



# Teen Pregnancy Prevention (TPP) Toolkit: Connecting with Communities

APP Grantee Conference June 25th- June 27th, 2024

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2024WARD: Building Brighter Futures for Today's Youth Leader

U.S. Department of Health and Human Services, Administration for Children, Youth and Families (ACYF), Family and Youth Services Bureau (FYSB) Adolescent Pregnancy Prevention Program Grantee Conference

## Disclaimer

# LANGUAGE

The views expressed in written training materials, publications, or presentations by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.



# Presentation

## OBJECTIVES

In this presentation, participants will:

- Gain insight into the development of the Teen Pregnancy Prevention (TPP) Sustainability toolkit designed for Arizona TPP programs.
- Understand the process that can be taken to develop a similar toolkit in their state.
- Learn key takeaways from Arizona TPP programs and how the toolkit is being utilized.



# OFFICE OF WOMEN'S HEALTH

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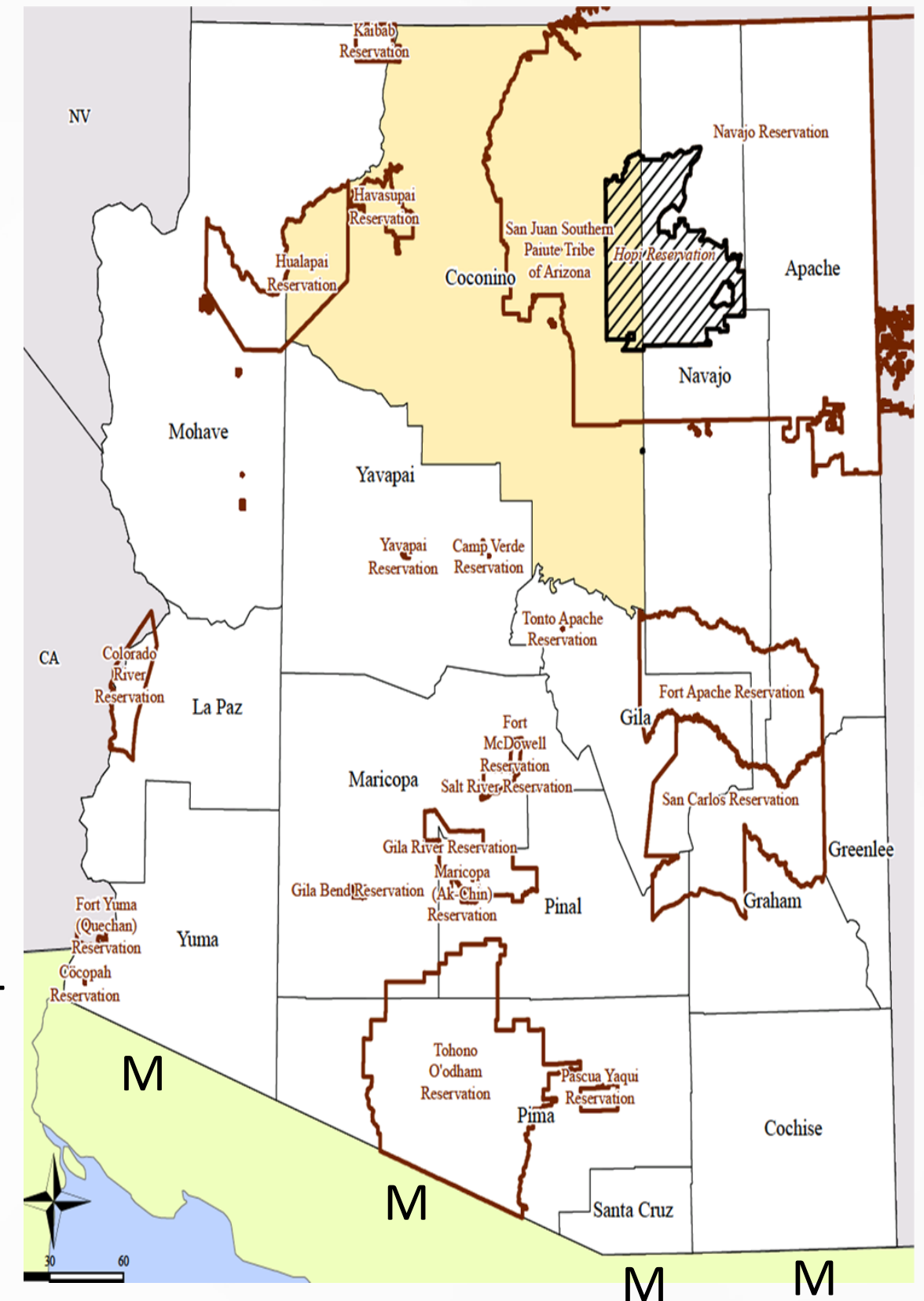
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# All About ARIZONA

