

# Building Community Support for APP in Conservative Communities

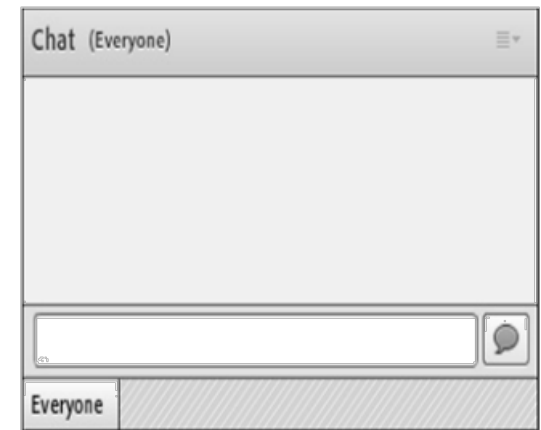
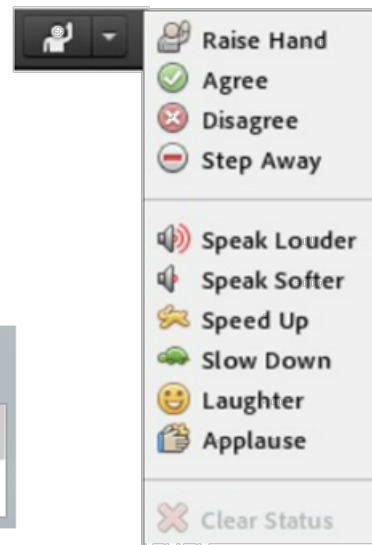
September 21, 2016  
3:00 p.m.–4:30 p.m. ET



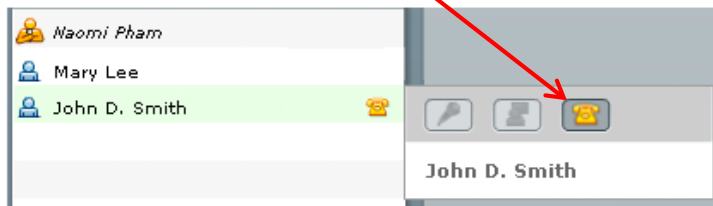
U.S. Department of Health and Human Services  
Administration for Children, Youth and Families  
Family and Youth Services Bureau  
Personal Responsibility Education Program (PREP)

# Training Logistics

- Adobe Connect Features



Click phone/microphone icon next to your name to mute and unmute



# Learning Objectives

By the end of this Webinar, participants will be able to do the following:

- Use recent polling data to help garner additional community support and buy-in.
- Identify strategies to find and cultivate relationships with key champions.
- Identify strategies to increase community support of adolescent pregnancy prevention programs.

# Presenters



**Bill Albert**

The National Campaign to Prevent Teen and Unplanned Pregnancy



**Hannah Wood**

Choctaw Nation of Oklahoma



**Janet Realini**

Healthy Futures of Texas



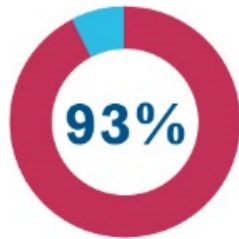
**Sanford Johnson**

Mississippi First

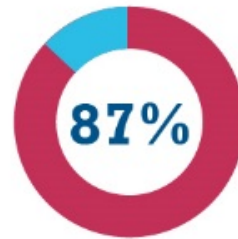
# Support for Preventing Teen Pregnancy Is Widespread

COMPARED TO WHAT? \_\_\_\_\_

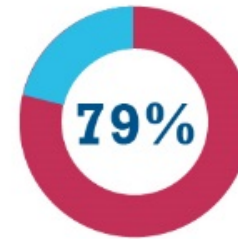
**82%** OF ADULTS OVERALL SAY TEEN PREGNANCY IS AN IMPORTANT PROBLEM (56% SAY VERY IMPORTANT) WHEN COMPARED TO OTHER SOCIAL AND ECONOMIC PROBLEMS IN THEIR COMMUNITY.



