HSE CRISIS PREGNANCY PROGRAMME

2013

annual report

crisispregnancyprogramme

HSE Crisis Pregnancy Programme
Map of Counselling Services

Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive

crisispregnancyprogramme

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Foreword

In the space of 12 years the HSE Crisis Pregnancy Programme has co-ordinated work in the areas of crisis pregnancy prevention, sexual health promotion and service development and improvement. Evaluation of the Programme's work demonstrates significant achievements in delivering its mandate through evidence-based initiatives in its funding, education and information and research and policy functions.

2013 saw a further decrease in the number of women giving Irish addresses at abortion clinics in the UK. It was the twelfth successive year in which a decrease was recorded. According to UK Department of Health figures, the number of women giving Irish addresses at abortion clinics has decreased from 6,673 in 2001 to 3,679 in 2013, a decline of 45%. This equates to a decrease in the abortion rate from 7.5 per 1,000 women in Ireland in 2001 to 3.8 per 1,000 in 2013.

The total number of births to teenagers has also decreased, from 3,087 in 2001 to 1,381 in 2013, a decline of 55% over 12 years. This equates to a decrease in the teenage birth rate from 20 per 1,000 of women aged 15–19 in the population in Ireland in 2001 to 10.4 per 1,000 in 2013.

The Programme delivered on a significant service plan in 2013, despite staff losses. The staff of the Programme played a key role in the development of the National Sexual Health Strategy 2014–2020. This new strategic plan, managed by the Department of Health, outlines Government policy and provides strategic direction for sexual health in Ireland. The Programme's staff contributed to the development of the document by providing knowledge and expertise in the areas of communication, education, research and service provision. The Health and Wellbeing Division of the HSE will have oversight and more specifically the Crisis Pregnancy Programme will have responsibility for implementation of actions within the national sexual health strategy that are within the remit of the HSE. We will also support other agencies to deliver on their actions as appropriate. The Programme looks forward to building on the good working relationships and alliances that were forged during the strategic development process.

The Programme's Education and Information function worked closely with the HSE National Communications Unit to develop a new phase of its 'Think Contraception' campaign addressing both pregnancy and sexually transmitted infections (STIs). The message of the campaign is that it may not happen every time, but when it does – Johnny's got you covered. Research reports suggest that the campaign is well recognised with 71% of the target audience aware of the new 'Johnny's got you covered' campaign in 2013. Johnny's Twitter account @thinkjohnny and Facebook page 'Johnny's got you covered' are also very popular, with over 30,000 people 'liking' the Facebook page since it was set up in mid-2012. Over 200,000 people have also viewed the TV advert via YouTube since the TV ad was launched in November 2013.

The Programme's Research and Policy function continued its work with the research team delivering the Sexual Health and Education Needs of Young People in Care (SENYPIC) research programme. The research is being led by Professor Abbey Hyde, School of Nursing & Midwifery, University College Dublin (UCD). This research is the first of its kind nationally and internationally and the outputs will be used to support the needs of young people in foster care and residential care. It is planned to launch the full programme of research in the fourth quarter of 2014.

Another piece of research that was commissioned in 2013 will explore the factors that inhibit and enable age-appropriate communication between parents and young children aged between 4 and 9 years about relationships, sexuality and growing up. Dr Catherine Conlon of Trinity College Dublin (TCD) is leading this research and the findings are expected in early 2015. The Programme recognises the vital role parents play in educating their children about these topics and is strategically committed to supporting parents to deliver this to the best of their capacity.

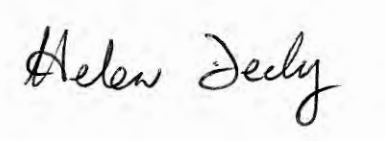
The Programme's Funding function continued to support the availability of face-to-face crisis pregnancy counselling and post-abortion services. A key focus of this work is the ongoing engagement with service providers to maintain the highest possible level of service quality. Funding is provided directly to service providers to assist with ongoing training, CPD and supervision (internal and external) for those providing crisis pregnancy counselling and related services.

Over 100 HSE staff and crisis pregnancy counsellors have completed the year-long Certificate in Crisis Pregnancy Counselling Skills course with the National University of Ireland Maynooth (NUI Maynooth). The course aims to support individuals who work 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.

Over 240 places have been taken up by health professionals at the Masterclasses for Supporting an Unplanned Pregnancy since the series commenced in 2011. Topics covered as part of these masterclasses in 2013 included; 'The Law and Crisis Pregnancy Counselling', 'Advanced Counselling Skills' and 'Termination: Dealing with Complex Issues'.

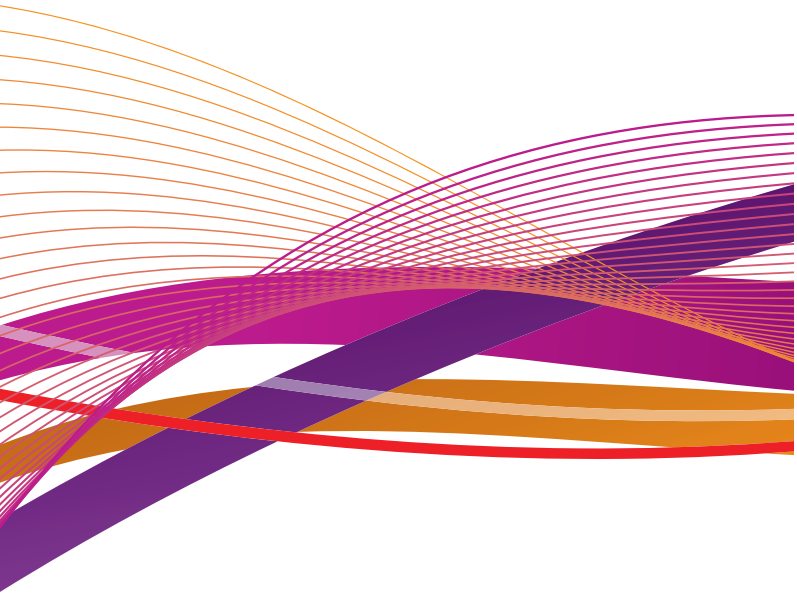
I would like to thank the Advisory Group to the Programme, chaired by Dr Anne Marie McGauran, which provided valuable support and guidance to the staff of the Programme in 2013.

I would also like to thank the staff of the Programme, who successfully delivered on an ambitious service plan in 2013, for their continued hard work and dedication to the Programme.



Helen Deely
Head of the HSE Crisis Pregnancy Programme

Role of the HSE Crisis Pregnancy Programme



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 HSE 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, is a strategy plan for how the Programme addresses the issue of crisis pregnancy.

The national sexual health strategy is due to be published in 2014 and the Programme will be responsible for the implementation of the actions within the remit of the HSE.

Mandates

A national 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.

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. It states:

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 co-ordinated approach that promotes good sexual health, informed decision-making, evidence-based practice and access to consistent, high-quality services and supports.

Functions

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 2001, as amended in 2007. The functions of the Programme are:

(i) in consultation with Departments of State[1] 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].

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

(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

(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 to 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, advice to the Minister or other Ministers of the Government on issues relating to crisis pregnancy;

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

The Programme's Code of Ethics articulates the principles that guide decision-making regarding the development, funding and support of projects and research (including the research it funds). See Appendix 1 for further detail.

