

Webinar Transcript:

Promoting Youth-Friendly Environments in Title X Family Planning Clinics

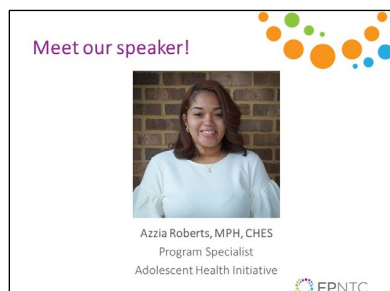


Slide 1 - Katie Quimby:

Hello everyone. We're so excited to have you with us today. This is Katie Quimby, from the Title X Family Planning National Training Center, and I'm pleased to welcome you all to today's webinar. Today's webinar is called Promoting Youth-Friendly Environments in Title X Family Planning Clinics. Before we begin, I have a few announcements. Everyone on the webinar today is muted, given the large number of participants. There will be a few times where we do ask for you to chat in your responses today, so please use the chat at the bottom right corner of your screen, labeled Audience Chat, to chat in your responses at that time. We already are having quite a few chats in already. That's great.

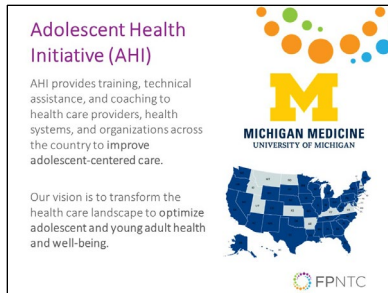
This is also where you'll be able to ask any questions you have of our presenter, and we'll address those questions at the end of the presentation. Please note that your chats in the audience chat pod can be seen by all attendees. A recording of today's webinar, the slide deck and a transcript will be available on fpntc.org within the next few days.

Finally, this presentation was supported by the Office of Population Affairs. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of OPA or HHS.



Slide 2 - Katie Quimby:

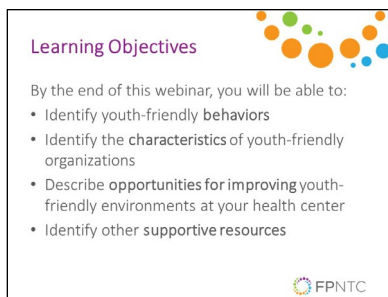
Okay, let's get started. I'd like to introduce our speaker for today's webinar. Azzia Roberts is a program specialist at the Adolescent Health Initiative, based at the University of Michigan School of Medicine. Azzia is a certified health education specialist, with a background in health education and promotion. She has served as a health advocate for disadvantaged youth, and has worked as a health and wellness program coordinator. Azzia's passion lies in improving health equity for socially disadvantaged and underserved communities. With that, I will turn it over to you, Azzia.



Slide 3 - Azzia Roberts:

Thank you so much, Katie, for that awesome introduction. Hi, everybody! I am super excited to talk to you all today about the ways that we can work together and provide you with some strategies to make your clinics more adolescent-centered. I want to start out this webinar by sharing some information about my organization that I work for, the Adolescent Health Initiative. We are based out of the University of Michigan, so I'm up in Ann Arbor, Michigan. But we provide training, technical assistance and coaching to health care providers, health systems and organizations across the country, to help them improve their adolescent-centered care, and our vision is to transform the health care landscape to optimize adolescent and young adult health and wellbeing.

So, that little map down there that you see kind of highlights all of the different states that we've partnered with or worked with in some capacity, and so we're really excited to be here, to kind of share some information with you all today.



Slide 4 - Azzia Roberts:

Here are objectives for the webinar today, so by the end of this webinar, you will be able to identify youth-friendly behaviors, identify some of the characteristics of youth-friendly organizations, describe opportunities for improving youth-friendly environments at your health center, and then we're also going to identify some other supportive resources to get you going with implementing some of the strategies that we're going to talk about today. Like Katie said, we're going to have some chat responses. It's going to be a pretty interactive webinar. We're going to engage in a couple of activities and chat discussions to keep you all engaged and energized in what we're talking about, so now we can go ahead and get started.

Teen Years Activity		
I felt like my teen years were _____.	Here's what was important to me when I was a teenager.	Here's how I feel about working with teens:
The best thing about being a teen is:	The hardest thing about being a teen is:	If I could re-live my teen years again, I would do this differently:
The best thing about working with teens is:	The hardest thing about working with teens is:	What makes working with teens unique from working with young children and adults?

Slide 5 - Azzia Roberts:

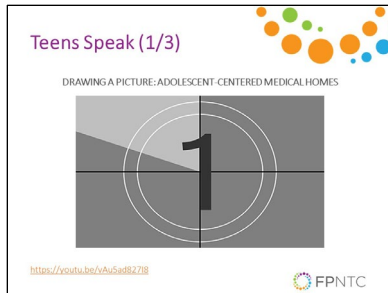
The first thing we're going to do is engage in an activity. To help us think back to our own experiences as young people, we're going to start with this Teen Years Activity. I'm going to ask you all to please take a minute to look and glance over some of the prompts that I listed here on this table that's on your screen. What I'm going to ask you to do is to take a look at this prompt in the first orange circle and complete the sentence. The prompt is, "Here's what was important to me when I was a teenager." I'm going to ask you all to think on that and then chat over your response, and I'm going to take a minute to read a couple of those out loud.

Okay, I see some people. I see fun with friends. It was important to feel heard as a teenager. That's really important. I see volleyball. A lot of having fun with friends. Fitting in. Having your independence. Body image. Hanging out. Lots of common things here. Being involved in extracurricular activities. Friends and boyfriend. Okay. Okay, great responses for that first prompt. Let's try another prompt. Let's look at the best thing about working with teens. So, if you are in a position, which I think most people that are on this webinar are, if you work with young people or have worked with young people in the past, let's talk about us, maybe what's the best thing about working with young people are.

"I love their energy," someone says. They're care free. They are the young adults that shape our future. I love that. Their humor and perspective. Invincibility, that's another good one. Energy. Lots of comments thinking about the level of energy of young people. Understanding their youthful perspective. Okay, good. They keep us grounded. I love that.

Okay. All right, let's try one more. One last prompt. Let's talk about the hardest thing about being a teen, so kind of thinking back to our younger years, what were some of the harder things that you experienced as a young person? Peer pressure. Figuring out who you are. Yep. Dealing with strict parents. Lots of peer pressure. Fitting in. Bullying. Body image. Making decisions. Yes, let's keep that in mind throughout the rest of our presentation, this really hard thing about being a young person and making decisions. Peer pressure from others. Okay, great. Awesome.

