

WEBINAR

Personal Responsibility Education
Program



FYSB Family & Youth
Services Bureau

Adolescent Pregnancy
Prevention Program



Community Engagement to Tackle Misinformation about Adolescent Pregnancy Prevention Programs

December 15, 2022

Kaylor Garcia, Child Trends

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Division of Family & Children
Services

Introductions



Kaylor Garcia
Health Communications Specialist
Child Trends



Lashantynia Clayton
PREP Program Specialist
Georgia Division of Family & Children Services

Agenda

- Welcome & Introductions
- Messaging to Prevent or Correct Misinformation
- Breakout Practice
- Identifying Stakeholders to Support Efforts in Addressing Misinformation
- Grantee Spotlight: Georgia SPREP
- Q&A



Objectives

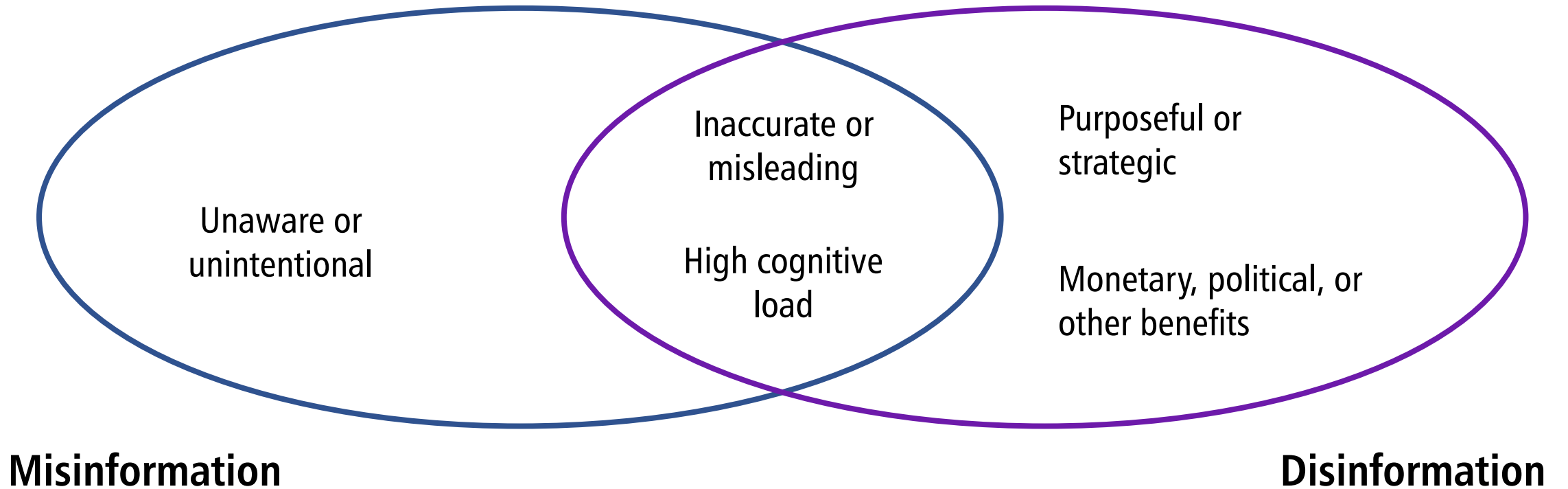
- Describe the current misinformation landscape around adolescent pregnancy prevention (APP) efforts
- Describe the kinds of messages that can either prevent or address misinformation
- Identify key stakeholders whose support is essential for local APP programs
- Discuss strategies for developing and disseminating messaging about APP programs specific to their stakeholder groups

Knowledge Check

Answer the three polls that appear on your screen.



Misinformation vs. Disinformation



Misinformation & APP

Trust in teachers is plunging amid a culture war in education

The Washington Post

Some parent groups have advanced more extreme ideas. A national activist group, No Left Turn in Education, [connected social emotional learning to the potential sexual grooming of children](#), calling it a “dangerous” philosophy that teaches students to put their trust in educators over the instructions of their parents. The group warned that even if social emotional learning doesn’t lead to “sexual assault by an adult,” it could cause children to question their gender identity and “will likely lead to some serious mental health struggles.”

Moore added that the demographic questions might plant seeds of “gender confusion” in students’ minds.

