrants and ethnic minority women in Ireland – sexual wellbeing and unplanned pregnancy

7th December 2012, 10am – 4.30pm

This Masterclass will address the issue of supporting migrant and ethnic minority women in Ireland with an unplanned pregnancy. Dr. Catherine Conlon, TCD, will present her research (2012) which explores the cultural complexity in engaging with sexuality and unplanned pregnancy for migrant and ethnic minority women. Alwynne Kusein, AkiDWA, Dublin will present her experience of working directly with migrant women.

## Masterclasses for 'Supporting an Unplanned Pregnancy'

The aim of these Masterclasses is to create an opportunity for professionals to gain more in-depth knowledge and skills to resource them in managing the challenges that can present around supporting women, their partners and families in relation to an unplanned pregnancy. The Masterclasses provide a supportive and informative space for dialogue and reflection to help strengthen professionals' work in the broad field of crisis pregnancy. These were particularly relevant for health professionals, GPs, teachers, youth workers and others who in the course of their work encounter people who are experiencing or have experienced an unplanned pregnancy. The Masterclasses further supported the work of the Programme in the area of quality and standards development in the broad field of supporting clients with a crisis pregnancy.

### The Masterclasses in 2012 covered the following topics:

- Masterclass 1: Termination – responding to a complex issue
- Masterclass 2: The role of the father in an unplanned pregnancy – where is he?
- Masterclass 3: The minor and unplanned pregnancy – the law and child protection
- Masterclass 4: Young migrants and ethnic minority women in Ireland – sexual wellbeing and unplanned pregnancy.

Over 80 places were taken up by health professionals at these Masterclasses in 2012. Further Masterclasses in related areas of relevance to health professionals working in this area will be run in 2013.

The Programme continued to support a range of other projects and services with linkages to the strategic objective to promote the availability of community based post-natal and family supports:

## Information and Training Services for Parents

The Programme continued to support One Family's and Treoir's national information services for one-parent families and unmarried parents. These services handled over 3,500 queries to their information lines in 2012 in addition to providing face-to-face and outreach information supports. Both services reported an increase in clients with queries

*Over 80 health professionals attended the Masterclasses for 'Supporting an Unplanned Pregnancy' in 2012.*

related to financial hardships. The Programme also supports One Family's Adult Education Training Service, which provides, amongst other services, training and parent mentoring programmes.

## Other Practical One-to-One Parenting Supports

The Programme continued to support CURA's national support service for new mothers and fathers. This follow-on service provides new mothers and fathers with personal and emotional support, as well as practical help and information. The service is also open to grandparents and guardians.

The Programme also provides additional funding to a number of crisis pregnancy counselling services to provide additional supports to those who have experienced a crisis pregnancy and are parenting.

## Information Resources

The Programme funded the development and updating of a number of resources in 2012, including Treoir's 'Information Pack for Unmarried Parents' and MIC 'Information for Expectant Students and Student Parents at Third Level'.

### 'Information Pack for Unmarried Parents'

Treoir received funding to update its information pack for unmarried parents, which is disseminated to healthcare professionals and unmarried parents. It contains helpful



## STRATEGIC OBJECTIVE 3

information in relation to key matters for the target group such as the rights and obligations of cohabiting parents and information on guardianship, access, custody and shared parenting. It also includes pertinent information in relation to other legal and financial matters for unmarried parents, in addition to sections on education and training opportunities. It also includes a 'Useful Contacts' section for individuals and health professionals who may need additional support and information.

*'Information for Expectant Students and Student Parents at Third Level'*

The development of the 'Information for Expectant Students and Student Parents at Third Level' guide was funded by the Programme and Mary Immaculate College (MIC) Students Union. The Guide was formally launched at MIC in 2012. The information guide is designed for students who experience a crisis pregnancy while at college and students who are already parents and who return to education. It is a practical guide that contains information and contact points and also helps to link in students who need support - either one-to-one or through group sessions - with the Student Parent Coordinator service at MIC.

On foot of the launch, the resource was disseminated in 2012 to other Student Unions and related services in order to provide a template for replication in any such institutions that have identified a need for such a resource. This resource is available in hard copy from MIC or online at [www.mic.ul.ie](http://www.mic.ul.ie).

### Ongoing Services Supporting the Continuation of Pregnancy

In addition to the examples of services outlined, the Programme continued to fund a broad range of different projects that provide support, training and information to expectant or new parents throughout the country, including the following:

- 'Parents First' – A parenting education programme for both first-time parents and parents who feel unsupported due to geographic or social disadvantage, which consists of group work, workshops and one-to-one information and support sessions. This programme is delivered to parents in Co. Kerry through the SouthWest Counselling Centre.
- Student Parent Coordinator in Mary Immaculate College, Limerick, to provide support and information to student/expectant parents.
- The provision of a counselling and short-term foster service for mothers considering adoption delivered by Cúnamh, Dublin.
- Accommodation service for women experiencing crisis pregnancy and needing accommodation and other supports Limerick Social Service Council, Limerick.
- Sexual health and parenting supports for families availing of supported accommodation services provided by the Bessborough Centre, Cork.
- The production of a range of helpful resources and related research by Treoir, the National Federation of Services for Unmarried Parents and their Children.

