



SRAETTA

Sexual Risk Avoidance Education
Training and Technical Assistance

Optimizing Survey Results

Strengthening SRAE Program Impact

Mary Anne Mosack, Ascend
Jerry Regier, Public Strategies

January 26, 2022



ADMINISTRATION FOR
CHILDREN & FAMILIES **FYSB** Family & Youth
Services Bureau

Welcome and Agenda

- Teaching Core SRAE Concepts
- Preparing to Share Survey Results
- Customizing Messaging
- Data Visualization



Introductions

Moderator : Tracey Pike, Ascend

Presenters: Jerry Regier, Public Strategies
Mary Anne Mosack, Ascend

Guest Grantees:

Charlene Bosley, Clarity of South-Central Indiana

Stephanie Pichan, ReGen Next

Bruno Jerome, NJ Physicians Advisory Group

Catherine Wood, Relationships Under Construction



Objectives

At the end of this webinar, participants will be able to:

- Recognize survey results are directly impacted by the effectiveness of the facilitator to communicate the required topics consistently throughout curricular content that helps youth clearly understand and internalize lesson concepts.
- Understand sharing survey results with various stakeholders can build collaboration and SRAE program support around consensus goals, mission focus, target audiences, and intended outcomes for health and well-being.
- Interpret survey results specifically for various stakeholders relative to their interests and what they need to know.
- Customize messaging to specific stakeholders in order to raise their awareness of the program and its results and encourage them to discuss positive survey results at home, in schools, and in the community.



Mary Anne Mosack

President

Ascend

- Teaching Core SRAE Concepts
- Preparing to Share Survey Results
- Customizing Messaging

