

## Metro Council for Teen Potential (MCTP)

# Unintended Pregnancy Prevention - Media Outreach

### AGENCY DESCRIPTION

The Metro Council for Teen Potential (MCTP) is a coalition that promotes a comprehensive and community-wide approach to foster youth assets and youth health, and to prevent teen pregnancy. MCTP brings together youth serving organizations, delivers evidence-based programs, sponsors staff trainings, develops health communication media projects, and promotes youth leadership.

### OVERVIEW

The Metro Council for Teen Potential was one of the inaugural winners of the Community Health Improvement Workgroup of Monroe County (CHI-W) Mini-Grant in 2023. MCTP was awarded a mini-grant to address disparities in maternal and child health through relaunching a media campaign based on the “Stay Tru 2 U” brand. The campaign supported the reproductive justice and autonomy of young women and to prevent unintended pregnancy in the City of Rochester.

### CONTACT

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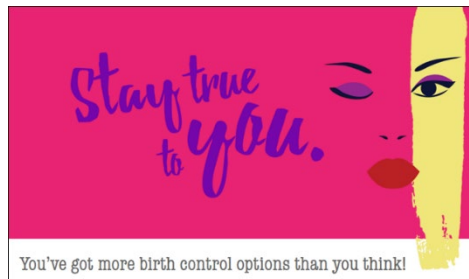
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### HIGHLIGHTS



The Metro Council for Teen Potential used their mini grant to fund a “Stay Tru 2 U”

social media campaign to reach beyond their initial efforts in Rochester City School District classrooms and community tabling efforts. MCTP purchased paid advertising and advertisement boosts.

#### Campaign Highlights:

- 1.75 Million Social Media Impressions
  - 826,816 on Facebook Campaigns
  - 190,193 on Facebook Boosted Ads
  - 754,737 on TikTok Ads
- 7,500 Website Click
- 12,400 Video Completions

### LESSONS LEARNED & NEXT STEPS

The social media campaign showed that a significant positive impact can be done on a small budget. The optimizations between flight one and flight two of the social media campaign doubled the video completion rate on TikTok. There is potential for a youth social media manager to be hired to continue updating the Instagram page. Lastly, work can be done to increase session time on the website.

Paid social media helped drive website traffic, but session time remained low. Post-intervention discussions on how to improve the site's homepage to boost engagement yielded ideas like adding a shirt/hoodie delivery option to collect light data. Causewave Community Partners is open to exploring a second campaign for future summers. Additional funds could be used for website updates or Long-Acting Reversible Contraceptive (LARC) brochures.