- Limerick City Slickers Programme – A parenting support group for young parents residing in Limerick City and immediate environs who are socially excluded or at risk of social exclusion, targeting those at risk of a second/ subsequent crisis pregnancy. The Programme is delivered by Limerick Social Service Council in conjunction with the Teen Parents Support Programme, Limerick.

## STRATEGIC OBJECTIVE 4

### Strategic collaboration and policy influence

Foster the development of strategic partnerships and alliances to increase the participation, resources and collective commitment in improving sexual health in Ireland and the reduction of crisis pregnancy.



*Grainne O' Leary, Pharmacist and a member of the Irish Pharmacy Union and Dr. Stephanie O'Keeffe, Director, HSE Crisis Pregnancy Programme at the launch of the Emergency Contraception campaign.*

## STRATEGIC OBJECTIVE 4

Strategic partnership and collaboration are key to progressing the Programme's work. In 2012, the Programme continued to manage effective working relationships with long-established partners and developed new partnerships, as part of a broader national strategic focus to improve sexual health in Ireland. Also, the Programme made a number of evidence-based submissions to statutory organisations and provided data from its commissioned research to inform presentations made to different audiences to inform decision-making on areas relevant to its mandates.

## Key actions in 2012 included:

### Development of Third National Strategy to Reduce Crisis Pregnancy 2012-2016

In 2012, the Programme finalised its third national strategy: 'Participating in a national approach that promotes good sexual health, informed decision-making, evidence-based practice and access to high quality services'. The document outlines the strategic direction of the Programme for the period 2012-2016. Critical to this process was gathering contributions from stakeholders. The strategic objectives were devised based on the findings from a consultation process, an environmental analysis, a review of national and international research literature and external policy developments. In 2012, the Programme successfully implemented actions planned for that year.

### National Sexual Health Strategy

In June 2012, the Department of Health initiated the development of a National Sexual Health Strategy, to outline Government policy and provide strategic direction in relation to sexual health. The process involved cross-sectoral participation by stakeholders from clinical settings, front-line services, and education, research and health-promotion backgrounds. The Programme played a key role contributing to the development of national strategic objectives in this area. The strategy is due to be published in 2013.

### Sexual Health Awareness week (SHAW)

Sexual Health Awareness Week, organised by the Royal College of Physicians in Ireland, is a national forum focusing on sexual health in Ireland. The week-long event, which took

## NATIONAL STRATEGY

PARTICIPATING IN A NATIONAL APPROACH THAT PROMOTES GOOD SEXUAL HEALTH, INFORMED DECISION-MAKING, EVIDENCE-BASED PRACTICE, AND ACCESS TO HIGH QUALITY SERVICES.

## 2012 - 2016



*In 2012, the Programme finalised its third national strategy 'Participating in a national approach that promotes good sexual health, informed decision-making, evidence-based practice and access to high quality services'.*

place in May 2012, comprised a range of events around sexual health including the launch of relevant research, workshops on treatment and prevention of STIs and plenary sessions on the age of sexual consent. Dr. Catherine Conlon and Joan O'Connor launched their research report on 'Attitudes to Fertility, Sexual Health and Motherhood Amongst Non-Irish National Ethnic Minority Women Living in Ireland', commissioned by the Programme in 2010. The event is to run again in 2013, with part-funding being provided by the Programme.