Structure of the Programme

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 HSE 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.

Health and Wellbeing Division

In mid-2013, the Health and Wellbeing Division was established in the HSE, arising from new governance arrangements for the health services. The work of the Health and Wellbeing Division is focused on helping people to stay healthy and well, reducing health inequalities and protecting people from threats to their health and wellbeing. The Division is led by a National Director, who reports to the Director General of the Health Service. It comprises: Health Promotion and Improvement; Public Health and Health Protection; Child Health; Environmental Health; National Screening Services; Emergency Management; and Knowledge Management (Health Intelligence).

The National Office for Health Promotion and Improvement is an integral component of the Health and Wellbeing Division and is led by an Assistant National Director reporting to the National Director of Health and Wellbeing. The Crisis Pregnancy Programme forms part of the National Office for Health Promotion and Improvement.

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.

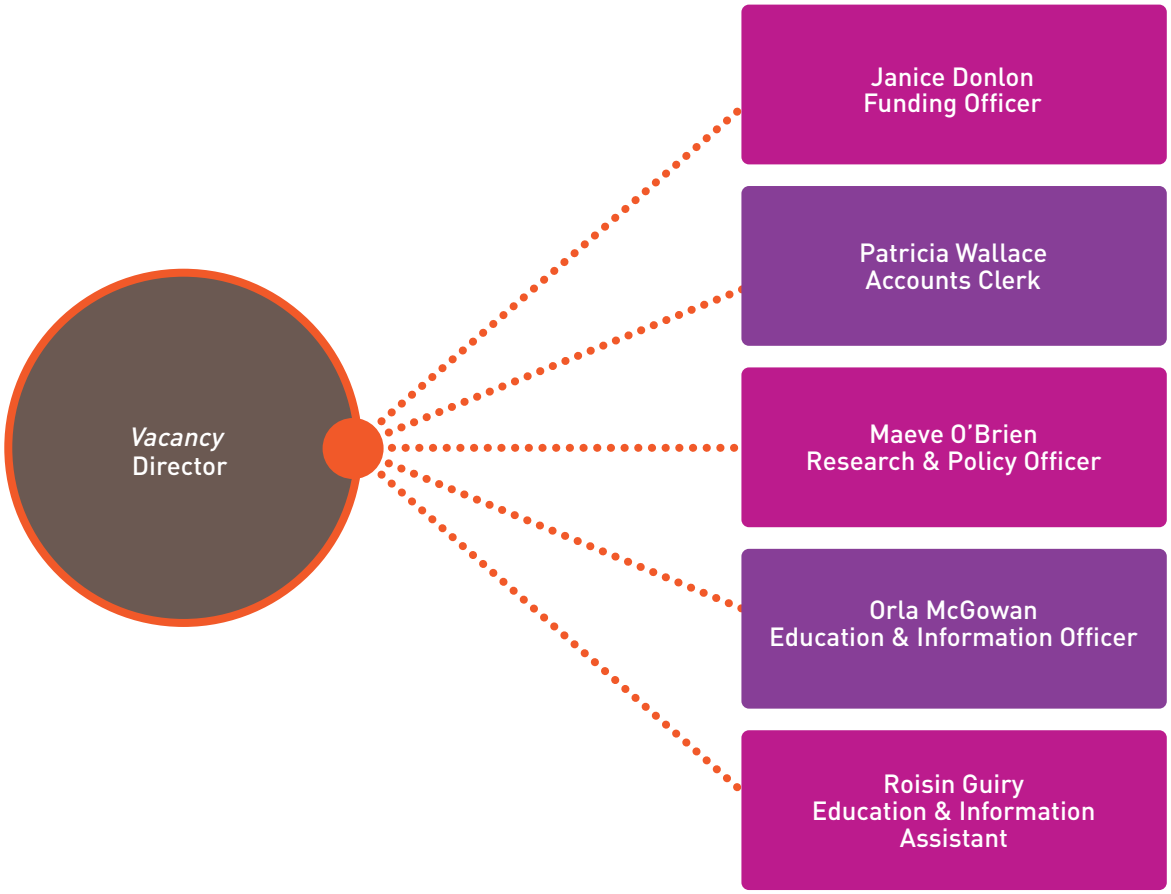
In 2013, the Group was chaired by Dr Anne Marie McGauran of the National Economic and Social Council (NESC). The Group met to discuss the following topics during 2013:

- Provision of post-abortion counselling in Ireland
- Development of a self-assessment framework for crisis pregnancy services
- Research on solo and unmarried-cohabitant parenthood & crisis pregnancy in Ireland – presentation
- The sexual health and sexuality education needs of young people in care (SENYPIC study): the views of service-providers – presentation
- Standardised framework for crisis pregnancy counselling services – manual.

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

Staff

The Programme had five members of staff at the end of 2013. The chart outlines the staff structure.



Staff members not in post at year-end

Sarah Ryan held the position of Funding Officer until August 2013.

Marsha Williams held the position of Receptionist / Director's PA until August 2013.

Strategic Objectives

For the five-year period of the Strategy 2012–2016, the Programme is focusing its work on 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.

The Programme has 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.

This 2013 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 2013 included:

Evaluation of the B4uDecide.ie Education Initiative

In 2013, the Programme finalised the evaluation of the B4uDecide.ie education initiative in the youth work setting and commenced the evaluation of the initiative in the post-primary school setting. The project has involved focus groups and in-depth interviews with youth workers and teachers who have delivered the B4uDecide.ie programme to young people. The findings from the evaluation in the school setting are due in early 2014.

B4uDecide.ie Resource Materials for Teachers and Youth Workers

In 2013, the Programme disseminated over 1,700 B4uDecide.ie resource materials to teachers through Healthpromotion.ie and through training carried out by the Social, Personal and Health Education (SPHE) Support Service of the Department of Education and Skills. The Programme also disseminated over 360 B4uDecide.ie resource materials to youth workers through Healthpromotion.ie and through training carried out by the National Youth Council of Ireland (NYCI).

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

Following findings from the evaluation of the B4uDecide.ie education initiative in the youth work setting and findings from a separate survey of young people, the Programme commenced the re-development of the B4uDecide.ie website. The primary objective of the re-development is to better communicate the main content of the site and to give young people a reason to engage with the site. The B4uDecide.ie website gives young people the information they need to make healthy, responsible decisions about relationships and sex. B4uDecide.ie received nearly 65,000 visits in 2013.

TRUST Resource for Teachers and Youth Workers

The TRUST (Talking Relationships Understanding Sexuality Teaching) Resource for Senior Cycle Relationship and Sexuality Education (RSE), developed by the Programme in partnership with the Department of Education and Skills, was disseminated through the RSE Senior Cycle training for teachers delivered by the SPHE Support Service, and to youth organisations through NYCI training. 294 TRUST Resources packs were disseminated in total in 2013.

'If I Were Jack' Educational Resource

Queen's University Belfast completed 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 in 2013. The educational resource is based on a film/drama entitled *If I Were Jack – adolescent men's attitudes and decision-making in relation to unintended pregnancy*. The resource has been available to all schools in the Republic of Ireland since June 2013. The resource was co-funded by the Programme following the publication of a research project commissioned under the Programme's 2007 Research Awards.

