

2024 ADOLESCENT PREGNANCY
PREVENTION GRANTEE CONFERENCE



BUILDING BRIGHTER FUTURES
WITH TODAY'S YOUTH LEADERS

JUNE 25-27 | SAN FRANCISCO, CA



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Recipe for Winning Over Your Community: Connecting With and Gaining New Community Partnerships

Miranda Nelsen and Anna Stempa

**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**

FYSB as Funding Agency

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Introductions

- Wisconsin Sub Grantee of PREP:
Newcap, Inc.
- Miranda Nelsen
 - Adolescent Health Program Manager



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- Wisconsin Sub Grantee of PREP:
Newcap, Inc.
- Anna Stempa
 - Adolescent Health Educator



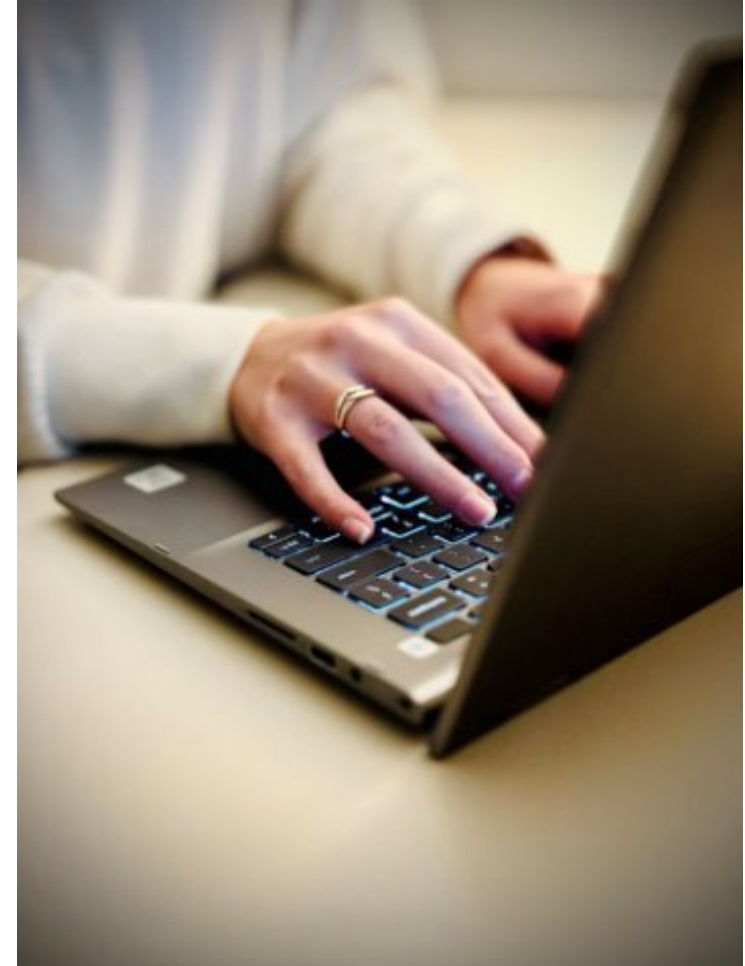
Objectives

Participants will...

- Gain strategies for effective program marketing
- Receive marketing communication templates
- View examples of curriculum conversation regarding gender and sexual orientation in rural communities

First Point of Contact

- First impression by Email
- Introduction of you and agency
- Hyperlink your agency
- Outline basics of your program
- Advertise federal funding
- State goals of working together to improve community



Email Example

My name is Miranda Nelsen with Newcap ([hyperlink to website](#)). We love to be involved in our community and are working on being more involved in the schools in ([insert county](#)). I have a program that teaches teens about their health rights, responsibilities, and healthy relationships. I was hoping we could foster a relationship one of a few ways:

We could have facilitators come in to deliver our federally funded teen health education program to the students of ([insert high school name](#)) during class time (often held in a health course or life skills course) or an after-school program.

Presenters could come in one day to present on a topic and the services Newcap has to offer young people.

([insert high school name](#)) can include the information in the announcements for the students and parents.

If you are interested in having a discussion of what a partnership could look like, I would love to have a conversation!

I look forward to hearing from you.

First Point of Contact

- First impression when networking in person
- Resource fair
- Elevator speech
- Get their information AND give them your information
- Leave them with materials



Elevator Speech

I'm (name), (title) at (organization), (background info on organization). (your organization mission or values). (your program). (Opening up room for a discussion).

I'm Miranda, Adolescent Health Education Program Manager at Newcap, the federally designated community action agency serving 10 northern and northeastern Wisconsin counties since 1965. Community action was President Lyndon Johnson's first salvo in the *War on Poverty*, we are the infantry and the cavalry. At Newcap, we have embraced a Whole Family Approach. Meeting families however they define, not where they are – but where they dream. We have a teen health education program that provides young people with information on sexual health and healthy relationships. It is a federally funded program, making it free to provide for members of our community in areas with a high teen birth rate or high teen STI rate. I would love to set up a time to connect and see how we could work together to serve our young people.