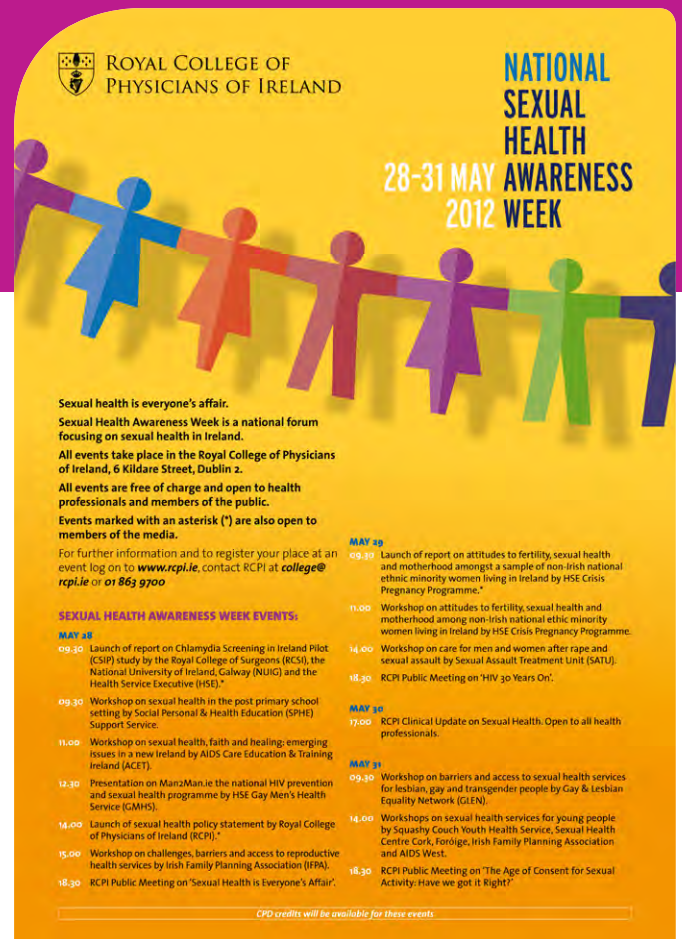
## Submissions in 2012

### *Submission to the Joint Committee for Health & Children on Children First Bill, 2012*

The Programme made a submission to the Joint Committee for Health & Children in the context of developments underway to place the Children First child protection guidelines on a legislative footing. The Programme outlined concerns expressed by services working with young people in relation to the possible implications of mandatory reporting of consensual underage sexual behaviour and provided evidence-based, nationally representative data on sexual behaviour to inform this area.

### *Submission to the Law Reform Commission's 'Sexual Offences and Capacity to Consent' Consultation Paper*

The Programme partnered with other offices in the HSE to develop a coordinated submission regarding the matter of intellectual disability and sexual consent – these included the National Advocacy Unit, the National Disability Unit, the Health Promotion Unit and Children and Families Services. The HSE welcomed the move from a protectionist perspective to a rights-based approach. A key recommendation is that legislation on capacity to consent to sexual relations should be developed alongside the provision of contextually appropriate relationships and sex education.



ROYAL COLLEGE OF PHYSICIANS OF IRELAND

**NATIONAL SEXUAL HEALTH AWARENESS WEEK**

**28-31 MAY 2012**

Sexual health is everyone's affair. Sexual Health Awareness Week is a national forum focusing on sexual health in Ireland.

All events take place in the Royal College of Physicians of Ireland, 6 Kildare Street, Dublin 2.

All events are free of charge and open to health professionals and members of the public.

Events marked with an asterisk (\*) are also open to members of the media.

For further information and to register your place at an event log on to [www.rcpi.ie](http://www.rcpi.ie), contact RCPI at [college@rcpi.ie](mailto:college@rcpi.ie) or 01 863 9700

**SEXUAL HEALTH AWARENESS WEEK EVENTS:**

**MAY 18**

09.30 Launch of report on Chlamydia Screening in Ireland Pilot (CSIP) study by the Royal College of Surgeons (RCSI), the National University of Ireland, Galway (NUIG) and the Health Service Executive (HSE).

09.30 Workshop on sexual health in the post primary school setting by Social Personal & Health Education (SPHE) Support Service.

11.00 Workshop on sexual health, faith and healing: emerging issues in a new Ireland by AIDS Care Education & Training Ireland (ACET).

12.30 Presentation on ManzMan.ie the national HIV prevention and sexual health programme by HSE Gay Men's Health Service (GMHS).

14.00 Launch of sexual health policy statement by Royal College of Physicians of Ireland (RCPI).

15.00 Workshop on challenges, barriers and access to reproductive health services by Irish Family Planning Association (IFPA).

18.30 RCPI Public Meeting on "Sexual Health is Everyone's Affair".

**MAY 19**

09.30 Launch of report on attitudes to fertility, sexual health and motherhood amongst a sample of non-Irish national ethnic minority women living in Ireland by HSE Crisis Pregnancy Programme.

11.00 Workshop on attitudes to fertility, sexual health and motherhood amongst non-Irish national ethnic minority women living in Ireland by HSE Crisis Pregnancy Programme.

14.00 Workshop on care for men and women after rape and sexual assault by Sexual Assault Treatment Unit (SATU).

18.30 RCPI Public Meeting on "HIV 30 Years On".

**MAY 20**

17.00 RCPI Clinical Update on Sexual Health. Open to all health professionals.

**MAY 31**

09.30 Workshop on barriers and access to sexual health services for lesbian, gay and transgender people by Gay & Lesbian Equality Network (GLEN).

14.00 Workshops on sexual health services for young people by Squashy Couch Youth Health Service, Sexual Health Centre Cork, Foróige, Irish Family Planning Association and AIDS West.