Thank you all so much for sharing. I really appreciate it. So, like I said before, the purpose of this activity was to help us think back to our own experiences as young people, and to remind ourselves that it might take a little bit of special effort on our end to help meet their needs as we provide patient-centered care. And that goes from the front desk, to the exam room, all the way to checkout.



Slide 6 - Azzia Roberts:

All right, so now we're going to watch a video, and we're going to hear directly from some teens in the three-minute video about how they want to be involved in their health care. So, the teens that are in this video are from the Adolescent Health Initiative's Teen Advisory Council, and as you watch, I would like for you all to just kind of keep these two questions in mind. One is what might happen when young people do not feel comfortable accessing health care services, and then what might happen when they do feel comfortable? So, we'll come back to those questions, but I want you to just keep those in mind as we watch the video.

Transcript of the video:

Julie:

Hi, I'm Julie.

Brandon:

I'm Brandon.

Sara:

I'm Sara.

Felipe:

And I'm Felipe.

Brandon:

We're here to talk about some ways that health centers can meet the needs of teens and young adults, through things like physical space, policies, and personal interactions.

Sara:

There are tons of ways to help teens feel welcome. Here are some of our ideas.

Felipe:

For some of us, getting to appointments can be challenging.

Julie:

Having bike racks outside can make it easier for when we don't have transportation.

Promoting Youth-Friendly Environments in

Title X Family Planning Clinics - 3/12/2020

Page 4 | 25

Brandon:

Posting hours outside your clinic is important, and make sure you have times after school hours, so students can get there, too.

Sara:

It can really help for those of us with unpredictable schedules if you accept walk-ins.

Felipe:

And if we happen to run late for an appointment, please try not to make us feel like we've broken the law.

Julie:

The more comfortable we feel, the more we'll want to come back, which will help us get better health care.

Brandon:

Your waiting room matters. It's our first impression, and a place where your teen patients will come to, well, wait, but hopefully not too long.

Sara:

And waiting means sitting, so why not have comfortable options for all shapes, sizes, and ages?

Felipe:

I know doctor's offices are for little kids, but they're for teens, too.

Julie:

Why not show a diversity of styles and types of art work?

Brandon:

And maybe even feature some pieces by local teen artists.

Sara:

I'd like that.

Felipe:

Real plants are great, too, but if they don't look taken care of, makes me feel like I might not be, either.

Julie:

Magazines are standard in any waiting room, but why not have some that are geared to teens, like Seventeen or Electronic Gaming Monthly?

Brandon:

No, I want Mad Magazine or J-14. Or Wi-Fi. I'd like the Wi-Fi password posted even better.

Felipe:

Hey, what about magazines in other languages?

Sara:

Yeah. Also show that the space is safe and inclusive of LGBTQ+ youth, such as a rainbow sticker on the door.

Julie:

Teens can have pretty different interests, but one thing that matters to all of us is privacy.

Brandon:

Definitely. Having some kind of dividers at the reception counter can help keep us comfortable when we share private information.

Sara:

I've even been at a place that had a white noise machine, to make it hard to overhear.

Felipe:

As much as we love the reception area, we're really here to get in the exam room.

Julie:

Of course, we expect it to be clean and professional. What matters most is our interaction with our doctor.

Brandon:

This means we're getting good eye contact, not just mental listening, and welcoming body language.

Sara:

Having your confidentiality policy clearly posted in the room really helps us feel comfortable being honest.

Felipe:

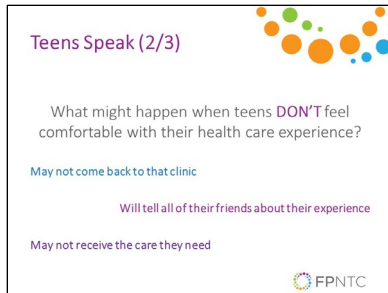
And so is doing check-ins throughout our appointment to make sure we are on the same page.

Julie:

Remember, not all situations are the same, and not all teens are the same. When in doubt, ask them.

Link to video "[Drawing A Picture: Adolescent-Centered Medical Homes](#)"

<https://youtu.be/vAu5ad82718>

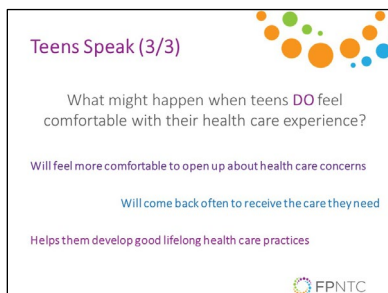


Slide 7 - Azzia Roberts:

Okay. Now, so now after watching the video, we are going to get into a chat discussion, so that question that I asked you all to kind of think about, let's think about that. What might happen when teens don't feel comfortable with their health care experience? So, take a moment to think about that, and then chat over some of your responses.

They won't come back and they don't refer their friends. They're not as honest if they don't feel comfortable. I see a lot of they won't come back. They won't return for refills, or results, or follow-up appointments. They won't trust you. They won't come in. Even if they do come in, they're going to shut down based on previous experiences. They'll give up on trying to reach out to any health care professional. These are all really good things to keep in mind.

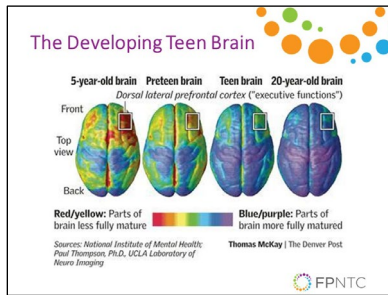
So, we kind of covered some of these, but I just want to go over a couple of the common things that we saw, and kind of common responses that we see for this. So, they may not come back to that clinic. If they have one bad experience, it's very likely that they will not come back. And then not only will they not come back, they're going to tell all their friends about their experience, and then their friends won't come, so we want to keep that in mind. And then they may not receive the care that they need, and it's really important that young people are receiving the health care services that they need.



Slide 8 - Azzia Roberts:

So, it's important that we make them feel comfortable, so let's get into the next question. What might happen when teens do feel comfortable with their health care experience? Let's get a couple people to chat over thoughts about what are the possibilities, the endless possibilities that could happen when young people do feel comfortable with their health care experience? Yes, they will tell their friends. They'll be in the health center all the time and they'll be glad to come back. They'll be honest with you. They'll want to bring others. Doors open, someone says. They'll be your best advocate. They'll be satisfied with their service. You start to build more trust with them. Open dialogue. They become informed health care consumers. Love that. They'll feel safe and comfortable, and in turn that will help them feel more open and honest.

