



HSE
CRISIS PREGNANCY PROGRAMME
2014
ANNUAL REPORT



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Helen Deely, Head of the HSE Crisis Pregnancy Programme

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Foreword


Since its establishment, the HSE Crisis Pregnancy Programme (CPP) has built a strong evidence base as its foundation and has sought to improve service capacity and quality, to influence both policy and practice, and to develop strategic partnerships to achieve improvements in sexual health behaviours and outcomes.

The CPP welcomes a further decrease in the total number of births to teenagers from 3,087 in 2001 to 1,253 in 2014, a decline of 60% over 13 years. This equates to a decrease in the teenage birth rate in Ireland, from 20 per 1,000 women aged 15–19 in 2001 to 9.3 per 1,000 women aged 15–19 in 2014. The number of women giving Irish addresses at abortion clinics increased slightly from 3,679 in 2013 to 3,735 in 2014. However, the abortion rate is stable at 3.8 per 1,000 women aged 15–44. Notwithstanding this increase, since the establishment of the CPP in 2001, the number and rate of women giving Irish addresses at UK abortion clinics has significantly declined, from 6,673 in 2001 (7.5 per 1,000) to 3,735 in 2014 (3.8 per 1,000).

The CPP delivered on a significant business plan in 2014. The Education and Information function redeveloped its relationships and sexuality education website 'B4uDecide.ie', based on findings from consultations carried out with teachers, youth workers and young people. The website aims to provide young people with all the information they may need before making any big decisions about relationships and sex. The website is linked to the B4uDecide.ie resource materials used in schools and youth work settings nationwide. In addition to this, the CPP developed a promotional poster that was disseminated to all schools, with the support and assistance of the Department of Education and Skills, and to youth work settings via Foróige and the National Youth Council of Ireland. Over 100,000 young people visited B4uDecide.ie in 2014, which was a significant increase on 2013.

The CPP's Research and Policy function continued its work, with the research team delivering the Sexual Health and Sexuality Education Needs Assessment of Young People in Care in Ireland (SENYPIC) research programme. The research is being led by Professor Abbey Hyde, School of Nursing, Midwifery and Health Systems, 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. Another piece of research progressed in 2014 used parent focus groups to explore the factors that inhibit and enable age-appropriate communication about relationships, sexuality and growing up between parents and young children aged between four and nine years. Dr Catherine Conlon of Trinity College Dublin (TCD) is leading this research, and the findings are expected in 2015. The CPP 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 CPP's Funding function continued to support the availability of face-to-face crisis pregnancy counselling and post-abortion services in over 50 locations



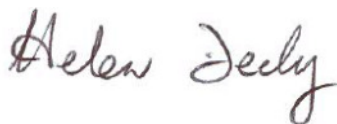
nationwide. A key focus of this work is the ongoing engagement with service providers to maintain the highest possible level of service quality. In the CPP's current Strategic Plan 2012–2016, it commits to introducing new quality measures to further improve quality parameters across the provider system. More specifically, a key strategic action is 'to develop and implement a Self-Assessment Quality Framework for use by crisis pregnancy and post-abortion counselling services'. The CPP progressed the development of the 'Self-Assessment Quality Framework' in 2014, and roll-out is due to take place in all funded Crisis Pregnancy Counselling services in 2015.

When it is published in 2015, the National Sexual Health Strategy will provide for coordination, integration and strategic oversight of this and other work in the future and develop better and stronger links between state and non-state organisations and agencies – a step that is both welcome and necessary. The HSE CPP will be responsible for leading the way on the implementation of the majority of actions in the forthcoming National Sexual Health Strategy.

A collaborative approach is central to our work and we will continue to foster, and in some cases drive, the creation of strategic partnerships between related services, both within existing HSE structures and with partners in other external agencies. Implementing the actions from the strategy requires a concerted focus on service development, communications, partnership, research, and evaluation, and we look forward to continuing to work closely with all of our partners.

I would like to thank the Advisory Group to the CPP, chaired by Dr Anne Marie McGauran, which provided valuable support and guidance for staff in 2014.

I would also like to thank the staff of the CPP for successfully delivering on an ambitious service plan in 2014 and for their continued hard work and dedication to the CPP.



Helen Deely

Head of the HSE Crisis Pregnancy Programme



Background and Structure of the HSE Crisis Pregnancy Programme (CPP)

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 Crisis Pregnancy Programme (CPP), part of the national office for Health Promotion and Improvement, is a national programme charged with developing and implementing a national strategy to address the issue of crisis pregnancy in Ireland. It also encompasses the coordination of sexual health services to improve the effectiveness and impact of services and preventative work in line with the forthcoming National Sexual Health Strategy.

The head of the CPP reports to the Assistant National Director within the Health and Wellbeing Division and is part of the senior management team for Health Promotion and Improvement. This management team is the forum for decision-making for Health Promotion and Improvement and provides strategic leadership, advocacy and robust governance for our area of responsibility.

Staff of the programme


The CPP had seven members of staff in 2014:

Ms Helen Deely	Head of Programme
Ms Janice Donlon	Funding Officer
Ms Patricia Wallace	Accounts Clerk
Ms Maeve O'Brien	Research and Policy Officer
Ms Orla McGowan	Education and Information Officer
Ms Roisin Guiry	Education and Information Officer
Mr Ray Madden	Clerical Officer

Advisory group

In line with the National Strategy for Service User Involvement in the Irish Health Service (2008), the CPP has ensured that the work of the Consultative Committee of the CPP continues in the form of the Advisory Group. The purpose of this group is to advise on the planning, delivery and review of crisis pregnancy related services and programmes.