18.30 RCPI Public Meeting on "The Age of Consent for Sexual Activity: Have we got it Right?".

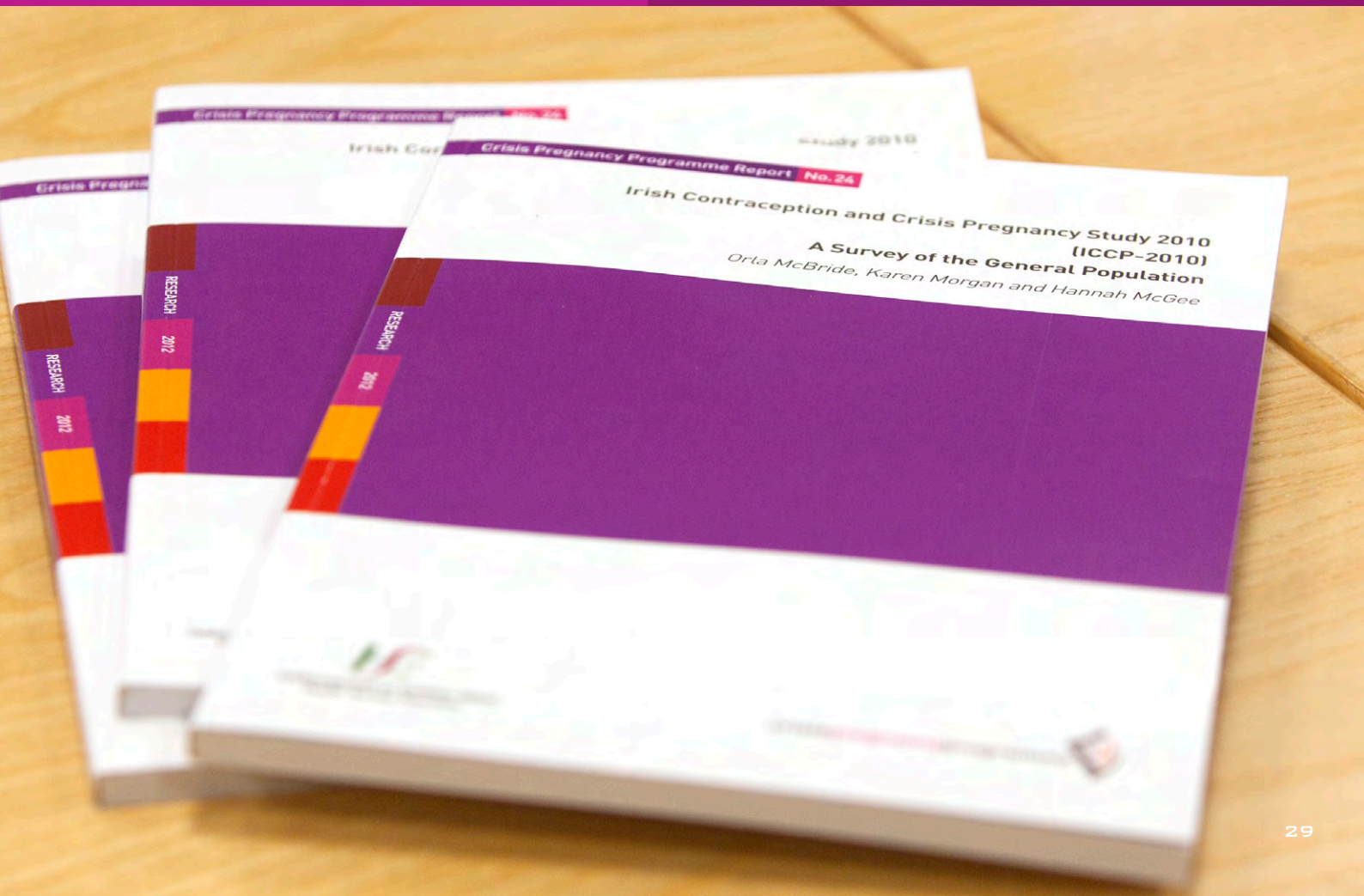
CPI credits will be available for these events

*Running order of the 2012 Sexual Health Awareness Week (SHAW) that was organised by the Royal College of Physicians in Ireland with support provided by the Programme.*

# STRATEGIC OBJECTIVE 5

## Knowledge transfer and research

Sustain a high-quality research base and increase the application of existing and new research through a comprehensive knowledge-transfer strategy directly targeting developments in policy and practice.



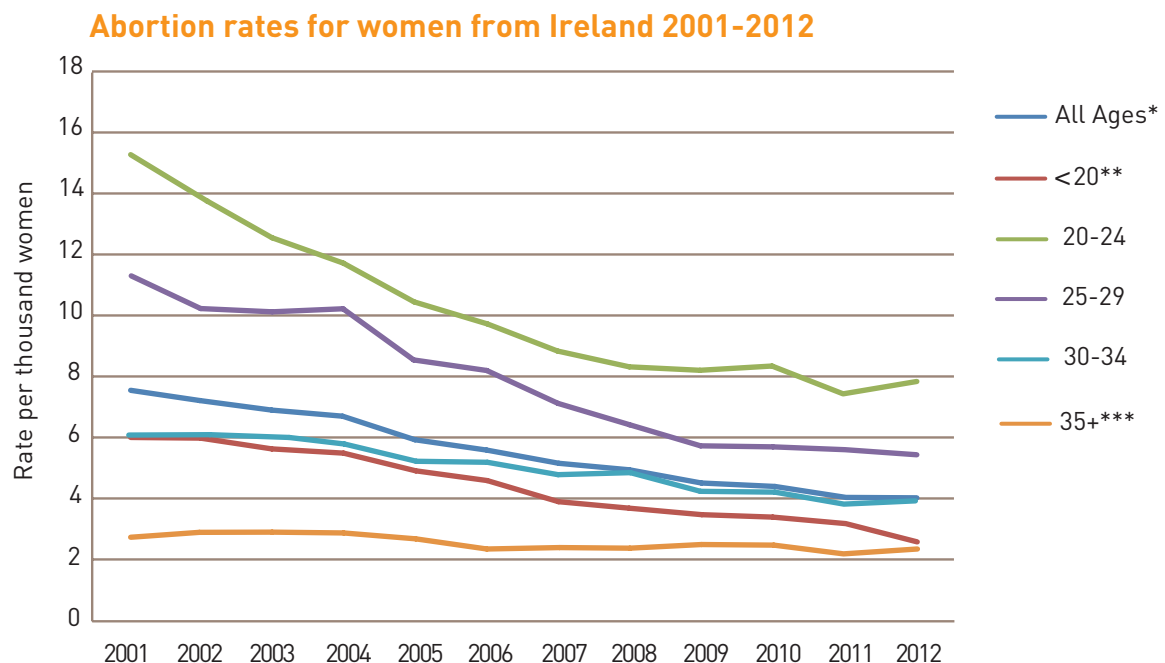
## Key actions in 2012 included:

