

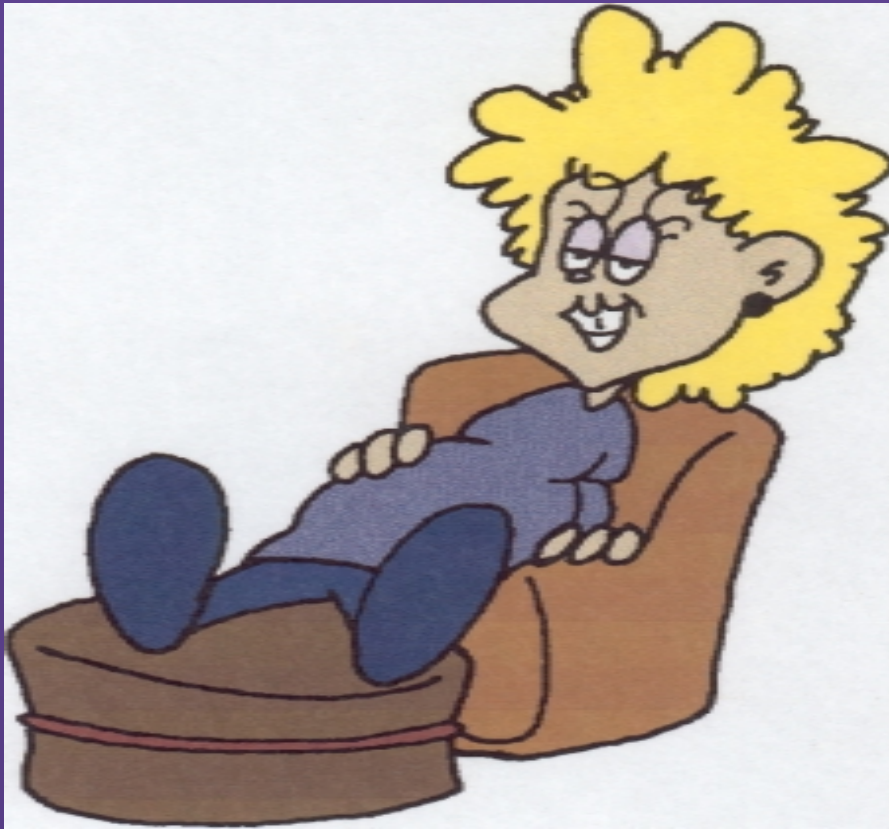


Strategic

Marketing

Project

How was it for you?



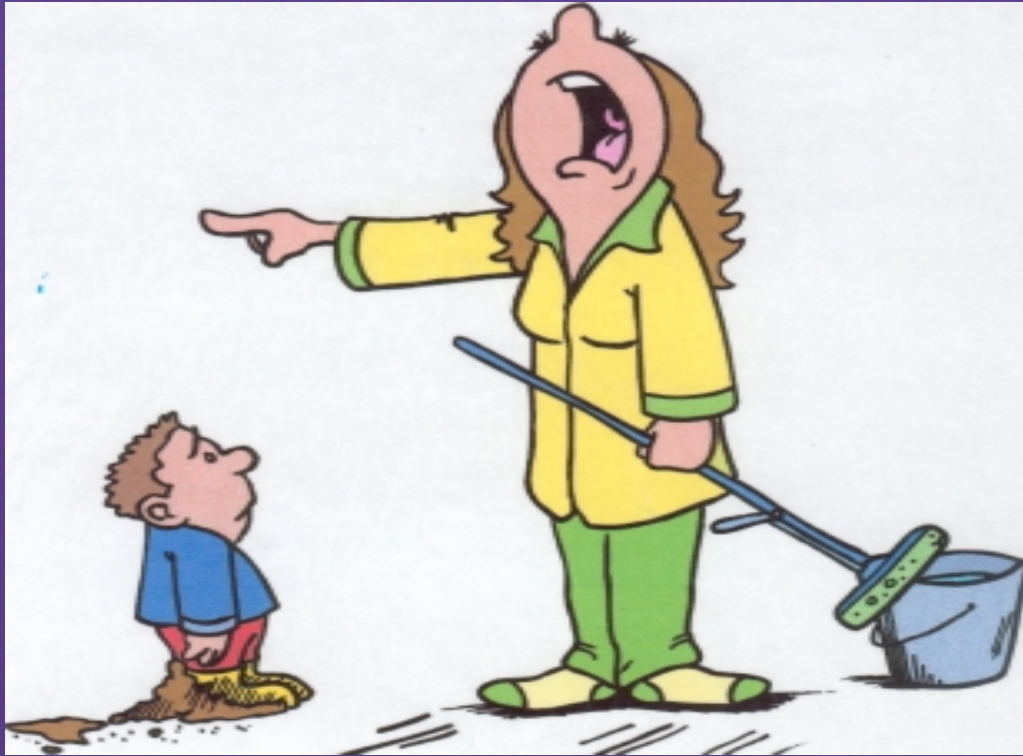
- ▶ Backache
- ▶ Heartburn
- ▶ Getting a seat on the bus
- ▶ Can't see your toes
- ▶ Getting lots of attention
- ▶ Tired
- ▶ Feeling the baby kick

How was it for you?



