



MARCH 2016

## Public Health Integration: *Case Study*

*Companion document to the SHVS issue brief on PH Integration.*

### **Better Together Hennepin (MN)**

Better Together Hennepin is a teen pregnancy prevention initiative administered by the Hennepin County Human Services and Public Health Department (a single agency). Inspired by [New York City's Healthy Teen Initiative](#), the county is partnering with teen clinics, school districts and community-based organizations to change the way reproductive health care is delivered to adolescents. Through education, quality improvement support and advertising, the initiative aims to ensure that young people have access to high-quality health programs and services.

Better Together Hennepin offers technical assistance to clinics that serve adolescents and young adults to support practice transformation, and free advertising for clinics that adopt best practices in the delivery of high-quality care to this population. Free advertising is available to clinics that successfully complete and pass an online assessment of their practice. The assessment includes information about topics such as health care confidentiality and minor consent laws that are specific to Minnesota; evidence-based reproductive health care programs for adolescents and young people; and cultural competency.

Better Together Hennepin convened an advisory board of physicians, administrative staff, and others from a variety of settings, including hospitals, schools, and teen clinics,

to develop standards of care that informed the assessment. The public health department evaluates each assessment and determines if a clinic is able to appropriately serve the teen and young adult population. The public health department also engages clinics' youth advisory boards to screen practices. Clinics that successfully complete and "pass" the assessment process are approved to be listed on the [Myself My Health](#) website. The initiative created the website with input from teenagers and young adults to communicate information about sexual health in an age-appropriate, culturally sensitive and inviting format. Better Together Hennepin advertises the website in the community, at no extra charge to physicians or clinics.

In addition, the initiative supports all clinics in the area—not just those that are recognized on the website—with ongoing trainings on adolescent and reproductive health care, and creates opportunities for clinics to exchange information.

Better Together Hennepin reported that 15 percent of teenagers or young adults who visited a clinic for reproductive health services learned about it from the Myself My Health website. The initiative has been in discussions with a county-owned and operated organization about ways to increase funding for teen pregnancy prevention, especially for practice sites that have been recognized by Better Together Hennepin.