

NHS Bristol commissioned Uscreates to undertake research into teenage conceptions in set geographical areas with the overall aim of reducing teen conceptions in Bristol. The key Findings were as follows:

- A tangled web of issues contribute to teen conceptions across Bristol. Despite some hot spot areas with high levels of maternity and some hotspot areas with high levels of abortion, the complex and multifaceted issues that contribute to conceptions feature across all the hotspot wards and it is impossible to separate them with non-holistic approaches, targeting specific geographical areas
- It is a tough time to be a teenager in Bristol. Numerous macro social trends make this difficult transitional period to adulthood even more anxiety- ridden. Celebrity-culture, materialism, the internet and mobile phone technology, amongst other issues, contribute to this
- A huge amount of pressure on teenagers fuels sexual promiscuity, with much sexual activity conducted outside of relationships. The main sources of pressure are pushy boys, older kids and wanting to 'fit it'. For many teenage girls this pressure is fuelled further by a lack of self-worth
- Sex is most often a spontaneous activity for teenagers, even within relationships. This can have serious ramifications for planning and contraception, particularly when twinned with an ambivalent attitude towards young motherhood. 3 in 4 teenagers believe it is sometimes common to have sex without contraception
- Teen ideas of sexual 'consequences' are not in-line with those of health professionals. Whether they are 'normal' or doing it right will nearly always proceed the actual health consequences of sexual activity. 1 in 5 teenagers do not worry about the health consequences of sex at all and a further 53% only worry a little

- A teenage girls levels of control over the use of contraception twinned with her desire to have a baby are the greatest determinants of her likelihood of conceiving as a teen. However both these dimensions are in constant flux and may change with her life experiences, her age, the situations she finds herself in and so on
- Seven segments emerged from the research within the quadrants these two determinants create; Baby lovers, invincibles, fearful fatalists, responsables, at risk responsables, serial aborters and accidentals. Whilst baby desire and levels of control over the use of contraception were similar for some of these segments, the reasons behind them differed hugely. Potential interventions targeting teen pregnancy can be run past these segments, and their reasonings, to consider how services/campaigns might impact their attitudes/behaviours
- Contrary to popular belief most Bristol teenagers do have aspirations beyond motherhood with only 6% desiring a baby before 21. However 1 in 3 girls would still be okay about it/happy, if they fell pregnant suggesting aspirations are not always expected to be met and motherhood is still a viable option and potential future
- Teen conceptions that follow through to maternity involve an older partner in two out of three cases
- Cultural acceptance is commonly believed to be the biggest single issue to solve regarding teen pregnancy. 2 in 3 Bristol teens knows at least one teenage mum or more and 1 in every 5 teenagers knows 4 teenage mums or more

FOR THE FULL REPORT PLEASE CONTACT JESS DICKEN: jess.dicken@bristolpct.nhs.uk