



## Adolescent Pregnancy Prevention Program

# New Grantee Orientation Webinar

## Title V Competitive Sexual Risk Avoidance Education Program



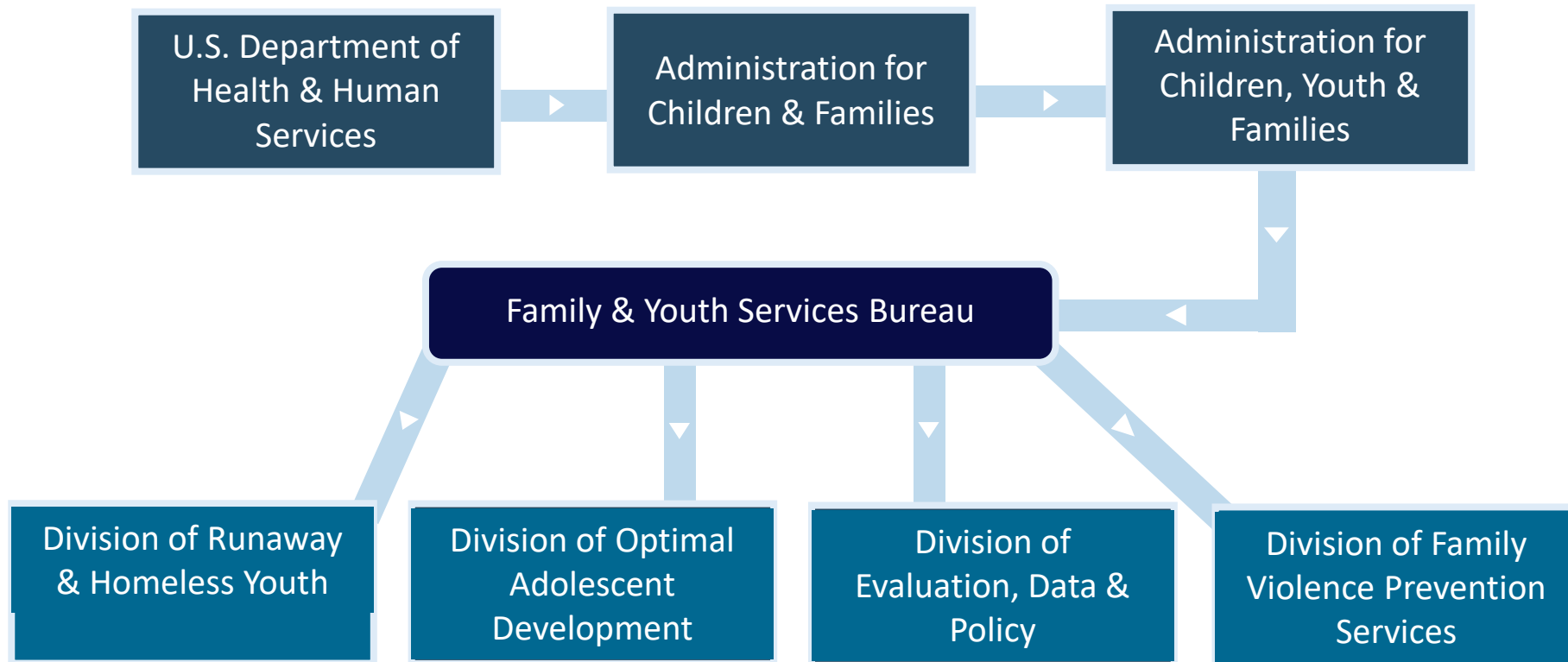
Monday, October 24, 2022  
3–5 p.m. ET

# Welcome and Congratulations!

LeBretia White, MSW, LMSW  
Director

Division of Optimal Adolescent Development

# Family and Youth Services Bureau (FYSB)



# FYSB/APP Program Staff



Kimberly A. Waller  
Associate Commissioner



Debbie Powell  
Deputy Associate Commissioner



LeBretia White, MSW, LMSW  
Director



Captain Corey Palmer  
Program Manager

# FYSB/APP Program Staff



Kathleen Derrick  
Program Specialist



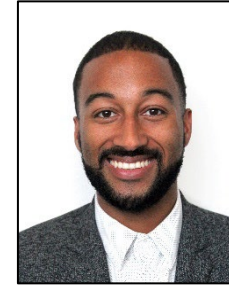
Katherine Godesky  
Program Specialist



MeGan Hill, MPH, MCHES  
Program Specialist



Nakia Martin-Wright, MS, CHES  
Program Specialist



Ricky Richard, MPH  
Program Specialist



Tecia Sellers  
Program Specialist



Chéri Thompson  
Program Specialist



Shakira Williams, MPH  
Program Specialist



Dara Yah'ya, M.Ed.  
Program Specialist



Tarsheka Thompson (CTR)  
Executive Assistant



Owen Burns (CTR)  
Communications Manager

# Webinar Presenters

Chéri Thompson: FYSB/APP Program

Tecia Sellars: FYSB/APP Program

Jerry Regier PhD and Lara Hulseley: Public Strategies

Susan Zief and Heather Zaveri: Mathematica

Cayrn Blitz and Selma Caal: Office of Planning Research and Evaluation

Kineka Hull PhD, MSPH and Katy Suellentrop: RTI International

# Today's Agenda

- Welcome and Opening Remarks
- Family and Youth Services Bureau (FYSB) and Adolescent Pregnancy Prevention (APP) Program Overview
- Title V Competitive Sexual Risk Avoidance Education (CSRAE) Program Purpose and Requirements
- Medical Accuracy Review Process
- APP Program Office Role
- Office of Grants Management Role
- Performance Measures and Evaluation
- Training and Technical Assistance (T&TA)
- Questions and Answers
- Closing Remarks

# Title V Competitive SRAE (CSRAE) Program Purpose and Requirements

*Presenter:*

*Chéri Thompson, Program Specialist*



# Adolescent Pregnancy Prevention Program

## PREP and SRAE Programs

- APP takes a holistic approach to support state, Tribal, and community efforts to promote medically accurate prevention education.
  - **PREP** programs (State, Competitive, Tribal, PREIS) address **at least three of six congressionally mandated Adulthood Preparation Subjects** as part of contraception and abstinence education to prevent teen pregnancy and the spread of sexually transmitted infections (STIs).
  - **Sexual Risk Avoidance Education** (Title V State, Title V Competitive, and GD-SRAE) programs support state and community organizations implementing sexual risk avoidance education that teaches youth how to voluntarily refrain from non-marital sexual activity, empower youth to make healthy decisions, and provide tools and resources to prevent youth engagement in other risky behaviors (i.e., resisting sexual coercion, dating violence, underage drinking, or illicit drug use).