The Sex Ed. Battleground Heats Up (Again). Here’s What’s Actually in New Standards

EducationWeek®

He said the policies “venture into an unscientific and ideological anti-biology bias that present a false reality land by embracing and imposing upon everyone an unworkable framework and by accepting transgender activists’ fictional unsustainable social construct that denies the biological character of sex and instead treats sex as somehow a mere ‘label’ assigned at birth.”

Experiences from the Field

Rate on Mentimeter:

How would you rate these groups' knowledge and attitudes toward APP programs?



Identifying Stakeholders

Reach the right crowd

Stakeholders in APP – State Level

State Education
Agency

State Health
Department

State Board of
Education

Children's Bureau or
Office of Youth
Programs

Tribal Organization

Office of Family
Services

Stakeholders in APP – State Level

Governor

State
Superintendent

State
Health Commissioner

Public
Universities &
Colleges

Advocacy
Groups

State Parent Teacher
Association (PTA)

Tribal Organization

State Health
Department

Children's Bureau or
Office of Youth
Programs

Office of Family
Services

State Education
Agency

State Board of
Education

Stakeholders in APP – Local Level

Local Education
Agencies

Local Health
Departments

Local School Boards

Local Health Providers

Local Superintendents

Community-based
Organizations

Stakeholders in APP – Local Level

Local Education Agencies

Local School Boards

Local Superintendents

Local Health Departments

Local Health Providers

Community-based Organizations

Parents

Youth

School Staff

Social Workers

Health Providers

Prioritizing Stakeholders

Who makes the decisions?

Who “has the ear” of decision-makers?

Experiences from the Field

Share in Mentimeter:

- Based on the stakeholder groups we have discussed, who is driving the conversation around APP programs in your communities?
- Who are the best messengers to reach APP decision-makers?