- 113,594 square miles
- 15 Counties
- 22 Tribal Nations
- Borders Mexico

## Youth Population:

- Approximately 864,000 adolescents (ages 11-19)
- In 2021, the teen birth rate was 15.1 (births per 1,000 females 15-19 years of age)



Source: Arizona Memory Project  
<https://search.app/hpFghFuaJc7Ax7vK9>

# Program Goal & TARGET POPULATION

## Goal

To reduce the rates of pregnancy and births, and decrease the incidence of sexually transmitted diseases/infections in teens of age eleven through nineteen (11-19).

## Target Population

- Youth eleven through nineteen (11-19) years of age of all ethnicities w/primary focus on:
  - Fifteen to seventeen (15-17) year olds; and
  - Hispanic, African American, Indigenous
  - Youth in foster care and expectant/parenting teens

# Program Funding & STATEWIDE CONTRACTS

## Programs funded by LOTTERY & FEDERAL FUNDS

- Lottery: Abstinence Education, Abstinence Plus Education, and parent education
- Federal: PREP & SRAE and parent education <sup>7</sup>
- Contract requirements differ based on funding source

## Statewide CONTRACTS

Thirty (30) contracts/Twenty-one(21) Contractors

- Lottery funds
  - Abstinence Education – 5 contracts
  - Abstinence Plus Education – 14 contracts / 1 Tribal contract
- Federal funds
  - Title V SRAE– 6 contracts
  - PREP – 6 contracts