# Administration of SRAE Programs

**Sexual Risk Avoidance Education (SRAE)** programs support state and community organizations implementing sexual risk avoidance education that exclusively teaches youth how to voluntarily refrain from non-marital sexual activity, empowers youth to make healthy decisions, and provide tools and resources to prevent youth engagement in other risky behaviors.

- GD-SRAE
- Title V State SRAE
- Title V Competitive SRAE



**SRAE education must ensure that the unambiguous and primary emphasis and context for each topic is a message to youth that normalizes the optimal health behavior of avoiding non-marital sexual activity.**

# **Title V Sexual Risk Avoidance Education Legislative Authority**

The Title V SRAE Program is authorized and funded by section 510 of the Social Security Act (42 U.S.C. 710), as amended by section 50502 of the Bipartisan Budget Act of 2018 (Public Law No. 115-123) and extended by division CC, title III, sections 303 of the Consolidated Appropriations Act, 2021 (Public Law No. 116-260).

# Title V Competitive SRAE Purpose

Fund projects to implement education exclusively on sexual risk avoidance. Grantees are expected to implement sexual risk avoidance education that normalizes the optimal health behavior of avoiding non-marital sexual activity.

*FY 2022 eligible states and territories: Alaska, California, Connecticut, Delaware, District of Columbia, Illinois, Kansas, North Dakota, Washington, Wyoming, American Samoa, Marshall Islands, and the Virgin Islands.*

# Title V CSRAE Goal and Objectives

**Goal:** Provide messages to youth that normalize the optimal health behavior of avoiding non-marital sexual activity.

**Objectives:**

- Implement curricula that includes medically accurate information referenced in peer-reviewed publications by educational, scientific, governmental, or health organizations.
- Select sexual risk avoidance curricula and/or strategies with an evidence-based approach to integrate research findings with practical implementation that aligns with the needs and desired outcomes of the targeted youth audience.
- Teach risk avoidance skills through methods that do not normalize teen sexual activity.
- Must teach each of the topics A through F as outlined in the Title V SRAE legislation.
- Target youth aged 10 to 19.

# Program Requirements

1. Evidence-Informed Interventions and Strategies
  - Medically Accurate, Culturally and Age Appropriate
2. Positive Youth Development Approach
3. Key Implementation Topics
4. Curriculum Fit and Selection
5. Fidelity
6. Performance Progress Reports
7. Post-award Activities

Selected interventions must have **evidence of effectiveness** with the target populations or be promising practices and adhere to the following requirements:

## Evidence-Informed Interventions and Strategies

- Interventions and/or strategies selected must be medically accurate and complete and age appropriate with regard to the developmental stage of the intended audience, and
- Interventions must be culturally appropriate, recognizing the experiences of youth from diverse communities, backgrounds, and experiences.
- Intervention may include information on contraception.

# Key Implementation Topics

Title V CSRAE projects must address each of the topics below:

- 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.



# Positive Youth Development (PYD) Framework

Title V Competitive SRAE programs must include PYD as part of any risk avoidance strategies to help participants:

- build healthy life skills and protective factors that mitigate the impact of past and future negative factors;
- empower participants to make healthy decisions;
- provide tools and resources to prevent pregnancy and STIs; and
- prevent youth engagement in other risky behaviors.

# Referrals to Health Care and Other Services

- Title V CSRAE programs may only provide education to youth on sexual risk avoidance.
- Funds may not be used to provide separate services, such as health care, educational, career development, or counseling services (e.g., substance abuse, including alcohol, tobacco cessation, mental health issues, and intimate partner violence).

***Note: As needs are identified, grantees should provide referrals for necessary services, but may not pay for the services themselves with ACF funding.***

# Curriculum Fit and Selection

- **Age-appropriate** with regard to the developmental stage of the intended audience, culturally appropriate, and linguistically appropriate.
- Exclusive purpose of **teaching sexual risk avoidance** and the **benefits associated** with self-regulation, success sequencing for poverty prevention, healthy relationships, goal setting, resisting sexual coercion, dating violence, and other youth risk behaviors (such as underage drinking or illicit drug use) without normalizing teen sexual activity.
- Interventions, materials, and curricula **must not** promote or encourage sexual activity outside of marriage.
- All curricula used by funded prime recipients and their sub-recipient(s), must be **compliant** with the Title V State SRAE statute (42 U.S.C. § 710).

# Fidelity

Implement strategies to ensure program is implemented without compromising the core elements of the curriculum that have been identified as essential for achieving program effectiveness.

Grantees should train staff on how to use their identified fidelity monitoring tool.



# Medical Accuracy Review



*Presenter:*

*Tecia Sellers, Program Specialist*

# Medical Accuracy Review Definition

This is the definition of medical accuracy that is used by FYSB:

*The term “medically accurate and complete” means verified or supported by the weight of research conducted in compliance with accepted scientific methods and published in peer-reviewed journals where applicable, or comprising information that leading professional organizations and agencies with relevant expertise in the field recognize as accurate, objective, and complete.*



# Why are Medical Accuracy Reviews Important?

- Medical information is constantly evolving, and as new discoveries are made, program materials can become outdated.
- Medical accuracy reviews help ensure program materials remain accurate, complete, and up to date.

# Potential Medical Accuracy Issues

Types of medical accuracy issues that may arise and be reported on include information that is:

- Inaccurate
- Incomplete
- Outdated
- Poorly referenced or supported by non-scientific “studies” (e.g., polling data, opinion)
- Confusing/misleading



# What will be requested of grantees to help ensure the medical accuracy of program materials?

1. Conduct initial medical accuracy review
2. Submit materials to FYSB and Gray Matters/Paltech for review
3. Respond to inaccuracies noted in the Medical Accuracy Review Consolidated Report
4. Submit responses and revisions to FYSB

# APP Program Office Roles and Responsibilities

*Presenter:  
Chéri Thompson, Program Specialist*

# Role of the APP Program Office

- Review applications and programmatic reports
- Respond to programmatic and technical aspects of the grant
- Ensure the amounts to be awarded to grantees are consistent with current statutory requirements
- Monitor grantee performance

# APP Project Officer Roles and Responsibilities

**Project Officers are the primary contact for all programmatic matters associated with the grant.**

- Program modifications or changes in project scope
- Budget revisions
- Changes in key staff positions
- Program progress reports
- Monitoring and site visits
- Technical assistance

# Site Monitoring and Site Visits

## Objectives:

- Ensure the project is in compliance with the Terms and Conditions and the authorizing legislation;
- Discuss the project's development and observe the project during implementation; and
- Provide programmatic, financial, and evaluative guidance and ascertain technical assistance areas.