Crafting Messages

Say what needs to be said

Key Message Qualities for Addressing Misinformation

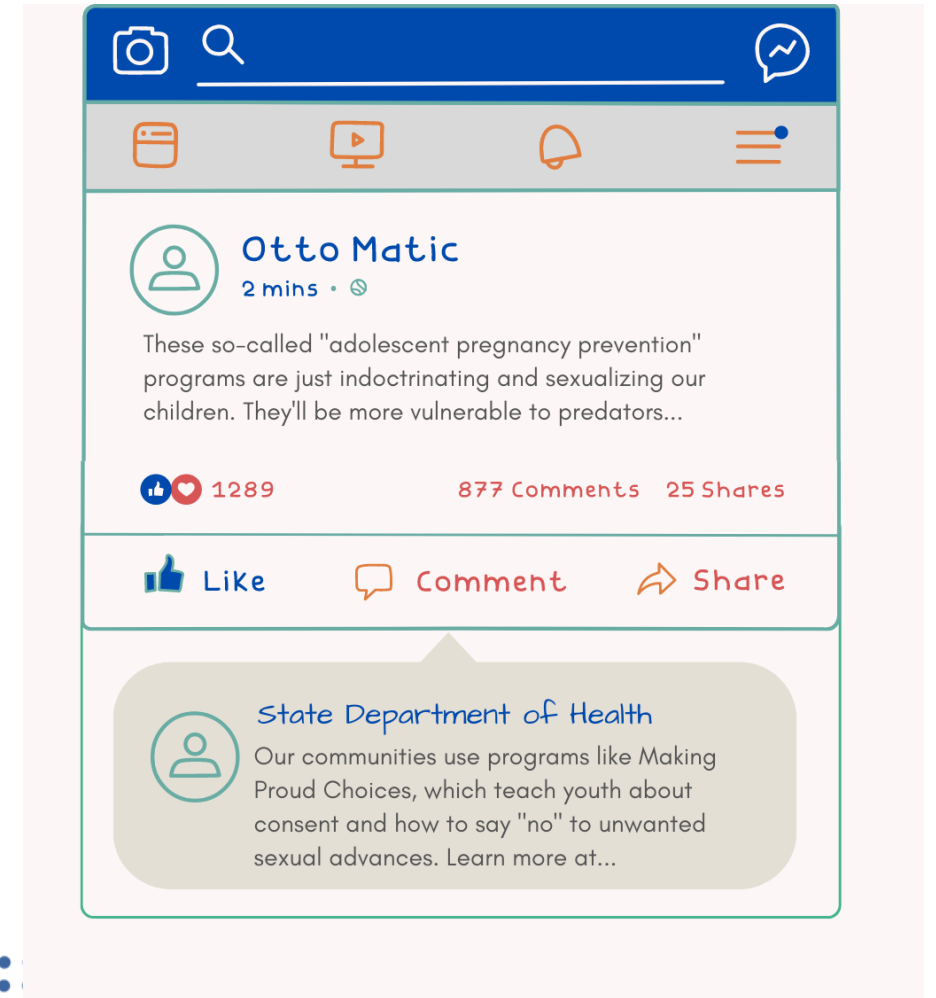
1

Balance being **concise** and providing **detailed counterarguments**

Tip 1 in Practice

Match the amount of information to the platform.

Be selective about what to address.



Key Message Qualities for Addressing Misinformation

2

Fill in the gaps about why or how something is occurring

Tip 2 in Practice

Provide direct rationales.

Use relatable examples.



Key Message Qualities for Addressing Misinformation

3

Provide **proper context** by highlighting why a claim is wrong

Tip 3 in Practice

Pause before repeating.

Lead with correct information.

Instead of:

I can't believe they said we don't engage parents. That's so untrue!



Try this:

Parents regularly volunteer with and provide feedback on our programs. This isn't true.