In 2012, the Programme continued to build on its evidence-base by launching key research reports and investing in new research projects to meet its strategic objectives. The Programme focused on knowledge transfer and dissemination work. The Programme also provided support in the delivery and management of effective evaluation mechanisms for the Funding and Education and Information functions and provided research expertise to service providers.

A core role of the Research and Policy function is to monitor behavioural trends directly relating to its mandates, using a range of measurement tools and indicators.

In 2012, the rate of women travelling to the UK for an abortion decreased for the eleventh year in a row. Since 2001 (the year the Crisis Pregnancy Agency was established), the number of women giving Irish addresses at UK abortion clinics has decreased from 6,673 to 3,982 in 2012. The rate per 1,000 women has reduced from 7.5 in 2001 to 4.0 in 2012.

Ireland also experienced another decrease in the rate of births to teenage mothers, from 15 per 1,000 in 2011 to 12 per 1,000 in 2012. Teenage births have decreased by 47% since 2001. The number of teenage women travelling for an abortion has also decreased by 63% over the same period.



\*based on female population 15 - 44 years

\*\* based on female population 15 - 19 years

\*\*\* based on female population 35 - 44 years

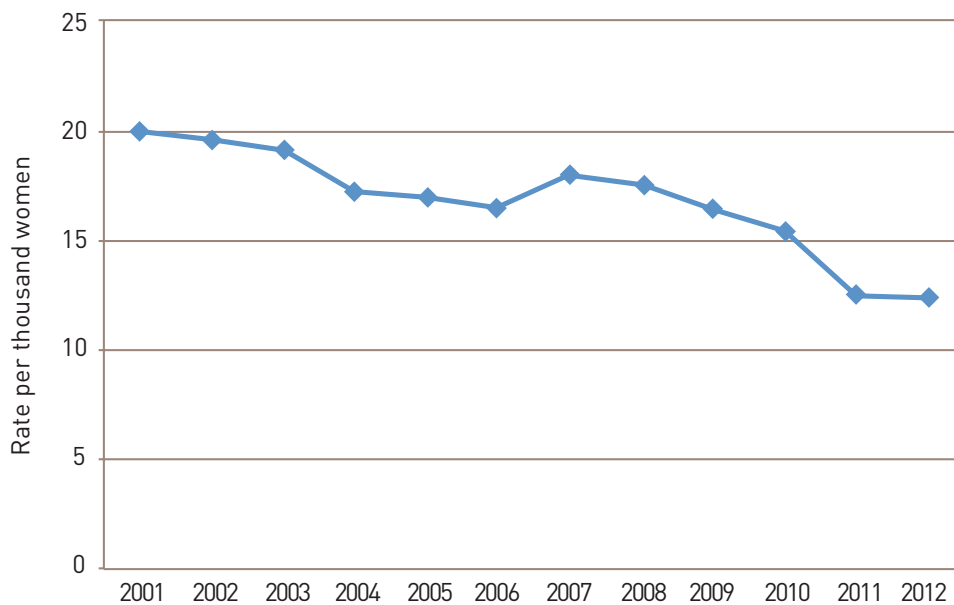
Note on data sources:

Rates 2001 - 2004 UK only

Rates 2005 - 2010 UK and NL

Rates 2011 - 2012 'All Ages': UK and NL. Other age categories: UK only. NL age breakdowns not available due to small numbers.

## STRATEGIC OBJECTIVE 5

**Birth rate for women under 20 (2001-2012)**

\* based on female population 15 - 19 years

**Launch of Irish Contraception and Crisis Pregnancy Study – 2010**

In 2012, the Programme published the Irish Contraception and Crisis Pregnancy Study – 2010 (ICC-2010), a nationally representative study of 3,002 people living in Ireland. The aim was to replicate a 2003 survey, which measured baseline data on key behavioural, attitudinal and knowledge measures, in order to assess the impact of the Programme's work over the seven-year period. The findings from both reports have been used consistently by the Programme to directly inform campaigns and initiatives to reduce the incidence of crisis pregnancy, to inform key stakeholders of the profile of crisis pregnancy in Ireland and to inform service and policy development in the area. The study was carried out by the Royal College of Surgeons in Ireland (RCSI) and was led by Professor Hannah McGee and Dr. Karen Morgan. The findings from ICCP – 2010 were widely disseminated to key stakeholders during the year.