# Addressing CHALLENGES

Effects of HB2035: Parents Rights Law

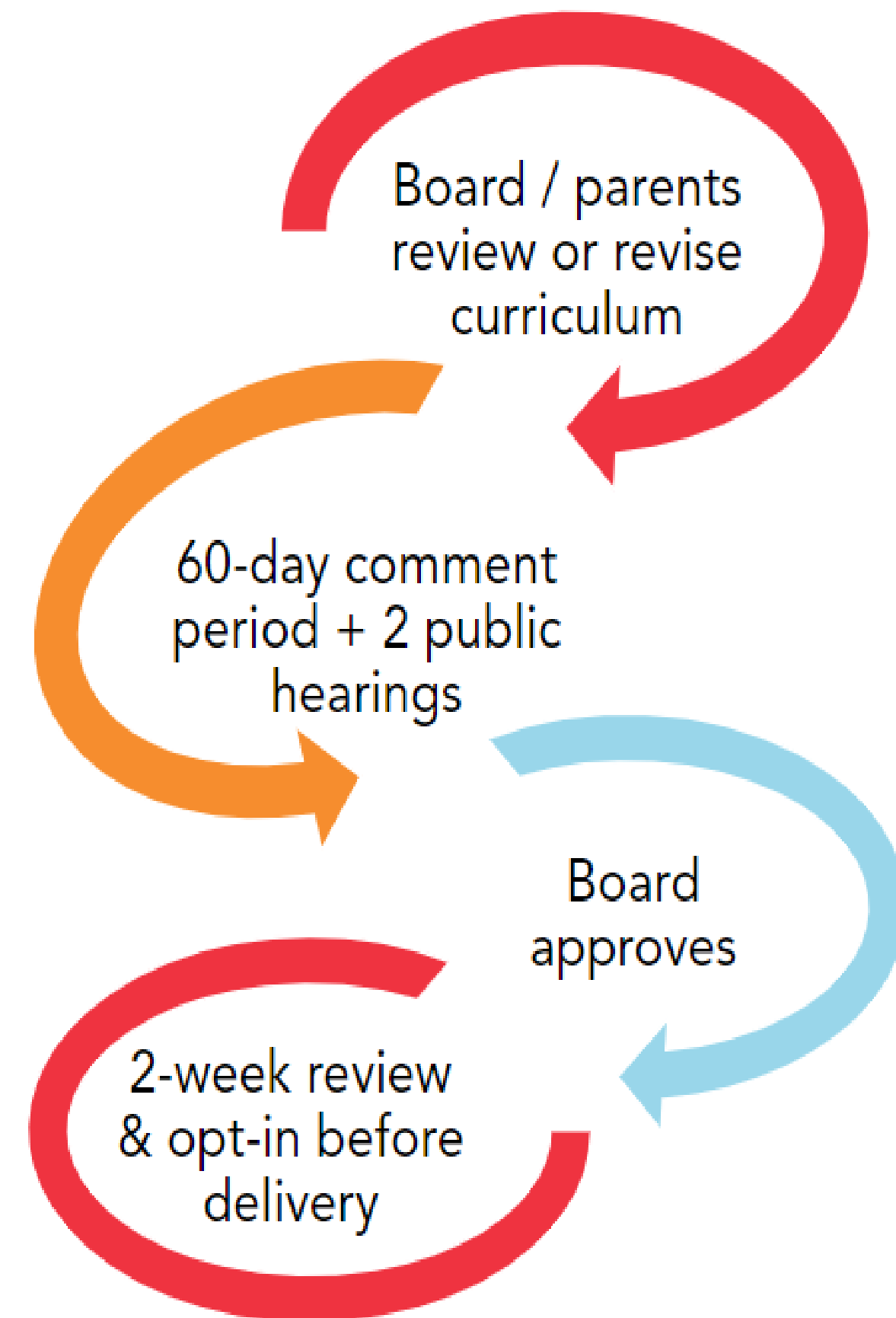
## Intended Effect

- Transparency in youth's education.
- Allows parents an opportunity to participate in, review, and provide input on any proposed sex education course of study before it is adopted