Grantees will be provided advance notification regarding scheduling of site monitoring/visits.

# Office of Grant Management (OGM) Roles and Responsibilities

# Role of OGM

- Responsible for fiscal management and administration of grant award
- Ensuring compliance with applicable laws, regulations, policies, and procedures and technical aspects of grants and fiscal monitoring
- Provide guidance on fiscal requirements related to grant awards, terms and conditions, post-award changes, reporting, and closeout procedures

## Role of OGM, *cont'd*

Contact OGM for the following:

- Requesting amendments to the original grant application, such as changes in key personnel, budget modification, carryover, and no-cost extension
- Clarification of budget issues, particularly allowable costs
- Guidance on submitting fiscal reports and other official correspondence



# Performance Progress Reports (PPR)

- Program Progress Reports are due semi-annually
- Submit reports to the PPR portal via GrantSolutions
- PPRs are due 30 days after end of reporting period
- For budget period 9/30/2022 to 9/29/2023
  - 1st Report: Due 4/30/2023 (covers 9/30 to 3/31)
  - 2nd Report: Due 10/30/2023 (covers 4/1 to 9/29)

# Performance Progress Reports

Program indicators include:

- Major activities and accomplishments during this period
- Challenges
- Significant findings and observations
- Organizational issues
- TA and training updates
- Activities planned for next reporting period

# Post-award Changes Requiring Prior Approval

Change in Scope  
or Objective

Change and/or  
Absence in Key  
Personnel

Transfer of Funds  
Budgeted for  
Participant  
Support

No Cost  
Extensions

Significant  
Re-budgeting

Need for  
Additional Funds

# *SRAE Performance Measures*

October 24, 2022

Jerry Regier, PhD Public Strategies

Lara Hulsey Mathematica

# PURPOSE OF PERFORMANCE MEASURES

- Monitor program implementation and progress
- Provide timely feedback to grantees for ongoing program improvement
- Report to FYSB, ACF, and HHS leadership



## BENEFITS OF PERFORMANCE MEASURES TO GRANTEES

- Arm grantees with data to share with stakeholders
- Facilitate monitoring and continuous quality improvement
  - Monitor progress toward program goals
  - Identify training and technical assistance needs
- Provide data to advocate for continued/additional funding and sustainability



Performance Management	Evaluation
<p><u>Inputs</u>: Resources that make the program possible (e.g., funding, staffing, curricula)</p>	<p><u>Impacts</u>: Difference in status of participants from what it would have been <i>in the absence of services</i> (establishes causal relationship)</p>
<p><u>Outputs</u>: Direct, tangible results of program activities (e.g., number of participants, number of hours of programming provided)</p>	
<p><u>Outcomes</u>: Status of participants after services (e.g., perceptions of the program's influence on whether to abstain from sex)</p>	

## THREE CATEGORIES OF PERFORMANCE MEASURES

1. Attendance, reach, and dosage
2. Structure, cost, and support for program implementation
3. Participant characteristics, behaviors, perceptions of program effects, and program experiences



## MIDDLE SCHOOL AND HIGH SCHOOL PARTICIPANT ENTRY AND EXIT SURVEYS

- SRAE grantees will collect data from middle school youth and high school or older youth.
- The middle school surveys include a subset of the high school youth survey items.

## PERFORMANCE MEASURES ANNUAL DATA COLLECTION AND SUBMISSION SCHEDULE (FISCAL YEAR)

Measures to be Collected	Frequency of Submission	Data Collection Period	Data Submission Period
Structure, cost, and support for program implementation	Annually	October 1–September 30	July/August
Attendance, reach, and dosage	Biannually	January 1–June 30 July 1–December 31	July/August January/February
Participant characteristics, perceptions of program effects, and program experiences (entry and exit surveys)	Biannually	January 1–June 30 July 1–December 31	July/August January/February

## SELECTED UPCOMING TECHNICAL ASSISTANCE EVENTS

Event	Timeline	
Self-Directed Webinar Viewings	October 3, 2022 <i>(View prior to October 27 office hours)</i>	SRAE Guidance for Obtaining Partnership Buy-In and Approval for Performance Measures, AND Online Survey Data Collection for SRAE Performance Measures Data
Office Hours	October 27, 2022	SRAE Guidance for Obtaining Partnership Buy-In and Approval/Online Survey Data Collection for SRAE Performance Measures Data
Webinar	December 7, 2022	SRAE Implementation Measures and Winter 2023 Reporting Requirements

## RESOURCES AND ADDITIONAL INFORMATION

- Additional information about the SRAE performance measures is available at [www.sraepas.com](http://www.sraepas.com).
- For further support, contact Public Strategies at [www.sraepas.com/contact/](http://www.sraepas.com/contact/) or call 833-797-0166 (toll-free).



**SRAENE**

Sexual Risk Avoidance Education  
National Evaluation

# The SRAE National Evaluation (SRAENE)

Susan Zief and Heather Zaveri, *Mathematica*

October 2022



# SRAENE Includes Three Main Efforts

- Integrative efforts
  - National Descriptive Study (NDS)
  - Program Components Impact Study (CIS)
  - Data and Evaluation Support (DES)
- Overall goals
  - Produce action-oriented evidence
  - Engage grantees, experts, and stakeholders
  - Uphold ACF's evaluation priorities
    - Rigor, relevance, transparency, independence, ethics

# National Descriptive Study (NDS)



# The National Descriptive Study Is “Telling the Story” of SRAE Programming

- Early Implementation Study
  - Describe program design plans across grantees
  - Survey conducted summer 2020
  - Briefs and a fact sheet published on OPRE website
- Nationwide Study
  - Understand program implementation experiences and lessons learned
  - Examine relationships between program implementation and outcomes of late 2022 data collection
  - Grantees (and their providers and facilitators) with ongoing projects will participate in this data collection