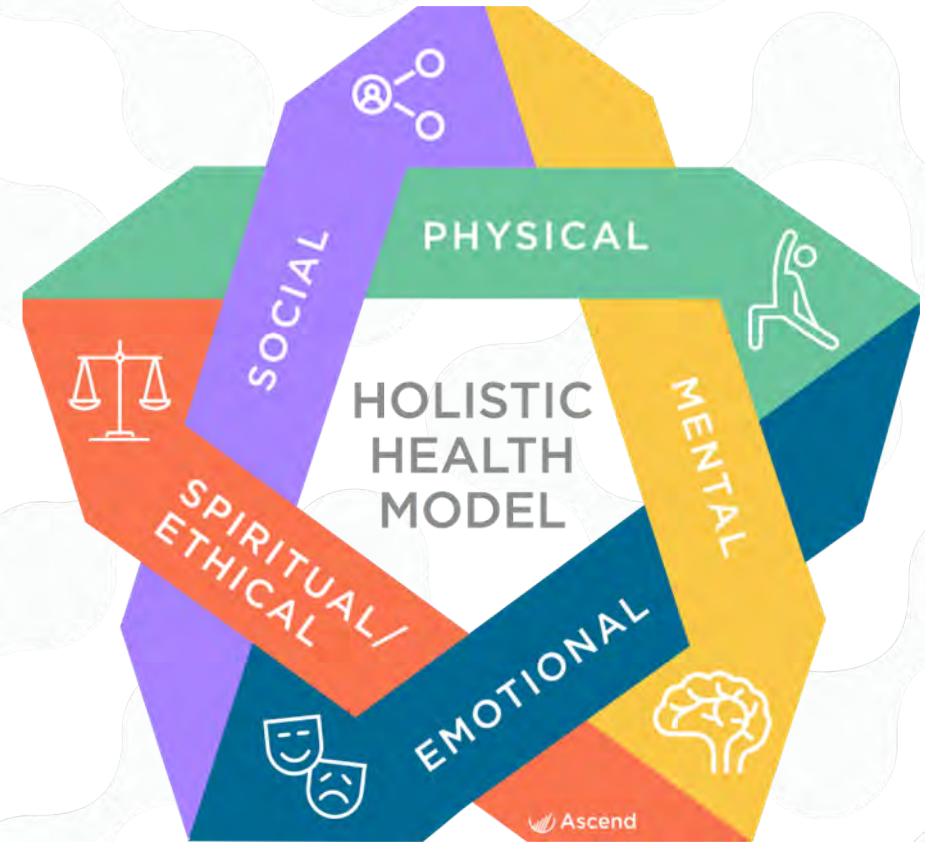


Teaching Core SRAE Concepts



Identifying Key Concepts

OPTIMAL HEALTH MODEL



Optimal
Health
and
Risk
Eliminatio
n



Review and Integration of Required A-F Concepts

- A-F topics, required by legislation, should be well known to all grantees and facilitators.
- Ensuring topics are clearly integrated into curriculum lessons is a priority.
- Facilitators must give adequate time and emphasis to each topic.
- Survey questions should reflect what is being taught with an intended outcome in mind.



Review and Integration of Required A-F Concepts

- A. The holistic individual and societal benefits associated with personal responsibility, self-regulation, goal setting, healthy decision-making, and a focus on the future.
- B. The advantage of refraining from non-marital sexual activity in order to improve the future prospects and physical and emotional health of youth.
- C. The increased likelihood of avoiding poverty when youth attain self-sufficiency and emotional maturity before engaging in sexual activity.
- D. The foundational components of healthy relationships and their impact on the formation of healthy marriages and safe and stable families.
- E. How other youth risk behaviors, such as drug and alcohol usage, increase the risk for teen sex.
- F. How to resist and avoid, and receive help regarding, sexual coercion and dating violence, recognizing that even with consent teen sex remains a youth risk behavior.



Changing Mindsets

Self
Efficacy
and
Skill
Building



Google image



SRAETTA
Sexual Risk Avoidance Education
Training and Technical Assistance

Teaching SRAE Concepts in Context: Enhancing Survey Results

- Understanding key concepts, theoretical frameworks and models can enhance learning outcomes:

Examples:

- a) When teaching on the importance of self-regulation, it is in the context of developing the self-control needed to *eliminate risk* and move toward *optimal health*.
 - b) When teaching on avoiding poverty, it is in the context of making healthy decisions to eliminate risks that may hinder the ability to pursue academic or career goals.
- Survey results are directly impacted by the **effectiveness** of the facilitator to communicate key concepts clearly and consistently in the context of Optimal health and the elimination of risk.



Preparing to Share Survey Results



Assessing the Value of Your Survey Findings

Examine the benefit of survey findings by assessing:

- The potential impact of the data you are reporting.
- How your findings can help to raise awareness, inspire improvement, motivate action, and inform policy.
- How understanding positive or negative movement on attitudes, knowledge and intentions can be predictors of behavior change.
- How various stakeholders could use findings to strengthen their programs and/or collaborate with your efforts.
- How sharing results could support funding or other program sustainability efforts





Stakeholders who may be interested in what students are reporting

- Parents
- Schools
- Community Partners
- Policymakers

Identifying Stakeholders



Interpret Survey Results with Stakeholders in Mind

- Examine survey results for insights about successes, barriers, challenges, and the possible need for mid-course corrections.
- Identify survey results that indicate student knowledge, attitudes, and intentions related to crucial behavioral markers.
- Identify the survey results each stakeholder is most interested in knowing or understanding to create a custom plan to best present information to specific groups.

Interpret Survey Results

Customizing Messaging



Customize Messaging to Various Stakeholders

- Parents
- Schools (administrators, teachers, boards, school committees)
- Community Partners (service providers and community leaders)
- Policymakers (local, state, federal)



Customize Messaging to Parents

Encouraging parents in their important role of communication and affirmation:

1. Do teens feel they have a trusted parent /adult to go to?
2. What are their attitudes toward other risk behaviors like alcohol or drugs?

The following is to demonstrate messaging and is not actual data.

Sample Survey Question: I am likely to talk with my parent, guardian, or caregiver about sex.