BLACK, NON-HISPANIC



HISPANIC



WHITE, NON-HISPANIC

© The National Campaign to Prevent Teen and Unplanned Pregnancy

# Support for Preventing Teen Pregnancy Is Widespread

MISSION NOT ACCOMPLISHED

**61%** OF ADULTS OVERALL BELIEVE MORE EFFORTS TO PREVENT TEEN PREGNANCY ARE NEEDED IN THEIR COMMUNITY.



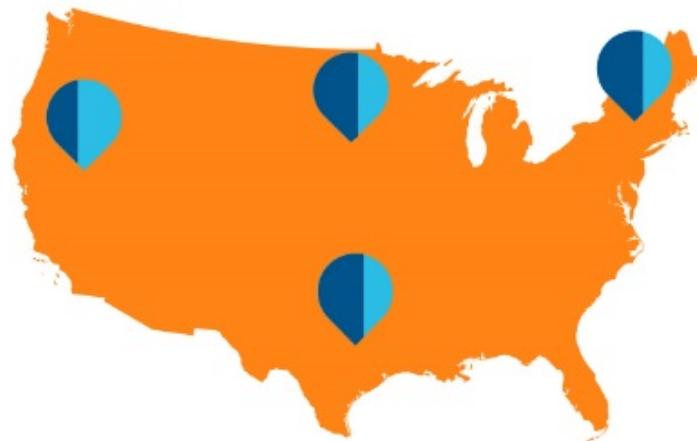
© The National Campaign to Prevent Teen and Unplanned Pregnancy

# Support for Preventing Teen Pregnancy Is Widespread

MISSION NOT ACCOMPLISHED

**61%** OF ADULTS OVERALL BELIEVE MORE EFFORTS TO PREVENT TEEN PREGNANCY ARE NEEDED IN THEIR COMMUNITY.

WEST **61%**  
NORTHCENTRAL **58%**  
NORTHEAST **60%**  
SOUTH **63%**



© The National Campaign to Prevent Teen and Unplanned Pregnancy

# Support for *How to Prevent Teen Pregnancy* Is Also Widespread

Teens should be getting more information about abstinence and birth control.

**WHO AGREES?**

**Adults 18 and older**



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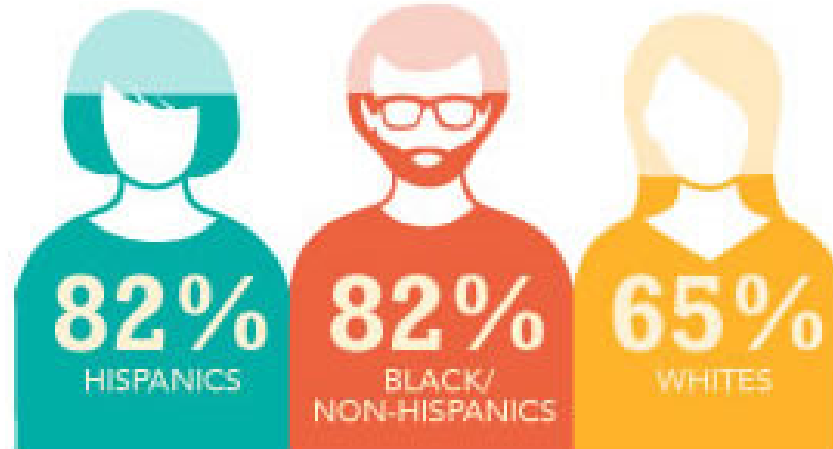


# Support for *How to Prevent Teen Pregnancy* Is Also Widespread

Teens should be getting more information about abstinence and birth control.