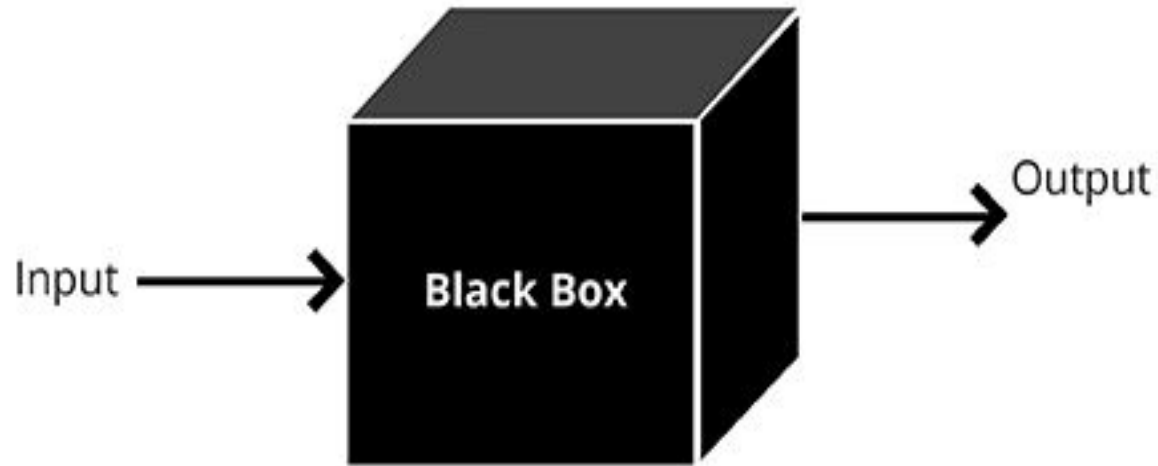
# The National Descriptive Study Is Also “Telling the Story” of COVID Programming

- COVID implementation experiences
  - Brief survey conducted fall 2020 to understand program disruptions
  - More in-depth, qualitative interviews conducted in fall 2021 on a virtual platform
    - Fact sheet pending dissemination

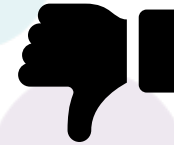
# Program Components Impacts Study (CIS)



# Traditional Program Evaluation: Does the Black Box Work?



OR



# Program Components

- What are program components?
  - Essential, irreducible parts of prevention programs that are considered important for achieving program goals
    - Curriculum, supplemental activities, facilitators, and facilitation
- How does studying program components differ from program evaluation?
  - Program evaluation: Is the program *effective*?
  - Program components research: *Why* is the program effective? *How* can components of programs be improved?

# CIS Goals: Identify and Improve Components Important for Program Success

## 1. Identify

- Meet with stakeholders and program experts to identify components of greatest interest that are important for program success

## 2. Improve

- Studying the implementation and outcomes of selected components is the pathway toward improvement

# Test Use of Specific Facilitation Strategies

- This approach addresses a strong priority from the field; stakeholders consistently identified facilitation as an area of study interest
- The evidence base does not address facilitation within the context of SRAE programs; we can address a key knowledge gap
- This is a core component across all SRAE programs, therefore yielding the greatest benefit to SRAE programs
- Identified two facilitation strategies that we piloted in spring 2022
- One strategy has moved to larger-scale replication with an impact and implementation study
  - The implementation of the second strategy will be guided by a refined approach

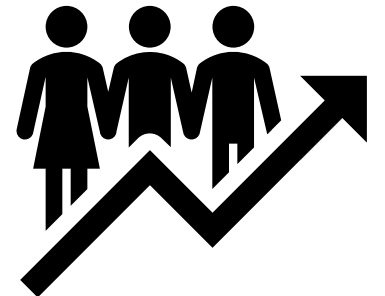
# Strategy 1: Use Co-regulation Strategies When Facilitating Programs

- Youth need skills in self-regulation to promote positive relationships and avoid risky behaviors
  - SRAE legislation requires grantees to address self-regulation in their programs
- Facilitators support youth self-regulation using co-regulation skills
  - Warm relationships
  - Supportive environments
  - Coaching on skills related to self-regulation
- A youth-focused, ACF project-developed toolkit with six co-regulation strategies
  1. Welcoming
  2. Positive practice
  3. Breath to focus
  4. Group agreement
  5. Rest and return
  6. Take note



# Strategy 2: Facilitator Foundations

- Behavioral change is not possible without a strong understanding of the predictors of behavioral change among facilitators
  - Facilitators then play a role in assessing youth progress on predictors
- Prior research has identified attitudes and beliefs that predict avoidance of sexual risk, including
  - Justification for sex
  - Abstinence efficacy
  - Future impact of sex
  - Abstinence values
  - Independence from peer influence
  - Behavioral intentions for sex
- Approach introduced to SRAE grantees during prior T&TA topical trainings
  - <https://teenpregnancy.acf.hhs.gov/resources/facilitator-foundations-understanding-predictors-behavior-change>





# Data and Evaluation Support (DES)



# Local Evaluation Support

- Goal: support grantees in conducting high-quality descriptive and impact evaluations
- Audience: grantees conducting local evaluations
- Example topics
  - Evaluation design
  - Measures
  - Data collection
  - Analysis and reporting
- Example activities: Individualized support, document review, conference calls, webinars

# Data Capacity-Building

- Goal: support grantees in using data and research to improve SRAE programming and outcomes for youth
- Audience: All grantees
- Example topics
  - Logic models
  - Continuous quality improvement
  - Implementation evaluation
  - Measuring program costs
  - Data collection and storage
- Example activities: Training sessions, resource documents, toolkits, webinars, videos, pilots

# SRAENE.com Offers Updates and Resources



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## SRAENE Project Website

The Sexual Risk Avoidance Education National Evaluation (SRAENE) produces a range of resources for federal grantees and other youth-serving organizations. This website provides access to all of these resources, including briefs, webinar recordings, and other documents.

[FIND RESOURCES](#)

### ABOUT SRAENE

The Sexual Risk Avoidance Education National Evaluation (SRAENE), is a five-year project started in fall 2018 to yield important information on the design and implementation of SRAE programs, the effectiveness of program components, and the ways federal grantees can use data and evidence to improve SRAE programming. The project team also provides technical assistance (TA) to grantees on research, evaluation, and data collection.

