

Gathering Feedback to Rebrand National Teen Pregnancy Prevention Month

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0990-0459. The time required to complete this information collection is estimated to average 10 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, to review and complete the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: U.S. Department of Health & Human Services, OS/OCIO/PRA, 200 Independence Ave., S.W., Suite 336-E, Washington D.C. 20201, Attention: PRA Reports Clearance Officer

Gathering Feedback to Rebrand National Teen Pregnancy Prevention Month

Background: For several years, the Office of Population Affairs (OPA) has observed National Teen Pregnancy Prevention Month during each May to call attention to the challenges of teen pregnancy and highlight adolescent sexual and reproductive health. OPA seeks to rebrand and expand the focus of the observance in a way that emphasizes young people’s strengths and potential and supports a broader view of adolescence as a period of promise rather than of risk.

In rebranding and expanding this observance, OPA aims to gather input from those who work closely with young people to find a name that inspires and conveys support for adolescents and adolescent health. This survey presents different names currently under consideration and asks about potential themes that OPA may use during this year’s observance. The survey should take no more than 10 minutes to complete.

[Page break]

Thoughts on a New Observance Name

We want to start with gathering your thoughts on the name of the observance. OPA aims for the new observance to encourage people to take a positive and more holistic view of adolescents. In particular, the observance name should encourage people to support adolescents and engage in efforts to provide the information, skills, and tools young people need to be healthy now and into the future.

1. For each name option, please rate how clear it is that the health of young people (e.g., people between the ages of 10-25) is the focus of the observance.

	1 Not clear at all	2 Unclear	3 Just ok	4 Clear	5 Very clear
National Teen Pregnancy Prevention Month					
National Adolescent Health Month					
Healthy Youth Month					

Advancing Teen Health Month					
-----------------------------	--	--	--	--	--

2. For each name option, please rate how clear it is that supporting young people is important.

	1 Not clear at all	2 Unclear	3 Just ok	4 Clear	5 Very clear
National Teen Pregnancy Prevention Month					
National Adolescent Health Month					
Healthy Youth Month					
Advancing Teen Health Month					

3. Please rate how easily the topic of sexual and reproductive health could be discussed under each name option.

	1 Not easily at all	2 Somewhat uneasily	3 Just ok	4 Easily	5 Very easily
National Teen Pregnancy Prevention Month					
National Adolescent Health Month					
Healthy Youth Month					

Advancing Teen Health Month					
-----------------------------	--	--	--	--	--

4. Is there anything about these name options that you think could be misinterpreted? If so, please describe here.
5. Please rank the following names in order of how much each interests you in learning more about how to support the needs of young people. (1st = interests you most, 4th = interests you least)
6. Please rank the following names in order of how positively each makes you feel about youth. (1st = most positive, 4th = least positive:
 - a. National Teen Pregnancy Prevention Month
 - b. National Adolescent Health Month
 - c. Healthy Youth Month
 - d. Advancing Teen Health Month
7. Please rank the following names in order of how much each would inspire you to talk with someone else about the importance of supporting young people. (1st = most inspired, 4th = least inspired):
 - a. National Teen Pregnancy Prevention Month
 - b. National Adolescent Health Month
 - c. Healthy Youth Month
 - d. Advancing Teen Health Month
8. Please rank the following names in order of how applicable each feels to your own interactions with young people (1 most applicable, 4 least applicable):
 - a. National Teen Pregnancy Prevention Month
 - b. National Adolescent Health Month
 - c. Healthy Youth Month
 - d. Advancing Teen Health Month
9. If you had to pick from this list, which do you think is the best name for the observance? (Select one)
 - a. National Teen Pregnancy Prevention Month
 - b. National Adolescent Health Month
 - c. Healthy Youth Month

- d. Advancing Teen Health Month
10. Which of the following terms do you prefer: “teen,” “youth,” or “adolescent”?
- a. I prefer “teen.”
 - b. I prefer “youth.”
 - c. I prefer “adolescent.”
 - d. Other: _____
11. Is it essential to include “national” as part of the title?
- a. Yes
 - b. No
12. Of the options given, do you have any suggestions for improving the names (e.g., reordering words, different word choice, etc.)?
13. What, if any, additional name options would you suggest?

[Page break]

Thoughts on Themes for the May Observance

Regardless of the observance’s name, OPA would like to have themes or areas of focus throughout the month of May. We would like to get a sense of which themes will be most relevant or useful to you.

14. What is the maximum number of themes you would want to engage within a month?
- a. One (i.e., one theme for the whole month)
 - b. Two (i.e., a different theme every two weeks)
 - c. Four (i.e., a different theme every week)
15. Which themes or topics would you most be interested in talking about with youth, families, and those who work with youth? (Choose up to three)
- a. Access to sexual health information
 - b. Knowledge for action
 - c. Access to quality services
 - d. Collaboration across youth-serving sectors
 - e. Social determinants of health
 - f. Equity in outcomes for youth
 - g. Technology to improve service delivery
 - h. Youth engagement
 - i. Youth-friendly services
 - j. Youth voice (i.e., youth sharing their perspectives directly on a given topic)
16. Are there any other themes you would like to suggest? Please list here:

[Page break]

Basic Information

To put your findings into context, we would like some basic information about you.

17. Which of the following groups do you represent? (select all that apply)
 - a. OPA Teen Pregnancy Prevention Program grantee
 - b. OPA Title X family planning services grantee
 - c. Reproductive Health National Training Center TA provider
 - d. State Adolescent Health Coordinator
 - e. Adolescent health care provider (e.g., adolescent medicine or pediatric doctor, nurse practitioner, school nurse, adolescent mental health provider)
 - f. Non-health youth-serving professional (e.g., teacher, after school program manager, community-based organization staff, athletics coach, peer educator)
 - g. Parent, caregiver, or family member of an adolescent
 - h. Other: _____

18. To what degree have you engaged with National Teen Pregnancy Prevention Month in the past?
 - a. I had never heard of National Teen Pregnancy Prevention Month.
 - b. I had heard about National Teen Pregnancy Prevention Month, but have not participated in activities (e.g., posting the hashtag on social media, talking to people about teen pregnancy prevention, utilizing OPA materials, or leveraging the observance to share my work).
 - c. I have participated in National Teen Pregnancy Prevention Month activities (e.g., posting the hashtag on social media, talking to people about teen pregnancy prevention, utilizing OPA materials, or leveraging the observance to share my work).