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 free text service and at events in 2013, including approximately:

9,422 'Parents – Tips for Talking to Older Teenagers'
6,055 'You Can Talk To Me' DVDs and Booklets
1,332 'Busybodies' DVDs and booklets
4,047 'The Facts' DVDs and booklets.

Supporting parents in talking to their children about relationships and sex

The 'Parents – Tips for Talking to Older Teenagers' supplement was re-branded to 'Advice for Mams and Dads: Talking to Teenagers about Relationships & Sex' and was re-designed to refresh the look and feel of the supplement in late 2013.

Young Social Innovators

In 2013, 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 over 170 sexual health information packs to teachers and youth workers attending YSI in-service training in September in order to address issues raised in the classroom and to inform and educate teachers and students. A representative from the Programme was a panel member at the Dublin City Speak Out Forum and the Annual Showcase. 29 projects were entered into the 'Relationships and Sexual Health' challenge award and the challenge was awarded to the students of Coláiste Muire, Ennis, Co. Clare for their project entitled 'Sexication'.

Staff members attended the YSI Speak Outs and Annual Showcase in Cork, Dublin and Kilkenny, promoting the B4uDecide.ie website. As part of this activity the staff members carried out a survey with the young people in attendance. The young people were asked five questions related mainly to the B4uDecide.ie website and 262 surveys were completed across the three days. The findings from these surveys were used to inform the brief for the re-development of B4uDecide.ie in 2013.

Sexual Health Information Dissemination

The Programme has developed information and education materials that are 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 of communication and dissemination of all the Programme's resource materials is the Healthpromotion.ie website.

In 2013, approximately 457,000 of the Programme's combined resource materials were disseminated to a range of key target audiences through Healthpromotion.ie, Healthbrochures.ie, SMS service, Inform Display Systems and a variety of events and conferences including:

- Irish Guidance Counsellor Conference
- Teacher Union in Ireland Conference
- Association of Secondary Teachers in Ireland Conference
- Institute of Obstetricians & Gynaecologists Conference
- Ireland's Annual Joint Midwifery Conference
- Youth Advocate Programme Conference
- Youth Work Ireland Conference
- National Parents Council Post Primary Conference
- National Primary Care Conference
- Sexual Health Awareness Week
- Dáil na nÓg.

Training 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 2013.

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. 630 parents attended 15 information sessions and 17 training programmes in 2013.

- The Irish Family Planning Association received funding for the delivery of the 'Speakeasy' programme for parents. 96 parents completed the eight-week intensive training, which commenced in November 2012 and was completed in late 2013.
- 'REAL U' Relationships Explored and Life Uncovered – Training for Youth Workers was delivered to 141 youth workers in 2013.

Other programmes that continued to receive funding from the Programme in 2013 included:

- NYCI's 'Leave it til later' training, which supports the Programme's B4uDecide.ie education initiative. 'Leave it til later' training sessions were delivered to 83 youth workers in 2013.

Training Initiatives for Young People

The Programme 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 programme for young women and men 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.
- 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, for the delivery of the "Get 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 2013, the Programme continued to provide funding to support the delivery of three youth cafés: the Zone Youth Health Café, Blanchardstown and Phibblestown, 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 are 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 2,000 young people regularly used these services in 2013.

Crisispregnancy.ie

Crisispregnancy.ie provides relevant information and research in an easily accessible format to a range of health professionals, educators and researchers visiting the website. The website received approximately 15,000 visits in 2013.

E-newsletter

The Programme issued five e-newsletters, in March, July, September, October and December 2013, to its subscription list of over 700 people. 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 2013, the Programme issued a number of press releases, responded to media enquiries and carried out interviews, in conjunction with the HSE Press Office. The Programme regularly submitted articles to health-related publications such as *HSE Health Matters Magazine*, HSE South *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

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

Key actions in 2013 included:

New Phase of the 'Think Contraception' Campaign

The Programme launched a new phase of its 'Think Contraception' campaign to encourage consistent use of condoms among sexually active young adults. The campaign directly addresses both contraception and sexually transmitted infections (STIs). The advert focuses on telling a few wry stories about well-made plans to have sex, that do not quite work out. The message is that it may not happen for you every time, but when it does – Johnny's got you covered.

According to independent market research, 71% of the target audience were aware of the new 'Johnny's got you covered' campaign in 2013. Johnny is the character featured in the campaign and he represents the safety and reassurance of using a condom. 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 2013, with over 30,000 people 'liking' the Facebook page to date. Over 200,000 people have viewed the TV advert via YouTube since it was launched in November 2013.

In 2013, there were over 130,000 visits to Thinkcontraception.ie and almost 125,000 'Think Contraception' booklets were disseminated.

New campaign to raise the awareness of the rise in Gonorrhoea cases: OMG

Dublin AIDS Alliance, the Union of Students in Ireland (USI), SpunOut.ie, the Programme and 'Think Contraception' developed a social media campaign to tackle the rise in gonorrhoea cases. Between 2011 and 2012 there was a 33% increase in gonorrhoea cases, and young men and women aged 17 to 29 years were identified as a particular at-risk group. The tongue-in-cheek style of key messages for the campaign helped with getting the information across to young adults in both a humorous and a factual way. Social media messages promoted safer sex, prevention of STIs including the consistent use of condoms, and STI testing and treatment services.

The campaign aimed to get gonorrhoea prevention messages trending on Twitter #OMGsti, which it achieved.

An information booklet was also developed and widely distributed, particularly to organisations working with young people who don't have easy online access. Outreach activities, including the distribution of free condoms, formed part of the campaign to ensure those most at risk are aware of how to prevent STI transmission.

Sexual Health Promotion in Colleges Nationwide

Sexual Health Advice and Guidance (SHAG) Week

The USI and the Programme launched SHAG (Sexual Health Advice and Guidance) week at UCD in 2013. The Programme supported the event with 'Think Contraception'-branded Eco Cabs. The Eco Cabs distributed thousands of '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 Roadshow visited five campuses during SHAG week: UCD, Galway-Mayo Institute of Technology (IT), Dublin IT, Limerick IT and Athlone IT. The attractions for students included interactive and educational stands

The Programme launched Sexual Health Awareness and Guidance Week with Union Student of Ireland(USI) supported with 'Think Contraception'.

Tackling the rise in gonorrhoea cases in 2013.

run by sexual health organisations, promotion of STI tests and contraception choices, sexual health workshops, a sexual health magician and student competitions. Other organisations involved included Dublin Aids Alliance, Irish Family Planning Association, Cura and Treoir amongst others.

Annual USI Students' Union Training Week

The Programme, in partnership with Health Promotion, HSE South, developed and facilitated training on the topic of 'Sexual Health' to incoming Student Welfare Officers for all colleges affiliated with the USI. The training aimed to increase knowledge of holistic sexual health and to provide a practical opportunity for Welfare Officers to brainstorm their ideas around the development of a sexual health initiative in their own colleges.

Freshers' Week Competition – Sexual Health Initiatives in Colleges

The USI in conjunction with the Programme co-ordinated a competition in advance of Freshers' Week for colleges to win thousands of condoms. Students' Unions were asked to run a sexual health activity on campus and to send a brief description of the activity, including information on the promotion and visual footage that showcased the activity, to USI and the Programme. The best five colleges: IT Tralee, Cork IT, Dublin IT, TCD and University College Cork, won 4,000 condoms to use for their next sexual health event/activity/campaign on campus.