### NEWS & UPDATES

SRAENE sessions at the 2021 Virtual Adolescent Pregnancy Prevention Grantee Conference

Virtual Data Collection for Local Evaluations  
Thursday, June 17  
2:00 – 3:10 PM

Nationwide Description of SRAE Programming

### RECENT RESOURCES

NEWSLETTER | MARCH 2021  
SRAENE Newsletter-March 2021

WEBINAR | FEBRUARY 2021  
Virtual Data Collection for Local Evaluations Webinar

TOOL | FEBRUARY 2021  
Learn how to assess if your program is ready for an impact evaluation



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## Resources and Webinars

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Resource type

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NEWSLETTER | MARCH 2021

### SRAENE Newsletter-March 2021

A summary of activities and progress to inform SRAENE grantees and provide a connection point for future input

WEBINAR | FEBRUARY 2021

### Virtual Data Collection for Local Evaluations Webinar

Learn more about virtual data collection related to obtaining consent and assent, monitoring and observing program delivery, gathering youth feedback, and administering surveys

TOOL | FEBRUARY 2021

### Learn how to assess if your program is ready for an impact evaluation

Learn more about how you can assess whether your program is ready for an impact evaluation



# Ways to Engage

- ✓ Respond to opportunities to participate in SRAENE activities
- ✓ Review the SRAENE website for resources
- ✓ Stay informed by reading forthcoming issues of the SRAENE newsletter
- ✓ Review the EIS briefs (<https://www.acf.hhs.gov/opre/report/brief-sexual-risk-avoidance-education-programs-plans>)
- ✓ Contact the SRAENE help desk for any evaluation-related questions

# For More Information

- Project e-mail address: [SRAETA@mathematica-mpr.com](mailto:SRAETA@mathematica-mpr.com)
- Project website: [www.SRAENE.com](http://www.SRAENE.com)

# SRAE Training and Technical Assistance (T&TA)

**October 24, 2022**

Katy Suellentrop, MPH, RTI

Kineka Hull, PhD, RTI

# Training and Technical Assistance

T&TA to support SRAE grantees is provided by FYSB's contractor, RTI International and their subcontractors, Child Trends, and MEES.





# What is T&TA?

- Relationship-based
- Collaborative
- Targeted
- Adaptive
- Customized
- Accountable
- Results-driven
- Proactive



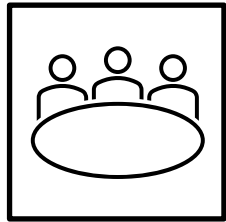
# T&TA Offerings



One-on-one, via e-mail or phone/Zoom, and in person or virtual site monitoring visits (as travel limitations allow)



In small groups, including topical and open “office hours”



Two topical trainings and one annual conference



*The Exchange* website

# How do you find out about TA opportunities?

## Group TA:

- E-blasts announcing times, dates, and connection information are shared regularly.
- Refer to the Events page on *The Exchange* for most current information.
- TA liaison group leaders will reach out and share information about the liaison group meetings.



# Individual TA process

- Reach out to your FPO when you would like assistance.

- Your FPO will request TA from RTI.
- RTI will assign you a TA provider whose skills match your needs.

- The TA provider will reach out to you to schedule a time to meet and begin working together.

- The TA Provider will develop a plan with you and will keep your Project Officer informed on the progress. Your TA Provider may check in regularly to support you until the needs are met.

- When you have achieved your goals, the TA request will be closed. After the request is closed, you will have an opportunity to complete a satisfaction survey about the TA.

# Upcoming Events

## Webinar

### **Providing Services to Youth in Foster Care and Juvenile Justice Systems**

Thursday, October 27, 2022  
3-4 p.m. ET

## Cluster Call

### **Engaging and Speaking the Language of Education Partners**

November 1, 2022  
4-5 p.m. EST

# Topical Trainings

## Topical Trainings

- Two Topical Trainings will be planned for FY2023 year
- Two key staff attend at least one training

## Benefits:

- Learn new information and gain new skills
- Network with other SRAE grantees

## Topical Training I

- November 15–16, 2022, 3–5 p.m. EST
- Promoting the Avoidance of Risky Behaviors Using Trauma-Informed, Self-Regulation Strategies
- Virtual

## Topical Training II

- March 2023
- In-person location and topic to be announced

# Adolescent Pregnancy Prevention Grantee Conference

Two key staff are required to attend.  
May 23–25, 2023, in Atlanta, GA

## Ways to Engage:

- Submit an abstract!
- Submit a success story!
- Nominate a youth for the youth plenary!

## Benefits:

- Have face-to-face time with Project Officers to address critical questions and receive guidance
- Learn new information and gain new skills
- Network with other APP grantees

Official conference communications will be sent from [apptta@rti.org](mailto:apptta@rti.org) beginning in November.



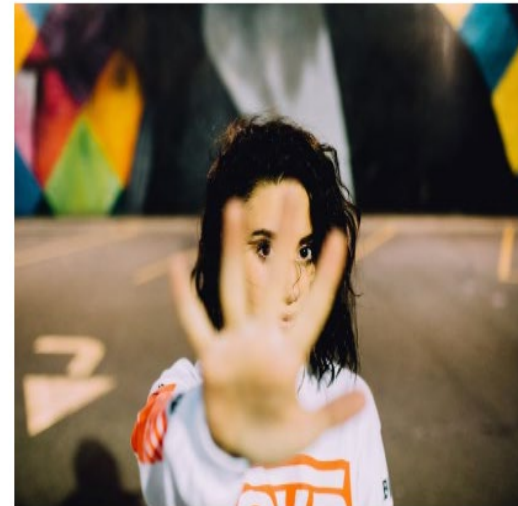
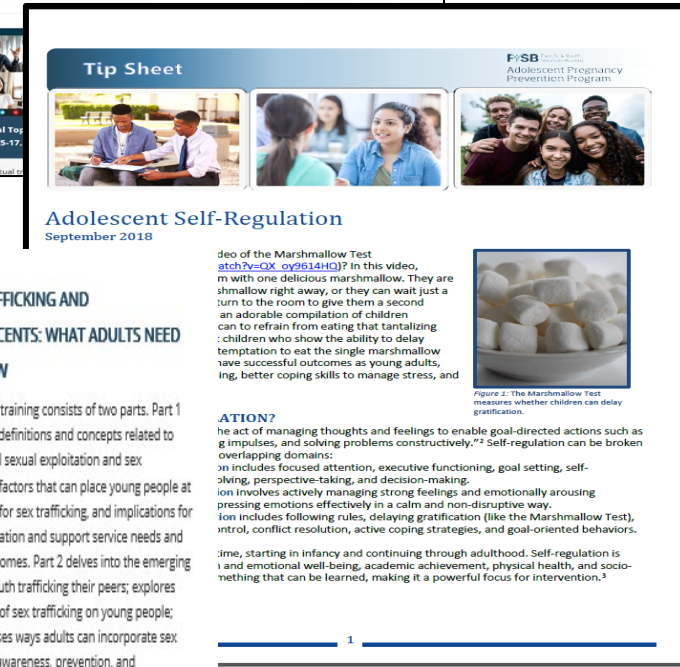
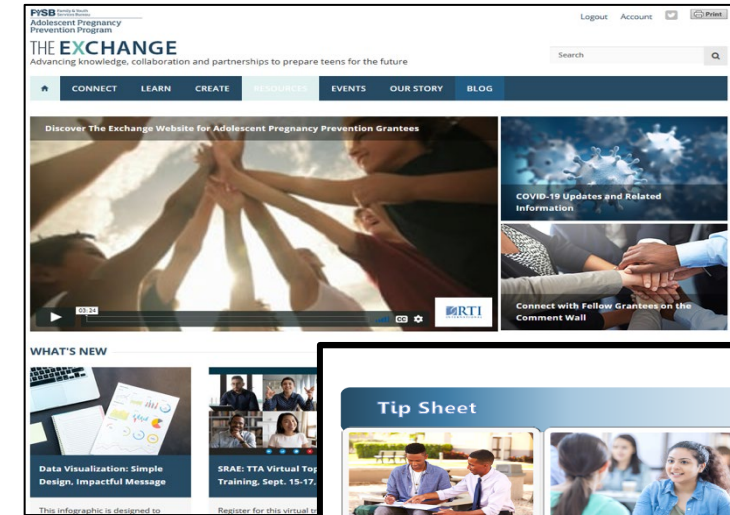
# T&TA and Communications