Entry Survey Results: very likely 34%; somewhat likely 17%; not at all likely 49%*

Exit Survey Results: very likely 61%; somewhat likely 31%; not at all likely 8%



Charlene Bosley

Data Collector

Clarity of South-Central Indiana

Using Survey Results to Increase Communication
between Students and Parents, Caregiver, or
Trusted Adult

- Assess results from entry/exit surveys regarding child/parent, caregiver, or trusted adult
- Develop strategies to improve survey results
- Implement corrective strategies consistently
- Compare survey results to assess improvement



Customize Messaging to School Administrators, Teachers, Boards, and School Committees

Demonstrate to school personnel the positive impact of your program:

1. What positive trends can schools reinforce? Goal setting? Self Efficacy?
2. What areas of concern can schools address? Bullying? Sexting?

The following is to demonstrate messaging and is not actual data.

Sample Survey Question: I would speak up or ask for help if I am being bullied in-person or online, via text, while gaming, or through other social media.

Entry Survey Results: not true of me 24%; somewhat true of me 52%; very true of me 24%

Exit Survey Results: not true of me 19%; somewhat true of me 47%; very true of me 34%



Stephanie Pichan

Sexual Health Coordinator

ReGen Next

Sharing Survey Results to Increase Support of School Administrators, Teachers and School Committees

- Share positive results and relevancy to the school's students
- Demonstrate the impact on intent to delay sex, avoid risks and build healthy relationships
- Highlight results to assist school and parental review for continuation of your SRAE program



Customize Messaging to Community Partners, Service Providers, and Community Leaders

Generate broader involvement of strategic community partners:

1. What areas of consensus can you share regarding mission, target population, strategy or desired outcomes?
2. What trends can you share to inform partners in the context of community health, especially on risk behaviors of teen sex, drugs, smoking, alcohol, teen births and STIs?

The following is to demonstrate messaging and is not actual data.

Sample Survey Question: I feel confident I possess the skills to resist peer pressure.

Entry Survey Results: strongly agree 40%; neutral 23%; strongly disagree 37%

Exit Survey Results: strongly agree 62%; neutral 33%; strongly disagree 5%



Bruno Jerome

Senior Educator

New Jersey Physicians Advisory Group

Identifying and Building Relationships with Strong
Community Partners

- Describe program's current engagement with community partners
- Show how to use survey feedback as a tool to enhance credibility with community partners
- Share where to find partners within the community.



Jerry Regier, PhD

**Director of Adolescent Pregnancy
Services**

Public Strategies

- Customizing Messages to Policymakers
- Data Visualization



Customize Messaging to Local, State, and Federal Policymakers

Inform policymakers of trends to guide budget and policy decisions impacting youth health and well-being:

1. How have findings indicated the advisability of continuing program support? Intention to delay sex for marriage? Increased focus on future goals, academics?
2. Where have survey results dictated the need for increased programmatic effort?

The following is to demonstrate messaging and is not actual data.

Sample Survey Question: I intend to avoid non-marital sex.

Entry Survey Results: strongly agree 32%; neutral 43%; strongly disagree 25%

Exit Survey Results: strongly agree 51%; neutral 29%; strongly disagree 20%



Catherine Wood

President

Relationships Under Construction

Sharing survey/evaluation results with policymakers to inform policy and funding decisions

- Understand the importance of building relationships with policymakers
- Show how your survey results impact the health and well-being of youth in their constituency
- Use survey results to help legislators make informed decisions about funding and policy impact



Data Visualization





Communicate With Data Visualization

Google image

Data visualization is translating information into a visual context that makes it easier to show trends, comparisons, changes over time etc.

Tips for representing Pre-Post data visually:

- Ensure that visualizations can be quickly understood.
- Use different colors to compare or contrast trends.
- Clearly title and label all axis points.
- Indicate baseline data from before program intervention.
- Show data indicating changes in knowledge, attitudes, intentions, skills and self efficacy.
- Highlight results that represent the key concepts of the Sexual Risk Avoidance Education approach.