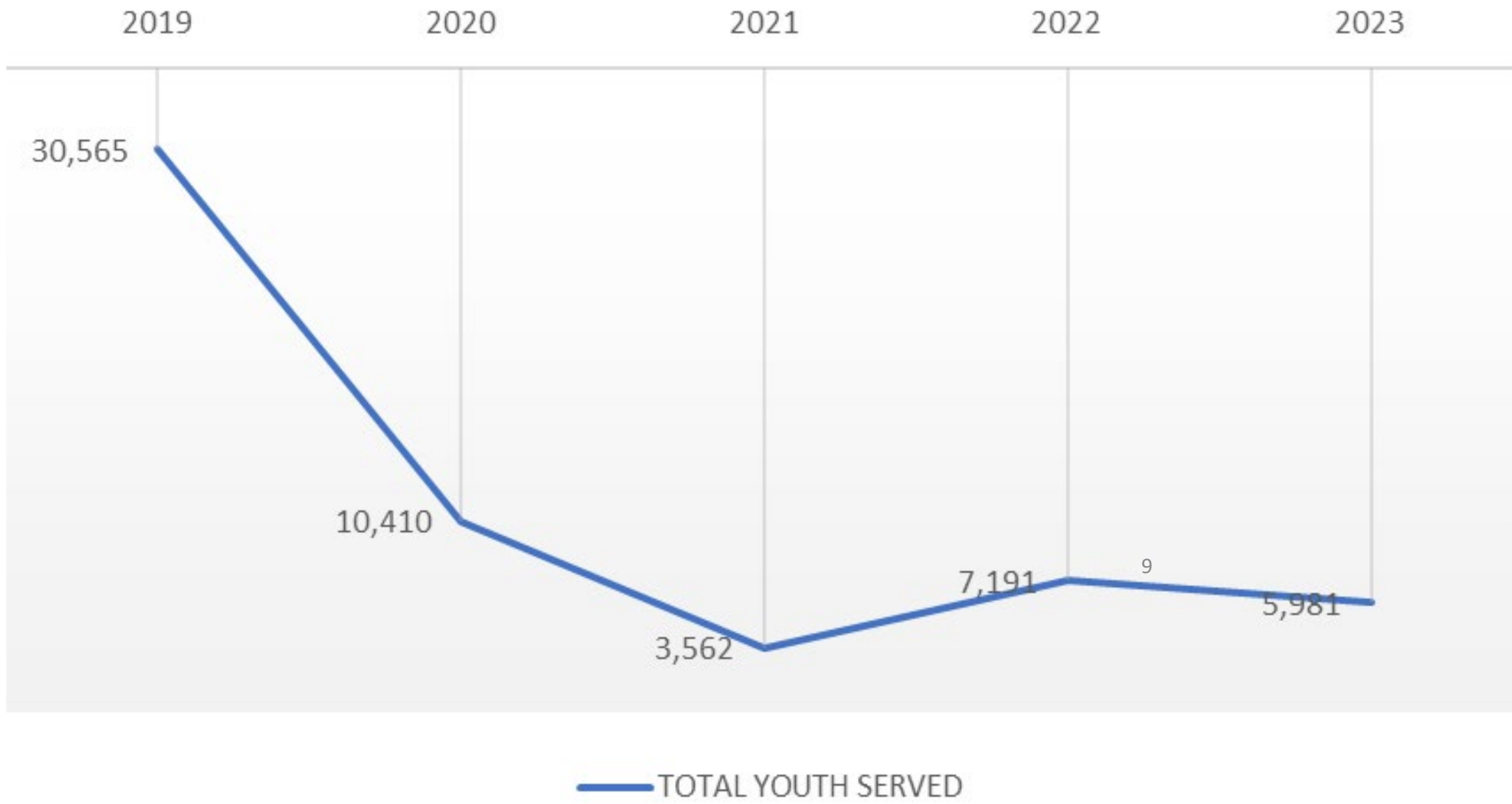
## Unintended Effect

- Increased program scrutiny from vocal opposition groups
- Responsibilities for overwhelmed school administrators leading to reception
- Increased platforms for misinformation
- Lower unduplicated counts of youth served per month