Types of Materials

- PREP Fact Sheet
- Agency flyers
- Business cards
- Data sheets



State Personal Responsibility Education Program

PURPOSE



Through the State Personal Responsibility Education Program (State PREP), the Family & Youth Services Bureau (FYSB) awards grants to state agencies to educate young people on both abstinence and contraception to prevent pregnancy and sexually transmitted infections (STIs), including HIV/AIDS. State PREP projects replicate effective, evidence-based program models or substantially incorporate elements of effective programs that have been proven to delay sexual activity, increase condom or contraceptive use for sexually active youth, and/or reduce pregnancy and STIs among youth.

SERVICES

State PREP programs must target services to youth, ages 10-19, who are at high-risk for pregnancies. This group includes youth in or aging out of foster care, homeless youth, youth with HIV/AIDS, victims of human trafficking, pregnant and/or parenting youth who are under age 21, and youth who live in areas with high teen birth rates. Programs must place substantial emphasis on both abstinence and contraception education for the prevention of pregnancy and STIs. State PREP projects must educate young people in at least three of the six congressionally mandated subject areas below.



- Healthy relationships, including marriage and family interactions
- Adolescent development, such as the development of healthy attitudes and values about adolescent growth and development, body image, racial and ethnic diversity, and other related subjects
- Financial literacy
- Parent-child communication
- Educational and career success, such as developing skills for employment preparation, job seeking, independent living, financial self-sufficiency, and workplace productivity
- Healthy life skills, such as goal-setting, decision making, negotiation, communication and interpersonal skills, and stress management

FYSB Mission

To support the organizations and communities that work every day to reduce the risk of youth homelessness, adolescent pregnancy and domestic violence.

FYSB Vision

A future in which all our nation's youth, individuals, and families — no matter the challenges they may face — can live healthy, productive, violence-free lives.

When to connect

- What is their readiness?
- Contact during planning stage
- Reach out to multiple people, multiple times
- Always schedule an in-person meeting



Proving the Need

- Use data
- CDC, YRBS, local state data
- Connect the data to the need
- Share how your program helps meet community need

First Meeting



HOLD A SELLING MINDSET



ESTABLISH CREDIBILITY



BE BOLD AND PROUD OF
YOUR ACCOMPLISHMENTS

Examples of Language Use

If you have already served schools:


“We heard amazing feedback from the teacher and children about this program at (insert school name). The teacher really enjoyed having members of the community involved in the conversation. She said she had never seen so many students have the willingness to ask questions.”

If you have not had a school partnership:

“The program we offer is 16 sessions long. With some partners we come in one a week for 16 weeks. With school sites it is often more realistic to come in for the sexual health unit, could be every other day, or every day for 16 days.”

Community

- Do your research
 - Search the internet and ask people you may know from that community
- Know their values
 - Market the program to align with their values



Know your audience

Example



Photo Credit: Miranda Nelsen

Mindset

- Be aware of your own biases
- Set a mindset, make your intentions clear
- You want to work together
- Be aware of the language in your curriculum
- Positive Prevention Plus example
- "School staff often fail to intervene" (Clark and Ridley, 2021, p. 48)



Transparency with Curriculum

- Be transparent about what you will share with the youth
 - Challenges and strengths with curriculum
 - Share what you do that is different than written
 - Why do you do it differently
- Give them power
 - Allow them to share their thoughts
 - Increase their willingness to continue the conversation

Examples

Sexual Orientation and Gender Identity Lesson

- Scared of lesson
- Had them look through it and tell me what they didn't like about it.
- Only took out one activity

Unplanned Pregnancy Options Lesson

- Scared of mentioning abortion
- After reviewing the information, the lesson was approved

Challenging but worth it

- It can be challenge to have these conversations
 - Practice
 - Be prepared
 - Inform

Pump up the Jam

- Find ways to feel empowered before a first in-person meeting
 - Song
 - Podcast
 - Self-talk



Discussion

- Answer at your table one of the following questions
 - What community will you connect with using this tool?
 - What is your elevator speech?
 - What is something you are confident in with marketing your program?
 - What is something you wish to work on when marketing your program?
 - What is your Pump Up Jam?

Close Out: Recipe for Program Marketing

- Make it convenient for potential partner
 - Know their readiness
 - Go to them
- Prove your value
 - Have the data
 - Establish credibility
- Know their community
 - Share their goals, know their values
 - Be transparent with your curriculum

References/Resources- In order of mention

- [PREP Fact Sheet](#)
- Bonduel Village Sign
 - Photo Credit: Miranda Nelsen
- [Youth Risk Behavior Survey](#)
- [CDC](#)
- [Positive Prevention Plus](#)
 - Clark, K. R., & Ridley, C. J. (2021). *Sexual Health Education for America's Youth*. Positive Prevention Plus.
- Pump up the Jam
 - Technotronic. (1989). Pump Up the Jam [Song]. Pump Up the Jam [Album]. ARS Entertainment Belgium.

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Questions?



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>

