Training Logistics

- Adobe Connect Features

Click phone/microphone icon next to your name to mute and unmute
Learning Objectives

By the end of this Webinar, participants will be able to do the following:

• Use recent polling data to help garner additional community support and buy-in.
• Identify strategies to find and cultivate relationships with key champions.
• Identify strategies to increase community support of adolescent pregnancy prevention programs.
Presenters

Bill Albert
The National Campaign to Prevent Teen and Unplanned Pregnancy

Hannah Wood
Choctaw Nation of Oklahoma

Janet Realini
Healthy Futures of Texas

Sanford Johnson
Mississippi First
Support for Preventing Teen Pregnancy Is Widespread

82% of adults overall say teen pregnancy is an important problem (56% say very important) when compared to other social and economic problems in their community.

93% black, non-Hispanic
87% Hispanic
79% white, non-Hispanic

© The National Campaign to Prevent Teen and Unplanned Pregnancy
Support for Preventing Teen Pregnancy Is Widespread

61% of adults overall believe more efforts to prevent teen pregnancy are needed in their community.

- 64% Hispanic
- 64% Black, non-Hispanic
- 60% White, non-Hispanic

© The National Campaign to Prevent Teen and Unplanned Pregnancy
Support for Preventing Teen Pregnancy Is Widespread

MISSION NOT ACCOMPLISHED

61% OF ADULTS OVERALL BELIEVE MORE EFFORTS TO PREVENT TEEN PREGNANCY ARE NEEDED IN THEIR COMMUNITY.

WEST 61%
NORTHCENTRAL 58%
NORTHEAST 60%
SOUTH 63%

© The National Campaign to Prevent Teen and Unplanned Pregnancy
Support for *How to Prevent Teen Pregnancy* Is Also Widespread

Teens should be getting more information about abstinence and birth control. **WHO AGREES?**

**Adults 18 and older**

69%
Support for *How* to Prevent Teen Pregnancy Is Also Widespread

**WHO AGREES?**

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanics</td>
<td>82%</td>
</tr>
<tr>
<td>Black/Non-Hispanics</td>
<td>82%</td>
</tr>
<tr>
<td>Whites</td>
<td>65%</td>
</tr>
</tbody>
</table>
Support for *How to Prevent Teen Pregnancy* Is Also Widespread

 Teens should be getting more information about abstinence and birth control.

WHO AGREES?

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults in the West</td>
<td>66%</td>
</tr>
<tr>
<td>Adults in the North Central</td>
<td>64%</td>
</tr>
<tr>
<td>Adults in the Northeast</td>
<td>66%</td>
</tr>
<tr>
<td>Adults in the South</td>
<td>75%</td>
</tr>
</tbody>
</table>
Support for Birth Control Is Widespread

I support policies that make it easier for teens to get the full range of birth control methods. Who agrees?

- **71%** Adults Overall
- **86%** Democrats
- **53%** Republicans
- **82%** Black, Non-Hispanic
- **75%** Hispanic
- **68%** White, Non-Hispanic

© The National Campaign to Prevent Teen and Unplanned Pregnancy
Birth Control and Responsibility

For those who want to avoid getting pregnant or causing a pregnancy, using birth control is taking personal responsibility. Who agrees?

- 94% Adults overall
- 95% Democrats
- 95% Republicans
- 95% White, non-Hispanic
- 93% Black, non-Hispanic
- 92% Hispanic

© The National Campaign to Prevent Teen and Unplanned Pregnancy
How Polling Data Can Support Your Efforts

• Not me. *Us.*
• Supplement a press release.
• Use in a presentation.
• Share with supporters
• Add to your website.
Resource

• All images and assets can be viewed and downloaded from TheNationalCampaign.org.
Choctaw Tribal PREP

Ʉ Choctaw Nation of Oklahoma was awarded a Tribal PREP grant in 2012.

Ʉ After years of serving expectant and parenting teens and young adults, Choctaw Nation was excited about the opportunity to educate students before they were expecting.

Ʉ A needs assessment showed youth needed to be reached in middle school.

Ʉ Student surveys showed they were becoming active between 8th and 9th grade.

Ʉ Parent surveys showed they believed students were sexually active between 16 and 17 years of age.
Choctaw Tribal PREP

- Implemented through the public school system
  - 4 public schools and summer program
- Population: 6th–8th grade students
- Curriculum:
  - Draw the Line/Respect the Line
  - Preparing Adolescents for Young Adulthood (PAYA)
- Staff: director and educator
  - Male and female educator in each class
Choctaw Nation of Oklahoma

- 10½ counties in southeastern Oklahoma
- Non-reservation-based
- Extremely rural
- Home to 52,531 Native Americans
- Tribal government is very involved in each community
- Teen birth rate is almost double the national average
Strategies Used to Gain Support

- Comprehensive needs assessment
- Education and presentation of issue of need
- Hosted a “Parent Night” prior to entering into the school
- Offered a stipend to each school
- Open communications with school administration
Successes

- Teen birth rates decreased 22%
- Knowledge increased of 21.3% based on data from the pre/post-curriculum survey
- Over the 4 years of implementation, PREP has served 1,150 students
- Due to the success of this program, we have submitted a rewrite for Tribal PREP looking to serve a broader area
Challenges