**WHO AGREES?**

## Race/Ethnicity



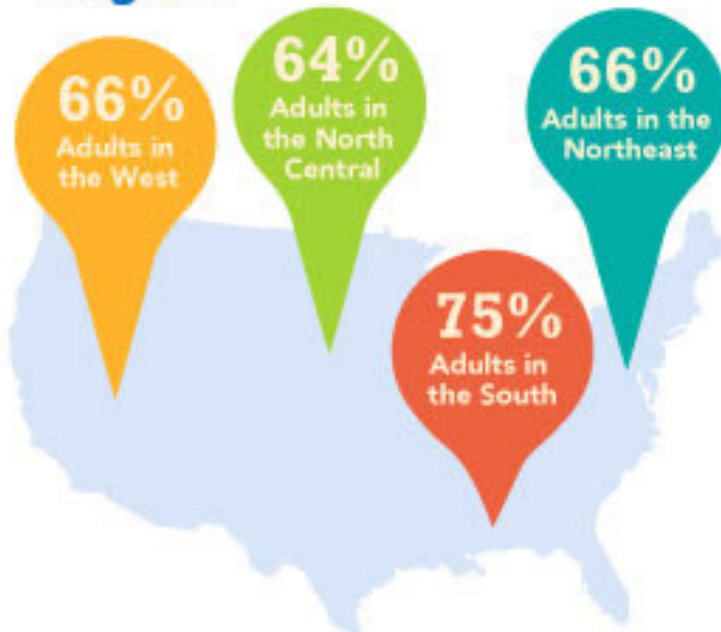
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# Support for *How to Prevent Teen Pregnancy* Is Also Widespread

Teens should be getting more information about abstinence and birth control.

**WHO AGREES?**

## Region



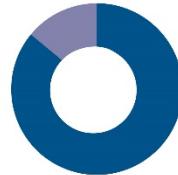
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# Support for Birth Control Is Widespread

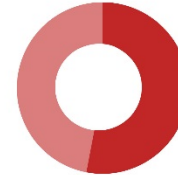
I support policies that make it easier for teens to get the full range of birth control methods. Who agrees?



**71%** ADULTS OVERALL



**86%** DEMOCRATS



**53%** REPUBLICANS



**82%** BLACK, NON-HISPANIC



**75%** HISPANIC



**68%** WHITE, NON-HISPANIC

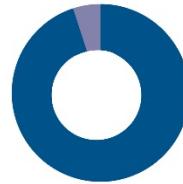
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# Birth Control and Responsibility

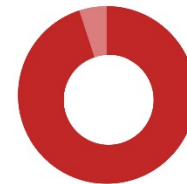
For those who want to avoid getting pregnant or causing a pregnancy, using birth control is taking personal responsibility. Who agrees?



**94%** ADULTS OVERALL



**95%** DEMOCRATS



**95%** REPUBLICANS



**95%** WHITE, NON-HISPANIC



**93%** BLACK, NON-HISPANIC



**92%** HISPANIC

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# How Polling Data Can Support Your Efforts

- Not me. *Us*.
- Supplement a press release.
- Use in a presentation.
- Share with supporters
- Add to your website.


