

Expanding and Exploring Effective Strategies on College and University Campuses

Presenters :

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

FYSB Annual Conference: 2024 WARD: Building
Brighter Futures for Today's Youth Leaders
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Disclaimer

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Workshop Objectives

After viewing this presentation, participants will be able to...

- Describe the unique sexual and reproductive health needs of older teens
- Identify a promising model for delivering evidence based programs in a college setting
- Describe and apply the KNOW -TRUST-ENGAGE model in their programs
- Identify a new evidence -based program to serve highly -mobile older teens

Presenter Introductions



Paris Rangel, DHS, M.Ed.
Program Manager
Talk About It Texas Campus Conversations



Kelsey Olson Atkins, M.Ed., CHES
Program Director of Higher Education
Talk About It Texas Campus Conversations

Mission

Formerly BAE - B-SAFE, *Talk About it Campus Conversations* partners with higher education institutions and supports students' success, providing young people with life skills to protect their futures.

Campus Conversations provides:

- Medically accurate, evidence-based sexual health education;
- Referrals to adolescent-friendly, low or no-cost healthcare services & wrap-around services on campus
- Linkages to resources



Campus Conversations Grant

Grantee



- Competitive Personal Responsibility Education Program (CPREP)
 - September 2021-September 2024
 - Partnership with The University of Texas Rio Grande Valley (UTRGV) Student Health Clinic
 - Serving counties along the Texas-Mexico border

