

**TWO SHOULD KNOW**  
HEALTHY SEXUALITY

Every Conversation Counts.

Visit [TwoShouldKnow.org](http://TwoShouldKnow.org)

An initiative of the Paso del Norte Health Foundation

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PASO DEL NORTE HEALTH FOUNDATION  
20 years  
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## Goal of the Initiative

To affect long-term improvements in sexual health across the life-span and to reduce negative health outcomes in the Paso del Norte region (Texas & New Mexico)

*(Two Should Know Strategic Plan: Healthy Family and Social Relationships)*

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**PdNHF's Service Region**

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## PdNHF's Positive Sexuality Approach

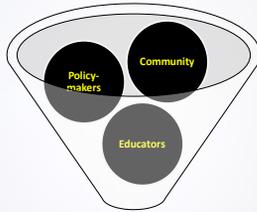
- To promote a sex positive society where every touch is a wanted touch and sexual health across the life-span is recognized as an integral human need for healthy development and nurturing.
- The importance of sexual health as a health priority cannot be undervalued.
- Research has shown that sexually healthy persons - persons who are sexually literate, comfortable and competent are more likely to make sexually healthy choices, including decisions concerning sexually risky behaviors.

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## Major Components



"Normalizing" Sexual Health  
Conversations Leading to Reduced  
Sexual Risk-Taking by Youth



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## Early Work

- Engaging Stakeholders
  - Meetings with PdNHF staff
  - Focus groups with key professionals, parents, and youth
- Developing specific plan of action (with Texas and New Mexico specific plans)



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## Educators



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## Cadre

- Purpose: Develop a core group of individuals to move forward sexual health initiatives in the community
- Self-functioning group to serve as "voice" of evidence-based initiatives in the community
- Attendance at two-day cadre training and participation in quarterly conference calls



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## Educators

- Basic Workshops
  - By application/competitive selection
  - Advanced completion of two online courses through *Answer* (Rutgers University)
  - Attendance at 1.5 day workshop
  - Focus: Skills to identify and use evidence-based curricula/information to teach sexuality education



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## Educators

- Advanced Training Workshops
  - Purpose: Develop local expertise
  - Focus: Advanced advocacy and leadership skills
  - Completion of Basic Workshop
  - By application/competitive selection
  - Completion of additional on-line course from *Answer* (Rutgers University)
  - Attendance at two-day workshop



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## Educators' Resources Page: *Two Should Know*



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## Policymakers



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## Teens Resources Page: *Two Should Know*

## TSK Web Site

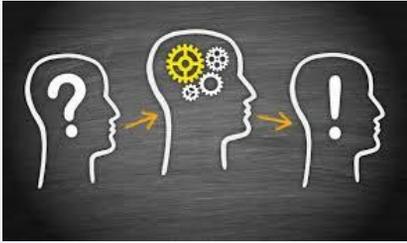
## Lessons Learned...

- Great need for this type of work
- Credibility of the Foundation is crucial
- Must have the “right people on the bus”
- Consistent and clear messages about abstinence **and** contraception
- Limits to what volunteers can/will do
- Policymakers are difficult to reach

## Lessons Learned

- Old habits die hard (i.e. people have engrained attitudes about sexual health)
- Focus should be on “starting the conversation”
- Blend of school and community action is necessary (collective impact)
- Adding a “backbone” organization
- Sometimes need to “plow around the stump”
- Don’t be afraid to put the needs of young people ahead of the wants of adults

Questions???



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**Thank You**

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