'Think Contraception' Outreach Activities

Summer Festivals, Concerts and Student Events

Risk-taking behaviour often increases during the summer months, making them the pivotal times for delivering messages relating to sexual health. The 'Think Contraception' team distributed 'Think Contraception' protection packs and stickers to young adults at a number of events: Jervis Student Night, St Patrick's Day Festival, UCD Ball, Cat Laughs, Forbidden Fruit, Sea Sessions, Longitude, Knockanstockan, Indiependence, Oxegen, Eminem, Electric Picnic and Oktoberfest.

The Programme's main activity at these events involves one-to-one distribution of 'Think Contraception' protection packs (condom and sexual health information). A new element of the campaign was launched in 2013 called the 'Johnny Mobile'. This 'Think Contraception'-branded multi-person pedal cycle engages the target audience with the 'Think Contraception' key messaging. It can also be used to provide short spins around the festival area, bridging transport gaps at events, or for taking festival goers from place to place on site.

'Think Contraception' partnered with Entertainment.ie for the summer festival period, promoting safer sex messaging via social media, the Entertainment.ie website and newsletter and via competitions for festival tickets.

Approximatly 45,000 protection packs were distributed to the target audience during these activities.

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 such as Copper Face Jacks, Palace Nightclub, NUI Maynooth Christmas Ball and Cork IT Student night over the Christmas period. Approximately 17,000 protection packs were distributed during the Christmas campaign.

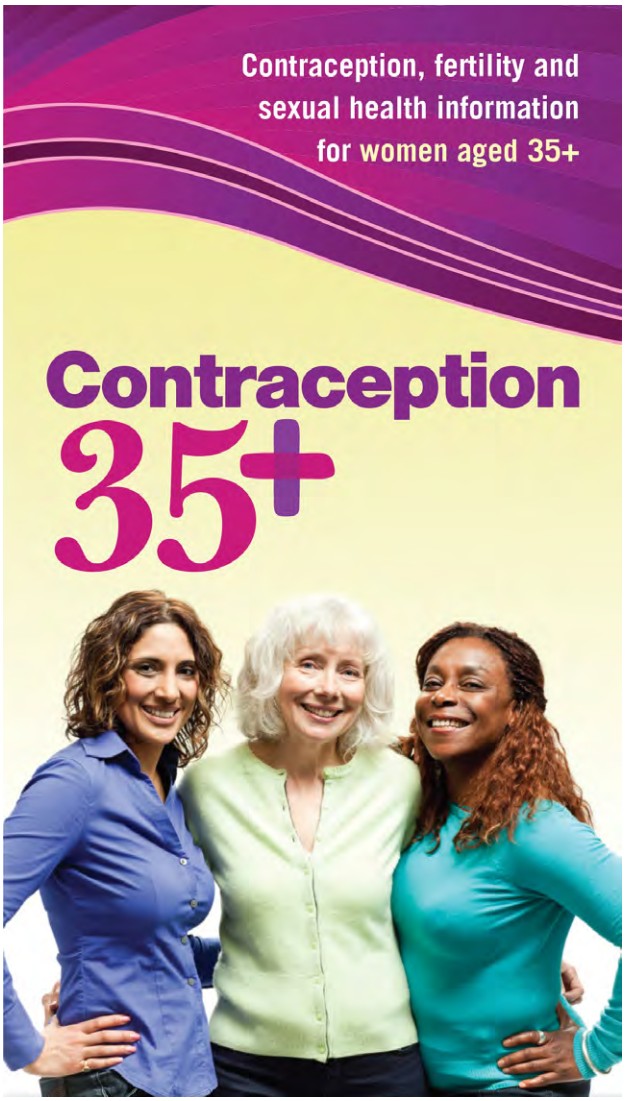
Distribution of 'Think Contraception' Protection Packs to Non-Irish Nationals

The Programme initiated a partnership with Dublin Aids Alliance (DAA) to distribute 'Think Contraception' protection packs to non-Irish nationals via the DAA outreach programme, primarily in Dublin city centre. The protection packs were distributed through various channels, including the DAA walk-in service, DAA street outreach service, DAA monthly HIV and STI clinic and at specific ethnic events. Over 5,500 protection packs were distributed between November and December 2013.

New 'Contraception 35+' leaflet

Following consultation with a range of health professionals in the area of health promotion, family planning, GP and maternity care, the Programme re-developed the 'Contraception 35+' leaflet in late 2013. The leaflet now covers a broader range of topics relevant to women who are in their 30s, 40s and 50s, including contraception options, fertility after childbirth, breastfeeding and contraception, perimenopause and menopause, pregnancy, emergency contraception, STIs and where you can go to discuss your contraceptive needs or STI services. The leaflet was focus tested with women within the target audience and was received very positively.

Approximately 8,000 'Contraception 35+' leaflets were distributed in 2013 to maternity hospitals, GPs, and pharmacists through the Healthpromotion.ie website.



Providing information for older women

E-Learning Module for GPs on STIs

The Irish College of General Practitioners (ICGP), with funding from the Programme, launched a new e-learning module for general practitioners in 2013, on the Management of Sexually Transmitted Infections (STIs) in Primary Care. The purpose of this module is to support healthcare professionals in the diagnosis and management of STIs in line with current guidelines for best practice.

The module includes instruction on the context of STIs in Ireland, advice on taking a sexual health history, the appropriate tests and investigations for STIs as well as when and where to send these tests, and advice on the management of STIs. Access to the module is restricted to healthcare professionals and is being offered online via the ICGP website.

Contraceptive Services

In 2013, 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.
- 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 service from mid-2013 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.

Key actions in 2013 included:

Crisis Pregnancy and Post-Abortion Counselling

In 2013, 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. Such counselling services must be accessible and 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 2013

Ballinasloe Crisis Pregnancy Support Service
Bray Women's Health Centre*
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' Campaign

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 a counsellor can help'.

In 2013, 66% of the target audience was aware of the 'Positive Options' campaign and its message that 'talking to a counsellor can help'. The Programme displayed 'Positive Options' posters and leaflets in GP surgeries nationwide. The Programme also advertised free crisis pregnancy counselling services in the Golden Pages/Truvo regional directories to mitigate against disingenuous counselling and/or information services which seek to influence a women's decision with regard to her pregnancy.

Approximately 84,000 'Positive Options' leaflets and over 61,500 '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 was reformatted to ensure the site is smartphone-enabled and accessible to all those seeking information and support via mobile devices. The site received over 100,000 visits and approximately 5,000 text messages were received requesting crisis pregnancy counselling information in 2013.

'Abortion Aftercare' Campaign

The 'Abortion Aftercare' campaign promotes the availability of free post-abortion medical and counselling services to women in Ireland. The freetext service received approximately 200 messages requesting information on post-abortion services, and the website

Abortionaftercare.ie received approximately 9,000 visits in 2013. The Programme distributed approximately 2,700 'Abortion Aftercare' leaflets via Healthpromotion.ie.