The membership and terms of reference of the Advisory Group were reviewed to ensure that they fit with the wider remit of the CPP which now encompasses the coordination of sexual health services in line with the forthcoming National Sexual Health Strategy. Revised membership needs to encompass key people in the area of sexual health, representing different interests, as well as key people representing crisis pregnancy counselling services.



All current members were consulted as to whether they wished to remain as a member of the new Crisis Pregnancy & Sexual Health Consultative forum. Some members opted to resign from the Advisory Group. The group's members, its terms of reference and annual programme of work are subject to change with the implementation of the National Sexual Health Strategy. The group met twice in 2014. A full list of Advisory Group members is given in Appendix 1.

Mandates of the HSE CPP

The strategy is the mechanism by which the CPP 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 as may be deemed appropriate by the CPP for the purpose of providing support after crisis pregnancy, as may be deemed appropriate by the Programme.

Strategic objectives

The CPP focuses 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.

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 2014 included:

B4uDecide.ie resource materials for teachers and youth workers

One of the barriers to the full implementation of Relationships and Sexuality Education (RSE) identified by teachers was a lack of resources. In 2014, approximately 600 B4uDecide.ie resource materials for teachers and 350 resource materials for youth workers were disseminated, primarily through training via the SPHE Support Service, the National Youth Council of Ireland (NYCI) and also via orders on healthpromotion.ie. The B4uDecide.ie resource materials include lesson plans, posters, and other promotional items.

Redeveloped B4uDecide.ie website for teenagers, parents, teachers and youth workers launched

In 2014, based on findings from consultations with teachers, youth workers and young people, the CPP redeveloped and launched the B4uDecide.ie website. B4udecide.ie features video interviews with young people talking about their own experiences and real-life stories from teenage parents. It features new quizzes and polls, faster downloads, and information on building healthy friendships and relationships, peer pressure, feeling good about yourself, why it's better to wait before having sex, the age of consent, contraception, STIs, and crisis pregnancy. The B4uDecide.ie website is linked to the resource materials for teachers and youth workers.

To promote the redeveloped website, the CPP developed a promotional poster and Facebook advertising. The poster was disseminated to all schools with the support and assistance of the Department of Education and Skills, and to youth work settings via Foróige and the National Youth Council of Ireland. Over 100,000 young people visited B4uDecide.ie in 2014, a significant increase on 2013.



Redeveloped B4uDecide.ie website for young people, teachers and youth workers



TRUST resource for teachers and youth workers

Approximately 90 copies of the TRUST (Talking Relationships Understanding Sexuality Teaching) resource for senior cycle RSE, developed by the CPP in partnership with the Department of Education and Skills, were disseminated through RSE senior cycle training for teachers, delivered by the SPHE Support Service, and through NYCI to youth organisations.

Sexual and reproduction health info graphic: pilot project

The CPP provided funding to the Irish Family Planning Association (IFPA) and HIV Ireland (formerly Dublin AIDS Alliance) for the development and implementation of a sexuality education info graphic that provides young people with clear information about the dual risk of contracting a Sexually Transmitted Infection (STI) and/or experiencing a Crisis Pregnancy (CP). The info graphic provides easy-to-follow pathways and guidance on a young person's options in the event that his/her contraceptive option and/or safe sex practices have failed. It offers clear routes to obtaining emergency contraception and long-term contraceptive options in conjunction with STI testing in an accessible format.

This resource will be piloted during Sexual Health Advice and Guidance (SHAG) week in 2015 and used to support sexuality education and reproductive health programmes run by the IFPA, HIV Ireland and other organisations funded by the CPP.

Young social innovators


In 2014, the CPP continued its education partnership with the Young Social Innovators (YSI) programme, sponsoring and judging a challenge award on 'Relationships and Sexual Health'. The CPP provided over 200 sexual health information packs to teachers 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 regional speak outs and Annual Showcase. Staff also carried out a survey with 100 young people to collect data that provided an overview of how aware young people were of the B4uDecide.ie website, whether they would visit the site, what information they would like on the site and where they would like it promoted. This information informed the redevelopment of the B4uDecide.ie website.

20 projects entered the 'Relationships and Sexual Health' challenge award, an increase of 10% on 2012/2013. St. Josephs Secondary School, Rochfortbridge, Co. Westmeath won the award for their project entitled "It's not ok to say that's gay."

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 CPP's free text service, and at events in 2014, including, approximately:

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- 8,600 parents – *Tips for Talking to Older Teenagers*
 - 3,500 *You Can Talk To Me* DVDs and booklets
 - 30,000 *Busybodies* DVDs and booklets
 - 1,700 *The Facts* DVDs and booklets

Sexual health education outreach and information dissemination

The CPP 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 of communication and dissemination of all CPP resource materials is the Healthpromotion.ie website.