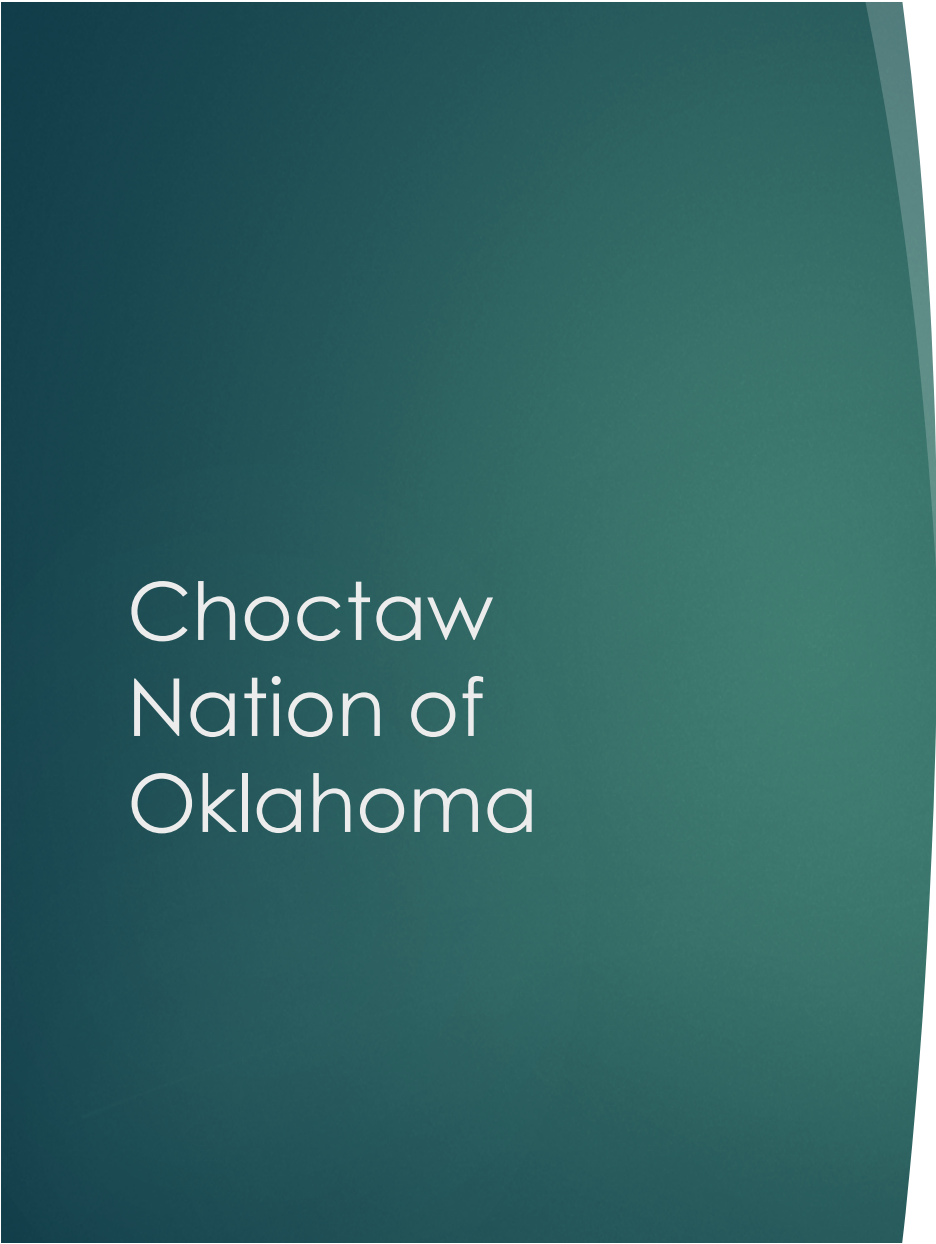
# Resource

- All images and assets can be viewed and downloaded from TheNationalCampaign.org.

The screenshot shows the website interface for The National Campaign. At the top, there is a navigation bar with the slogan "Responsible Behavior. Responsible Policies." and buttons for "DONATE", "SHOP", and "CONNECT". The main header features the organization's logo and a menu with categories like "WHY IT MATTERS", "DATA", "FEATURED TOPICS", "BIRTH CONTROL", "LATEST", and "THENC@20".

The central content area displays a video player with a still image of a young man and woman sitting on a couch. Below the video is a blue banner with the text "TheNC@20 | OUR STORY + YOURS". To the right of the video, there is a section titled "Parents and Trusted Adults" with the text: "Be the adult a teen can trust. Every young person should have at least one!". Below this section is a list of navigation links: "TheNC20", "Bedsider Reminders", "Survey Says", and "Annual Report".

At the bottom of the page, there is a section titled "THE LATEST STORYLINES" with three columns of text and graphics. The first column discusses PR and awareness for IUDs. The second column features a graphic stating "TEEN PREGNANCY AND CHILD BIRTH HAS DECLINED IN ALL 50 STATES". The third column includes a quote from William Saletan of Slate Magazine about LARCS. The final column has a graphic with the text "HALF OF ALL PREGNANCIES ARE UNPLANNED".