**Launch of Report on Non-national Women's Attitudes toward Fertility, Motherhood and Sexual Health Services in Ireland**

In response to the needs of Ireland's non-Irish national population of minority ethnic women, the Programme commissioned research in 2010 exploring how such women living in Ireland perceive and make decisions about their sexual health. This qualitative study with over 80 women was launched in 2012 as part of the SHAW. The study focuses on four communities within the overall migrant and minority ethnic community in Ireland – Chinese, Nigerian, Polish and Muslim. The study was carried out by Dr. Catherine Conlon and Joan O'Connor. At the end of 2012 a knowledge transfer strategy was developed for delivery of the findings to key stakeholders in 2013.

## Research Exploring Adolescent Males' Attitudes in Relation to an Unintended Pregnancy

'If I were Jack? Adolescent males' attitudes and decision-making in relation to an unintended pregnancy' was awarded under the Programme's 2007 Research Awards Scheme and released in 2012. To gather the data, the research team produced a short film drama, which presents a week in the life of a teenager whose girlfriend becomes unexpectedly pregnant. The film was presented to male students in post-primary schools, who were asked to answer a series of role-play questions designed to explore their own views and responses as if an unintended pregnancy was happening in their lives. The findings provide an insight into how adolescent men think they would cope if an unintended pregnancy was to happen to them. The research was carried out by a team from the School of Nursing and Midwifery, Queen's University Belfast, led by Dr. Maria Lohan, in collaboration with UCD.

## Research Summary on Teenage Sexuality

As part of its 'Research into Practice' series, the Programme redeveloped its research summary about teenage sexuality, which is aimed at parents and those who work with young people. The research summary comprises research findings from a range of research reports presented in an easy-to-read format. The aim is to support people to understand more about young people and sexuality and relationships, including how young people learn about sex and relationships and what influences their sexual behaviour and learning. It also describes how parents approach sexuality education with their children.

## Irish Research Council for the Humanities and Social Sciences/Crisis Pregnancy Programme Collaborative Research Scheme

In 2012, the Programme continued its partnership with the Irish Research Council for the Humanities and Social Sciences to co-fund the Government of Ireland Collaborative Research Project scheme for established researchers. In 2012, Dr. Saoirse Nic Gabhainn, National University of Ireland, Galway, was awarded funding for 'Adolescent Sexual Health Behaviour in Ireland: Data, Dissemination and Development', which sets out to analyse the sexual health indicators from 'Health Behaviour in School Aged Children Study 2010' and other demographic indicators alongside secondary analysis

from archived nationally representative datasets. The project also sets out to develop new measures of data collection in relation to sexual health and devise appropriate dissemination mechanisms for information transfer.

## Research on Obesity and Unintended Pregnancy

In line with its strategic objectives the Programme commissioned a research study exploring the relationship between obesity, contraceptive use and contraceptive efficacy and unintended pregnancy. This comprises a quantitative analysis of social, demographic and clinical data from over 35,000 women who attended a maternity setting between 2009 and 2012. The project sets out to build on national and international evidence to examine the relationship between high Body Mass Index (BMI) and contraceptive use and efficacy. The project is being led by Professor Michael Turner, UCD Centre for Human Reproduction in the Coombe Women's Hospital.

## Research Guidance and Support

In 2012, the Research and Policy function provided research expertise and guidance to support the design, delivery and management of evaluation tools for the Programme's public health campaigns and funded services. The function worked closely with the Education and Information function to support the evaluation of B4uDecide.ie education initiative in youth work settings. As in previous years, the function played a lead role in managing the annual Omnibus Research to measure campaign effectiveness and to allow for annual comparability of key metrics. The function also supported many of the services funded by the Programme by providing guidance and feedback on various research and evaluation reports.



## Supporting the Strategic Objectives of the Programme

### Supporting the Strategic Objectives of the Programme

The following represent the key enablers required in order to deliver on the ambition and intent of the Programme's strategic plan. Please note that these are not ranked in any specific order:

- Appropriate Funding
- CPP Team and Internal Resources
- Strategic and Productive Partnerships
- Availability of a Sustained Irish Evidence Base
- Effective Communication and Dissemination

The Programme completed a number of key projects under each area and significant progress was made during the year.

### Appropriate Funding

The Programme has been subject, along with all other HSE programmes, to a number of budgetary adjustments in recent years.

Throughout the year, the Programme ensured that it managed its expenditure in line with HSE financial systems and reported accurately to the relevant HSE Finance functions. The Programme developed an annual Business Plan, in consultation with line management, which includes a series of detailed objectives and key performance indicators that are derived from the Strategy. The Programme reports on progress against the Business Plan both from a financial and project-delivery perspective during the year and again at year-end. The Programme continuously implements and monitors evaluation practices across all programmes of work and continues to monitor key indicators and statistics in relation to the prevalence of crisis pregnancy and abortion.