In 2014, approximately 343,000 of the CPP'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. Events included: Irish Guidance Counsellor conference, Teaching Union of Ireland (TUI) conference, Association of Secondary School Teachers in Ireland (ASTI) conference, Irish Youth Media Awards, Irish Pharmacy Union conference, Obs and Gynae events, Youth Work Ireland National conference, Social Inclusion Week, and the National Parents Council Primary conference.

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 CPP in 2014.

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; 615 parents attended the information and training sessions in 2014.
- The Irish Family Planning Association (IFPA) received funding for the delivery of the 'Speakeasy' programme for parents; 91 parents completed the eight-week intensive training, which commenced in November 2013 and was completed in late 2014.

Other programmes that continued to receive funding from the CPP in 2014 included:

- National Youth Council of Ireland (NYCI) for the delivery of 'Leave it til later' training, which supports the CPP's B4uDecide.ie education initiative. The NYCI also received funding for the delivery of training sessions for youth workers to support the review and development of sexual health policies for their organisations; 41 youth workers attended this training in 2014.
- REAL U: Relationships Explored and Life Uncovered training was delivered to 148 youth workers in 2014.



Training initiatives for young people

The CPP 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.
- 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 2014, the CPP 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 with teenagers who are at risk of crisis pregnancy and to provide opportunities for them to receive relationships and sexual health education. The target age group for the youth cafés is 14-19 years; approximately 3,000 young people regularly used these services in 2014.

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 16,000 visits in 2014.

Public and media relations

In 2014, the CPP issued a number of press releases relating to service provision, education outreach, relationships and sex education, and key statistics and responded to regular media enquires in conjunction with the HSE press office. The CPP regularly submitted articles to health-related publications such as HSE *Health Matters* magazine and HSE *Health Promotion Sexual Health News*.



E-newsletter

The aim of the e-newsletter is to keep subscribers up to date with relevant research reports, sexual health initiatives, training and events. The CPP issued four e-newsletters in 2014.

Strategic Objective 2

Contraception and contraceptive services. Ensure high levels of awareness of contraception and contraceptive services in order to increase consistent and correct use of contraception among at-risk groups.

Key actions in 2014 included:

'Relax – Johnny's got you covered'

The CPP continued to roll out the 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 character called Johnny who helps to deliver the campaign messages in an entertaining way. Johnny encourages sexually active young men and women not wishing to get pregnant, to plan for sex and to consistently use condoms to protect against unplanned pregnancy and STIs.


According to independent market research, 78% of the target audience were aware of the new 'Johnny's got you covered' campaign in 2014. 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 2014, with over 46,000 people 'liking' the page.

In 2014, there were approximately 130,000 visits to Thinkcontraception.ie, and approximately 68,000 Think Contraception booklets were disseminated.



'Johnny's got you covered' poster used in college washrooms

The overarching aim of the education outreach programme is to promote responsibility, planning, and better care of sexual health. By presenting this



programme at festivals, concerts, pubs, clubs and colleges, we aim to make young adults more comfortable with issues relating to sexual health and empower them to plan for, discuss and use contraception. The sampling activity is of secondary importance to the delivery of health messages. The target audience is always encouraged to visit the thinkcontraception.ie website after events for more detailed information.

Partnership with the Union of Students in Ireland (USI)

The Union of Students in Ireland (USI) and the CPP launched SHAG (Sexual Health Advice and Guidance) week at the National College of Ireland (NCI) in 2014. The CPP supported the SHAG roadshow with their Johnny mobile and condom distribution team. The aim of the roadshow 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 2014 SHAG week roadshow was rolled out at NCI, IT Carlow, GMIT and Dundalk IT. The Think team distributed over 5,000 protection packs (containing a condom and sexual health information).

Annual USI training week

The CPP developed and facilitated training on the topic of sexual health for incoming Student Welfare Officers for all colleges affiliated with the USI. The training aimed to open up discussion in relation to holistic sexual health and to provide a practical opportunity for Welfare Officers to brainstorm their ideas about the development of a sexual health initiative in their own colleges.

Festivals and concerts

The Think team distributed Think Contraception Protection Packs to festival/concert goers at Student Races days; Cats Laughs, Kilkenny; Forbidden Fruit, Dublin; Sea Sessions, Donegal; Kanye West and Pharrel concert, Dublin; Macklemore concert, Dublin; Knockanstockan, Wicklow; Indiependence, Cork; Castlepalooza, Offaly; and Electric Picnic, Laois. A key aspect of activity at festivals and concerts was the Johnny mobile – a 'Johnny's got you covered' branded multi-person pedal cycle. The mobile is used to engage the target audience with the Think Contraception key message but can also be used to provide short spins around the area, bridging transport gaps at events or for taking festival goers from place to place on-site. This activity further promotes the message that 'Johnny's got you covered'. The Think team distributed 31,500 protection packs between April and August 2014.

Pubs and clubs

The Think team also distributed protection packs over busy bank-holiday weekends outside pubs and clubs in Galway, Cork, Kilkenny and Dublin. The CPP rolled out a new initiative in pubs and clubs between November and December 2014 – the 'Johnny's got you covered' branded Shoot Booth whereby people could dress up like the character Johnny, engage with the safer sex message in a fun environment and take home 'Johnny's got you covered' branded photos directing them to thinkcontraception.ie for further sexual health and safer sex information. The Think team distributed over 20,500 protection packs between October and December 2014.