Higher Education Partner



Evaluation Team



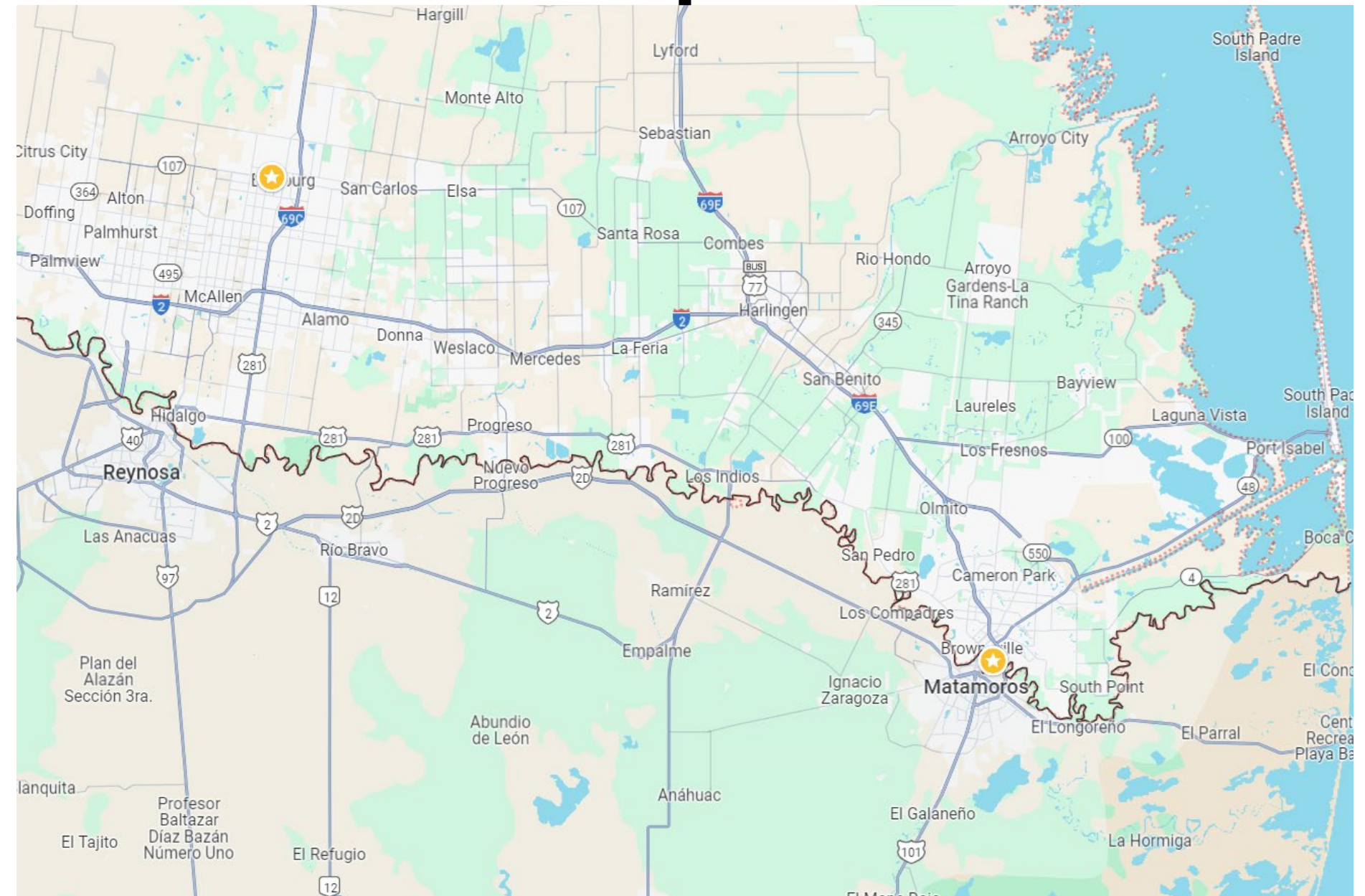
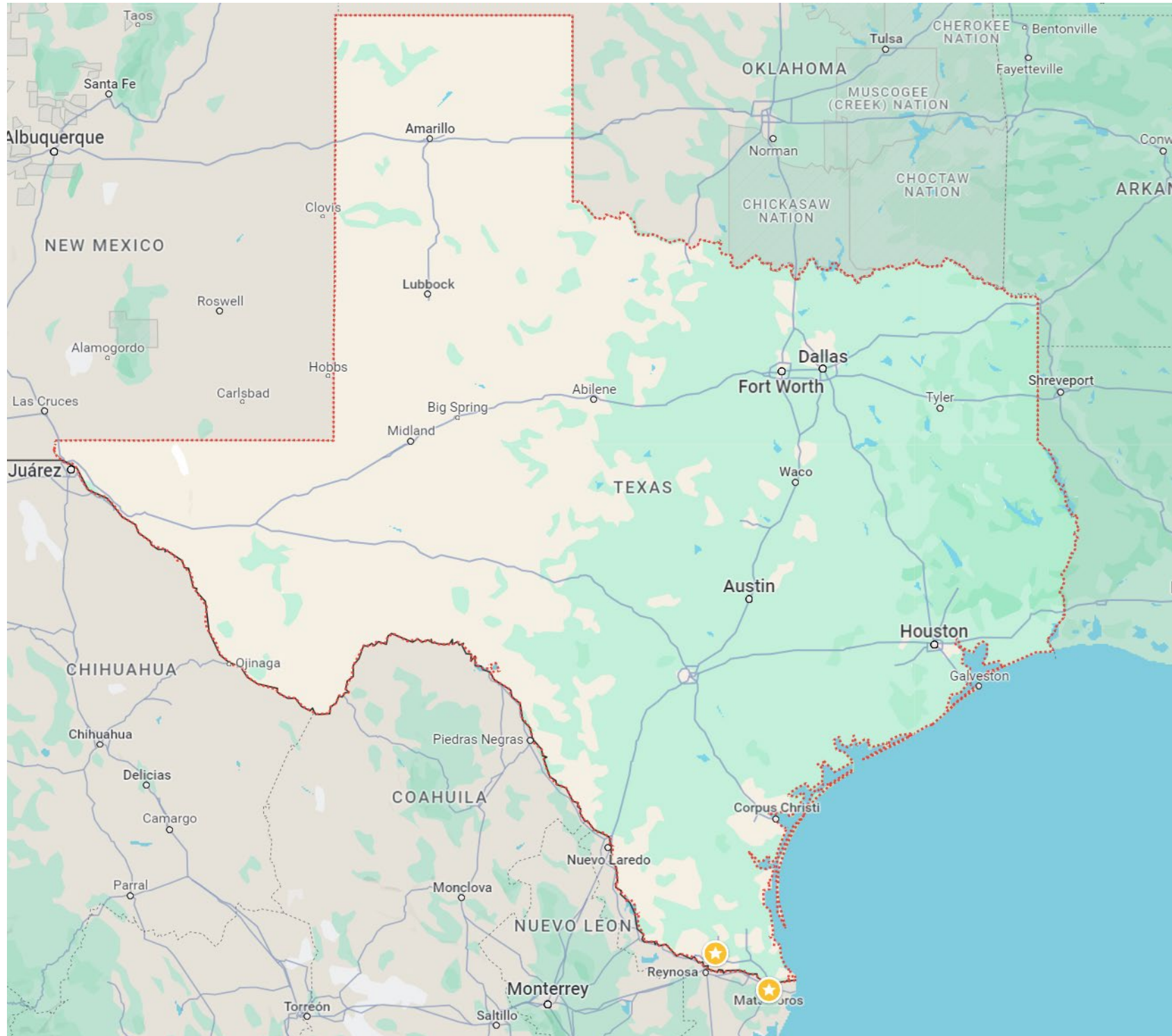
- Primary Population: 18 - 19 year olds (20 year olds, if pregnant or parenting); and 14 - 17 years old (w/ parent consent) attending early college high school programs

