A Tale of Two Cities:
Teen Pregnancy Prevention in Dallas & Waco
**Introduction**

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Introduction

Although these organizations focus on the same problem of teen pregnancy, **Waco Foundation** gathered data, which helped lay a foundation for the SmartBabies Early Childhood Initiative, while **The North Texas Alliance to Reduce Teen Pregnancy** formed as an organization in response to teen pregnancy, and then began collecting data and structuring a plan.
Objectives

• To learn and discuss essential elements of collaboration
• To learn the essential role of data collection and use
• To identify strategies based on data for
  • Enlisting partners
  • Program service and delivery
  • Messaging
Strategies Guided by Best Practice for Community Mobilization
Secure Strong Leadership
Secure Strong Leadership

1. Engage strong leadership with community member support to drive the communitywide efforts. Strong leaders can include both individuals who take on the work and the organization(s) that spearhead collaborative efforts. Lead organizations should possess a number of key characteristics including:
   - the will to serve as the leader of the community mobilization effort over a significant period of time.
   - the capacity to provide both infrastructure and human resources
   - financial stability.
   - the ability to garner and manage financial resources, and the respect and support of the community.

2. Ensure that individuals and organizations in leadership positions have adequate support and resources.
• Terry Goltz Greenberg, CEO, proven leader and collaborator.

• Waco Foundation launches and initiative to improve outcomes for children 0-3 in Waco.
  • Hires qualified staff.
  • Forerunner to community wide plan/laying the foundation.
Establish a Formal Structure
Establish a Formal Structure

1. Develop a formal structure that can effectively lead community change efforts. This structure serves six essential functions: providing overall strategic direction, facilitating dialogue between partners, managing data collection and analysis, handling communication, coordinating community outreach, and mobilizing funding.

2. Establish key structures and develop guiding documents to help facilitate the coordination of community-wide efforts.
• The Alliance has a formal structure, committees and board.

• Waco Foundation Trustees launch initiative.

• Convened a Steering Committee of relevant, credible experts.

• The Steering Committee decides on three focus areas - one of which is teen pregnancy prevention.
Engage Diverse Community, Community Leaders and Residents
Engage Diverse Community

• Engage stakeholders who are most likely to support evidence-based teen pregnancy prevention efforts.
• Engage young people, parents, educators, health care providers, and community-based organizations.
• Reach out to organizations and key players that are outside of the “usual suspects”.
• The Alliance membership and partners are diverse representatives

• Continual convening of ongoing Steering Committee, as well as, additional workgroups focused on focus areas.
Authentic Participation and Shared Decision Making
Authentic Participation

• Support a sense of commitment and ownership of the vision and plan for the community-wide effort by establishing clear roles and responsibilities for all group members, developing shared decision making processes, and ensuring that community members are in key decision making roles.
• The Alliance committees facilitates shared decision making

• SmartBabies committees facilitates shared decision making
Authentic Productive Roles for Young People
Roles for Young People

1. Engage young people in all aspects of program planning, development, implementation, and evaluation. Provide training on how to effectively develop youth adult partnerships.

2. Create opportunities for both youth and adults to share decision making. Be sure to carve out specific roles for both groups based in part on their age and prior experiences.

3. Remember to consider the practical challenges of involving young people such as scheduling meetings after school and on weekends, providing transportation, and offering meals as incentives for attendance.
• The Alliance has begun steps to recruit a Youth Advisory Council pursuant to its strategic plan

• Coordinating to conduct youth focus groups
Shared Vision
Create a shared understanding of the goals of the community partnership by drafting a written mission statement specific to the collaboration. Once the mission statement has been agreed upon, be sure to make all partners aware of it so that everyone is working toward the same goal.
That every young person in our community has the opportunity to set goals, plan education and careers and become self-sufficient before entering into parenthood.

Focus areas defined. Guiding principles set.
Conduct an Assessment
Conduct an Assessment

1. Build a solid understanding of the current state of teen pregnancy and sexual health in the community by conducting an environmental scan and community mapping process. Assess what is already available to young people.

2. The needs assessment research will inform the direction of the mobilization effort by serving as the basis for creating a strategic plan, program activities, internal communication plans, and public education campaigns.
Alliance Member, TWU conducted needs assessment in summer and fall 2014.

UT Southwestern and TWU continued with youth surveys and neighborhood.

Collection of data from Dr. Lau at Children's.

Quality of Life Report

Community needs assessment as defined by subcommittee.