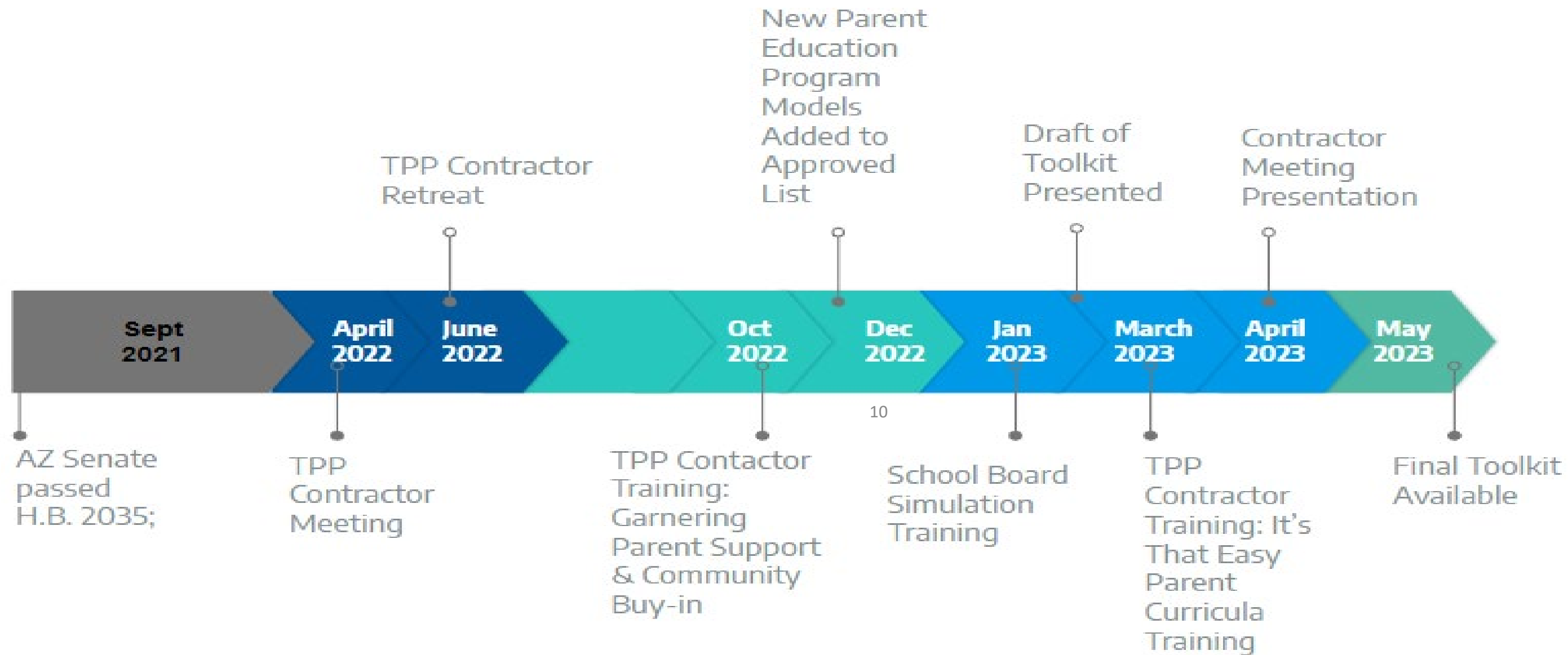


### TOTAL YOUTH SERVED



**Total Youth**  
**SERVED**

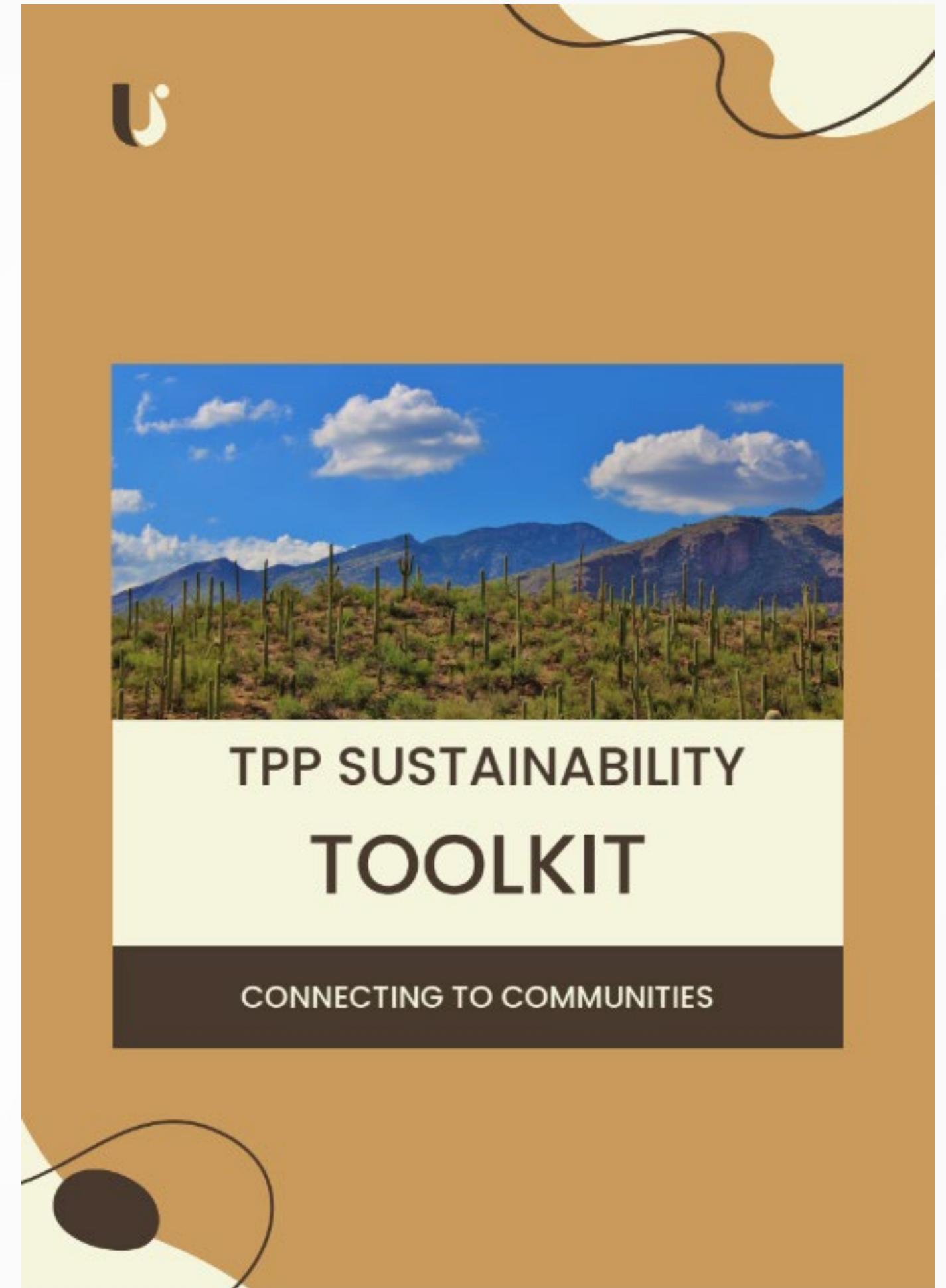
# How Did We GET HERE



# Introducing the: **TEEN PREGNANCY PREVENTION TOOLKIT**

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With the assistance of TPP Contractors, the final version of the Toolkit was available for distribution in May of 2023.



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# Messaging & **DELIVERY**

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- Responding to Misconceptions
- Framing your argument
- Rhetoric in School Board Meetings
- Sample Scripts

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## MESSAGING

This section provides tips on how to effectively frame your messaging and tips for delivering that messaging in front of a public audience. Whether presenting in front of a school board or convincing community members to join your cause, how you frame your messaging and the way in which you deliver the message can effect the community's perspective on sexual education.

### Messaging Tips:

#### Framing

Framing is the choices we make in what we say and how we say it, what we emphasize, how and what we explain, and what we leave unsaid. Proper framing allows our position to be told clearly and honestly. When we change the story and how we tell it, we can change the discussion. If your programs include outside of what is conceived of as "sex-ed", even related topics, emphasize and stress them. Frame your program without using phrases we know have negative or heavy connotations like "sex-ed". For instance, try phrases like "relationship education" or as a "healthy relationship program". "Sex-ed" is a limiting term for the types of education offered in the variety of programs used and has certain connotations, utilize your language to express the depth of your work and avoid negative connotations. Different settings and communities will react to terms in different ways so it is always helpful to use discretion and be strategic.