# Choctaw Nation of Oklahoma

TRIBAL PERSONAL RESPONSIBILITY  
EDUCATION PROGRAM (TRIBAL PREP)

Hannah Wood  
[Hwood@choctawnation.com](mailto:Hwood@choctawnation.com)  
580-326-8304 Ext. 6073

# Choctaw Tribal PREP

- ▶ Choctaw Nation of Oklahoma was awarded a Tribal PREP grant in 2012.
  - ▶ After years of serving expectant and parenting teens and young adults, Choctaw Nation was excited about the opportunity to educate students *before* they were expecting.
- ▶ A needs assessment showed youth needed to be reached in middle school.
  - ▶ Student surveys showed they were becoming active between 8th and 9th grade.
  - ▶ Parent surveys showed they believed students were sexually active between 16 and 17 years of age.

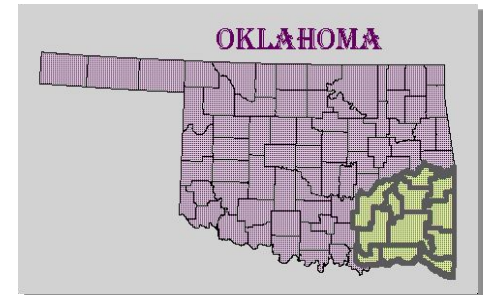


# Choctaw Tribal PREP

- ▶ Implemented through the public school system
  - ▶ 4 public schools and summer program
- ▶ Population: 6th–8th grade students
- ▶ Curriculum:
  - ▶ *Draw the Line/Respect the Line*
  - ▶ *Preparing Adolescents for Young Adulthood (PAYA)*
- ▶ Staff: director and educator
  - ▶ Male and female educator in each class

# Choctaw Nation of Oklahoma

- ▶ 10½ counties in southeastern Oklahoma
- ▶ Non-reservation-based
- ▶ Extremely rural
- ▶ Home to 52,531 Native Americans
- ▶ Tribal government is very involved in each community
- ▶ Teen birth rate is almost double the national average



# Strategies Used to Gain Support

- ▶ Comprehensive needs assessment
- ▶ Education and presentation of issue of need
- ▶ Hosted a “Parent Night” prior to entering into the school
- ▶ Offered a stipend to each school
- ▶ Open communications with school administration

# Successes

- Teen birth rates decreased 22%
- Knowledge increased of 21.3% based on data from the pre/post-curriculum survey
- Over the 4 years of implementation, PREP has served 1,150 students
- Due to the success of this program, we have submitted a rewrite for Tribal PREP looking to serve a broader area

# Challenges

- Educating the tribal administration, school administration, and school board members
- Gaining trust of the school administration and board members
- Due to lack of funding, we were able to serve only 4 schools

## Plan to Sustain

- ▶ Train public school professionals in curriculum
- ▶ Educate tribal leaders about the results of program
- ▶ Listing our program in sustainability planning within the tribal organization's 5-year planning platform
- ▶ Active in the pursuit of federal funding
- ▶ Educate communities about the importance of this subject
- ▶ Establish an advisory/leadership committee



Thank You!

# Working with Conservative Communities



Janet Realini, MD, MPH

President, Healthy Futures of Texas

[JRealini@HF-TX.org](mailto:JRealini@HF-TX.org) 210-240-9891

Contents are solely the responsibility of the authors and do not necessarily represent the official views of the Department of Health and Human Services or the Office of Adolescent Health.



# About Healthy Futures of Texas

- We bring people together
- We focus on prevention
- We help young people make healthy decisions and avoid teen and unplanned pregnancy



- Programs for youth
- Programs for parents
- Advocate for what works



# C-PREP ALAMO COLLEGES PROJECT

- 3 Community Colleges in San Antonio
- Seventeen Days for women
- Modified SHARP for men
- Information and referrals
- Linkages to clinical services



# The Project



- Office of Adolescent Health, Tier 2B
- Randomized controlled trial of *Big Decisions*
- Youth and parent components
- 9th grade: randomized by classes
- Teachers/coaches facilitate the program
- Pre/post-surveys, 9-12 month follow-up surveys