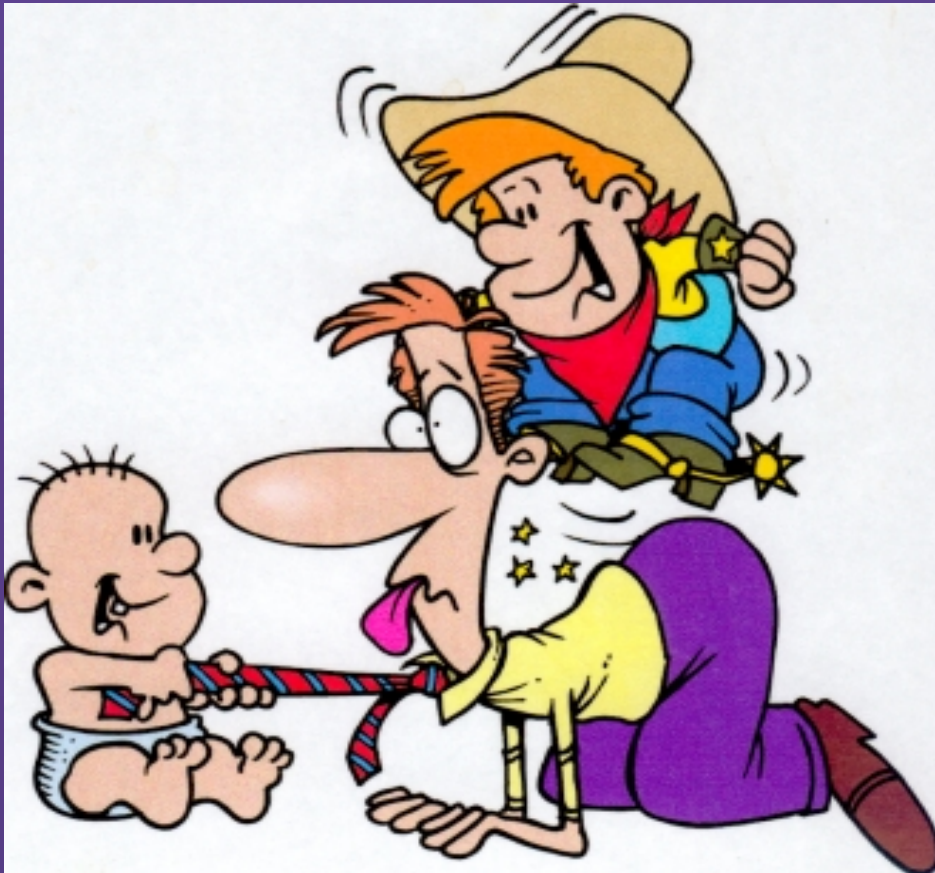
- ▶ Having someone to love and be proud of
- ▶ Being kept awake at night
- ▶ Lots of smelly nappies
- ▶ Not having time on your own
- ▶ Losing your social life
- ▶ Watching the baby grow

How was it for you?



- ▶ Always having to clean up
- ▶ Playing with the baby
- ▶ Never having enough money
- ▶ Buying baby clothes
- ▶ First day at playgroup

How was it for you?



- ▶ Not getting any peace
- ▶ Wishing they wouldn't grow up so quickly
- ▶ Having piles of washing and ironing to do
- ▶ Putting your sex life on hold
- ▶ Finding a baby sitter
- ▶ Hearing their first word

How have things changed?

- ▶ Larger families
- ▶ Smaller communities
- ▶ Babies born at home
- ▶ Less expertise
- ▶ Less professional support
- ▶ Smaller families
- ▶ Families living further apart
- ▶ Babies born in hospital
- ▶ More expertise
- ▶ More professional support

What does Straight Talking do?



- ▶ Gives young people an educated choice
- ▶ Supports young parents to move back into education and employment
- ▶ Works with other organisations in the field of sex and relationships education

Why do teenage girls have babies?

- ▶ Maybe he'll stay with me if I have his baby
- ▶ My parents will recognise that I'm grown up and won't be able to tell me what to do
- ▶ I'll get out of home and have a place of my own
- ▶ My friends will be impressed and support me
- ▶ I'll have someone to love who will love me

The Programme

- ▶ Years 9 & 10
- ▶ 4 lessons of one hour per week
- ▶ Both sexes
- ▶ Activities and games
- ▶ Pupil involvement



Where



- ▶ Kingston
- ▶ Richmond
- ▶ Merton
- ▶ Sutton
- ▶ Barking & Dagenham
- ▶ Redbridge
- ▶ Surrey

Types of schools

- ▶ Mainstream
- ▶ Pupil Referral Units
- ▶ Special Needs
- ▶ Denominational Schools

Employing, training and supporting teenage parents

- ▶ Employed part time
- ▶ Supported
- ▶ Training
- ▶ Driving lessons
- ▶ Moving on



Appraising and Evaluating

- ▶ Pupils
- ▶ Teachers
- ▶ Course Leaders
- ▶ Retrospective learning
- ▶ External Evaluations

Training Programmes

- ▶ School nurses
- ▶ Teachers
- ▶ Youth Workers
- ▶ Voluntary sector