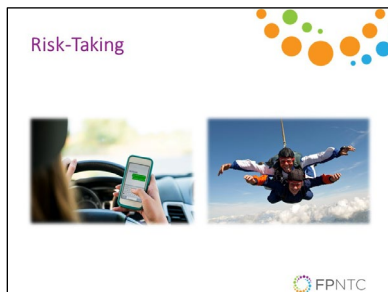
Yes. All of these things. Accurate. So, they will feel more comfortable to open up about health care concerns. We definitely want to make sure that young people are feeling comfortable enough with us in our spaces to share why they're worrying if they do have any concerns. Will come back often to receive the care they need. Excellent. We heard a lot of that. And then overall, it helps them develop good, lifelong health care practices, so yeah, we definitely want to keep all these things in mind in making sure that our young people are feeling comfortable when they come to our offices, so we're going to talk about ways to do that throughout the rest of our webinar.



Slide 9 - Azzia Roberts:

So, thank you all for sharing. I appreciate your input. While teens are in this transitional phase of life, we know from research that teen brains are at a critical point of development. The part of the brain that controls our executive functioning, which includes making judgment, and then also cause and effect, is not fully developed until our mid-20s. So, when teens make decisions that seem a little bit questionable to us, or we don't quite understand, it's really helpful to remember that this can be developmentally appropriate for them and their age, even if it's kind of frustrating for us to see. So, you can see in the image that's on the slide the development of the brain from left to right, from ages five all the way up to age 20.

So, the box that's highlighted in that upper right side of each of those brain images highlights that pre-frontal cortex that I was just telling you about, that controls our executive functioning, decision making, and cause and effect, and you can see that the red and the yellow colors, or the underdeveloped parts, become a little bit more developed as we age. It's important to just keep in mind that during the teen years, young people are still kind of developing some of these things that are going to cause, that are going to control some of their cause and effect, and then also the decisions that they make.



Slide 10 - Azzia Roberts:

A great example of how teen development is unique to that specific age range has to do with risk taking. So, people of all ages take risks, but it's at its peak during adolescence, and it can both good and bad. There are emotional risks, social risks, and physical risks that all help adolescents to build their identity, but some of the risks can be unsafe.

Risk Behaviors

3 out of 4 deaths, diseases, and injuries among teens are caused by risk behaviors

- Alcohol and other drugs
- Distracted driving
- Suicide
- No seatbelt/helmet use
- Sexually transmitted infections/HIV

FPNTC

Slide 11 - Azzia Roberts:

The CDC reports that three out of four adolescent deaths, diseases, and disabilities are a direct result of risky behaviors. This is disproportionately high compared to other age groups, and this also means that there are opportunities for prevention, and that we can change the outcome for a teen through good screening and counseling.

Optimal Health Model

- Identify the health concern
- Identify the risk factors that influence that health concern
- Respond with an intervention that promotes the best possible health outcome for the population
- Encourage individuals to make appropriate changes that will lead them towards a position of increasingly lower risk

OPTIMAL HEALTH MODEL

<https://www.hhs.gov/ow/operational-health/optimal-health/index.html>

FPNTC

Slide 12 - Azzia Roberts:

If their behaviors are developmentally appropriate, as challenging as they may be, what can we as adults do to help them along the way, and then also as health care professionals, what can we do to be truly patient-centered when working with young people in our spaces? Now I want to talk a little bit about the Optimal Health Model, which is a model from the Department of Health and Human Services. The Optimal Health Model prioritizes prevention through policies following these steps.

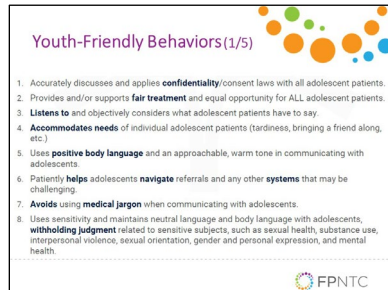
So, one is to identify the health concern, then identify the risk factors that influence that health concern, respond with an intervention that promotes the best possible health outcome for the population, and then encourage individuals to make appropriate changes that will lead them towards the position of increasingly lower risk. So, avoiding risk is optimal or preferred to reducing risk, and primary prevention can lead to health outcomes that are generally improved when behavioral risks are avoided.

Public health advocates should encourage the development of the skills necessary to make healthy choices and avoid risky behaviors, or currently engaged in those behaviors to change the behaviors and

avoid them in the future. So, this is just something to keep in mind as health care professionals in the work that we do.

[Optimal Health Model](https://www.hhs.gov/opa/reproductive-health/optimal-health/index.html)

<https://www.hhs.gov/opa/reproductive-health/optimal-health/index.html>



Slide 13 - Azzia Roberts:

We've talked a lot so far about developmentally appropriate stages that occur during adolescence, but now I want to talk a little bit more about specific behaviors that can support young people during this time in their lives when they're accessing health care services. So, one of the main goals of becoming more youth-friendly is to look at how your team interacts with young people, and help them feel welcome in your clinic. There are a lot of ways a health center can be welcoming to young people, and we have eight of these behaviors listed here on the slide.

So, this list was curated based on best practices in providing adolescent-centered care, and this list can be found in one of AHI's resources called a Spark Training, which we're going to talk about a little bit more, and it is free and available on our website. But like I said, I'll share more details about how you can access this later, but we just want to refer to this list right now for our next activity that we're going to do. So, just to kind of quickly go over these behaviors, one is to actually discuss and apply confidentiality and minor consent laws with adolescent patients. Provide and support fair treatment and equal opportunity for all patients.

Listen to and objectively consider what young patients have to say. Accommodate the needs of individual patients, so this might look like accepting or working with tardiness, allowing them to bring a friend along, things like that. Use positive body language and appropriate, approachable, warm tones when communicating. Help adolescents navigate referrals and any other systems that may be challenging to them. Avoid using medical jargon when communicating with adolescents, and then withhold judgment when having conversations related to sensitive subjects like sexual health, substance use, interpersonal violence, sexual orientation, mental health, and gender or personal expression.