Supervision and Training (Continuing Professional Development (CPD))

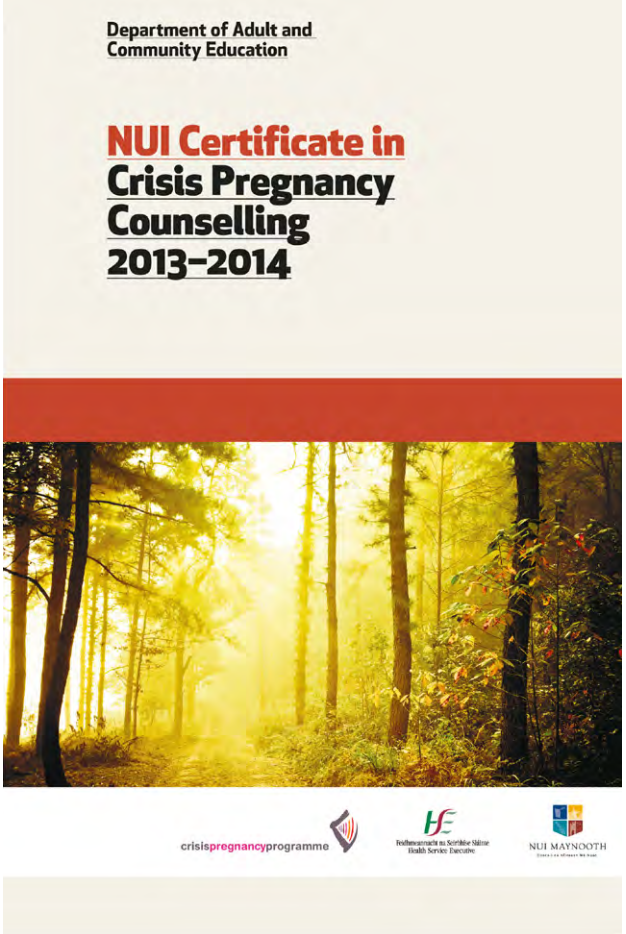
While continuing to support the availability of face-to-face crisis pregnancy counselling services the Programme also supported services to up-skill and enhance service provision through ongoing supervision and training. The Programme works with all service providers to maintain the highest possible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

Certificate Course in Crisis Pregnancy Counselling Skills

The Certificate in Crisis Pregnancy Counselling Skills is delivered by the Department of Adult and Community Education, NUI, Maynooth and funded by the Programme. 16 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 2013 for the academic year 2013 – 2014.

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,



Developing the skills of crisis pregnancy counsellors

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 support the work of the Programme in the area of quality and standards development in the broad field of supporting clients with a crisis pregnancy.

Masterclasses cover the following topics:

Masterclass 1: The Law and Crisis Pregnancy Counselling (held in Maynooth and Cork)

Masterclass 2: Advanced Counselling Skills (held in Maynooth and Cork)

Masterclass 3: Termination: Dealing with Complex Issues (due to be held in 2014)

Masterclass 4: Ethics and Supervision (due to be held in 2014)

Over 80 places were taken up by health professionals at these masterclasses in 2013. Further masterclasses in related areas of relevance to health professionals working in this area will be run in 2014.

Crisis Pregnancy Counselling Skills – A Practice Guide

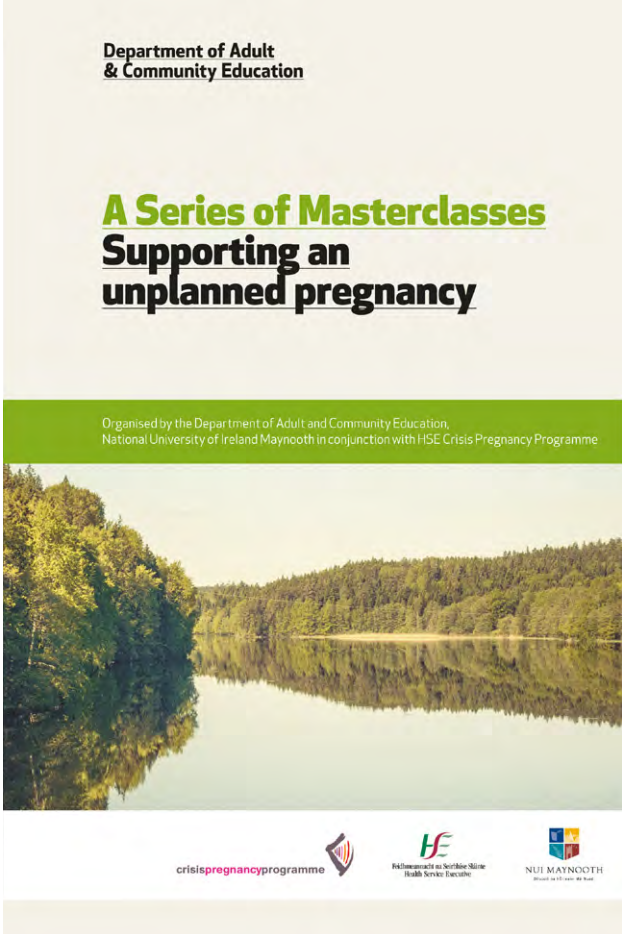
In 2013, the Programme carried out the task of updating the practice guide utilised by those working in funded crisis pregnancy counselling services. The practice guide, which complements the crisis pregnancy counselling certificate, is reviewed and updated regularly in response to emerging issues in this field. This updated practice guide and the associated training, which has been externally evaluated with positive results, will act as a best practice resource for services throughout the country.

Community-Based Post-Natal and Family Supports

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 3,200 queries to their information lines in 2013 in addition to providing face-to-face and outreach information supports. Both services reported an increase in clients with queries 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.



Educating and informing health professionals

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 parents with personal and emotional support, as well as practical help and information. The service is also open to grandparents and guardians.

Information Resources

The Programme funded the development and updating of a number of resources in 2013, including Treoir's 'Information Pack for Unmarried Parents'.

'Information Pack for Unmarried Parents'

Treoir, the National Federation of Services for Unmarried Parents and their Children, received funding to update its 'Information Pack for Unmarried Parents', which is disseminated to healthcare professionals and unmarried

parents. It contains helpful 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. A 'Useful Contacts' section for individuals and health professionals who may need additional support and information is included.

Ongoing Services Supporting the Continuation of Pregnancy

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

- 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.
- '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 Co-ordinator 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.
- Sexual health and parenting supports for high risk mothers 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.

Royal College of Physicians of Ireland

NATIONAL SEXUAL HEALTH AWARENESS WEEK

12-14 NOV 2013

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.

Key actions in 2013 included:

Development of the National Sexual Health Strategy 2014–2020

In 2013, the Programme played a key role in the development of the National Sexual Health Strategy 2014–2020. This new strategic plan, managed by the Department of Health, outlines Government policy and provides strategic direction for sexual health in Ireland over a seven-year period. The Programme's expertise on crisis pregnancy counselling service provision and funding, relationships and sexual health education and information, and research commissioning and knowledge transfer, fed into the development of the document. The Programme's staff participated on three multi-disciplinary working groups and a writing group established to support the process.

The Health and Wellbeing Division of the HSE will have oversight and more specifically the Crisis Pregnancy Programme will have responsibility for implementation of actions within the national sexual health strategy that are within the remit of the HSE. We will also support other agencies to deliver on their actions as appropriate. The Programme looks forward to building on the good working relationships and alliances that were forged during the strategic development process.