Training and Technical Assistance



Map

3 Years
2 campuses



Google Maps: (n.d.). [Google map of UTRGV Campus Locations]. Retrieved June 12, 2024, from <https://www.google.com/maps/@26.8303964,-98.1686089,8.27z?entry=ttu>

UTRGV Campuses

Edinburg

- Hidalgo County
- 53 teen births per 1,000 births; 70% of those were to 18 and 19-year olds
- 43% of adults are uninsured, nearly double the 24% of uninsured Texans

Brownsville

- Cameron County
- 51 teen births per 1,000 births
- 29.3% of residents lived below poverty (2019)
- 31.1% reported being uninsured



Program Model

- Evidence -based programs (EBP)
 - +Adulthood Preparation Subjects
 - Integrate into courses, when possible
- On-campus presence & building trust
- Peer Ambassador Program
 - Utilizing a Peer to Peer approach and fostering Youth Adult Partnerships
- Faculty Professional Development
- Supplemental Health Education
 - Outreach & Recruitment
- Low or no-cost referrals & linkages



Choosing a curriculum

- Limited evidence -based curricula are studied in older teens.
- Need brief intervention, if possible

1 - SHARP

- BUT: Must be completed outside of class-time

2 - Seventeen Days

- Historically partnered with faculty for in-class intervention option with alternative supplemental learning for non-eligible students

3 - Plan A

- Explored alternative, more inclusive options
- Submitted Change in Scope for approved use June 2023 (Yr 2)



- 1 session: 4 hours
- Implemented In-Person or Virtually
- Adapted, approved version
 - Red-light adaptation*
 - Reviewed for Medical Accuracy
- Contains APS:
 - Healthy Relationships,
 - Healthy Life Skills, &
 - Adolescent Development

SHARP + (Evidence based + Evidence
Informed)

- HIV Prevention (SHARP)
- Condom Demonstration (SHARP)
- Anatomy and Contraception (Big
Decisions)
- Healthy Relationships (Gender Matters)



Seventeen Days



- 1 session: 1 + hours
- Interactive, web-based program
- Designed for those that identify as female, includes:
 - Condom Negotiation Skills
 - Condom Demonstration
 - STI Information
 - Trip to the Gynecologist
 - All methods of birth control



Plan A

- 1 session: 23 Minute entertainment -education video intervention (adapted-version) + guided discussion
- Can be shown privately, through a shared link, or in classroom or outreach setting
- Designed to reduce unplanned pregnancies and STIs among African American and Latina young women ages 18-19.
- Outcomes observed among viewers included:
 - Increased STI and HIV testing,
 - Increased contraceptive knowledge,
 - Increased HIV/ STI risk perception,
 - Lower frequency of unprotected sex; and
 - Increase long-acting reversible contraception use among new clinic visitors

PLAN A



Reference, 5

KNOW:TRUST:ENGAGE

talk about 
Campus Conversations

- Students must **KNOW** of the program by seeing it multiple times on campus through events and presentations, and have learned more information about its purpose.
- **TRUST**- audience is more likely to ask questions, approach the table, and perhaps engage with CC or a Peer Ambassador to learn more.
- Once they **KNOW** and **TRUST**, they are more likely to **ENGAGE**, by participating in a session or other activity led by CC



Reaching Students

Each year, Campus Conversation engages with an average of **9,059** students, faculty and staff through:

- Events
- Presentations
- Tabling

Engagement Must Be:

- Relevant
- On Trend
- Pop-Cultured
- FUN
- Safe & Welcoming



Program Recruitment

Most effective

- Classroom Implementation - *Plan A*
- Interdepartmental Relationships
- Extra Credit*
- Recruitment Events
- Campus Presence

Least Effective:

- Classroom Presentations
- Email/ E-blasts
- Flyers
- Tabling

Can be effective

- Social Media

it





Campus Conversations

talk about 
Campus Conversations



Bae-B-Safe is now
**Talk About it -
Campus Conversations!**



Check out TalkAboutitTX.org for more info!



Exploring New Strategies:

talk about Vaqueros



talk about Texas campus conversations

Supports community college and university students by providing medically accurate information, resources, and clinical referrals to healthcare services, for low or no cost.