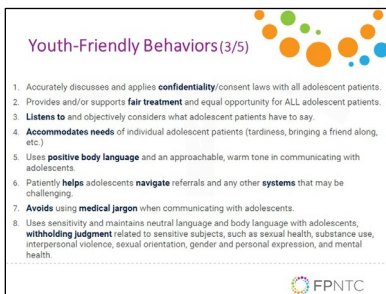
So, what we're going to do next is we're going to review two scenarios, and what I'm going to ask you all to do is to chat over the number, so one through eight of this list, chat over the number of the youth-friendly behavior that that scenario relates to. So, there is no right or wrong answer. The idea's just to kind of get our minds going and thinking about how to apply these behaviors to certain situations. And for some of these scenarios, there could be multiple responses, so no pressure, we just want to go through this and review what these behaviors might look like in practice. And just so you know, I'm going to read each scenario, and then after that, we're going to bring this list back up onto the screen, so that you can look at it to review.



Slide 14 - Azzia Roberts:

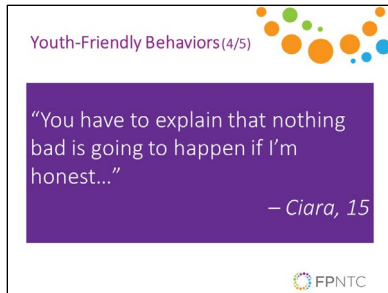
Okay, let's get into the first scenario. So, the following story is from Ray at age 23. When I explained to the staff that I didn't have insurance, she was like, "Oh, there's this program, and there's this resource. You can get help here, or you can go this route." And it was just like wow, no one ever told me that. Otherwise, I felt doomed, and she kind of gave me hope. I've gone to other really nice places, and it was the same thing. They were just really positive about it, like, "That's no big deal. We can work with that, and here are your options." Whenever I was given options and I didn't feel hopeless, it was a really good experience.

So, based on that scenario, let's take a moment and kind of chat over which one of these youth-friendly responses you think applies to that scenario. I see a few sixes coming through, patiently help adolescents navigate referrals and any other systems that may be challenging. I see a four, accommodate the needs of individual adolescent patients. Yep. I see a two thrown in there. Fair treatment. I see lots of sixes and fours. Yeah, sounds good.



Slide 15 - Azzia Roberts:

So, yes. Number six. That is the one that I think mostly aligns with this. Patiently helps youth navigate referrals and any other systems that may be challenging. And this is really important, because it can make a big difference in whether or not young people are following through with health care, going to follow-up appointments, making separate appointments to get things checked out. Being able to have someone there who can advocate and work with them, and make sure those appointments are getting scheduled, and that the systems that they might not be familiar with are being navigated, it can make a big difference in a young person's health care. Great. Thank you for sharing.



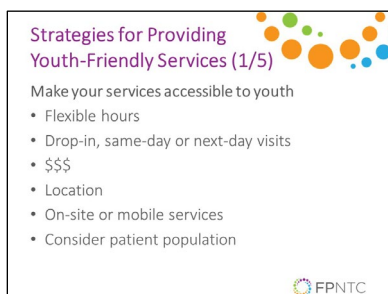
Slide 16 - Azzia Roberts:

All right, let's get into our last scenario. "You have to explain that nothing bad is going to happen if I'm honest." This is from Ciara at age 15. All right, so which youth-friendly behavior does this relate to? Let's take a moment and chat over the number that we think this relates to. Yes, lots of ones coming through, accurately discusses and applies confidentiality and minor consent laws with all adolescent patients. So, yeah, it's really important to young people to discuss with them what information they share is going to be kept private, and what may potentially be shared with a parent or caregiver.



Slide 17 - Azzia Roberts:

So, this is a really brief review, but all of the behaviors that are listed here on this list are things to keep in mind if your ultimate goal is to help make young people feel more welcome and comfortable in your clinic. So again, thank you all for sharing. That was fun.



Slide 18 - Azzia Roberts:

All right, so we just finished talking about ways to exhibit youth-friendly behavior, but now I want to pivot and talk more about how the physical spaces and services that you provide at your health center can be welcoming to young people. So, the World Health Organization describes youth-friendly services

as those that are equitable, accessible, acceptable, appropriate, and effective for young people, so that's going to be the overarching theme for all of the strategies that we're going to go over in the next few slides.

So, let's get into our first strategy, which is making sure your services are accessible to young people. The first thing to consider is to consider offering your services at times when youth are available, so this might look like after school, evening, and or having weekend hours available. Maybe consider serving your youth patients or consult with the Youth Advisory Council on what the preferences for those hours might be.

Next, provide youth access to services on short notice by offering drop-ins, same-day, or next-day visits. Next, money, money, money. Establish policies and procedures to ensure that young people can actually access your services for free or at low cost. So, this might look like a sliding fee scale or something similar to that, especially for services that teens may want to keep confidential, so like STI or pregnancy testing.

Next is location, so we want to make sure we're providing these services in a location that young people can easily get to. If your location is not ideal, because we know that sometimes we can't just kind of pick up and move our clinic to a place that's going to be easy for everyone to reach, maybe consider offering transportation assistance, like bus tokens, or cab fare, or even a shuttle service, or kind of making that information accessible to folks, and then you could also consider installing bike racks near your facility for teens who may cycle to their appointments, or that may be their only mode of transportation.

Next is consider bringing your services to young people, so this can include partnering with youth-serving organizations, like schools, or community centers, to offer your services on site. And then the last thing is that we want to consider our patient population, so making sure that you're providing services and materials in the languages that are spoken most in your community. So, one thing that I want to point out about these particular strategies are that a lot of these are going to require money, a lot of money sometimes. A lot of times, almost in every instance, it's going to require some leadership approval, and then also effort on the part of everyone who works at your health clinic can make something like this happen.

So, this might not be a low-hanging fruit. It might be something that takes a little bit more effort to get done. But maybe consider having a meeting with leadership and staff to kind of explain the importance of making these services, or the services that you offer, more accessible to you, to kind of get the conversation going, and then seeing what things are actually going to be feasible to put into action. So, like I said, I recognize that some of these things, like your location or the hours that are offered, are sometimes impossible or going to be really, really difficult to change, but it's always good to try to sit down and think about which strategies are doable. So, we're starting with this but we're going to move into some other strategies that are going to be a little bit easier to get going.



Slide 19 - Azzia Roberts:

All right. Let's talk about our next strategy. To create an environment that is welcoming to young people. So, the first thing is you want to maintain a clean and welcoming environment. So, some ways to make your space more youth friendly, physically, is to include some of the things that were included in the video. So, having magazines for young people that have topics that are interesting to young people. Having a cell phone charging station, that's a game changer I hear. And having artwork by local teens. These are all different things that can help make the environment feel like it is catering to young people. Another idea is to provide visual and auditory privacy if you offer services that might be sensitive, like counseling.