Non-Irish nationals

The CPP continued its partnership with HIV Ireland (formerly Dublin Aids Alliance) to distribute 'Think Contraception' protection packs to non-Irish nationals via their outreach programme. The protection packs were distributed through various channels, including a walk-in service, street outreach service, and monthly HIV and STI clinics and at specific ethnic events. Approximately 18,000 protection packs were distributed between January and May 2014. A further 10,000 protection packs were provided to HIV Ireland in October 2014 to continue this work into 2015 but also to expand its outreach locations outside Dublin city centre.

Contraception 35+

The Contraception 35+ leaflet covers a broad 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 and STIs. The leaflet, which is targeted at women aged 35+, is mainly ordered by maternity hospitals, GPs, and pharmacists through the Healthpromotion.ie website. In 2014, approximately 44,000 leaflets were distributed.

Contraceptive services

In 2014, the CPP continued to work with a number of specialised contraceptive support services and information providers. These included:

- AkiDwA (Akina Dada Wa Africa – a national network of migrant women), to conduct a series of sexual and reproductive health workshops for migrant women, focusing particularly on Muslim 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, 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 2014 included:

Crisis pregnancy and post-abortion counselling

In 2014, it remained a priority for the CPP to support the availability of free crisis pregnancy and post-abortion counselling and medical services. The CPP funds a range of service delivery models across a number of settings and locations. The facilitation of accessibility to such services is important in the field of crisis pregnancy counselling. The CPP 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.

Medical check-up service providers in 2014


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*
Here2Help, Dublin and Cavan
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
Sexual Health Centre, Cork*
The Well Woman Centre, Dublin*
West Cork Crisis Pregnancy Counselling Service
Youth Health Service, Cork*

*These 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 a counsellor can help'. In 2014, the CPP developed a new 'Positive Options' radio advert to further highlight the crisis pregnancy counselling service.

In 2014, 62% of the target audience was aware of the 'Positive Options' campaign and its message that 'talking to a counsellor can help'. The CPP displayed the Positive Options posters and leaflets in GP surgeries nationwide. Approximately 20,000 Positive Options leaflets and 42,000 Positive Options



wallet cards were distributed directly to women, mainly through GP surgeries and the Women's Mini Marathon goodie bags.

The website Positiveoptions.ie received approximately 53,000 visits.



Positive Options poster advertised in washrooms and GP surgeries nationwide

Abortion aftercare

The 'Abortion Aftercare' campaign promotes the availability of free post-abortion medical and counselling services to women in Ireland. The website Abortionaftercare.ie received approximately 9,300 visits in 2014. The CPP distributed approximately 2,600 Abortion Aftercare leaflets, primarily to GPs and UK abortion clinics.

Supervision and training (Continuing Professional Development – CPD)

While continuing to support the availability of face-to-face crisis pregnancy counselling services, the CPP also supported services to up-skill and enhance service provision through ongoing supervision and training. The CPP 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, National University of Ireland, Maynooth (NUIM), and funded by the CPP. Sixteen HSE staff and crisis pregnancy counsellors completed the year-long, skills-based programme, which aims to enhance counselling and support skills in this unique field of counselling and to set standards of good practice in the area. The course structure facilitates the networking and sharing of learning, which in turn enhances service delivery. A new course commenced in October 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 help them to manage the challenges they face in 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 CPP in the area of quality and standards development. Masterclasses were held in NUI Maynooth and Cork.

The Masterclasses in 2014 covered the following topics:

Masterclass 1: Law and Crisis Pregnancy Counselling (Cork City)

Masterclass 2: Advanced Counselling Skills (Cork City)

Masterclass 3: Termination: Dealing with Complex Issues (Maynooth)

Masterclass 4: Termination: Dealing with Complex Issues (Cork City)

Masterclass 5: Law and Crisis Pregnancy Counselling (Maynooth)

Masterclass 6: Advanced Counselling Skills (Maynooth)

Over 130 places were taken up by health professionals at these masterclasses in 2014. Further masterclasses of relevance to health professionals working in this area will be run in 2015.

Self-assessment framework for crisis pregnancy and post-abortion counselling services

The development of a self-assessment framework for crisis pregnancy counselling services was set out in the CPP National Strategy 2012–2016. During 2014, a number of consultations took place with relevant stakeholders, which informed the development of a set of quality standards in crisis pregnancy and post-abortion counselling services led by a steering committee.

The standards were designed in line with the National Standards for Safer Better Healthcare (HIQA) and consist of 8 themes broken down into 28 essential elements.

There are four incremental levels of quality for each standard and at each level there is a set of guiding prompts which assist a service in selecting its level of quality.

- Emerging Improvement (EI)
- Continued Improvement (CI)
- Sustained Improvement (SI)
- Excellence (E)



The framework seeks to establish a reference scale on which a provider can establish its current status against key indicators of service quality and helps the service to identify the quality improvement actions it may need to put in place to address any gaps identified during the assessment process in order to progress towards full implementation of the standards.

The implementation of this self-assessment framework will take place throughout 2015 in all funded crisis pregnancy counselling services with support from the CPP. The development of an online version of the assessment tool is near completion and will enable both the funded service and the CPP to track progress through the standards.