The Programme also ensured that its funding practices are in line with the HSE's Governance Framework for the Funding of Non-Statutory Services, by reviewing its Grant Aid Agreements and Service Arrangements and through ongoing reviews of evaluations submitted by service providers in accordance with the terms of their agreements. As part of the ongoing development of the Programme's funding processes and procedures, the Programme implemented quality improvements based on the results of self-assessment governance questionnaire returns. These questionnaires are disseminated to all service providers in receipt of grant assistance above the required threshold from the Programme annually for completion and review. The Programme also continued to monitor closely the use of funding provided through the Funding Programme. The Programme has grant agreements in place with over 30 organisations. All agreements contain detailed reporting requirements, including financial, statistical and qualitative reporting against key performance indicators and agreed service targets. Outputs are monitored on a quarterly basis.

The Programme is funded by Government through the HSE and continually strives to ensure it is accountable for its funding and to provide value for money to its stakeholders. As in previous years, the Programme prepared detailed budgets in order to enable it to monitor its expenditure carefully during the year. The Programme also produced regular financial reports, both internally and for relevant HSE Finance personnel. The Programme continued to manage successfully its commercial contracts through ongoing performance reviews and monitoring value for money in relation to these contracts. The Programme works to ensure that its procurement processes are in line with HSE procurement processes and to identify any areas where efficiencies can be made through existing HSE contracts or suppliers. The Programme continually worked to achieve a reduction in its administrative costs through negotiating best-price contracts and fully utilising internal expertise to ensure the proportion of administrative costs against service provision remained reasonable.

An appropriate level of funding is required for the Programme in order to continue to support the delivery of a national funding programme and the work of all other functions in line with its strategic objectives.

## CPP Team and Internal Resources

The 2012–2016 Strategy builds on the work of the Programme (and previously the Agency) since its establishment in 2001. As a consequence, the work programme is ambitious but deliverable. It is deliverable, however, only on the basis that the existing staff structure (as of January 2011) and internal expertise is maintained by the Programme throughout the lifetime of the Strategy. Given the ongoing difficult economic environment and the moratorium on recruitment, the Programme has continued to address capacity concerns, re-allocate roles and responsibilities and consolidate its work.

The Performance Management Development System (PMDS) aims to support staff and maximise productivity whilst ensuring employee objectives are linked to the Programme's Strategy. This is achieved through the development of individual role profiles that are firmly linked to the objectives of the Strategy and annual Business Plan. The Programme endeavours to ensure that HSE HR policies and procedures are clearly communicated and understood by all staff.

## Strategic and Productive Partnerships

Since its establishment, the Programme has initiated a number of key strategic partnerships with a diverse range of stakeholders to deliver on mutual objectives. The Programme recognises that working in partnership with relevant HSE functional areas, a range of statutory and voluntary organisations and Departments of State plays a central role in the implementation of its strategic objectives. Working in partnership ensures that the experiences and capabilities of organisations, statutory or voluntary, are combined to achieve common goals.

### *In 2012 key working partners included:*

- The pharmacy sector - on the campaign to promote the availability of emergency contraception in pharmacies.
- The Union of Students in Ireland - on new sexual health initiatives for colleges such as the Sexual Health Education Roadshow.
- The Irish Research Council for the Humanities and Social Science - to commission research relating to the Programme's mandates.

- HSE Health Promotion – to establish an information-sharing forum for sexual health promotion and education work.
- The Irish College of General Practitioners (ICGP) – on the development of 'Crisis Pregnancy: A Management Guide for General Practice'.
- Department of Adult and Community Education, NUI, Maynooth on Certificate level course and Masterclasses.

### **Availability of a Sustained Irish Evidence Base**

The Programme is recognised for taking an evidence-based approach to its work. The evidence base cannot be treated as a static resource and as a result requires continuous and ongoing commitment in order for it to inform the work of the Programme and priority areas of focus. In 2012, the Programme continued to build on its evidence-base by launching key research reports and investing in new research projects to meet its strategic objectives.

### **Effective Communication and Dissemination**

Given the education and awareness-raising role of the Programme, effective communication channels and vehicles are required to ensure that messages are delivered as intended to the target audience. In 2012 the Programme used a wide variety of channels and settings and developed innovative strategies to communicate its messages effectively and to the right audiences.

For example, the campaign to promote the availability of emergency contraception from pharmacies used window stickers, poster and leaflets in pharmacies, with posters in colleges and pubs/clubs to promote the campaign messages to a targeted audience; the Think Contraception campaign used TV sponsorships, on-the-street promotion, poster and digital advertising and social media connections, as well as the Think Contraception character Johnny, who attended events and maintained an online presence during the year.



## Appendices

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### Appendix 1: Code of Ethics

The purpose of this Code of Ethics is to articulate the principles that guide the HSE Crisis Pregnancy Programme's decision-making in light of its responsibilities towards its diverse constituencies. These principles guide the decisions that are made regarding the development, funding and support of projects and the Crisis Pregnancy Programme's research (including the research it funds). The principles form part of the frame of reference when proposals for funding are being assessed.