So, maybe having room dividers and white noise machines, those can be quick fixes for an environment that has limited privacy. Another thought is to develop and post a non-discrimination policy, so the youth of all identities know that they're welcome. Consider reviewing your intake forms, handouts, posters, and other materials to ensure that they're inclusive. So, you want to make sure you have images that reflect the diversity of your community, making sure your language on your form is LGBTQ+ inclusive, and also easy to understand for young people. One last consideration is to train your staff to provide youth-friendly, respectful, and non-judgmental services to youth.

So, this kind of gets a little bit more into our low-hanging fruit. A lot of the strategies that I just described are easy to implement at little to no cost. So, a resource that I want to mention, that I'm going to, again, share more information about how to access later, is the Adolescent Health Initiative's Youth-Friendly Services Starter Guide. So, starter guides are tool kits that were created by the Adolescent Health Initiative that include actionable steps to help create change. So, the Youth-Friendly Services Starter Guide links to different things online, like posters or things that you can hang up in your office to help make your environment more youth friendly. So, we'll talk more about the website and how to contact us and reach out if you do have more questions about those resources or any of the resources that we offer.

Link to video: "[Ways to make your space more youth-friendly](#)"

<https://www.youtube.com/watch?v=vAu5ad827I8>

[posters](#)

http://www.umhs-adolescenthealth.org/wp-content/uploads/2017/01/tactac_poster-final-nologo_2.pdf

[LGBTQ+ inclusive](#)

<https://www.lgbthealtheducation.org/wp-content/uploads/Collecting-Sexual-Orientation-and-Gender-Identity-Data-in-EHRs-2016.pdf>

[easy to understand](#)

https://www.cdc.gov/healthliteracy/pdf/simply_put.pdf

[Train staff to provide friendly, respectful, and non-judgmental services to youth](#)

Promoting Youth-Friendly Environments in
Title X Family Planning Clinics - 3/12/2020
Page 14 | 25

<http://www.umhs-adolescenthealth.org/improving-care/spark-trainings/>

[Adolescent Health Initiative's Youth-Friendly Services Starter Guide](#)

<https://www.umhs-adolescenthealth.org/wp-content/uploads/2018/12/lgbtq-youth-friendly-services-starter-guide.pdf>



Slide 20 - Azzia Roberts:

All right, moving on. Next strategy is to provide and promote confidential services. So, family planning clinics are in a unique position, because you all offer services that are legally protected for adolescents. So, let's consider doing the following to promote these services and make sure that young people know exactly what services are available to them. So, first is to develop and post a confidentiality policy that is aligned with the state laws. It's always good when young people know exactly what the laws are and then what that means for them as it pertains to receiving care.

The second thing is to clear information to adolescents, parents, and staff, about which services young people can access confidentiality. Strategies to share information about your confidential services might include providing a handout to adolescent clients and their parents describing the protections and limitations of confidentiality and minor consent. Again, training staff on the protections, rights, and limitations of confidential services. Training all service providers to discuss the legal protections, rights, and limitations in all of their interactions with every adolescent patient. Developing a procedure to preserve the confidentiality of youth, like billing and documentation, and then if parents or guardians are present, of course meeting with young people one-on-one for a portion of every visit.

So, when thinking about confidentiality, I think it's really important to consider what does confidentiality mean to adolescents? And I think that the bottom line to consider, or what young people want to know, is what can I do here or what services can I get that my parents or caregiver won't find out about? So, I think that making that as clear as possible for young people is a really good way for them to build trust and open up, so that they can kind of make informed choices about what they want to share, based on what's going to be kept private. So, this is important because it can and it more than likely will determine how honest the young person is going to be about their health behavior, or what kinds of things they're going to share.

So, another resource that I want to mention from the Adolescent Health Initiative are our Spark Mini Trainings, so Spark Mini Trainings are 15 to 20-minute pre-packaged trainings that include a PowerPoint presentation, a script, and kind of any accompanying handouts that relate to that particular training. These are free for download on our website, and we actually have a Spark Training for... I believe we have 12 states so far. They're state-specific, that go over the confidentiality and minor consent laws in your state. So, that is something that would be just check out on our website if you are interested in

seeking out any kind of free trainings or professional development opportunities for your staff related to confidentiality.

But like I said, at the end we share a little bit more about our resources and how to access those, but I just wanted to make sure knew that there is a resource out there for you if you're interested in training on any of those things.

[Confidentiality policy and handouts](http://www.umhs-adolescenthealth.org/improving-care/confidentiality/)

<http://www.umhs-adolescenthealth.org/improving-care/confidentiality/>

[Spark trainings](http://www.umhs-adolescenthealth.org/improving-care/spark-trainings/)

<http://www.umhs-adolescenthealth.org/improving-care/spark-trainings/>



Slide 21 - Azzia Roberts:

All right, our next strategy is to implement a youth-friendly marketing and communications plan. So, to increase awareness of your services and how to access them, you can increase the awareness of your services and how to access them by marketing your services to young people, parents, and even other adults who work with youth. So, engaging youth in the development of that marketing plan can help ensure that it's relevant, it's up to date, and that young people are going to actually know it's going to catch their eye.

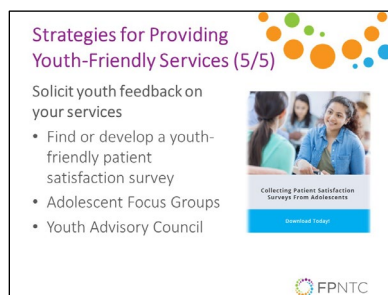
So, here are some marketing strategies that you might want to consider: Utilize outreach workers and teens to promote your services at youth-serving organizations and events. Communicate regularly with referring organizations, like schools, other health centers, and other youth-serving organizations, and or trusted adults who work with youth. So, if you know school counselors, teachers, or coaches, to ensure that they are aware of your services, and then know how to refer youth to your services. Next, you might want to develop print materials to distribute throughout your community, especially to those referring organizations. So, having something tangible, a flyer, or a handout that can be appealing to young people can help spread the word about your services.

Another thing that's really important is to maintain an up-to-date website and consider having a social media presence. So, overall, the best way to market to youth is to connect with young people and find out the best ways to get information to them. The aforementioned strategies that I mentioned here are all really good places to start, but if you don't have the capacity to develop like a full-on marketing plan, it might be really... It can be really simple to just ask young people for their thoughts and their opinions on how to make the materials that you already have more appealing to young people and more youth friendly, or that you can just work with them from scratch to develop something.