Try NOT to use:	Try INSTEAD:
Children/ Teenagers	Young People/Youth
Sex Education	Relationship Education
Prevention	Preparation

# Relationship Building IN YOUR COMMUNITY

- Steps for Long-term Coalition-Building
- How to research your school/audience
- Using Community Needs Assessments
- Finding and building relationships with Parental Advocates
- Finding and building relationships with Community Advocates outside of PAs
- Developing meaningful and positive relationships with Youth Advocates
- Sample Documents for outreach to a variety of advocates



## FINDING ADVOCATES:

Advocates for relationship education programs center the community's voice and can be helpful in showing the community presentations and schoolboard meetings. This section provides suggestions for identifying possible advocates in your community.

- Research the district's history of TPP Programs, the popularity of the previous/current administrations with teachers/parents, and use this as a tool when identifying potential teachers, administrators, and parent advocates
- Attend School Board Meetings before you are set to present, this builds up your repertoire with the SB Members and others in attendance
- Attending SB meetings also allows you to research the attendance of these meetings, do teachers attend? Parents? See what potential champions and allies you might be able to develop relationships with.
- Talk with interested parents about possibly advocating for Sexual Health education when the opportunity presents itself. Looking at PTO meetings, SB meetings, Facebook groups, etc. allows you to find potential parental champions. If you do find a parental champion, take steps to support them if they are targeted, consider reading parental testimonials for them if need be for their safety
- Look for allies/advocates, develop relationships with community stakeholders and invite them to give testimonials. Besides parents, adults who do not have children in school but are concerned with the health and well-being of their community's young people, such as health care providers, business owners, clergy and other faith leaders, and social service providers...Seek out school nurses and community health care providers who are actively involved in providing health education and services

### Some Ideas for Groups to Solicit

- Parent Teacher Association/Organization
- Teacher's Union
- Youth serving organizations such as the YMCA, YWCA, and recreation centers
- Student groups
- Civic organizations such as the Junior League
- Family planning clinics,
- HIV/AIDS organizations,
- Health care providers,
- Faith-based organizations

### Involve Faith-based Organizations

Reaching out to local faith organizations is very important. Although some groups that oppose relationship education often claim to do so on behalf of religious parents and/or organizations, the truth is that many faith organizations are very supportive of relationship education. Including representatives of various faith organizations in your advocacy group can strengthen your efforts. Religious communities are already organized and may offer access to a variety of resources, such as meeting space(s), volunteer networks, funding, and public relations opportunities. Start with the interfaith alliance in your community (if one exists) or the statewide "conference of churches" rather than approaching congregations individually.

# Outside of School STRATEGIES

- Re-imagining possible outreach/recruitment methods, E.G partnering with CHWs in your community to help with community outreach, developing relationships with college-aged advocates.
- Engaging in community programming at Alternative Locations besides schools (Title X Clinics, Libraries, YMCA, Community Center, Foster Care Groups)
- Engaging with youth, not in school settings such as youth in Juvenile Detention Centers

## OUTSIDE OF SCHOOL STRATEGIES:

Sometimes, we face obstacles that require us to think outside-of-the-box. This section provides some suggestions for possible courses of action when thinking outside of schools.

- Consider if other programs within your county are servicing the schools you are interested in. Reach out and see if there is room for collaboration between, for instance, a nutrition education or drug prevention program and relationship education. This collaboration might allow you to present your programming to schools as a part of cohesive health programming
- If there isn't an option for collaborating with presentation or the time of programming, see if your program can table with other prevention programs. Ask whoever oversees your contract if they can connect you with other prevention managers that deal in your county
- Inquire if any allied community organizations would be willing to host classes at their location. Examples include churches, the YMCA, community centers, Clinics, etc.
- Inquire if any community partners might assist in outreach and recruiting for your program. For instance, asking if churches might recruit from their parishioners and youth groups or if Community Health Workers might educate about your curricula and recruit families that they visit
- See if young people (18-20) outside of school would consider testifying at school board meetings, try finding these advocates from activist/social justice organizations or nearby community colleges and universities
- If you do ask for assistance in recruiting or hosting from community partners, be specific in your "asks" and make sure your organization is reciprocating the effort your partners provide