## Training & Technical Assistance

1. Toolkits and Resource Guides
2. E-Learning Modules
3. Site Monitoring and Site Visits
4. Grantee topical trainings, webinars, infographics, and tip sheets
5. Annual Adolescent Pregnancy Prevention Grantee Conference

## Communications

1. [The Exchange](#), a web-based resource center
  - Studio Tool
  - Community Saturation Sourcebook
  - Social Media Toolkit
2. [FYSB Website](#)
3. APP Connect e-newsletter
4. Health Observances
5. *We Think Twice* campaign and website



### SEX TRAFFICKING AND ADOLESCENTS: WHAT ADULTS NEED TO KNOW

This online training consists of two parts. Part 1 covers key definitions and concepts related to commercial sexual exploitation and sex trafficking, factors that can place young people at higher risk for sex trafficking, and implications for youth education and support service needs and health outcomes. Part 2 delves into the emerging trend of youth trafficking their peers; explores the impact of sex trafficking on young people; and discusses ways adults can incorporate sex trafficking awareness, prevention, and intervention strategies into youth programs.

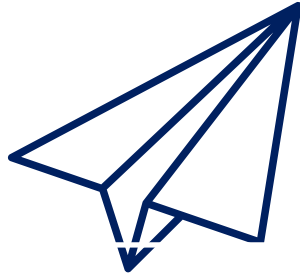
By the end of the course, you should be able to identify signs of potential sexual exploitation and trafficking situations that may be affecting youth in your community including near-to-neighbor



# Websites and Resources



# How do grantees access TA?



Reach out to your Project Officer to request one-on-one TA. You may also be contacted directly regarding proactive TA opportunities.



Check *The Exchange* and e-blasts for TA opportunities like office hours, webinars, and cluster calls.

**Please add the following domains to your “Safe Senders” list.**

- SRAE-TTA: [sraetta@rti.org](mailto:sraetta@rti.org)
- APP Connect: [appconnectfysb@getingears.com](mailto:appconnectfysb@getingears.com)
- APP Conference Planning Team, The Exchange, *We Think Twice*: [apptta@rti.org](mailto:apptta@rti.org)

U.S. Department of Health & Human Services Administration for Children & Families Family & Youth Services Bureau

FYSB Family & Youth Services Bureau Adolescent Pregnancy Prevention Program

THE EXCHANGE Advancing knowledge, collaboration and partnerships to prepare teens for the future

CONNECT LEARN CREATE RESOURCES EVENTS OUR STORY BLOG

Discover The Exchange Website for Adolescent Pregnancy Prevention Grantees

Connect with Fellow APP Grantees

Guidance Regarding COVID-19 Vaccinations for Youth

WHAT'S NEW

APP Program COVID-19 Flexibilities

Talking with Teens About Relationships and Sex Infographic

Personal Responsibility: Healthy Decision Making and Focus on the Future

Trauma Informed Virtual Program Implementation for PREP Grantees

# The Exchange Website

<https://teenpregnancy.acf.hhs.gov/resources>

U.S. Department of Health & Human Services Administration for Children & Families Family & Youth Services Bureau

FYSB Family & Youth Services Bureau  
Adolescent Pregnancy Prevention Program

THE EXCHANGE  
Advancing knowledge, collaboration and partnerships to prepare teens for the future

Login Register Print

Search


CONNECT LEARN CREATE RESOURCES EVENTS OUR STORY BLOG

### Resources


Home » Resources

Energize your efforts. Check out the featured resources. You can also filter results by using the drop-down options below or by searching.


ALL Select a Topic Filter Select a Format Filter Select a Grantee Type Filter



Beyond the Post: Leveraging the Power of Social Media to Connect with Youth and Other Stakeholders



Working with Parents of Teens



Continuous Quality Improvement: The Impact on Recruiting and Retaining Youth

# The Exchange— Find and Share Resources

<https://teenpregnancy.acf.hhs.gov/resources>

# The Exchange— Learn about Upcoming Events

**THE EXCHANGE**  
Advancing knowledge, collaboration and partnerships to prepare teens for the future

Search

[CONNECT](#)
[LEARN](#)
[CREATE](#)
[RESOURCES](#)
[EVENTS](#)
[OUR STORY](#)
[BLOG](#)

### Events Calendar

Home » Events Calendar

[Learn](#)  
[Event Calendar](#)  
[New Grantee Welcome Package](#)

September 2021 « PREV NEXT »

Health Observance
Virtual Training
In-Person Training
Conference
Cluster Call
Office Hours