So, an example of something like this with a health center that I worked with, they were experiencing having trouble with getting young people to utilize their patient portal system that they had. Their typical workflow of how they handled this is that they handed out a standard sheet of paper to every patient that had directions on how to register, so it wasn't something that was specific to youth at all. It was just kind of like a regular sheet of paper. And one of the suggestions that I gave them was to reach out to young people and ask them the best way to get them to use the patient portal, like what could we do to help make this a little bit more appealing to young people?

And they actually were able to reach out, they did kind of a small little focus group type thing, and young people responded saying that they don't read any of the checkout materials, because they're too long, and that they weren't necessarily appealing to them. So, the health center decided to create a small kind of quarter-page handout that had youth-approved language and graphics, that explained how to register for the patient portal, and after a few months, they were able to see an increase in the number of adolescent patients who were accessing and registering for that patient portal. So, that's just one example of that wasn't anything that was too labor intensive, but getting just a couple of youth around a table to figure out what's going to be the best way for us to get the information that we want you to know to you, and I think that they are the best people to answer those kinds of questions.

It's probably not really effective for a bunch of adults to sit around and say, "Well, the young people." One of the best ways to find out what they want is to ask them directly, so that's just one kind of example that I wanted to give about that.



Slide 22 - Azzia Roberts:

Our next strategy is to solicit youth feedback on your services, so this kind of goes hand in hand with what we were just talking about. So, you want to engage young people in providing feedback on all of your services. Some of those strategies might look like first, collecting and reviewing adolescent client and patient satisfaction surveys at least yearly. Another strategy is an adolescent focus group, so you might want to invite a group of adolescent patients or clients to participate in a focus group to learn about their experiences accessing your services, and their ideas about how services can be improved.

Another idea is to invite a local youth council to tour your organization and then provide feedback. So, if you are unfamiliar with how to find a local youth council, it might be best to start by reaching out to local schools or youth programs to find out more information. I'm not aware of any registry or anything that exists that I know of, but that could be a good kind of starting point to figure out if any of these groups exist. So, kind of going back to our first bullet point about finding or developing a youth-friendly patient satisfaction survey, the Adolescent Health Initiative also has a resource to help you do this, so it is another starter guide. It's the Collecting Patient Satisfaction Survey Starter Guide.

And this starter guide is really good for collecting, if you want to start to develop a workflow to collect patient surveys. And if you're already doing this, maybe there's some strategies in there that can help Promoting Youth-Friendly Environments in

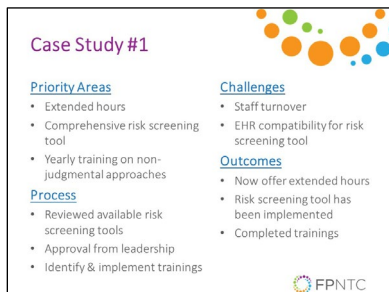
Title X Family Planning Clinics - 3/12/2020

Page 17 | 25

with reviewing that information. We have some sample workflows, and also sample youth surveys that you could possibly implement or customize to use at your health center. But this is another really good way for making sure that you're providing youth-friendly services by asking young people how they feel about it, and then implementing the changes that they suggest when feasible.

[Collecting Patient Satisfaction Survey Starter Guide](https://www.umhs-adolescenthealth.org/wp-content/uploads/2017/12/collecting-patient-satisfaction-surveys-from-adolescents-starter-guide.pdf)

<https://www.umhs-adolescenthealth.org/wp-content/uploads/2017/12/collecting-patient-satisfaction-surveys-from-adolescents-starter-guide.pdf>




Slide 23 - Azzia Roberts:

Okay, so now I'm going to provide you all with some case study information from a couple of clinics, one that I work with and one that a colleague of mine worked with. So, these clinics were interested in improving the overall youth friendliness of their health centers, and we just want to kind of go over what some of what they wanted to work on and then what their steps were to get these things implemented at their health center. So, the first case study is from a family planning clinic that I worked with in Alaska, and here are a list of their priority areas. So, they wanted to have extended hours. They were really interested in making sure that they were open and available at times that worked for young people.

The second thing was that they wanted to implement using a comprehensive risk screening tool for every adolescent patient, and then they also wanted to implement a yearly training on non-judgmental approaches when working with young people. So, a little bit about the process. What they did to get some of these things going was they reviewed all of the available risk-screening tools, to see which one would work best for them, which one would be most compatible with their electronic health record system, things like that. Of course, they have to get approval from leadership to get any of these things done, so that took time to try to get some of these things going. And then they had to identify and implement the trainings that they were interested in getting going on a yearly basis.

Challenges. Staff turnover. This particular health center, while working on these things, experienced some challenges with staff, and they had people kind of coming and going at a higher rate than they expected, and that contributed a lot to slowing down their process a little bit, or was just a challenge that they had to overcome. Another thing was an issue with finding the right risk tool that was compatible with their electronic health record system, so just a couple of barriers that they had to overcome to get these things done.

And then finally outcomes. So, they do now offer extended hours. They were able to get their risk-screening tool implemented, and they have been able to complete those trainings and operationalize those to be done yearly with all of their staff.



Case Study #2

Priority Areas

- Visual cues
- Extended hours
- Cultural Humility Training

Process

- Youth focus group
- Mock adolescent visits
- Approval from administration

Challenges

- Administrative issues

Outcomes

- Were able to extend office hours
- Improved overall youth friendliness of climate

FPNTC


Slide 24 - Azzia Roberts:

Our next case study is from a family planning clinic that my colleague worked with in Texas, so let's review some of their priority areas. So, they wanted to work on visual cues. They wanted their physical environment to have more youth-friendly and welcoming visual cues. They also wanted to offer extended hours at their clinic, and then they wanted to implement a cultural humility training. So, their process, they actually had a youth focus group. They consulted with a group to ask them about what kind of visual cues could be useful in the environment.

They also had mock adolescent visits, where they had young people come in and kind of walk through the clinic, and kind of give feedback on the workflow and what their experience was like, and then also as a part of their process is they needed to get approval from administration to extend hours and then even to change or add some of those visual cues that they wanted in their office space.

Challenges. Administrative issues. Working with leadership, as we stated earlier, can sometimes be a barrier. That doesn't mean that it's not worth it to get it done, but that was one of the only notable challenges that they mentioned, was just kind of getting leadership on board, or just working through some of the steps that you have to take to get things like this done. We all know that it can be a long process.