Campus Conversations offers two different sexual and reproductive health programs which include:

- **Seventeen Days** is a 1.5 hour interactive online session for people who identify as female or can get pregnant.
- **SHARP** is a 3.5 - 4 hour session that can be implemented virtual or in person and focuses on providing information about STI/HIV prevention, reproductive anatomy, methods of contraception, healthy relationships, and goal setting.

Campus Conversations is committed to preparing and connecting students with the resources they need to be empowered about their sexual health.

Who do I contact?

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Visit TalkAboutItTx.org to discover more resources on youth sexual and reproductive health.

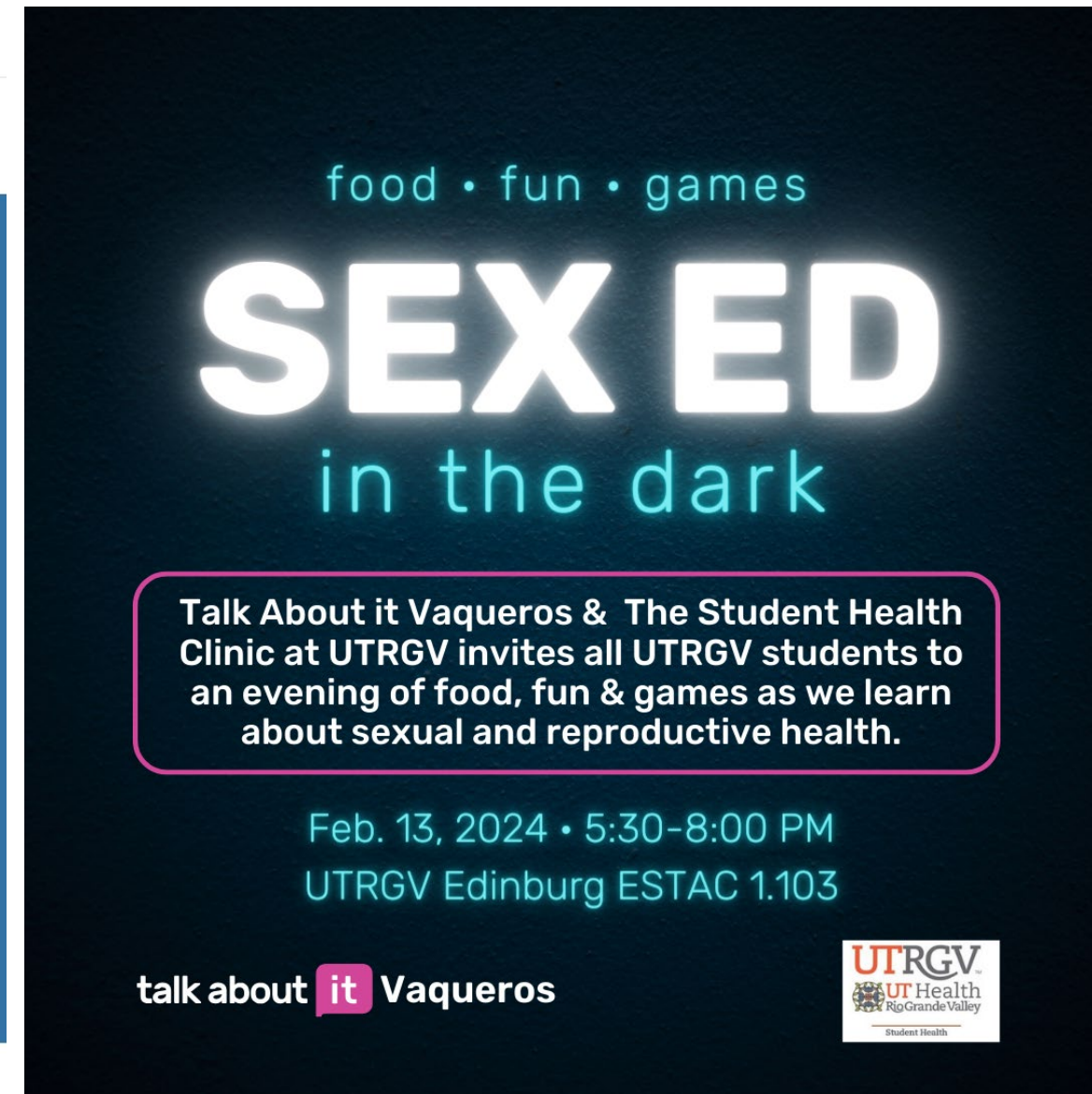
POWERED BY HEALTHY FUTURES OF TEXAS



Liked by talkaboutit.cc and others
talkaboutit.cc.rgv Hey, Vaqueros! Let's get SHARP on sexual health! 🥳