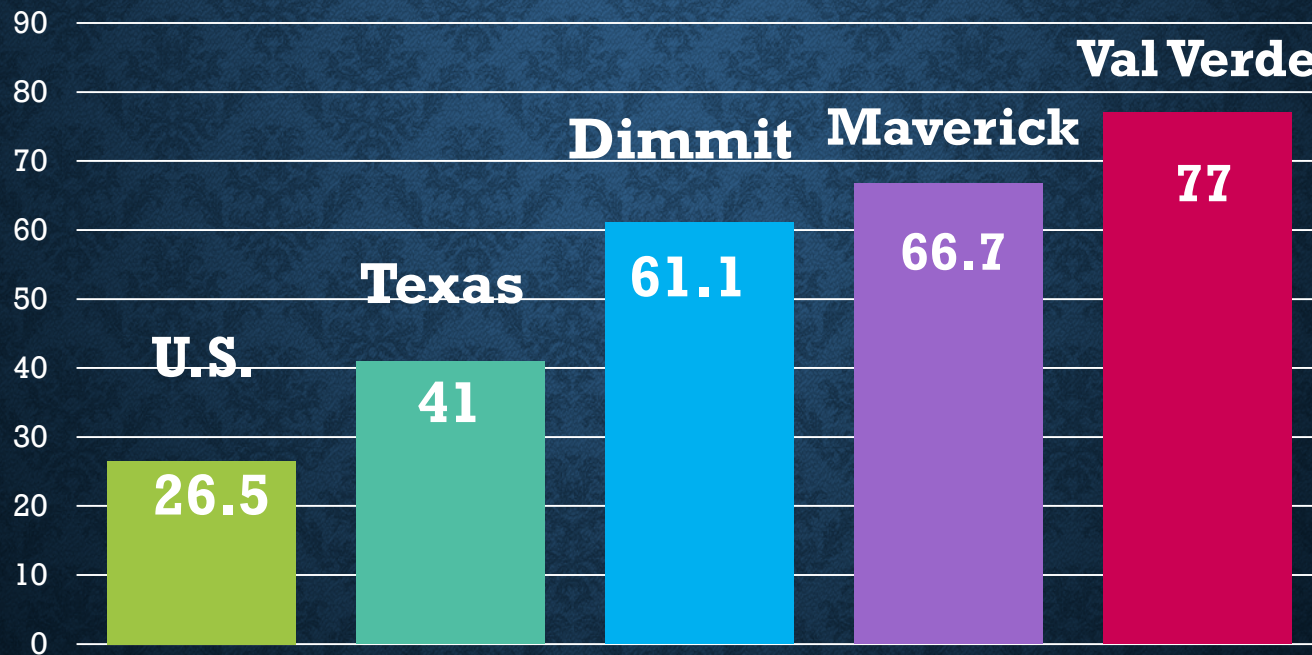
# The Communities: Rural, Border

- Del Rio
- Eagle Pass
- Carrizo Springs: “Non-Core”
- 95% Hispanic
- 76% economically disadvantaged

} “Micropolitan”



# 2013 Teen Birth Rates per 1,000 Females Aged 15 to 19



2013 Rates from Texas Department of State Health Services

# Strategies to Gain Support

- Work with the superintendents
- Attend School Health Advisory Councils
- Share the teen birth rates
- Common goal: student health
- Get to know the school district culture, politics
- Get to know health providers in the community