Outcomes. My colleague says they're doing fabulous. They were able to extend their office hours, and then they improved the overall youth friendliness of their climate just in general, and they found out that feedback from adolescent patient satisfaction surveys, and then also add surveys. So, just wanted to share a couple of real-life experiences that we had from working with clinics, and just to let you know that it's going to be a process to get some of these things done. Like we said, things cost money, things require approval from other people, but that doesn't mean that it's not worth doing it, because it can be done.



Check In

Which strategies would you consider implementing at your health center?

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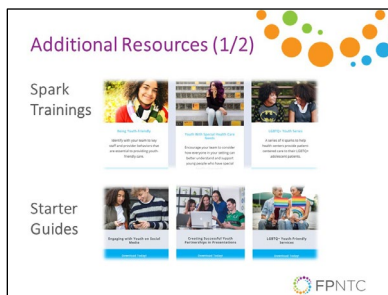
Slide 25 - Azzia Roberts:

All right, so we've talked about several strategies that clinics can implement in their health centers to help improve the youth friendliness of the environment, so that includes visual cues, we talked about promoting your confidential services more, collecting youth feedback, et cetera. So, now I want to take some time for you all to think about some of the strategies that we talked about previously, and then chat over any strategies that you might be thinking about implementing in your health center. We'll take a moment for you all to think about that, and then chat over some of your responses, and we can read a couple of those out loud. Any thoughts about strategies that you would implement at your health center.

Okay, I see teen magazines, charging stations. Nice. Youth focus groups. Extended hours. I love it. Oh, I see a few youth advisory councils. Visual cues promoting services more to young people. Charging stations. Expanding social media platforms. I love that one. Visual cues. Youth focus groups. Yes. Just changing the physical environment in general to be more comfortable. Love it. Flexible hours. Making the waiting room more teen friendly. Teen drop-in hours after school, that's a good one. Additional visuals to ensure confidentiality and inclusiveness. I love that.

Yearly training for staff about teen health care topics. Yes. We'll talk more about some resources that can help you with that soon. Training support. Wi-Fi signage. I love it. I know I am always looking for the Wi-Fi password whenever I am out in public or at appointments. I'm always checking to figure out how I can connect to the Wi-Fi, so I know our young people are. Improved signage and youth friendly décor and art. Bus cards or fees for teens to go to the clinic. I love that. Excellent. Okay, great.

Well, I'm glad to know that you all are thinking more about how to implement, or thinking more about what strategy you want to implement at your health center, and now I just want to share some resources with you all that were created by the Adolescent Health Initiative, that can help you with getting some of things started at your health center.



Slide 26 - Azzia Roberts:

So, these are some additional resources that I mentioned a little bit throughout our webinar so far. Most of these, actually all of these resources that I'm going to mention to you are available, free for download, on AHI's website, which is adolescenthealthinitiative.org. First I want to talk about the Spark Trainings, so those are the first row of pictures there across the slide, and so these are prepackaged mini trainings that include a slide deck, a script, and any accompanying handouts that are specific to that particular training topic. Each of the scripts also includes a cover page that was going to help the facilitator prep for the training, so it's going to let you know if you need speakers, if that training includes videos, if you're going to need to have handouts printed, if you're going to need writing

utensils. Things like that. So, it's really nice to really help you prepare and make sure that you're ready to facilitate.

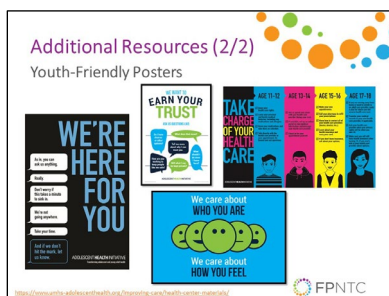
We have several different topics that are related to providing adolescent-centered care. The beginning of our webinar today was actually an adaptation of our Being Youth Friendly Spark, so that list of behaviors that we showed you, the activities that we did at the beginning, the video, all of that is available in our Beyond Youth Friendly Spark. And like I said, that is available free for download on our website.

The nice thing about Sparks that I really love is that they are designed to be completed with multidisciplinary health center teams in about 15 to 20 minutes, so these Sparks are appropriate for your entire staff. It's not just providers, or not just front desk staff. It really is a way to get everybody involved and trained up on these topics. So, those are the Spark Trainings.

The second thing that I want to review is our starter guides, so starter guides are tool kits that are developed to help health centers implement their youth-friendly services. So, these also cover a range of topics, so like I said, we have a Youth Friendly Services Starter Guide. We have one on universal chlamydia screens, we have one on collecting patient satisfaction surveys, how to provide LGBTQ+ youth-friendly services, we really have a lot of different, good, adolescent-centered topics, so we definitely want to point you in the direction of those if you are interested in implementing any of the strategies that we talked about today.

[Adolescent Health Initiative website](https://www.umhs-adolescenthealth.org/)

<https://www.umhs-adolescenthealth.org/>



Slide 27 - Azzia Roberts:

Next are our youth-friendly posters, so all the posters that you see here on the slide were created by the Adolescent Health Initiative's Youth Advisory Council, so these were vetted and approved by young people to hang in health centers. So, we have four different options. These are available in both English and Spanish, and that link down there sends you directly to the website to download those materials. You can download those and print them for free, or you can send those over to FedEx, or Kinko's, and get them printed out big enough to hang in your health center.

[AdolescentHealth.org Improving Care/Health Center Materials](https://www.umhs-adolescenthealth.org/improving-care/health-center-materials/)

<https://www.umhs-adolescenthealth.org/improving-care/health-center-materials/>



Slide 28 - Azzia Roberts:

Lastly, I want to mention an opportunity for health centers to participate in an 18-month quality improvement project through the Adolescent Health Initiative. So, in an effort to help health centers and clinics identify what barriers they might have and promote the strengths that they have for providing adolescent-centered care, we created the Adolescent-Centered Environment Assessment Process, which is also known as the ACEAP. So, this process is available to any health center that sees adolescent patients, so we work with family planning clinics, school-based health centers, family medicine, a full range of different types of clinics, and these health center participate in an 18-month quality improvement process to improve policies, practices, procedures, and environments of their health centers, and we provide them with a work plan and resources to help make those improvements. So, this process includes comprehensive data collection and reports, regular check-in calls, Spark Trainings, and then ongoing coaching and technical assistance. So, there is a cost associated with this process, but if you're interested, please feel free to reach out for more information.



