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)

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.
Major Components

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

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)

Educators 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
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

• 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

Educators’ Resources Page: Two Should Know

Policymakers
Policymakers

- Training of school board members, other elected officials, and SHAC members (Texas)
- Reception at Texas Association of School Boards Annual Conference (local board members invited)
- Developed and disseminated tailored model policies (Texas and New Mexico)

Community

- Development of Two Should Know web site (Healthy Relationships Priority Area)
- Healthy Sexuality Media Campaign (with CultureSpan media group)
- Radio and TV spots, billboards, bus stop benches, movie trailers, etc...
- Link: http://www.twoshouldknow.org/

Parents/Guardians Resources Page: Two Should Know
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???

Thank You