Key Message Qualities for Addressing Misinformation

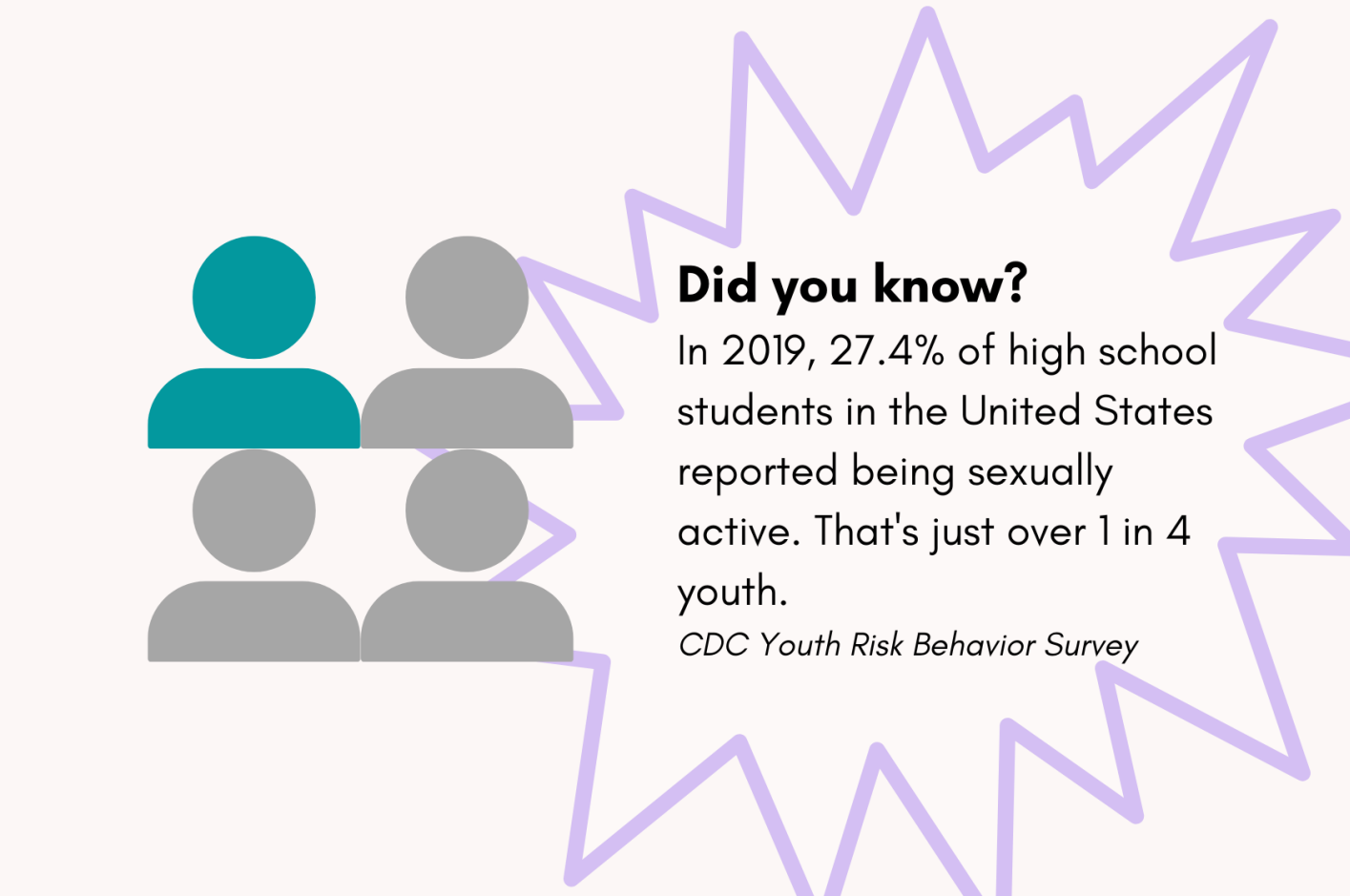


Leverage **graphs** and **visualizations** to share data

Tip 4 in Practice

Keep it simple to present data clearly.

Ensure data points work together.

An infographic featuring four stylized human icons in a 2x2 grid. The top-left icon is teal, while the others are grey. A purple jagged line callout box points to the top-right icon. The callout contains text about sexual activity among high school students. The background is light beige with a vertical dotted line on the right.

Did you know?
In 2019, 27.4% of high school students in the United States reported being sexually active. That's just over 1 in 4 youth.
CDC Youth Risk Behavior Survey

Key Message Qualities for Addressing Misinformation

5

Affirm audience's sense of self by **connecting with values & concerns**

Tip 5 in Practice

Think about audiences as partners, not adversaries.

Get input when possible.

■ Home-to-School Connections: HEALTH EDUCATION

- Discuss the importance of setting and accepting others' personal boundaries. Discuss factors that contribute to one's personal boundaries such as family values and religion.
- Discuss together the importance of seeking help for mental health concerns and when it is necessary seek help for others who having mental health issues, including suicide.
- Discuss your family values and expectations around substance use and consequences of decisions.
- Talk with your child about the importance of abstaining from sexual activity and how to report harassment or sexual assault.

Sample Standards Parent Guide

Practice: Creating/Improving Messages



In your breakout group:

- How would you choose to respond to this misinformation?
- What messages would you create to address the misinformation?



Disseminating Effectively

Get the word out

Engagement Strategies to Address Misinformation

1

Leverage partners to
**choose the right
messengers**

Engagement Strategies to Address Misinformation

2

Share the correct information **early and often**

Engagement Strategies to Address Misinformation



Prevent misinformation by **proactively sharing** facts



Candice Broce
Director

The background of the slide is a repeating pattern of various medical and healthcare-related items. These include syringes, pills, capsules, band-aids, stethoscopes, and other medical tools, all rendered in a soft, illustrative style with a muted color palette of blues, oranges, and yellows. The items are scattered across the entire background, creating a textured, clinical feel.

Georgia Division of Family and Children
Services

How Georgia Engages Partners to Combat Misinformation

Lashantynia Clayton, MPH, CP, CHES
PREP Program Specialist

PREP Partnership Development

Georgia State University

External evaluators

Submitted an application during the 2010 Request for Proposal, and they were selected as the external evaluators of the Georgia PREP Program.

Georgia Campaign for Adolescent Power and Potential (GCAPP)

Training & TA providers

Contracted with GCAPP to do trainings and technical assistance (TA) because they are leaders in the state during the establishment of the PREP grant (2010).

GCAPP, founded by Jane Fonda, is a statewide initiative to promote teen pregnancy prevention prior to the launching of the PREP program.

Banyan Communications

Campaign developer

Contracted with Banyan to create our APP campaigns and to leverage the work already developed to support Child Abuse and Neglect Prevention (CANP).

Experts in community who have worked with national organizations including the DFCS-PCS Section to work on the CANP campaigns.

Techniques Used to Combat Misinformation



Georgia State University

- Create new tools to leverage accessible data and present data effectively.



Georgia Campaign for Adolescent Power and Potential

- Host trainings and webinars to prevent and correct information.



Banyan Communications

- Expand our digital reach by way of branding, campaigns, and call to actions.



Leveraging Data

Georgia State University serves as the external evaluator for the Georgia PREP Program.