In its approach to its work, and in supporting the work of others, the Programme will:

- be respectful of and non-judgmental regarding the choices made by women who face crisis pregnancy;
- be respectful of a woman's autonomy and her right to privacy (within the constraints of the law);
- be guided by reliable research and good practice in all areas of its work;
- endeavour to work collaboratively with agencies working in the field;
- strive to promote policies that are respectful of the diverse experiences and viewpoints that exist on this issue;
- be supportive of agencies which:
  - use professional approaches to counsel, educate and provide information to the public;
  - fully inform clients of their organisation's ethos;
  - promote informed decision-making in resolving issues regarding crisis pregnancy and related sexual health matters;
  - use reliable research and responsible monitoring and evaluation methods to ensure accountability and good practice;
  - work to promote equity of access and quality for clients;
  - provide referrals when the information or service requested by the client is not available.

## Appendix 2:

### *Membership of the Advisory Group*

Dr Anne Marie McGauran	(Chair) Senior Analyst, National Economic Social Council (NESC)
Ms Alison Begas	Chief Executive and representative of Dublin Well Woman
Rev Daniel Nuzum	Representative of Church of Ireland Bishops
Ms Ursula Byrne	Education Officer and representative of An Bord Altranais
Ms Frances Byrne	Director and representative of OPEN
Ms Bridget Collins	Representative of Pavee Point and of the Traveller Community
Dr Miriam Daly	General Practitioner and representative of Irish College of General Practitioners
Ms Sherie de Burgh	Director of Counselling and representative of One Family
Ms Jessica Dempsey	Press and Communications Officer, the Chambers of Commerce of Ireland, and Employers representative
Ms Roisin Dermody	Disabled Women's Working Group member and representative of people with disabilities
Ms Margot Doherty	Assistant CEO and representative of Treoir, the National Federation of Services for Unmarried Parents and their Children
Ms Catherine Duffy	National Planning Specialist and representative of Primary Care, HSE West
Ms Triona Fitzpatrick	Social Worker and representative of the Irish Foster Carers Association
Ms Louise Graham	National Co-ordinator and representative of CURA
Mr Fergus Hogan	Lecturer Waterford Institute of Technology and representative on mens' health
Ms Julie Kerins	Senior Social Worker, Cúnamh, and representative of Council of Irish Adoption Agencies
Ms Brenda Kneafsey	Aftercare Network Support Co-ordinator and representative of IAYPIC
Ms Anne Maree Quinn	Representative of Irish Episcopal Conference
Dr Helen McMillan	Representative of Institute of Obstetrics and Gynaecology
Ms Denise McCarthy	Welfare Officer and representative of the Students Union of Ireland
Ms Siobhan Brennan	Senior Project Officer, National Youth Health programme and representative of the National Youth Council of Ireland
Ms Frances Shearer	RSE National Co-ordinator and representative of the Education Sector
Ms Rose Tully	Representative of the National Parents Council Post Primary
Ms Alwiye Xuseyn	Project Health Officer and Representative of AkiDWA

## Appendix 3:

### *Staff members not in post at year-end*

Dr Stephanie O'Keeffe held the post of Director until July 2012.

Mary Smith held the position of Research Officer until February 2012.

## Appendix 4: Support Services

### Crisis Pregnancy Counselling

Free, State-funded crisis pregnancy counselling is available at over 50 centres nationwide. For a list of organisations offering free, non-judgemental crisis pregnancy counselling, members of the public can visit [Positiveoptions.ie](http://Positiveoptions.ie) or freetext the word LIST to 50444.

### Abortion Aftercare Services

For information about free post-abortion medical and counselling services funded by the Programme, members of the public can visit [Abortionaftercare.ie](http://Abortionaftercare.ie) or freetext the word AFTERCARE to 50444.

### Contraceptive Information

[Thinkcontraception.ie](http://Thinkcontraception.ie) is a comprehensive resource which contains interactive information on contraception, sexual health, fertility and sexually transmitted infections (STIs), as well as a sexual health quiz.

### Resources for Parents

The Programme has developed a number of resources to assist parents in providing age-appropriate information to their children on relationships and sex:

- 'Busy Bodies' - DVD and booklet for parents of 10-14 year olds. Parents can order a copy by freetexting the word BUSY followed by their name and address to 50444.
- 'You Can Talk To Me' - DVD and booklet for parents of 11-15 year olds. Parents can order a copy by freetexting the word PARENT followed by their name and address to 50444.
- 'Tips for Talking to Older Teenagers' - Supplement for parents of older teenagers. Parents can order a copy by freetexting the word TALK followed by their name and address to 50444.
- B4uDecide.ie - a website for teenagers and their parents featuring quizzes, polls and video interviews with young people on forming healthy relationships and dealing with peer pressure. The website also includes a section called 'The Facts' that deals with the age of consent, contraception, STIs and crisis pregnancy.

- 'The Facts' - DVD for parents of 15-17 year olds - contains information on fertility, contraception, STIs and crisis pregnancy. Parents can order a copy by freetexting the word FACTS followed by their name and address to 50444.

### Crisis Pregnancy Programme website

[Crisispregnancy.ie](http://Crisispregnancy.ie) contains comprehensive information relating to crisis pregnancy and is frequently updated with research, press releases and information resources.



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[info@crisispregnancy.ie](mailto:info@crisispregnancy.ie)**

**Tel: 353 1 814 6292  
Fax: 353 1 814 6282**



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