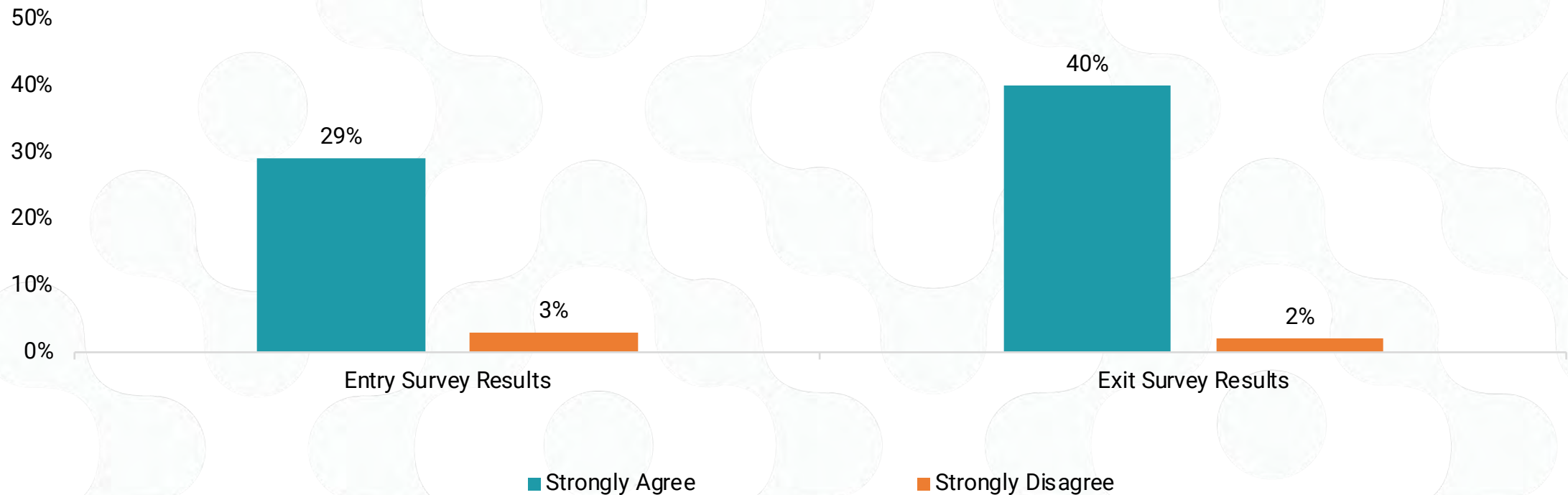
Survey Question Results

Respondents: 1,972 sixth grade students, 2020-2021

Question: Do you agree or disagree with this statement? "I plan to talk with my parent, guardian, or trusted adult about puberty."

This is actual data from an unnamed SRAE grantee's pre- and post-survey results

Percent of sixth grade students who plan to talk with their parent, guardian, or trusted adult about puberty.