Sexual Health Awareness Week

Sexual Health Awareness Week (SHAW), organised by the Royal College of Physicians in Ireland and part-funded by the Programme, is a national forum focusing on sexual health in Ireland. The week-long event, which took place in November 2013, comprised a range of events around sexual health, including the launch of relevant research, workshops, public meetings and a young people's event involving transition year students.

The theme of the 2013 SHAW was 'Communication and Sexual Health'. Speakers at SHAW talked about how to have effective and positive conversations about relationships and sexuality with children, partners, older people, caregivers and people with an intellectual disability, whether at home or in a professional setting.

Sexual Health Promotion Officer Network

The Sexual Health Promotion Officer Network was established in 2012 to ensure co-ordination of sexual health activities in the HSE. In 2013, a formal process was agreed with the Health Promotion Managers, Health Promotion Officers and the Programme in order to progress objectives within the National Sexual Health Strategy once published.

Three meetings of the Network were held in 2013 and primarily focused on the following topics:

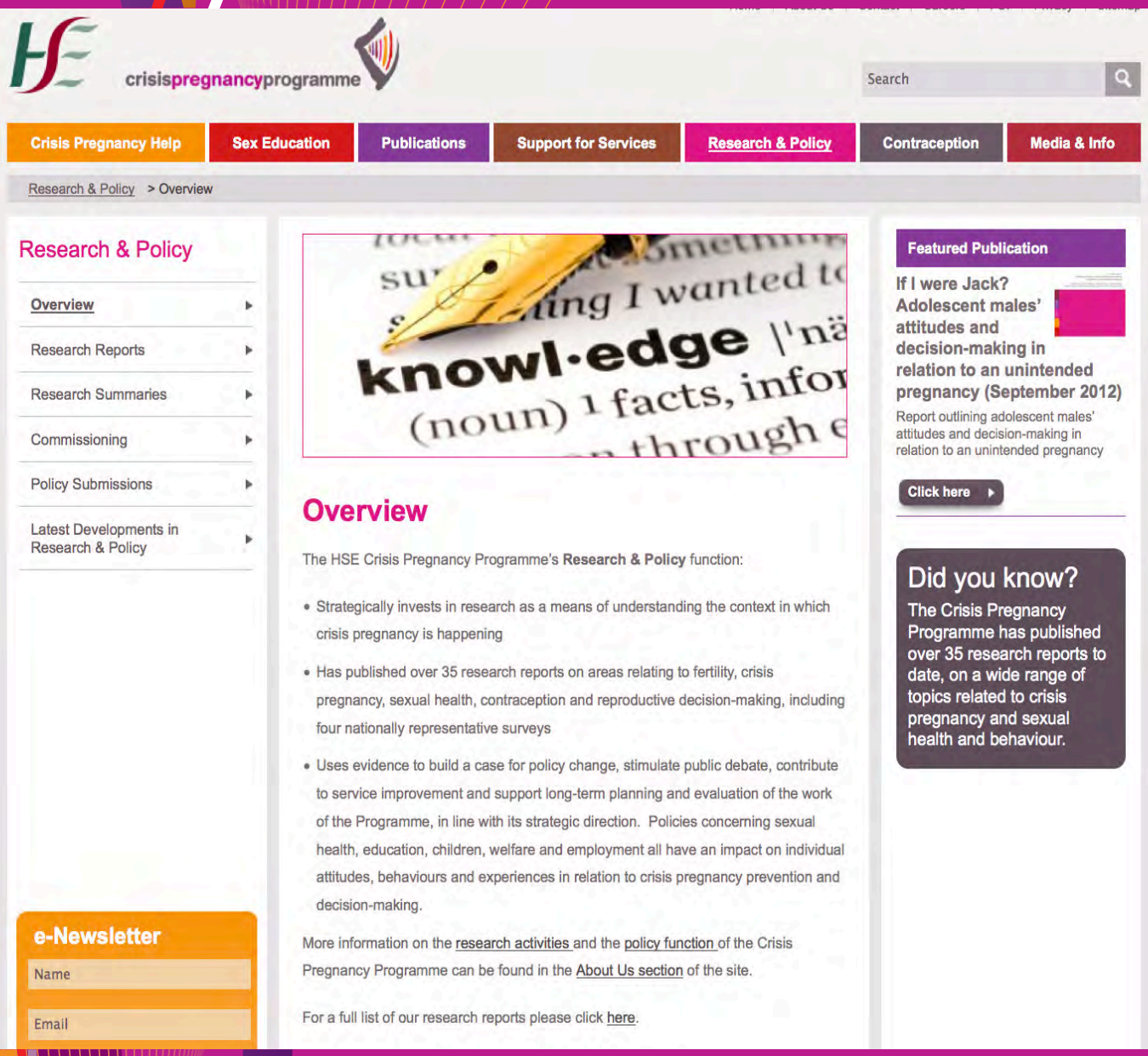
1. National Sexual Health Strategy 2014–2020
2. Proposed new short course for Social, Personal and Health Education (SPHE) at Junior Cycle
3. Roll out of standardised sexual health promotion training in all HSE areas

Submission on the New Framework for Junior Cycle Students

The Programme partnered with others offices in the HSE, such as Health Protection, Social Inclusion, National Office of Suicide Prevention and Health Promotion, on the development of a Position Paper on the New Framework for Junior Cycle and the change in status of SPHE and Physical Education (PE). This paper was submitted to the Department of Health and the Department of Children and Youth Affairs.

Strategic Collaboration – Partners in 2013

Area of work	Partners and Projects
Education and Information	Department of Education and Skills (DES) – The SPHE Support Service of the DES continued to promote and disseminate the B4UDecide.ie and the TRUST Resource materials to teachers of Junior and Senior Cycle students at in-service training National Youth Council of Ireland (NYCI) – The NYCI continued to support the promotion of the B4uDecide.ie education initiative in youth work settings HSE Sexual Health Promotion Officers – The Sexual Health Promotion Officer Network and the Programme continued to ensure co-ordination of sexual health activities in the HSE HSE National Communications Unit (NCU) – The Programme worked in close collaboration with the NCU on the management of the 'Think Contraception', 'Positive Options', Abortion Aftercare and B4uDecide.ie campaigns Union of Students in Ireland (USI) – The Programme continued its partnership with the USI in relation to key projects: Sexual Health Advice and Guidance Week, annual Welfare Officer training and Fresher Week sexual health initiative Dublin Aids Alliance (DAA) – The Programme initiated a partnership with the DAA to distribute 'Think Contraception' protection packs to non-Irish nationals via the DAA outreach programme, primarily in Dublin city centre
Services Support and Development	Irish College of General Practitioners (ICGP) – The Programme partnered with the ICGP on a new e-learning module for general practitioners on the Management of Sexually Transmitted Infections (STIs) in Primary Care NUI Maynooth – The Programme continued to collaborate with NUI Maynooth on the Certificate in Crisis Pregnancy Counselling Skills course and on a series of Masterclasses for Supporting an Unplanned Pregnancy
Research and Policy	HSE Children and Family Services (now TUSLA) – The Programme continued to partner with HSE Children and Family Services (now TUSLA) on the management of the Sexual Health Needs Assessment of Young People in Care (SENYPIC) research programme Irish Research Council (IRC) – The Programme worked collaboratively with the IRC to establish a 2013 Collaborative Research Award



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.