Created the Georgia Performance Measures Management System Recordkeeping (GaPR).

Expand research that deepens the understanding of the Georgia PREP Program.

Table 3: Demographic Dashboard (Rates as of Nov 9, 2022)

Provider	Initiates	Target Populations			
		Foster	Pregnant/Parenting	DJJ Involvement	LGBTQIA+
4Evamor Inc. 2021.2	91	16	6	4	3
AHYD 2021.2	625	185	142	52	66
Cobb-Douglas County 2021.2	94	27	21	6	11
Clayton County 2021.2	109	7	4	2	2
Gwinnett County (East Metro) 2021.2	367	89	90	37	36
DeKalb County 2021.2	45	39	13	2	9
Macon-Bibb County (North Central Health District) 2021.2	0	9	9	3	5
Dougherty County (Southwest) 2021.2	10	14	5	2	3
Center Point Georgia Inc. 2021.2	137	12	16	9	7
Future Seekers Inc. 2021.2	77	26	23	4	12
GCAPP Inc. 2021.2	22	4	5	1	2
OneSource Learning and Development Center 2021.2	0	0	0	0	0
Savannah-Chatham County Public School System 2021.2	105	31	20	6	9
Wholistic Stress Control Institute Inc. 2021.2	52	1	2	1	1
Total:	1109	275	214	77	100

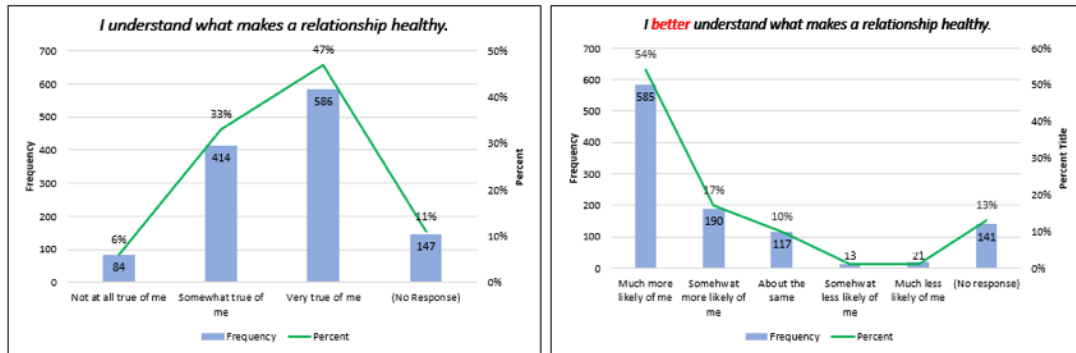
Please note: realtime data are subject to change and cleaning.

Provider	Surveys		Abstain		Delay		Protect	
	Entry	Exit	Saw	Said	Saw	Said	Saw	Said
4Evamor Inc. 2021.2	127	95	22	72%	6	66%	6	50%
AHYD 2021.2	517	486	387	47%	142	36%	142	46%
Cobb-Douglas County 2021.2	87	73	58	46%	21	28%	21	52%
Clayton County 2021.2	21	34	13	53%	4	50%	4	50%
Gwinnett County (East Metro) 2021.2	237	216	210	42%	90	41%	90	40%
DeKalb County 2021.2	57	89	69	56%	13	15%	13	69%
Macon-Bibb County (North Central Health District) 2021.2	55	33	18	50%	9	33%	9	55%
Dougherty County (Southwest) 2021.2	60	41	19	73%	5	40%	5	60%
Center Point Georgia Inc. 2021.2	92	76	29	41%	16	56%	16	43%
Future Seekers Inc. 2021.2	100	88	67	38%	23	17%	23	52%
GCAPP Inc. 2021.2	40	28	10	40%	5	20%	5	40%
OneSource Learning and Development Center 2021.2	0	0	0	—	0	—	0	—
Savannah-Chatham County Public School System 2021.2	334	247	60	51%	20	30%	20	45%
Wholistic Stress Control Institute Inc. 2021.2	43	75	7	14%	2	50%	2	50%
Total:	1253	1095	582	47%	214	35%	214	46%

Effectively Presenting Data

Use Statewide Georgia PREP data to showcase the successes, challenges, and overall outcomes of PREP programming.