# References & RESOURCES

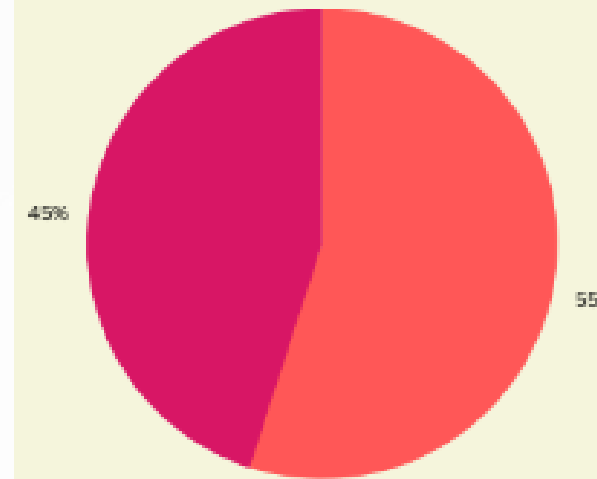
- Collection of relevant National, State, and County Sexual Health Data
- Templates for planning engagement, CNAs, etc
- List of links to additional resources, sources for information, abstracts.etc.

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## NATIONAL DATA:

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- Utilize this data sheet for quick reference in conversation to amplify your reasoning, whether that be in recruitment or presentations.



An estimated 55% of male and female teens have had sexual intercourse by age 18 and approximately 80% of teens used some form of contraception at first sex, according to a new report by the CDC's National Center for Health Statistics (NCHS).

YOUNG PEOPLE 15-24 YRS OLD MAKE UP 13% OF THE POPULATION

13%

Youth are disproportionately burdened by STIs. About half of all STIs are reported in persons under the age of 25. As STIs rise, youth continue to have the highest rates of STIs when compared to other age groups.

BUT ACCOUNT FOR:

22%

OF SYPHILIS CASES

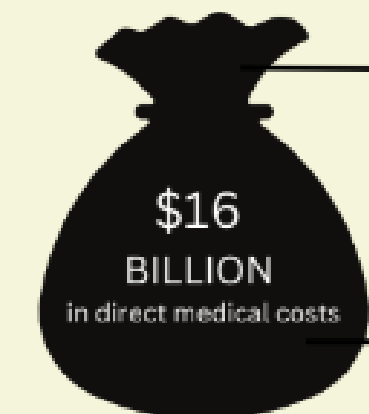
42%

OF GONORRHEA CASES

62%

OF CHLAMYDIA CASES

### ECONOMIC COSTS OF STIs



Youth aged 15-24 account for 26% of total costs

1.1 BILLION direct medical costs caused by CHLAMYDIA, GONORRHEA, & SYPHILIS common & preventable infections



## Takeaways & UTILIZATION

Have you utilized the TPP Toolkit?

“Yes, The Messaging has been quite helpful, as well as the Finding Advocates.”

“Messaging, helpful for rephrasing.”

“We aren't able to apply the section of Coalition Building at this moment but it may be helpful to review in the near future.”

“I felt the information pertaining to the Steps for Coalition-Building was useful.”

“What Education Relationship Teaches (What the programs teach, what they do not teach), Messaging tips. Everything is helpful.”

## Lessons

### LEARNED

- 6 month development time
- Digital, no printing costs
- Several 1:1 meetings with contractors

### TOTAL YOUTH SERVED



**Total Youth Served**  
**POST TOOLKIT**





# THANK YOU

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ARIZONA DEPARTMENT  
OF HEALTH SERVICES



## Session

### Evaluation

- Please complete a brief evaluation form for all workshop, forum and networking sessions by scanning the following QR code or visiting the following link:
- <https://bit.ly/2024Evaluations>