The CPP continued to support a range of other projects and services with the objective of promoting the availability of community-based post-natal and family supports, as follows:

Information and training services for parents

The CPP continued to support One Family's and Treoir's national information services for one-parent families and unmarried parents. These services handled over 6,000 queries to their information lines in 2014, in addition to providing face-to-face and outreach information supports. Both services reported an increase in clients with queries related to financial hardships and multiple issues. The CPP also supports One Family's adult education training service, which provides, among other services, training and parent mentoring programmes.

Other practical one-to-one parenting supports

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



Information resources

The CPP funded the development and updating of a number of resources in 2014, including Treoir's '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. It also includes a 'Useful Contacts' section for individuals and health professionals who may need additional support and information.


Ongoing services supporting the continuation of pregnancy

In addition to the examples of services outlined, the CPP 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:

- Limerick City Slickers Programme – a parenting support group for young parents residing in Limerick City and its immediate environs who are socially excluded or at risk of social exclusion, targeting those at risk of a second/subsequent crisis pregnancy. The CPP 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. It provides group work, workshops and one-to-one information and support sessions. The 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 for 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 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.

Audit of crisis pregnancy counselling services provided by the HSE and HSE-funded agencies

In December 2014, the HSE published an audit report of crisis pregnancy counselling services provided by HSE-funded agencies. The audit was undertaken in response to allegations concerning certain crisis pregnancy counselling practices that emerged when a group of women visited a number of state-funded crisis pregnancy counselling services posing as genuine clients, secretly recorded the counselling sessions and provided the recordings to the *Irish Independent*.



The article alleged that counsellors had provided inappropriate information on accessing the abortion pill and that they had inappropriately advised women that they did not have to reveal that they had an abortion to a medical professional, should they require post-abortion medical assistance.

In response to the allegations, the CPP initiated discussions with crisis pregnancy counselling services, and HSE Quality and Patient Safety carried out an audit on all services to ensure that crisis pregnancy counselling services adhered to good practice, provided good quality services and operated within the law.

The audit found that services had written policies and guidelines in place for confidentiality, complaints, a code of practice and the reporting of alleged child abuse, but some did not have specific written policies and guidelines on quality assurance, supervision and the Abortion Information Act. The audit report recommended that services develop specific policies and guidelines on these and other topics and that the HSE develop a checking mechanism to ensure that all services have these policies in place. This work has since been completed.

The CPP has worked with services to update their policies and guidelines. We have commenced work with services on a self-assessment quality framework, which all services will be using from January 2015. This will give services an opportunity to outline their governance systems and to identify any challenges they are experiencing.

The main audit report, along with actions that have been implemented by the HSE in response to the recommendations, are available on the HSE website.

Strategic Objective 4

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

Key actions in 2014 included:

Strategic collaboration

Education, information and communications

National Sexual Health Communications Working Group

In July 2014, the CPP established the National Sexual Health Communications Working Group to coordinate sexual health communications activities between the HSE and non-statutory organisations to ensure that joint resources are used in the most effective way. The membership of the group in 2014 was as follows: AIDS West, HIV Ireland, Spunout.ie, Gay Health Network, Sexual Health Centre Cork, BelongTo, GOSHH, Union of Students in Ireland (USI), HSE Gay Men's Health Service, HSE National Communications Unit, and the HSE Crisis Pregnancy Programme. The working group supported a number of activities in 2014, such as World AIDS Day, European HIV testing Week, SpunOut.ie 'Get Tested' campaign and planning for the 2015 Sexual Health Advice and Guidance Week, including a pilot STI testing initiative.

Foróige and the UNESCO Child and Family Research Centre

Foróige, the CPP and the UNESCO Child and Family Research Centre at the National University of Ireland, Galway, hosted a half-day seminar that showcased resources supporting the delivery of relationships and sexuality education in non-formal education settings. The main focus of the event was the launch of the independent evaluation of Foróige's REAL U (Relationships Explored and Life Uncovered) programme carried out by NUI Galway. The CPP funded the roll-out of REAL U training to youth workers in 2014. The event also saw the launch of the CPP's redeveloped B4uDecide.ie website aimed at young adolescents.



Launch of the redeveloped B4uDecide.ie website at the Foróige, HSE CPP and the UNESCO Child and Family Research Centre, NUI Galway, half-day seminar



HSE Sexual Health Promotion Officers

The Sexual Health Promotion Officer Network and the CPP continued to ensure coordination of sexual health activities in the HSE and progressed planning for the implementation of the National Sexual Health Strategy. Two face-to-face meetings of the network were held in April and December, and monthly tele-conference calls were held between May and July and September and November.

The focus of work in 2014 included:

- 1 Submission to the NCCA on the SPHE Short Course Consultation Paper
- 2 Roll-out of standardised sexual health promotion training in all HSE areas
- 3 Research with parents of 4–9 year olds
- 4 Professional development – pornography and young people
- 5 Sexual health strategy and service planning.

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 National Communications Unit (NCU)

The CPP 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 CPP continued its partnership with the USI in relation to key projects: Sexual Health Advice and Guidance Week and the annual Welfare Officer training.

HIV Ireland (formerly Dublin AIDS Alliance)

The CPP initiated a partnership with the DAA to distribute 'Think Contraception' protection packs to non-Irish nationals via the DAA outreach programme.

Research and policy

The Child and Family Agency (Tusla)

The CPP continued its partnership with the Child and Family Agency on the management of the Sexual Health and Sexuality Education Needs Assessment of Young People in Care in Ireland (SENYPIC) programme of research. 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.