- Educating the tribal administration, school administration, and school board members
- Gaining trust of the school administration and board members
- Due to lack of funding, we were able to serve only 4 schools
Plan to Sustain

- Train public school professionals in curriculum
- Educate tribal leaders about the results of program
- Listing our program in sustainability planning within the tribal organization’s 5-year planning platform
- Active in the pursuit of federal funding
- Educate communities about the importance of this subject
- Establish an advisory/leadership committee
Thank You!
Working with Conservative Communities

Janet Realini, MD, MPH          President, Healthy Futures of Texas
JRealini@HF-TX.org  210-240-9891

Contents are solely the responsibility of the authors and do not necessarily represent the official views of the Department of Health and Human Services or the Office of Adolescent Health.
About Healthy Futures of Texas

• We bring people together
• We focus on prevention
• We help young people make healthy decisions and avoid teen and unplanned pregnancy

➢ Programs for youth
➢ Programs for parents
➢ Advocate for what works
C-PREP ALAMO COLLEGES PROJECT

• 3 Community Colleges in San Antonio
• Seventeen Days for women
• Modified SHARP for men
• Information and referrals
• Linkages to clinical services
The Project

- Office of Adolescent Health, Tier 2B
- Randomized controlled trial of *Big Decisions*
- Youth and parent components
- 9th grade: randomized by classes
- Teachers/coaches facilitate the program
- Pre/post-surveys, 9-12 month follow-up surveys
The Communities: Rural, Border

- Del Rio
- Eagle Pass
- Carrizo Springs: “Non-Core”

- 95% Hispanic
- 76% economically disadvantaged
2013 Teen Birth Rates per 1,000 Females Aged 15 to 19

<table>
<thead>
<tr>
<th>Location</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>26.5</td>
</tr>
<tr>
<td>Texas</td>
<td>41</td>
</tr>
<tr>
<td>Dimmit</td>
<td>61.1</td>
</tr>
<tr>
<td>Maverick</td>
<td>66.7</td>
</tr>
<tr>
<td>Val Verde</td>
<td>77</td>
</tr>
</tbody>
</table>

2013 Rates from Texas Department of State Health Services
Strategies to Gain Support

• Work with the superintendents
• Attend School Health Advisory Councils
• Share the teen birth rates
• Common goal: student health
• Get to know the school district culture, politics
• Get to know health providers in the community
Relationships

• Identify key champions

• Learn and respect the school culture

• Get to know the health community

• Strong relationship with school district administration
  • Common goal of educating students about their health

• Build a great relationship with the teachers/facilitators
The Communities: Challenges

- Distances (at least 150 miles)
- Few resources
- Little access to contraception
- Controversy: control group
- Parents hard to engage
- Youth under stress
  - Depression
  - Bullying
  - Drugs
Success Story

• Support from top administration
• District coordinator
• Enthusiastic
• Teamwork
• Helped recruit a neighboring district to the study
Keeping the Momentum

- Good communication
- Regular visits and meetings
- Training and technical assistance
- Feedback
- Annual trainings
CHART is a partner project of Mississippi First and the Mississippi State Department of Health to reduce teen pregnancy, improve teen sexual health, and increase responsible decision-making.

Sanford Johnson
Deputy Director of Advocacy, Mississippi First

Sanford@mississippifirst.org
(662) 402-8268

124 East Second Street
Clarksdale, MS 38614
Sex Education in the Magnolia State

Evidence-Based Sex Education in High-Need Districts

• Targeted counties with the highest teen birth and STD rates
• Curricula, training, and technical assistance
• Additional funds used for 2–3 community-based organizations
Sex Education in the Magnolia State

Mississippi’s Unique Sex Education Environment

• Very few districts taught anything
• Abstinence rallies and billboards
• House Bill 999 (2011) required the district to adopt sex education policy
Sex Education in the Magnolia State

Key Voices in Building Support for CHART Policy

• Teachers and nurses
• Community members and parent groups
• Administrators and board members

Challenges to Gaining Support

• “That’s not a problem in my school.” (community)
• “Where will I find the time?” (teachers)
• “Do we have to do this?” (administrators)
Strategies to Gain Support/Buy-In

Targeted High-Need Counties
• Teen health indicators to determine priority levels
• Goal: Get 75% Priority 1 counties to adopt

The Data Argument
• Use teen birth and STD rates to quantify need
• “This isn’t just a Delta problem!”

The Money Argument
• The cost of teen childbearing on state/county taxpayers
• Effective in counties with lower teen birth/STD rates
Strategies and Course Corrections

Successful Strategies
• Focused on communities of greatest need
• Took advantage of perfect timing

Not-as-Successful Strategies
• Taking shortcuts on win board approval
• Did not organize CHART teachers

Mid-Course Adjustments
• Limited curriculum offerings to districts
• Shift from district advocacy to quality implementation
Moving Forward

They Said It Couldn’t Be Done
• PREP implementation in school settings
• Over 80% of priority districts adopted CHART
• Moving Mississippi beyond abstinence-only

Sustainability Strategy
• Strengthening relationship with districts
• Expanding teacher preparation/development opportunities
• Teen Health Mississippi
Thank you!

Sanford Johnson
Sanford@mississippifirst.org
Let’s Hear from You!

• Please complete the following evaluation related to your training needs and interests.

https://www.surveymonkey.com/r/7DQ9RT9

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