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
Suicide Prevention Awareness Month 2021/09/01 (All day) to 2021/09/30 (All day)						
			(SRAE) Continuous Quality Improvement: The Impact on Recruiting and Retaining Youth 2021/09/01 - 3:30pm to 5:00pm			World Sexual Health Day 2021/09/04
5	6	7	8	9	10	11
Suicide Prevention Awareness Month 2021/09/01 (All day) to 2021/09/30 (All day)						

(PREP) Competitive PREP Grantee Orientation  
Please join the Family and Youth Services Bureau (FYSB)'s Adolescent Pregnancy Prevention (APP) Program for a new grantee orientation on Thursday, October 14 from 3:30 pm to 5:00 pm ET. Speakers will include members of the FYSB team, the Office of Grants Management, and Training and

<https://teenpregnancy.acf.hhs.gov/resources>

**THE EXCHANGE**  
 Advancing knowledge, collaboration and partnerships to prepare teens for the future

Search

CONNECT LEARN CREATE RESOURCES EVENTS OUR STORY BLOG

### Comment Wall: Adapting APP Programs in the Context of Social Distancing

Home » Connect » Comment Wall: Adapting APP Programs in the Context of Social Distancing

We want to hear from YOU! The Comment Wall is a place to connect with fellow grantees. We hope you all will use this tool as a way to share successes, new ideas, and strategies you are incorporating into your APP program.

Given recent changes due to social distancing measures, feel free to share how you are navigating this new normal. What adaptations are you making to your program? What resources and strategies do you find most helpful?

Post links to resources, add photos, and share tips on the wall below. You can also "like" each other's posts by clicking the thumbs-up icon and can comment by clicking the post title!

Page last updated: September 1, 2020



Type a title for your post

How have you adapted your programming given current requirements for social distancing?

## The Exchange— Connect with Grantees

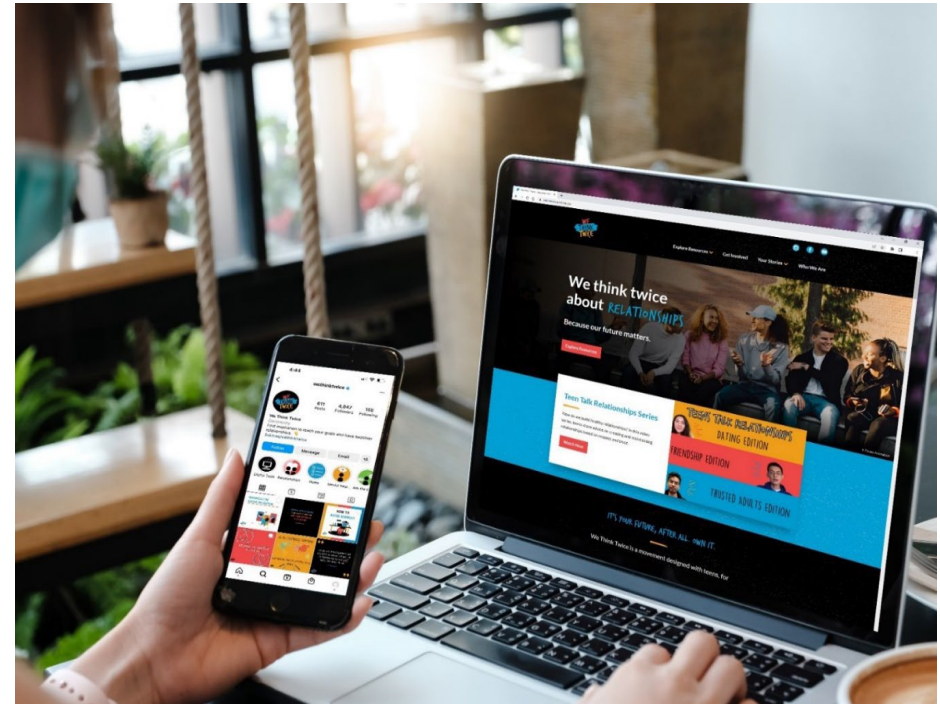
<https://teenpregnancy.acf.hhs.gov/resources>

# *We Think Twice* Social Media Campaign



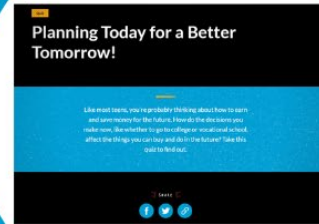
- Design a comprehensive digital media campaign *with youth for youth*
- Shift perceptions and social norms and support resistance to negative peer pressure
- Build teen knowledge and skills to
  - Form **healthy relationships**
  - Set **goals** for the future
  - Feel **empowered** to make healthy decisions
- Support the goals of APP program and grantees

[www.wethinktwice.acf.hhs.gov](http://www.wethinktwice.acf.hhs.gov)

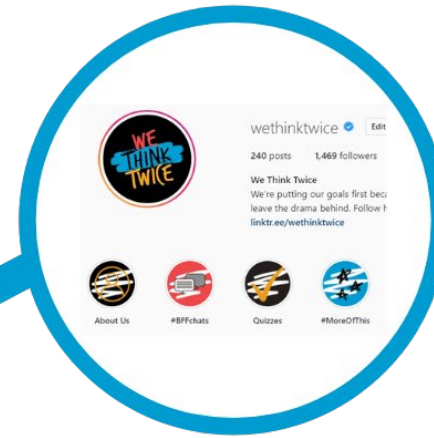


# Components of the *We Think Twice* Campaign

The *We Think Twice* Insiders



Digital products for youth



@WeThinkTwice  
Launched July 2019 on  
Facebook and  
Instagram

Tools for youth-serving professionals  
(*The Exchange*)



[www.wethinktwice.org](http://www.wethinktwice.org)  
Launched April 2020





# Website Designed *with* and *for* Youth



[Know the Facts](#) ▼

[Take Action](#)

[Get Social](#)

[Who We Are](#)

## We think twice about RELATIONSHIPS

Because our future matters.