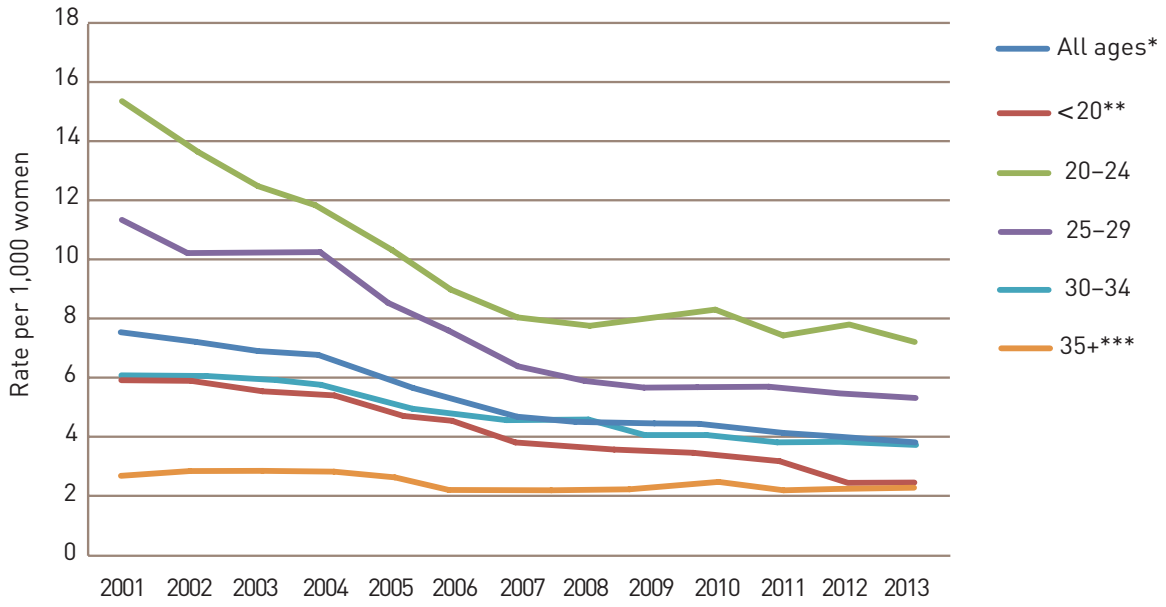
Key actions in 2013 included:

In 2013, the Programme continued to build on its evidence base by overseeing the delivery of commissioned research projects; supporting initiatives that facilitate research into action processes; and providing research-related support and advice to the other functions within the Programme and within the broader Health and Wellbeing Division.

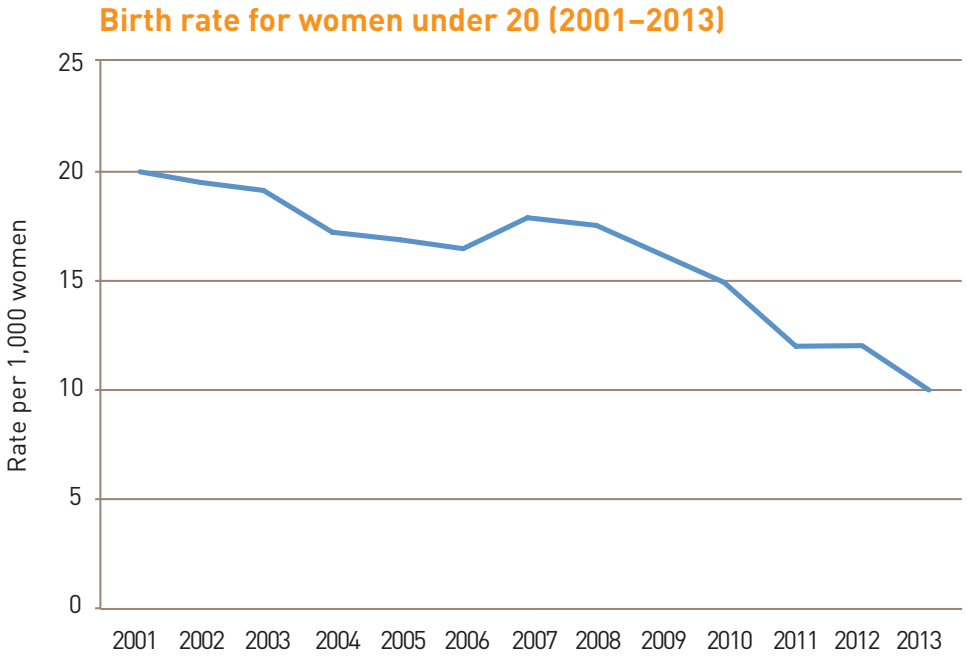
A core role of the Programme is to monitor behavioural trends directly relating to its mandates, using a range of measurement tools and indicators. In 2013, the rate of women travelling to the UK for an abortion decreased for the twelfth year in a row. Since 2001 (the year the Crisis Pregnancy Agency was established), the number of women giving Irish addresses at UK abortion clinics has decreased from 6,673 to 3,679 in 2013. The rate per 1,000 women has reduced from 7.5 in 2001 to 3.8 in 2013.

Ireland also experienced another decrease in the rate of births to teenage mothers, from 12 per 1,000 in 2012 to 10 per 1,000 in 2013. Teenage births have decreased by 55% since 2001. The number of teenage women travelling for an abortion has also decreased by 66% over the same period.

Abortion rates for women from Ireland by age (2001–2013)



2005 - 2010 Rates include UK and NL figures. 2001 - 2004 and 2011 - 2013 UK only.
* based on female population 15–44 years
** based on female population 15–19 years
*** based on female population 35–44 years



Building on the Evidence Base

The Programme plays a role in commissioning and funding high-quality research projects directly relating to the mandates of the Programme. In 2013, the Programme worked collaboratively with academic research teams and associated partners on the following projects.

The Sexual Health Needs Assessment of Young People in Care (SENYPIC) Research Programme

The Programme continued to provide guidance and oversight to the SENYPIC research programme. This research was commissioned in 2011 in partnership with HSE Child and Family Social Services (now Tusla). The research is being carried out by a team of researchers, led by Professor Abbey Hyde, School of Nursing & Midwifery, UCD. In 2013, due to the volume and richness of the data gathered from the range of stakeholders, the Programme's Steering Group agreed that it was in the best interests of the project to extend the period for analysis. In 2013, four of the six reports were reviewed by the Programme and the Steering Group, and feedback was provided to the research team. This research project is the first of its kind nationally and internationally and the outputs will be used to develop a set of actionable recommendations to support the needs of young people in foster care and residential care. It is planned to launch the research in the fourth quarter of 2014.

Exploring the Factors that Inhibit and Enable Communication between Parents and Primary School Children Aged 4-9 Years about Relationships, Sexuality and Growing Up

The Programme commissioned research aimed at exploring the factors that inhibit and enable communication between parents and primary school children aged 4-9 years about relationships, sexuality and growing up. Dr Catherine Conlon and Professor Virpi Timonen from the School of Social Work & Social Policy, TCD, will initiate the research in 2014. The outputs from the project will inform the Programme and its partners on how best to further support parents in the delivery of relationships and sexuality education in the home.