- Parent Survey Report
- Leader Survey Report
- Resource Assessment

Cost Benefit Analysis
Create a Strategic Plan
Create a Strategic Plan

1. Draft a strategic plan that lays out the partnership’s goals (the explicit ways that community partners are going to address the problems identified in the needs assessment) and objectives. The strategic plan should identify the social, structural, and individual changes that will lead to reductions in teen pregnancy and birth rates.

2. Ensure that goals and objectives are SMART (specific, measurable, achievable, realistic, and time-framed).
• Strategic plan completed Summer 2014

• Increasing public will
• Building greater community leadership capacity
• Increasing quality community participation
• Individual changes include shifts in knowledge, skills, and behaviors.
Implement Mutually Reinforcing Strategies
Implement Mutually Reinforcing Strategies

1. Decide on the activities that participants will undertake to support the goals and objectives enumerated in the strategic plan. Identify a range of key strategies aimed toward youth – such as implementing evidence-based sexuality education programs in schools or improving access to youth friendly family planning services – as well as key strategies that support the overall mobilization effort.

2. Remember to reevaluate these activities as conditions in the community change or new funding becomes available.
- Members and Partners work together to share resources and promote information.
- Website created
- Facebook and twitter active

- Members and Partners work together to share resources and promote information.
- Connecting with relevant organizations/individuals
- Building a community of key stakeholders
Create a Fundraising Strategy
Create a Fundraising Strategy

1. Explore a wide range of funding opportunities to ensure that the strategies and activities can continue beyond the life of the original funding cycle.

2. Consider diverse funding sources including foundation grants, gifts from individual donors, and in-kind donations from organizations and business in the area. Focus on local resources whenever possible.

3. Consider drafting standard fundraising language that can be used for a variety of “asks.” Make sure to include the best argument for why the community partnership is important as well as your mission, goals, objectives, strategies, and plans for evaluation. Don’t forget to add specific information about the community from the needs assessment.
• Grant calendar for foundations, private donations sought and Fundraising committee beginning 2015 with drafting of a formal plan.

• Discussing grant making role as it relates to teen pregnancy prevention.

• Seeking and accessing local/state/federal funds as they become available and informing local direct service providers.
Establish Effective Channels for Internal Communication
Internal Communication

• Ensure a constant flow of information by adopting formal communication strategies that allow for frequent, deliberate, and productive exchanges between partners.

• Consider appointing a skilled communicator to the role of “relationship manager” and putting this person in charge of continually informing members about what the partnership, the committees, the subcommittees, and even individual members are doing to advance the mission and strategic plan.
- Constant contact, Email, Twitter, Facebook and Website all work together to communicate information.

- Newsletter, emails, website
Educate the Community
Educate the Community

1. Educate and inspire the community by holding forums, engaging local media, designing public service announcements, creating billboard campaigns, etc. The goal of public education campaigns is to generate awareness, motivate action, encourage funding, and keep the community focused on the issue at hand.

2. Remember to tailor the messages to the community, incorporate data from the needs assessment, and choose spokespeople who resonate with the intended audience.
• Launch event in Aug. 15th preceded by OpEd and radio spot.

• Alliance has hosted two community wide events, with a large one planned in May 16, 2015 for the National Day to prevent teen pregnancy.

• Convening and participating in local events.
Process and Outcome Evaluations
Process and Outcome Evaluations

- Decide in advance how the partnerships are going to define success and remember that there is often a long delay between when a partnership begins its activities and when there is a measurable impact on youth in the community. Set key benchmarks and progress points along the way.

- Design both process and outcome evaluations and decide on the intervals at which each will be conducted. Outcome evaluations will assess whether the partnership resulted in expected changes in the community.
• Alliance partners share info on services delivered through Alliance referrals and outreach.

• Pending a community wide strategic plan. Planning with large community systems.
Evaluate Community Mobilization Separately
Evaluate Community Mobilization Separately

• Conduct an evaluation to help determine the impact of the mobilization effort – that is, whether the partnership was successful in building leadership, shifting norms in the community, harnessing community buy-in, and mobilizing financial resources. Evaluate the partnership by looking at the quality of the strategic plan, level of member participation, total number of actions implemented, satisfaction of members and staff, collaboration of members and member agencies, members’ knowledge of the problem at hand, perceived ownership and empowerment of members, partner mobilization and maintenance, and team functioning.
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| • Alliance maintains data on outreach events, education events, and social media outreach. | • Pending a community wide strategic plan  
• Community foundation mobilization evaluation |