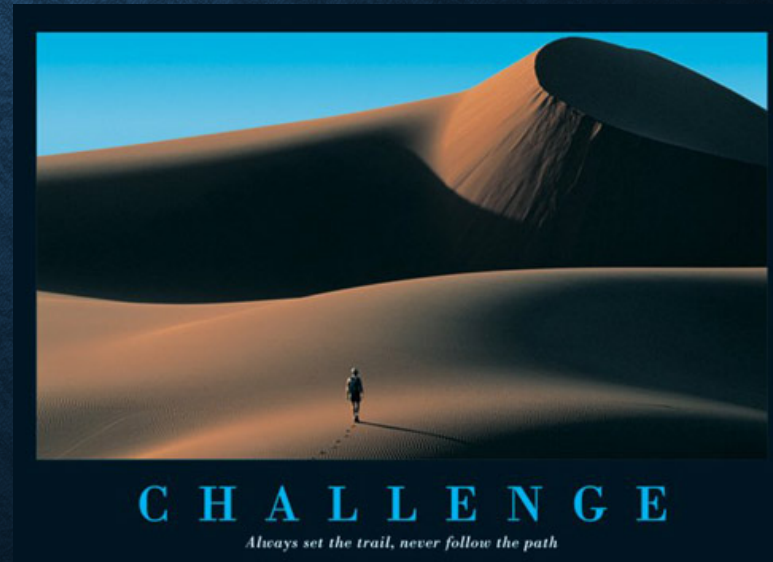
## ➤ Relationships

- Identify key champions
- Learn and respect the school culture
- Get to know the health community
- Strong relationship with school district administration
  - Common goal of educating students about their health
- Build a great relationship with the teachers/ facilitators



# The Communities: Challenges

- Distances (at least 150 miles)
- Few resources
- Little access to contraception
- Controversy: control group
- Parents hard to engage
- Youth under stress
  - Depression
  - Bullying
  - Drugs





# Success Story

- Support from top administration
- District coordinator
- Enthusiastic
- Teamwork
- Helped recruit a neighboring district to the study



# Keeping the Momentum

- Good communication
- Regular visits and meetings
- Training and technical assistance
- Feedback
- Annual trainings



# Sanford Johnson

Deputy Director of Advocacy,  
Mississippi First

[Sanford@mississippifirst.org](mailto:Sanford@mississippifirst.org)

(662) 402-8268

124 East Second Street  
Clarksdale, MS 38614



CHART is a partner project of Mississippi First and the Mississippi State Department of Health to reduce teen pregnancy, improve teen sexual health, and increase responsible decision-making.

# Sex Education in the Magnolia State

## Evidence-Based Sex Education in High-Need Districts

- Targeted counties with the highest teen birth and STD rates
- Curricula, training, and technical assistance
- Additional funds used for 2–3 community-based organizations



# Sex Education in the Magnolia State

## Mississippi's Unique Sex Education Environment

- Very few districts taught anything
- Abstinence rallies and billboards
- House Bill 999 (2011) required the district to adopt sex education policy



# Sex Education in the Magnolia State

## Key Voices in Building Support for CHART Policy

- Teachers and nurses
- Community members and parent groups
- Administrators and board members

## Challenges to Gaining Support

- “That’s not a problem in my school.” (community)
- “Where will I find the time?” (teachers)
- “Do we have to do this?” (administrators)



# Strategies to Gain Support/Buy-In

## Targeted High-Need Counties

- Teen health indicators to determine priority levels
- Goal: Get 75% Priority 1 counties to adopt

## The Data Argument

- Use teen birth and STD rates to quantify need
- “This isn’t just a Delta problem!”

## The Money Argument

- The cost of teen childbearing on state/county taxpayers
- Effective in counties with lower teen birth/STD rates



# Strategies and Course Corrections

## Successful Strategies

- Focused on communities of greatest need
- Took advantage of perfect timing

## Not-as-Successful Strategies

- Taking shortcuts on win board approval
- Did not organize CHART teachers

## Mid-Course Adjustments

- Limited curriculum offerings to districts
- Shift from district advocacy to quality implementation





# Moving Forward

## They Said It Couldn't Be Done

- PREP implementation in school settings
- Over 80% of priority districts adopted CHART
- Moving Mississippi beyond abstinence-only

## Sustainability Strategy

- Strengthening relationship with districts
- Expanding teacher preparation/development opportunities
- Teen Health Mississippi





**CHART**

**Creating Healthy and Responsible Teens**

**Thank you!**

**Sanford Johnson**

**Sanford@mississippifirst.org**

# Q&A



# Let's Hear from You!

- Please complete the following evaluation related to your training needs and interests.

<https://www.surveymonkey.com/r/7DQ9RT9>

- If you attended the Webinar with other team members, please share the link and complete the evaluation separately.