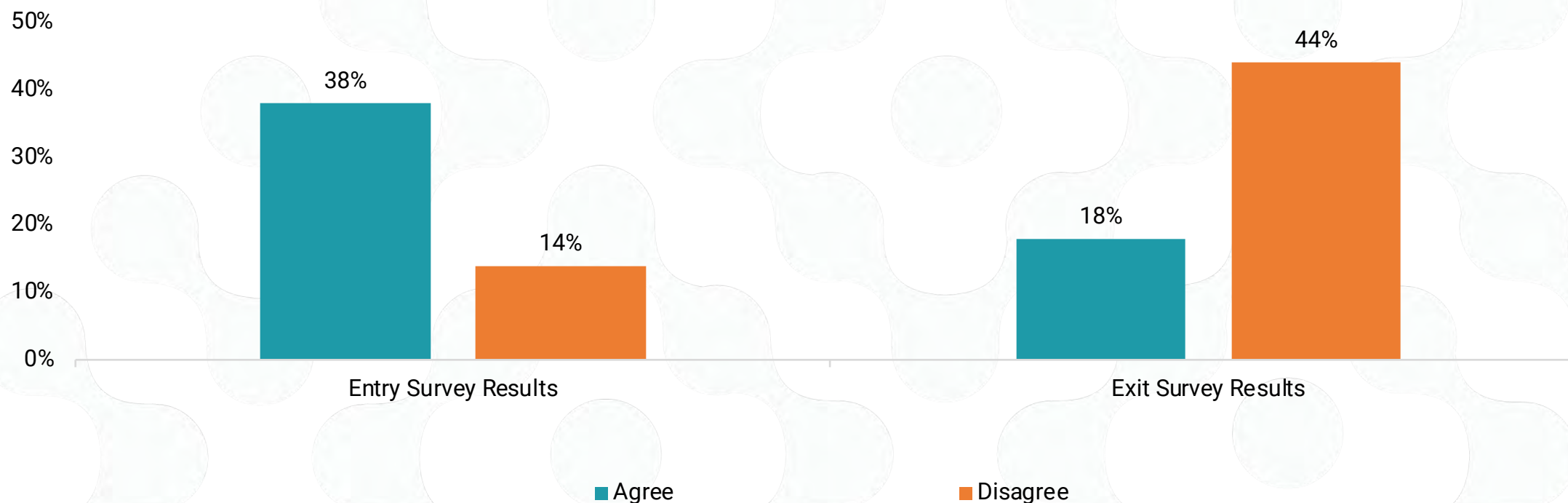
Survey Question Results

Respondents: 2,706 high school students, 2019-2020

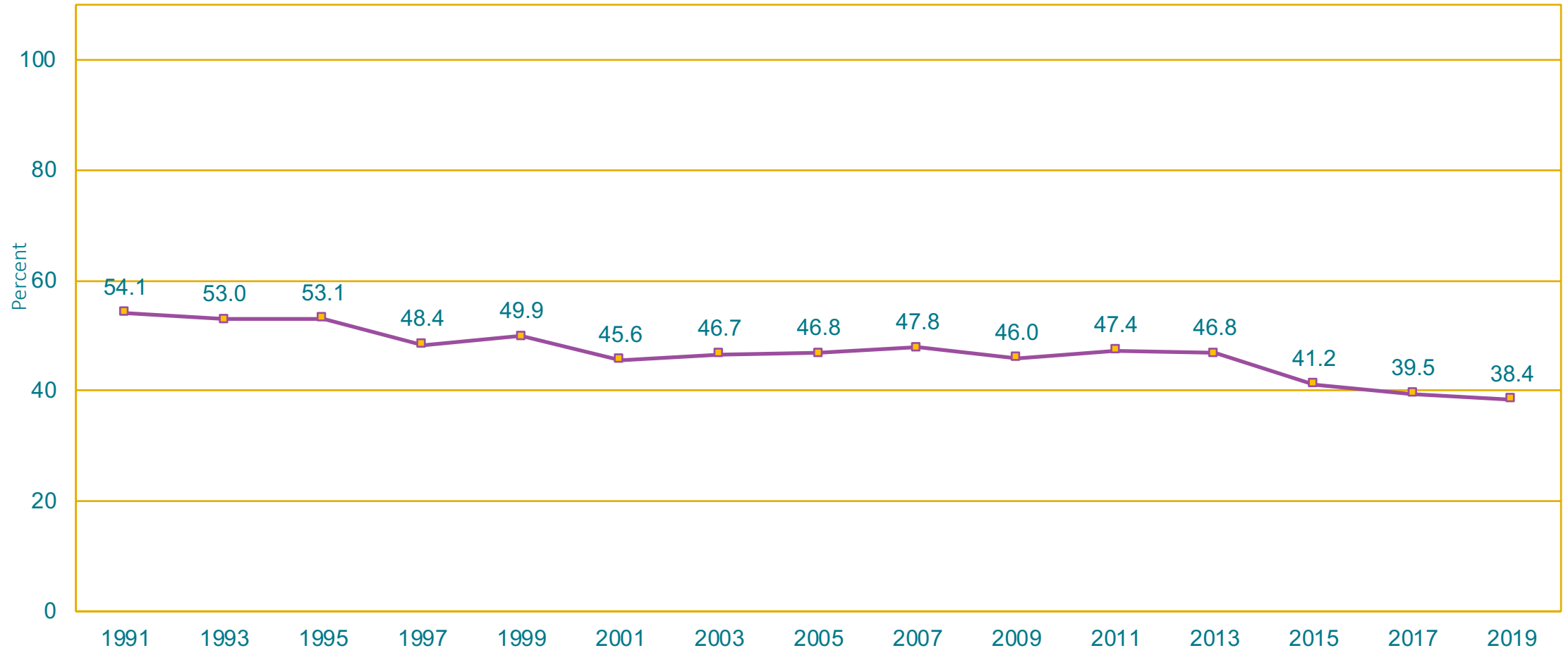
Question: Do you agree or disagree with this statement? "Most teens my age are having sex."