'Sex in Ireland' seminar in the RCSI, January 2013.

Collaborative Research Awards with the Irish Research Council (IRC)

The Programme has worked collaboratively with the IRC since 2011 to commission research related to the programme's mandates. In 2013, the Programme contributed to a number of actions on foot of this collaboration:

- Established a 2013 Collaborative Research Award with the IRC. The successful awardee was Dr Gerard Molloy, School of Psychology, NUI, Galway. Dr Molloy and a team of researchers from NUI Galway and the Royal College of Surgeons in Ireland (RCSI) aim to examine the 'barriers and facilitators to the adherence and uptake of hormonal and long-acting reversible contraceptives in Ireland'. The team plans to carry out secondary analysis of the Irish Contraception and Crisis Pregnancy Study (ICCP-2010) dataset and gather new qualitative data via interviews with GPs, pharmacists and contraceptive users.
- Liaised with a team of researchers from NUI Galway Health Promotion Research Centre, led by Dr Saoirse Nic Gabhainn, who was awarded the Collaborative Research Award in 2012 to carry out secondary analysis of Health Behaviour in School-age Children (HBSC) research data with a specific focus on the sexual health items. The Programme played a role in reviewing and providing feedback on the draft report and pilot questionnaire exploring new sexual health items and facilitated a peer review of the statistical modelling utilised.
- Supported the development of a policy brief informed by the 2011 IRC award, which was awarded to the RCSI for secondary analysis of ICCP-2010 data. The Programme contributed to and participated in a research seminar, entitled 'Sex in Ireland', in the RCSI to launch the findings of the analysis.

Research on the Relationship between Obesity; Contraceptive Use and Contraceptive Efficacy; Unintended Pregnancy and Congenital Malformation

In 2012, the Programme provided funding to the UCD Centre for Human Reproduction to carry out research on maternity setting data exploring the relationship between obesity; contraceptive use and contraceptive efficacy; unintended pregnancy and congenital malformation. In 2013, the Programme continued to liaise with Professor Michael Turner, Principal Investigator, on progressing this study.

Research into Action

Development of Knowledge Transfer Strategy for Research on Non-national Women's Attitudes toward Fertility, Motherhood and Sexual Health Services in Ireland

In 2013, the Programme worked with the author of *Non-national Women's Attitudes toward Fertility, Motherhood and Sexual Health Services in Ireland* study, published in 2012, Dr Catherine Conlon, to develop a knowledge-transfer strategy to ensure that the findings

from the study are being effectively communicated to the appropriate stakeholders. This included the development of a research summary in an easy to read format; identifying and targeting key audiences to deliver workshops to, including healthcare professionals and those working in community and maternity settings and within migrant community groups; and publishing articles in relevant publications. This work is continuing in 2014.

Research Guidance and Support

A key role in the area of research and policy is to provide ongoing support to the other Programme functions regarding advice on research evidence and commissioning various studies.

Evidence-Based Scoping Document on the Development of Quality Assurance Framework

The Programme developed an evidence-based scoping document on best approaches to developing a Quality Assurance Framework for use by crisis pregnancy counselling services.

Analysis of Supported Accommodation Information

A top line analysis of data collected in supported accommodation services was carried out in 2013. The purpose of the analysis was to provide a profile of those attending supported accommodation services and to inform trends in service use over time.

Commissioning and Management of Omnibus Surveys

Omnibus data collection is carried out annually to evaluate the effectiveness of its campaigns to inform communications spend.

Research Guidance and Support to the Health and Wellbeing Division

Evaluation of Foundation Programme in Sexual Health Promotion

The Programme was a member of the Steering Group set up to commission and evaluate the HSE South Foundation Programme in Sexual Health Promotion.

Links with Health Intelligence

In 2013, the Programme established links with HSE Health Intelligence with the aim of developing a strategic approach to knowledge management for the Health and Wellbeing Division and providing support and advice relating to knowledge management and research commissioning. The Programme participated on a range of research and information groups relating to Health and Wellbeing.

Supporting the Strategic Objectives of the Programme

The Programme has identified a number of internal strategic enablers to ensure that support systems are in place to deliver the Strategy successfully. The following key enablers are 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 from both a financial and a 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 annually to all service providers in receipt of grant assistance above the required threshold from the Programme 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 the 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 by 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 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 levels of internal expertise are 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, 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.

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 2013, the Programme continued to build on its evidence-base by investing in new research projects to meet its strategic objectives and supporting ongoing research projects.

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 2013 the Programme used a wide variety of channels and settings and developed innovate strategies to communicate its messages effectively.

Appendices

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 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

Ms Alison Begas	Chief Executive and representative of Dublin Well Woman
Ms Alwiye Xuseyn	Project Health Officer and representative of AkiDwA
Ms Anne Maree Quinn	Representative of Irish Episcopal Conference
Dr Anne Marie McGauran (*Chair*)	Senior Analyst, National Economic and Social Council (NESC)
Ms Brenda Kneafsey	Aftercare Network Support Co-ordinator and representative of Irish Association of Young People in Care
Ms Bridget Collins	Representative of Pavee Point and of the Traveller Community
Ms Catherine Duffy	National Planning Specialist and representative of Primary Care, HSE West
Rev. Daniel Nuzum	Representative of Church of Ireland Bishops
Ms Denise McCarthy	Welfare Officer and representative Union of Students in Ireland
Mr Fergus Hogan	Lecturer, Waterford Institute of Technology and representative on men's health
Ms Frances Byrne	Director and representative of OPEN
Ms Frances Shearer	RSE National Co-ordinator and representative of the education sector
Dr Helen McMillan	Representative of Institute of Obstetricians and Gynaecologists
Ms Jessica Dempsey	Press and Communications Officer, Chambers of Commerce of Ireland, and employers' representative (retired from position in 2013)
Ms Julie Kerins	Senior Social Worker, Cúnamh, and representative of Council of Irish Adoption Agencies
Ms Louise Graham	National Co-ordinator and representative of CURA
Ms Margot Doherty	Assistant CEO and representative of Treoir, the National Federation of Services for Unmarried Parents and their Children
Dr Miriam Daly	General Practitioner and representative of Irish College of General Practitioners
Ms Roisin Dermody	Disabled Women's Working Group member and representative of people with disabilities
Ms Rose Tully	Representative of the National Parents Council Post Primary
Ms Sherie de Burgh	Director of Counselling and representative of One Family
Ms Siobhan Brennan	Senior Project Officer, National Youth Health Programme and representative of the National Youth Council of Ireland
Ms Triona Fitzpatrick	Social Worker and representative of Irish Foster Carers Association
Ms Ursula Byrne	Education Officer and representative of An Bord Altranais

Appendix 3: 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-judgmental crisis pregnancy counselling, members of the public can visit 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 or freetext the word AFTERCARE to 50444.

Contraceptive Information

Thinkcontraception.ie is a comprehensive resource which contains interactive information on contraception, sexual health, fertility and 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', which deals with the age of consent, contraception, STIs and crisis pregnancy.
- 'The Facts' – DVD for parents of 15–17 year olds - that 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 contains comprehensive information relating to crisis pregnancy and is frequently updated with research, press releases and information

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Health Service Executive

crisispregnancyprogramme