Slide 29 - Azzia Roberts:

Lastly, I just want to point you in the direction of how to connect with us. So, we are on social media. We have our Twitter, Facebook, Instagram, and then also our general email address if you do have any questions.

FPNTC Resources

- Counseling Adolescent Clients to Encourage Family Participation Video & Training Guide
- Counseling Adolescent Clients to Resist Sexual Coercion Video & Training Guide
- Adolescent Brain Development Podcast (NCTCFP)



Slide 30 – Katie Quimby:

Thanks so much, Azzia. I think we can pause there and open it up for questions. I know that we've already had a couple questions about access to links and resources. I will just start by saying we are recording today's webinar, and we will be posting a recording, as well as the slides, and all of the links that are on those slides on FPNTC.org in the next couple of days, so you will have all of the links and materials following today's webinar.



Slide 31 – Katie Quimby:

We do have time for a couple questions before we wrap up, so if you have questions, please chat those in on the bottom right in the audience chat. I see one question here for you, Azzia, on how do you reach undocumented teens and make them feel safe and welcome, and wonder if you can speak to that?

Azzia Roberts: Yeah. I think it's important to just make sure that's there's obviously signage within your health center in different languages. I think that's one thing to help make people, let people know that they're welcome, and then any policies that you might have around non-discrimination I think could be helpful. I don't have any specifics from any of the health centers that I've worked with. I don't have any specific strategies about how to directly reach undocumented teens and make them feel safe and welcome, but I do think that that's something if you wanted to email us about directly, we can definitely work with you and maybe talk to some of our clinics that have experienced that to provide you with some real tangible strategies about how you can do that.

Katie Quimby: Great. And another question here is around leadership buy-in. So, as you mentioned a few times, and in both of your case studies, the importance of having that buy-in in order to support the process, which can include some substantial changes, and I wonder if you could speak a little bit about strategies you've seen for obtaining that buy-in from leadership, and especially maybe in cases at least

that are described here, where maybe there is some real, real need to make the setting more youth friendly.

Azzia Roberts: Yeah, so when it comes to getting buy-in from leadership, some of the clinics that I've worked with have went as far as A, collecting patient satisfaction surveys, finding out what young people's thoughts are about receiving care, and then organizing all that information and providing it in a presentation. I actually work with a clinic who created a presentation to deliver to leadership, to let them know why it's important to work on this particular thing, of this strategy, of wanting to increase youth friendliness of their health center. They also collected some of the data, some of the data around the adolescent population in their particular area, to say, "Hey, here are the problems that we're having. Here's why we need to get young people here. And here's what they think about the care that we're providing."

I think it's always good to get feedback from young people directly, because they're going to tell you exactly what you need to know and what you need to improve on, or what you're doing really well to help get them there. As far as funding, I know that can always be tricky, like there has to be money to get things done. That's why the Adolescent Health Initiative really prides ourselves in creating resources that are free. Not everything we provide is free, but lots of our resources, almost every resource I mentioned today is something that's free, low-hanging fruit, things that you can implement in your clinic to help assess youth friendliness, even if you aren't able to get funding to do really big things.

So, small things like visual cues, and confidentiality policies, and things like that, that don't take a lot of effort to create, can really make a big difference in how comfortable young people feel in receiving care at your clinic. So, I hope that was helpful.

Katie Quimby: Thanks, Azzia. Got a couple other questions about the links, and thank you, Heather, for chatting that out, and again, those will be on the slides we'll be posting later. We have a question about your conference, Azzia. Would you mind touching about that, about the conference you announced in April?

Azzia Roberts: Yes, so we are still in the process of figuring out what we are going to be doing about our conference. We are fully aware of the restrictions that are out there due to COVID-19, but we are still in the process with our conference and marketing team to determine exactly what that's going to be. So, we will definitely be giving some correspondence, and there will likely be something posted on our website at some point once we have a final answer about that.

Katie Quimby: Great. And I'll just throw one more question in before we wrap up here. I think we talked a little bit about buy-in for changes in the clinic, and I wonder from the other side, I think there's a lot of folks on the call who are interested in once you have a really youth-friendly setting, how do you encourage those youth who have good experiences to share that with their friends, and wonder, I know that's a little bit more on the recruitment side of things, but wonder if you see any strategies for helping encourage that referral and communication?

Azzia Roberts: I'm sorry, could you repeat the question? I think you cut out a little bit at the beginning.

Katie Quimby: Oh, sorry about that. My question was about how do you encourage adolescents who have a very good experience to tell their friends? If they've had any strategies that you've seen from your work in family planning settings who have been successful in that?

Azzia Roberts: Yeah. I don't know. I haven't seen any strategies about getting young people to tell their friends that the care that you received was great. I don't have any specifically. I'm trying to think. Some thoughts that come to mind might be finding a way to engage young people, and then also rewarding them for that, right? So, there could be maybe some kind of reward system set up at the clinic, like I'm thinking directly related to social media. My wheels are really turning over here, like if you said, "Hey, if you shout us out on your Facebook, or Instagram, or Twitter, to let your friends know that your visit here was great, we can offer you with X, Y, or Z." You know, whatever it might be. I think that could be a really cool way to get young people motivated and making sure that they're sharing with their networks that they had a good experience. But that's just an idea. A thought of mine.

I don't know anything that has actually been helpful, or something that someone has actually done, but that is a suggestion that I would give to someone if they were looking for some.

Katie Quimby: Great. All right. Thank you so much, Azzia. We will move to wrap up here, and as we wrap up, I did just want to mention a few FPNTC resources that are available on our website related to adolescent health within our adolescent services training package. Just recently, we posted brand new training guides and videos on counseling adolescents to promote family participation in adolescents' decisions to seek family planning services, as well as counseling adolescents to resist sexual coercion. So, for each topic, there is a five minute video which can stand on its own or be used along with the accompanying training guide, which includes a slide deck, a modifiable slide deck and discussion guide.

Our clinical training center partners have also produced a podcast on adolescent development, which you can also find in our adolescent services training package. With that, I'd like to thank you all for being on today's webinar. As I've mentioned, we'll have a recording of today's session available within the next few days.

If you have any questions, feel free to email us at fpntc@jsi.com, and our final ask is that you please complete the evaluation today. The link to the evaluation will be emailed to you after the webinar, and we really do love getting your feedback, and use your feedback to inform future sessions.

So, with that, thank you so much for joining us today. We hope you have a great day, and that concludes today's webinar.

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<http://www.fpntc.org/enewsletter>