This is actual data from an unnamed SRAE grantee's pre- and post-survey results

Percent of high school students who believe most teens are sexually active, pre- and post-program



Percentage of High School Students Who Ever Had Sexual Intercourse, 1991-2019*



* Decreased 1991-2019, decreased 1991-2013, decreased 2013-2019 [Based on linear and quadratic trend analyses using logistic regression models controlling for sex, race/ethnicity, and grade ($p < 0.05$). Significant linear trends (if present) across all available years are described first followed by linear changes in each segment of significant quadratic trends (if present).] This graph contains weighted results.

Communicating Effectively: Data Visualization

THE CHALLENGE

The teen birth rate has declined by over **40%**

in the past decade, yet disparities among vulnerable youth persist.

Today, adolescents aged 15-24 account for nearly half of the **20M** new cases of STIs each year.



OUR IMPACT

That is why in 2019, we dedicated over **\$144M**

to grantees in **OVER 50** U.S. states & territories

to educate, engage, & empower **600K+**

youth through evidence-informed programming.



QUESTIONS?



References

Ashcraft, L.E., Quinn, D.A. & Brownson, R.C. Strategies for effective dissemination of research to United States policymakers: a systematic review. *Implementation Sci* **15**, 89 (2020). [Strategies for effective dissemination of research to United States policymakers: a systematic review \(nih.gov\)](#)

Berkowitz, A. D. (2004). The social norms approach: Theory, research, and annotated bibliography. Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention. US Department of Education.

Centers for Disease Control. (2020). Social Ecological Model: A Framework for Prevention [The Social-Ecological Model: A Framework for Prevention |Violence Prevention|Injury Center|CDC](#)

Holt, C. L., & Chambers, D. A. (2017). Opportunities and challenges in conducting community-engaged dissemination/implementation research. *Translational behavioral medicine*, 7(3), 389–392.
<https://doi.org/10.1007/s13142-017-0520-2>

Related resources:

[Messaging to Diverse Stakeholders: Building Relationships with Community Partners](#)

[Strategies for Expanding SRAE Programming at the Local Level](#)

[Spreading the word About Your Program: Applying Strategies from *Contagious*](#)

[SRAE Performance Analysis Study website https://www.sraepas.com/](https://www.sraepas.com/)



Continued Learning

Watch for the release of a Tip Sheet to extend your learning on The Impact of Sharing Survey Results with Stakeholders

Additionally, there are two upcoming Cluster Calls to facilitate conversation among SRAE grantees:

- February 2, 2022 – Qualities of an Effective SRAE Facilitator
- March 2, 2022 – Diversity and Inclusion



Resources

Visit [The Exchange](#)

- Resources
- Grantee Network
- Events Calendar
- Training Opportunities

Technical Assistance

- Contact your Federal Project Officer to request TA



Contacts

Mary Anne Mosack

Ascend

mmosack@weascend.org

Jerry Regier, PhD

Public Strategies

Jerry.Regier@publicstrategies.com

Charlene Bosley

Clarity of South-Central Indiana

charlene.bosley@claritycares.org

Stephanie Pican

ReGen Next

stephanie@regennext.com

Bruno Jerome

New Jersey Physicians Advisory Group

bruno@njphysicians.org

Catherine Wood

Relationships Under Construction

catherine.wood.ruc@gmail.com



THANK YOU!
PRESENTED BY



SRAETTA

Sexual Risk Avoidance Education
Training and Technical Assistance



ADMINISTRATION FOR
CHILDREN & FAMILIES

FYBSB Family & Youth
Services Bureau