HSE Health Protection Surveillance Centre, the HSE Gay Men's Health Service and the Gay Health Network (GHN)

A new cross-sectoral partnership was established with the Health Protection Surveillance Centre, the Gay Men's Health Service and the Gay Health Network to plan and roll out the MSM Internet Survey Ireland (MISI) in 2015. The MSM (Men who have Sex with Men) survey aims to identify the sexual health and HIV prevention needs of MSM living in Ireland.

Services support and development

Irish College of General Practitioners (ICGP)

The CPP 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 CPP 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.

Policy influence

Submission to the NCCA on the SPHE Short Course Consultation Paper

The CPP, in partnership with HSE Sexual Health Promotion and Improvement Officers, developed a submission responding to the National Council for Curriculum and Assessment's (NCCA) new Short Course Consultation Paper on Social Personal and Health Education (SPHE) reform at Junior Cycle. The submission sets out a number of concerns relating to the proposed changes, particularly in relation to the learning outcomes relating to sexuality and sexual health. The submission recommends that more specific references to sexual health topics be included within the short course, that detailed guidance be published to support teachers in developing lessons in line with the newly proposed curriculum, and that the NCCA should consider introducing a new requirement that specifies a minimum amount of dedicated SPHE time for schools that do not choose to deliver the short course in SPHE.

Submission on the New National Framework for Suicide Prevention 2015–2018

The CPP developed a submission in response to the National Office for Suicide Prevention's new National Framework for Suicide Prevention 2015–2018. The CPP's key recommendations were that the new framework should reflect relevant existing national strategies and programmes of work relating to the improvement of health and wellbeing, with particular consideration of crisis pregnancy, and that consideration be given to establishing links, sharing information and developing clear referral pathways to ensure that continuity of care is provided to women and men who may require both crisis pregnancy and mental health service supports.

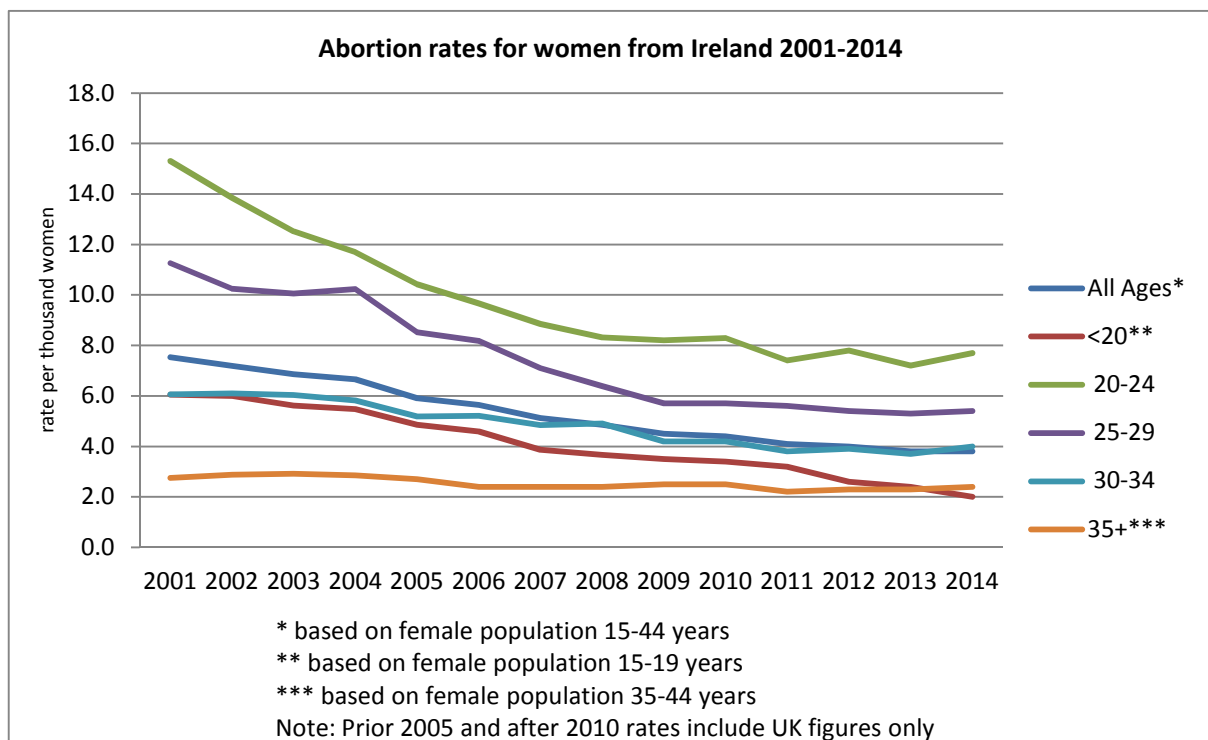
Strategic Objective 5

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.