Deep Dive: Survey Data Attitudes, Beliefs, and Behaviors



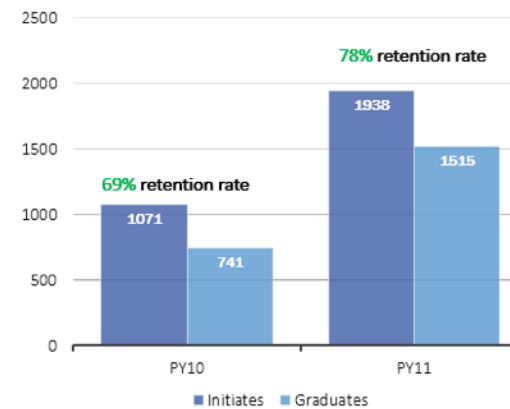
Entry Survey

Exit Survey

16 PY11 Sub-Awardee Wrap-Up September 22, 2022

1231 entry surveys were recorded
1067 exit surveys were recorded

Participant Retention Rate



11 PY11 Sub-Awardee Wrap-Up September 22, 2022

Comparison: PY10 vs PY11

	Male	Female
PY10	533	538
PY11	501	591

	Ages 10-13	Ages 14-19	Ages 20-21
PY10	250	808	13
PY11	416	731	2

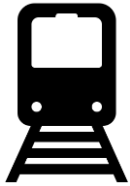
	Pregnant/Parenting	Foster Living	LGBTQ
PY10	25	63	21
PY11	8	35	35



Prevent and Correct Misinformation

GCAPP serves as the expert in APP and youth development in Georgia.

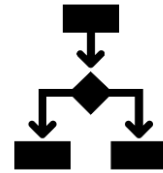
This partnership provides:



Connected
Caregiver
Trainings



Parent
Toolkits




Getting to
Outcomes
Model



Virtual Training


Connected Caregiver Training

Georgia's Personal Responsibility Education Program and GCAPP are hosting a 2 day virtual connected caregiver training on June 22-23, 2022, from 10 a.m.-1 p.m. that will provide participants with up to six hours of training credit!




GEORGIA CAMPAIGN FOR ADOLESCENT POWER & POTENTIAL
Education • Prevention • Action
For Adolescent Health

This training is aimed at foster parents, caregivers and case managers of adolescents ages 10-19. Since this is an online webinar, individuals who are unable to attend normally due to work or family may be able to participate!



REGISTER HERE

After registering, you will receive a confirmation email about joining the meeting.



Georgia Department of Human Services
Division of Family & Children Services

Disseminating Information and Resources



ABOUT GCAPP:
The mission of the Georgia Campaign for Adolescent Power & Potential (GCAPP) is to improve the overall health and well-being of young people in Georgia to ensure a more powerful future for us all. We have a long track record of nearly 23 years in improving the health and wellness of youth in Georgia. Working with schools, youth, parents, youth-serving professionals, and community organizations, through our five focus areas (youth empowerment, parent engagement, age-appropriate comprehensive sex ed, teen pregnancy prevention, and physical activity & nutrition), our work impacts nearly 70,000 young people across the state each year.

Welcome to the GCAPP Parent Toolkit!
At GCAPP, we recognize parents are the most important educators of their children. But oftentimes, parents tell us they feel unprepared talking to their children about certain topics. We developed the Parent Toolkit to aid parents in getting important conversations going, including those that are hard to talk about. From 'good touch bad touch' to puberty to teen pregnancy prevention and dating to peer pressure, bullying, self-esteem concerns, and so much more, the Toolkit provides a wealth of information, tips, door openers, and conversation starters for everyday use for every stage of youth development. We are continually exploring topics. Please let us know more topics you would like to see included by sending an email to parents@gcapp.org.



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GCAPP's Parent Toolkit provides practical strategies and information to help **parents, guardians, and caregivers** navigate topics and situations that all families face.



Digital Reach

Partnership with Banyan Communications has produced:

- APP logos
- APP webpage (in development)
- Campaigns led by youth voices (PREP participants)
- Discussion guides

My Goals, My Life Campaign

The Why

- A real, relatable, genuine, and inclusive look into teenage minds regarding healthy dating, relationships, and pregnancy prevention.
- To bring to life a student-made production with peers discussing the above topics.
- Look and feel like a student-created and -led production with added post-production effects inspired by social media.