[Join the Movement](#)

# Website Content

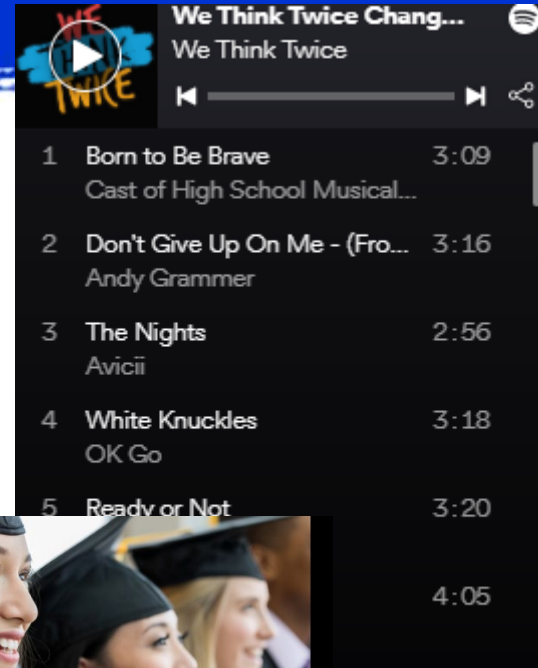
Highlights *We Think Twice* products and other youth-friendly resources

## Topics:

- Healthy relationships
- Goal-setting and success
- Smart choices
- Mental health (including coping with COVID-19 challenges)

## Products

- Quizzes
- Listicles
- Playlists
- Instagram posts
- Videos
- Infographics
- Tools
- Games



Over the course of their lifetime, how much more do people with a high school diploma or GED make than those who don't have either?

\$1,200,000 more
\$500,000 more
\$120,000 more

MY GOAL IS

TARGET COMPLETION DATE

STEPS TO REACHING MY GOAL

STEP 1:

STEP 2:

STEP 3:

STEP 4:

TWO THINGS THAT WILL HELP ME REACH MY GOAL

ITEM 1:

ITEM 2:

PEOPLE WHO CAN HELP ME REACH MY GOAL

I WILL REWARD MYSELF WHEN I REACH MY GOAL BY



# We Think Twice Social Media Metrics

## Social Media Success from July 2019 through August 2022

### EXPOSURE



Achieved:

**48 million**

social media impressions\*

**4,700+ followers**

*\*The total number of times content has been seen by Instagram and Facebook users.*

### ENGAGEMENT



Achieved:

**8.9%**

Average organic engagement rate on Instagram while increasing followers (excluding outliers)

### INFLUENCE



Achieved:

**260+**

youth registered for the WTT Insiders content testing community

### ACTION



Achieved:

**2.1 million**

video views and story completions\*\*

*\*\*Video views are based on Instagram & Facebook content. Story completions are based on Instagram profile stories.*

# We Think Twice Social Media Metrics

## Website Success from April 2020 through August 2022

### EXPOSURE



**163.3k**  
Users

**182.5k**  
Sessions

**237.5k**  
Pageviews

### ENGAGEMENT



**0:35**  
Average Session  
Duration

**1.3**  
Pages per Session

### INFLUENCE



**81.8k**  
Visits via Paid  
Search

**24.2k**  
Visits via Social  
Media

**16.6k**  
Visits via Direct  
Link

### ACTION



**30k**  
Quiz Submissions

**96k**  
YouTube Video  
Views

**15k**  
External Link  
Clicks

# Engagement Activities

## Motivational Song Contest



## Motivational Quote Activity



## Turning Goals Into Art Contest



# Campaign Awards

## **We Think Twice Digital Media Campaign**

Annual Communicator Awards: Award of Excellence, Campaigns and Series - Health and Wellness; 2022

AVA Digital Awards: Platinum, Web-Based Production | Social Media | Social Campaign (Multiple Platforms); 2022

## **We Think Twice Website**

National Association of Government Communicators, Blue Pencil and Gold Screen Awards: Award of Excellence; 2021

## **Digital Tools & Resources**

Graphic Design USA Health + Wellness design competition (Multiple Products); 2021

Materials Contest Winner, Multi-Media Materials; American Public Health Association, Public Health Education and Health Promotion Section (Healthy Relationships Challenge: Online Game); 2021

Award of Excellence, Society for Technical Communication, Carolina Competition (Community Saturation Sourcebook: A Field Plan for Youth-Serving Program Providers); 2021

AVA Digital Awards: Honorable Mention, Web-Based Production | Short Form Web Video < 3 Minutes (Our Goals, Our Lives Video Series); 2022

Digital Health Awards: Bronze (Creating Safe Spaces: Facilitator's Guide to Trauma-informed Programming; Toolkit for Engaging Parents and Caregivers in Optimal Health Programming); 2022

Digital Health Awards: Merit (Checking Our Reality: A "Plug and Play" Activity for Youth; Finding My Passion: A "Plug and Play" Activity for Youth); 2022

Materials Contest Winner, Training Materials; American Public Health Association, Public Health Education and Health Promotion section (Toolkit for Engaging Parents and Caregivers in Optimal Health Programming); 2022



# How Youth Can Get Involved

- Follow @WeThinkTwice on Instagram!
- Visit [www.WeThinkTwice.org](http://www.WeThinkTwice.org)
- Encourage your youth to join our online research community, the *We Think Twice* Community, where they can earn points toward gift cards and help shape our campaign!  
<https://www.wethinktwice.acf.hhs.gov/take-action>
- If you are interested in helping us coordinate design sessions with groups of youth in-person or virtually, please e-mail us: [apptta@rti.org](mailto:apptta@rti.org).



## Contact Us

The SRAE T&TA team can be reached via e-mail at  
[sraetta@rti.org](mailto:sraetta@rti.org)

We are happy to support you with any questions on T&TA offerings or how to access to The Exchange!





# Contracts



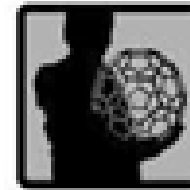
SRAE Training and Technical Assistance  
and  
Adolescent Development Products and We  
Think Twice Campaign

**MATHEMATICA**  
**Policy Research**

SRA National Evaluation



SRA Performance Analysis Study  
(PAS)



WHEN TECHNOLOGY BECOMES BLACK AND WHITE  
**graymatters**  
technology services

Medical Accuracy Review

## Information & Resources

Family & Youth Services Bureau, Adolescent Pregnancy Prevention Program

<https://www.acf.hhs.gov/fysb/programs/adolescent-pregnancy-prevention>

The Exchange Website

<http://teenpregnancy.acf.hhs.gov>

*We Think Twice*

<https://www.wethinktwice.acf.hhs.gov/>

# Upcoming Trainings



OFFICE OF  
GRANTS  
MANAGEMENT



MEDICAL  
ACCURACY  
REVIEW



SITE  
MONITORING  
VISITS



TOPICAL  
TRAININGS



PERFORMANCE  
MEASURES

# Questions?



**Please enter your  
questions in the  
chat box**