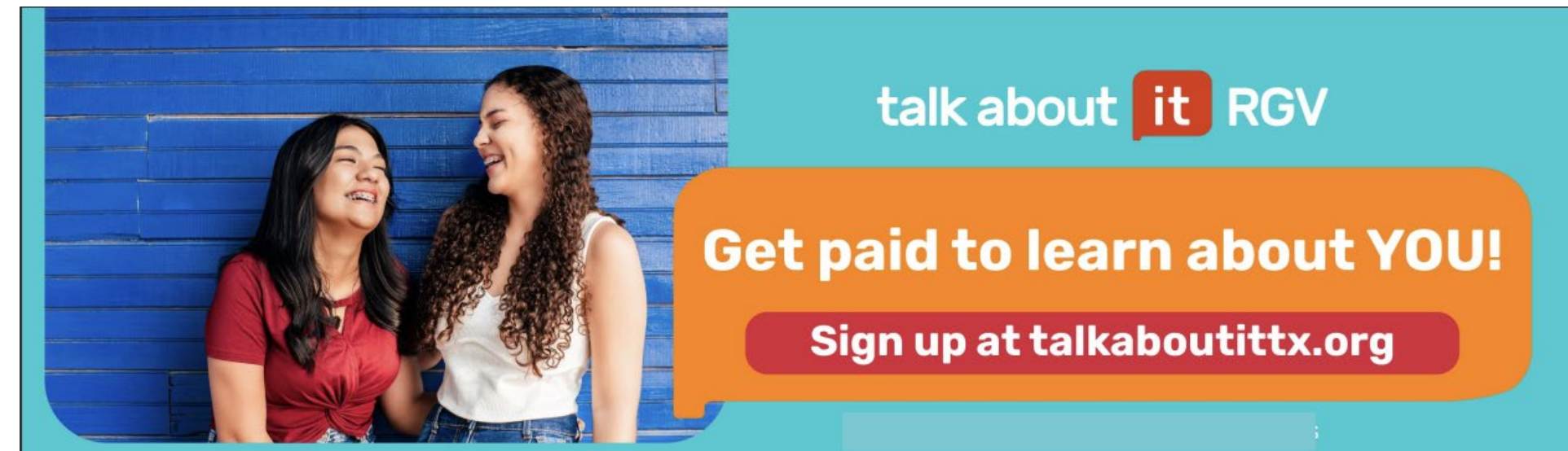
From STI prevention to setting boundaries, our workshop covers it all. Grab your friends and let's embark on this journey towards a healthier, happier you! 🥳

- 🌟 Eligible students receive a gift card + a t-shirt as a thanks for their time!
- 🌟 Use the link in our bio and fill out our interest form today or DM us for more info!



Exploring New Strategies

- Social Media Presence -
 - [Instagram](#) @TalkAboutIt.CC.RGV
- Targeted Digital Media Advertising
 - Boosted social media posts
 - Marketing team support
 - Building landing page on organization website where young people seeing our information could go to sign up to complete programs
- Explored strategy with influencer
 - [Talk About It Influencer Video](#)



Tips

- **Consistent Exposure is key**
 - Being consistent with brand visibility (In person & online)
- **Shared Understanding between Marketing & Programming**
- **Communications efforts**
 - Increased program awareness and saturate the student and faculty/staff community
- **Leverage trusted voices in community**
- **Reach vs Capacity**
 - Ensure sufficient resources are allocated to handle registration volume. Failure to do so can result in missed opportunities and lost registrations due to delayed responses.

Moving Forward

Moving forward, Campus Conversations will continue to:

- Continue collaborating with faculty & future partnerships
- Revision of marketing strategy
- Institutional support
- Maintaining a presence on campus
- Integrating into existing courses
- Clinical Partnerships and Linkages

References and Resources

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5. Rietmeijer, C., Coyle, K., Gaarde, J., & Cantu, M. (2022, February 18). *About the plan a intervention: Developed by Sentient Research*. My Plan A. <https://www.myplana.org/about/>
6. Seventeen Days An Interactive Film (2015). Mini documentaries menu. [Image, screen capture] Retrieved from Seventeen Days online video (2024 April 12)
7. Seventeen Days An Interactive Film (2015). “There are a lot of decisions to make.”[Image, screen capture] Retrieved from www.SeventeenDays.org (2017 March 17)





Thank you!

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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>