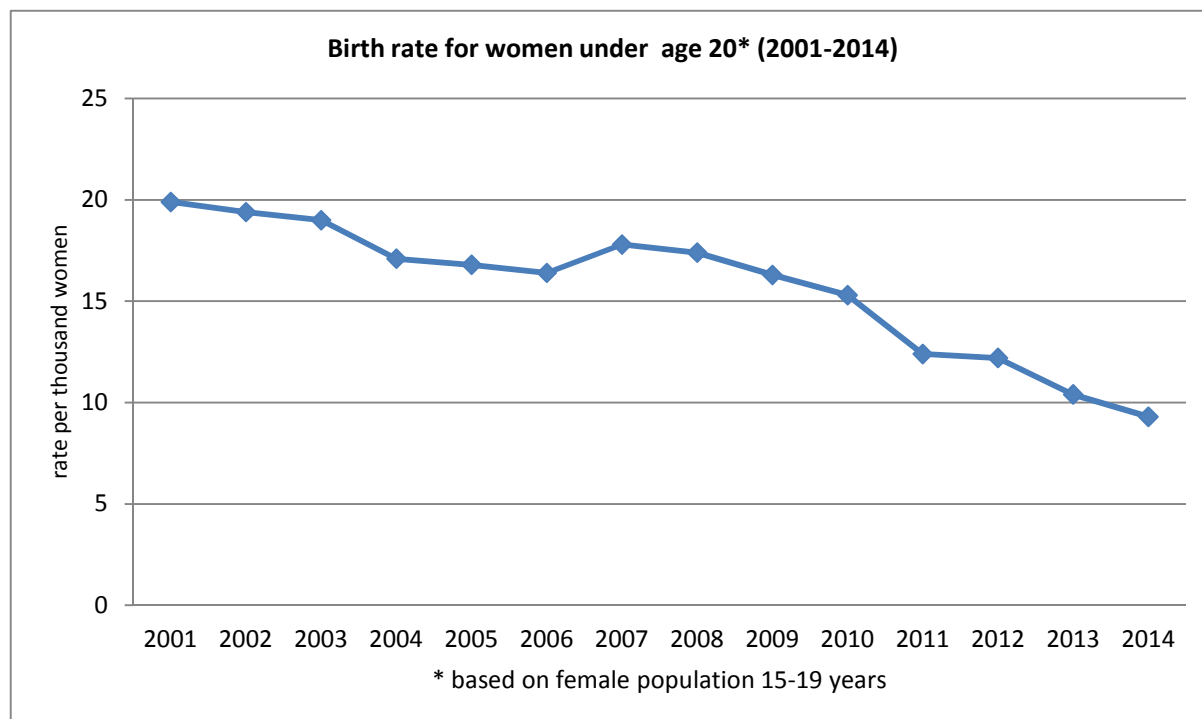
Key actions in 2014 included:

In 2014, the CPP continued to build its evidence base by providing guidance, support and oversight to commissioned research projects, developing and implementing knowledge-transfer activities, and providing research support and advice for the CPP's work and the broader Health and Wellbeing Division.

A core role of the CPP is to monitor behavioural trends of direct relevance to its mandates, using a range of measurement tools and indicators. In 2014, the rate of women travelling to the UK for an abortion remained stable compared to the rate in 2013. 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 3,735 in 2014. The rate per 1,000 women has reduced from 7.5 in 2001 to 3.8 in 2014.



Ireland also experienced another decrease in the rate of births to teenage mothers, from 10 per 1,000 in 2013 to 9 per 1,000 in 2014. Teenage births have decreased by 60% since 2001. The number of teenage women travelling for an abortion has also declined by 71% over the same period.



Building on the evidence base

The CPP plays a role in commissioning high-quality research projects directly relating to its strategic mandates. In 2014, the CPP worked collaboratively with research teams and associated partners on the following research projects:

Sexual Health and Sexuality Education Needs Assessment of Young People in Care in Ireland (SENYPIC) programme of research

In 2014, the CPP, in partnership with the Child and Family Agency (Tusla), continued to provide guidance, support and oversight to the research team working on the SENYPIC programme of research. The research is being carried out by a team of researchers, led by Professor Abbey Hyde, School of Nursing, Midwifery and Health Systems, University College Dublin (UCD). The research involves the participation of service providers, foster carers, birth parents and young care leavers.

Exploring the factors that inhibit and enable communication between parents and children aged 4-9 years about relationships, sexuality and growing up

The CPP continued to work with Dr Catherine Conlon and Professor Virpi Timonen from the School of Social Work and Social Policy, TCD, on research exploring the factors that inhibit and enable communication between parents and children aged 4-9 years about relationships, sexuality and growing up. The research involves focus groups with approximately 100 parents of 4-9 year olds. The outputs from the project will inform the CPP and its partners on how best to further support parents in the delivery of relationships and sexuality education in the home.



Evaluation of the 'If I were Jack' educational resource in post-primary schools

In 2014, as part of the Queen's University Belfast PhD programme, the CPP worked with a team from the School of Nursing and Midwifery, initiating an evaluation of the 'If I were Jack' educational resource. The educational resource was a further development of a CPP-funded research project which explored young men's attitudes to teenage pregnancy and parenthood. The evaluation will be carried out in a number of post-primary schools in Ireland.

Research using pre-natal care data exploring contraceptive use and contraceptive efficacy and unintended pregnancy

In 2012, the CPP funded University College Dublin's Centre for Human Reproduction, based at the Coombe Women and Infant's University Hospital, to carry out research analysing pre-natal patient data collected from over 42,000 women between 2009 and 2013. The first peer-reviewed article, titled 'A Longitudinal Study of Unplanned Pregnancy in a Maternity Hospital Setting', was published in the *International Journal of Gynaecology and Obstetrics* in November 2014. It explores women's use of contraception following an unplanned pregnancy. The results find that those who have experienced one unplanned pregnancy are at an increased risk of experiencing a second unplanned pregnancy. This was reported to be due to low rates of contraceptive use among this group following childbirth.

