

Social Marketing Interventions to Reduce Unintended Teenage Pregnancy

Research Question(s)

- **What are the effective* social marketing interventions to reduce unintended teenage pregnancy?**
 - **Population:** Young people under the age of 18 years. Sub-populations may be considered for age, gender or high-risk groups. Researchers to specify and justify.
 - **Intervention (non-NHS):** Social marketing interventions**. Consideration should be given to the place of interventions with other initiatives to reduce unintended teenage pregnancy.
 - **Comparator:** Non provision/usual practice.
 - **Outcomes:** Measures related to sexual behaviour and teenage pregnancy. Biological outcome measures are preferred where relevant and possible. Researchers to specify and justify.
 - **Duration of follow up:** Researchers to specify and justify.
 - **Impact on inequalities:** Research should consider the impact of the intervention on health inequalities.
 - **Design:** Primary research, including a health economic evaluation, where relevant.
 - **Setting:** Any setting outside of healthcare.
 - **Public engagement:** Proposals should incorporate a mechanism for public involvement.

*'Effectiveness' in this context relates not only to the size of the effect, but it also takes into account any harmful/negative side effects.

**NICE define social marketing as "using marketing principles and techniques as part of a health promotion campaign to persuade people to make a positive change in their behaviour to improve their health or prevent ill health." Andreasen identified six essential benchmarks of a 'genuine' social marketing intervention; these include behaviour change, consumer research, segmentation and targeting, marketing mix, exchange and competition. (Andreasen AR. Marketing social marketing in the social change marketplace. Journal of Public Policy & Marketing. 2002:3-13.)

Background to commissioning brief:

Teenage pregnancy may lead to poor long-term outcomes for young parents and their children. Babies of teenage mothers face more health problems than those of older mothers. More interventions are needed to reduce unintended teenage pregnancy.

Social Marketing is an approach used to develop activities aimed at changing or maintaining people's behaviour. Evidence has shown that interventions adopting social marketing principles could be effective across a range of behaviours, with a range of target groups, in different settings. However the evidence is limited in using social marketing to reduce unintended teenage pregnancy. Therefore primary research is required to investigate the effectiveness and cost-effectiveness of social marketing interventions to reduce unintended teenage pregnancy.

Remit of Call:

All proposals submitted under this call must fall within the remit of the Public Health Research programme. Please go to www.nets.nihr.ac.uk/programmes/phr/remit for details.

General Notes:

The PHR programme evaluates public health interventions, providing new knowledge on the benefits, costs, acceptability and wider impacts of non-NHS interventions intended to improve the health of the public and reduce inequalities in health. The scope of the programme is multi-disciplinary and broad, covering a range of interventions that improve public health delivered in a non-NHS setting.

Notes to Applicants

The NIHR Public Health Research programme is funded by the NIHR, with contributions from the CSO in Scotland, NISCHR in Wales, and HSC R&D, Public Health Agency, Northern Ireland. Researchers in England, Scotland, Wales and Northern Ireland are eligible to apply for funding under this programme.

Applicants are recommended to seek advice from suitable methodological support services, at an appropriate stage in the development of their research idea and application. It is advisable to make contact at an early a stage as possible to allow sufficient time for discussion and a considered response.

The NIHR Research Design Service

(<http://www.nihr.ac.uk/research/Pages/ResearchDesignService.aspx>) can advise on appropriate NIHR programme choice, and developing and designing high quality research grant applications.

Clinical Trials Units are regarded as an important component of many trial applications however, they are not essential for all types of studies to the PHR programme. The CTUs can advise and participate throughout the process from initial idea development through to project delivery and reporting. NIHR CTU Support Funding (http://www.netscc.ac.uk/supporting_research/CTUs) provides information on units receiving funding from the NIHR to collaborate on research applications to NIHR programmes and funded projects. In addition, the UKCRC CTU Network (<http://www.ukcrc-ctu.org.uk>) provides a searchable information resource on all registered units in the UK, and lists key interest areas and contact information.

Transparency agenda

In line with the government's transparency agenda, any contract resulting from this tender may be published in its entirety to the general public. Further information on the transparency agenda is at:

<http://transparency.number10.gov.uk/>

http://www.ogc.gov.uk/policy_and_standards_framework_transparency.asp <http://www.contractsfinder.businesslink.gov.uk/>