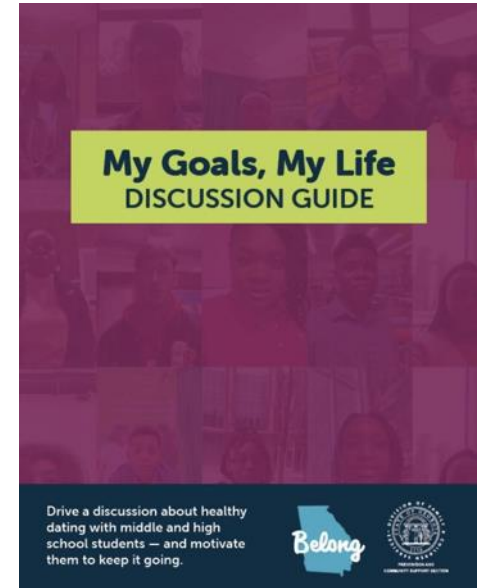
The How

- Conducted four focus groups with Meadowcreek High School's Adolescent Health and Youth Development Center.
- Focus groups took place during student lunch breaks, lasting approximately 25 minutes, ranging from 3 to 9 participants in each group.
- Participants represented a cross-section of students of color from African American and Latino origin, across gender and grade.



<https://www.youtube.com/watch?v=NSRbjrc3EaE>

Discussion Guide



□ Purpose

- Screen *My Goals, My Life*
- Facilitate talk-back sessions around healthy relationships
- Motivate and help students to create their own videos

□ Use activity to

- Start and deepen the conversation about healthy dating skills that are safe and respectful of all teens
- Strengthen PREP and SRAE curricula + learning objectives

□ Includes

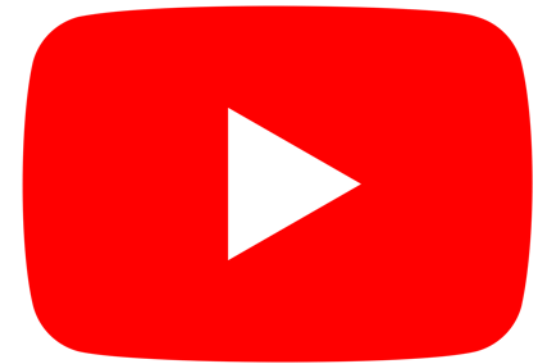
- Setting the stage, questions, facilitations tips, selfie, video recording steps

Release Phases

- **Phase 1:** Released in May 2020—National Teen Pregnancy Prevention Month
 - Targeted promotions by platform to reach audiences in Georgia, May–June 2020
 - Instagram and YouTube: Teens
 - Facebook: Educators, school professionals, and youth- and family-serving organizations
- **Phase 2:** Relaunch PSA promotions, started August 1, 2021 (Back to school)
 - Instagram and YouTube targeted paid promotions for teens
 - Facebook promotions for youth and family-serving organizations + adolescent health professionals
 - Release of Discussion Guide



Campaign Results



Instagram Campaign Results:

- The campaign reached more female teens on Instagram than male teens (around 18% higher volume in female teens)
- Although the campaign reached more female teens, male teens visited the website from Instagram at a higher rate (around 3% more than female teens)
- The longer, 30-second PSA cutdown and copy had higher performance (more reach and click volume)

YouTube Campaign Results:

- Ads reached 8% more female teens.
- Although the campaign reached more female teens, male teens visited the website from YouTube at a higher rate (12% more clicks)
- The click-through rate for male teens (0.71%) was higher than the industry standard (0.65% for Government and Advocacy*at time of evaluation)

QUESTIONS?

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DFCS-PCS Program Contact:

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Question & Answer



Resources

- Communication Research Resources
 - Centers for Disease Control and Prevention Gateway to Health Communication: <https://www.cdc.gov/healthcommunication/index.html>
 - Institute for Public Relations Misinformation/Disinformation Research Library: <https://instituteforpr.org/category/disinformation/>
- Communication Tools
 - Canva (graphics creator): <https://www.canva.com/>
 - Tableau (data visualization creator): <https://public.tableau.com/app/discover>



THANK YOU

Let's Hear From You!



- Please complete a short survey about your experience with today's webinar.

<https://survey.alchemer.com/s3/7130233/Webinar-Feedback-Survey-Community-Engagement-to-Tackle-Misinformation-about-Adolescent-Pregnancy-Prevention-Programs>

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