Research into action

Implementation of dissemination plan for research on non-national women's attitudes toward fertility, motherhood and sexual health services in Ireland

In 2014, the CPP worked with Dr Catherine Conlon to develop and implement a dissemination plan for *Attitudes to Fertility, Sexual Health and Motherhood amongst a Sample of Non-Irish National Minority Ethnic Women Living in Ireland*. The dissemination plan involved developing and publishing a research summary, delivering workshops and presentations to key audiences, and publishing articles in professional practice publications. Over 300 copies of the research summary were disseminated to a range of different organisations, such as sexual health organisations, homeless centres, migrant advocacy organisations, drug treatment centres and services providing support to young people in care. Copies of the research summary were also made available at a number of conferences for healthcare professionals. Ten workshops were delivered in a range of locations nationwide to professional practitioners, including healthcare professionals, social workers and trainees, youth workers, those working with migrants and asylum seekers, and crisis pregnancy counselling services. Articles on the findings and implications for practice were published in *Forum*, a journal published by the Irish College of General practitioners, and the *IPU Review*, published by the Irish Pharmacy Union.



Presentation at 'Improving Children's Lives' interdisciplinary conference

In 2014, the CPP gave a presentation at an international interdisciplinary conference in Queen's University Belfast, entitled 'Improving Children's Lives'. Over 200 leading researchers, policymakers and practitioners met at the event to consider how best to improve services for children and young people. The presentation explored how commissioned research has been used to inform policy and practice in the area of relationships and sexuality education and how improvements have been measured in this area.

Commissioning and management of omnibus surveys

Omnibus data collection is carried out annually to evaluate the effectiveness on CPP campaigns.

Research guidance and support

In 2014, the CPP provided research support to other parts of the Health and Wellbeing Division.

Review of evidence to support the workforce planning process for Health Promotion and Improvement

The CPP developed a document outlining key evidence, policy and good practice in workforce planning processes. The document supports initial planning around the process.

HSE Health and Wellbeing Division staff survey

In 2014, the CPP carried out an analysis of data provided by Health and Wellbeing Division staff, collected by way of a survey at staff events. The findings were analysed and interpreted and presented to the Health and Wellbeing Directorate in report and summary format. The findings were used to inform the division's service planning for 2015.

Commissioning of literature review on physical illness co-morbidity among people with mental illness and related healthcare interventions

In 2014, the CPP provided ongoing support and advice to HSE health intelligence regarding the commissioning of a systematic literature review examining and critiquing published literature, both from Ireland and internationally, which explores physical illness co-morbidity among people with mental illness as well as exploring existing evidence on healthcare interventions targeting the physical health needs of people with mental illness. The CPP played a key role in supporting the commissioning process by advising on the requirements of the project, participating in the invitation to tender document and evaluating proposals submitted.

Public Consultation on Policy Framework for Medical Card Eligibility

In 2014, the CPP provided support and advice to the HSE Primary Care Division regarding an analysis of public submissions as part of a public consultation on the new government framework for medical card eligibility. The consultation was established to inform an expert group on the range of medical conditions to be considered in the new scheme.



MSM Internet Survey Ireland 2015 (MISI 2015)

In 2014, a cross-sectoral partnership was formed between the Health Protection Surveillance Centre, the Gay Men's Health Service, the Gay Health Network and the CPP to plan the roll-out of an internet survey on the sexual health and HIV prevention needs of men who have sex with men in Ireland (MISI 2015). In 2014, the partnership and an international advisory group were established, the questionnaire was designed, and ethical approval was achieved.

Healthy Ireland Survey 2014–2015

In 2014, the CPP represented the Health and Wellbeing Division on the Advisory Group, established by the Department of Health, to plan the implementation of a nationally representative survey on the health and wellbeing of the population over a three-year period.



Appendices

Appendix 1

Membership of the Advisory Group

Dr Anne Marie McGauran (Chair), Senior Analyst, National Economic Social Council

Ms Alison Begas, Chief Executive and representative of Dublin Well Woman

Rev Daniel Nuzum, representative of Church of Ireland Bishops

Ms Bridget Collins, representative of Pavee Point and the Traveller Community

Dr Miriam Daly, General Practitioner and representative of the Irish College of General Practitioners

Ms Sherie de Burgh, Director of Counselling and representative of One Family

Ms Margot Doherty, Assistant CEO and representative of Treoir, the National Federation of Services for Unmarried Parents and their Children

Ms Louise Graham, National Coordinator and representative of CURA

Ms Marie Naughton, representative of the Council of Irish Adoption Agencies

Ms Ailish O'Neill, representative of the National Youth Council of Ireland

Ms Margaret O'Driscoll, representative of the Irish Episcopal Conference

Dr Venita Broderick, representative of the Institute of Obstetrics and Gynaecology

Mr Greg O'Donoghue, Welfare Officer and representative of the Students Union of Ireland

Ms Rose Tully, representative of the National Parents Council Post-Primary