THE TEXAS CAMPAIGN TO PREVENT TEEN PREGNANCY SYMPOSIUM
APRIL 12, 2016

Katie Campbell
Hays CISD PEP Program Coordinator

Eddie Reyes
Strengthening Relationships/Strengthening Families

GIRL TALK/BOY TALK

DATA TALKS

- Youth Risk Behavior Surveillance Survey
- Conducted in Hays CISD, May 2012 & May 2014
- YRBS is administered to all high school students every other year in our district
- YRBS includes the question
  - “Had sexual intercourse for the first time before age 13 years?”

WHY GT/BT?

- Sexuality education curriculum is often insufficient, too late, and not connecting to home life.
- To provide accurate and appropriate information at this age is more likely to give them the tools to make safer decisions as they enter adolescence.

HAYS CISD HIGH SCHOOL
YOUTH RISK BEHAVIOR SURVEY

<table>
<thead>
<tr>
<th>Question</th>
<th>United States 2013</th>
<th>Texas 2013</th>
<th>Hays CISD 2012</th>
<th>Hays CISD 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever had sexual intercourse</td>
<td>46.8%</td>
<td>45.9%</td>
<td>51.2%</td>
<td>53.5%</td>
</tr>
<tr>
<td>Had sexual intercourse for the first time before age 13</td>
<td>5.6%</td>
<td>5.2%</td>
<td>11.2%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Had sexual intercourse with four or more persons (during their life)</td>
<td>15.0%</td>
<td>14.9%</td>
<td>15.1%</td>
<td>12.7%</td>
</tr>
<tr>
<td>Were never taught in school about AIDS or HIV infection</td>
<td>14.7%</td>
<td>20.6%</td>
<td>13.9%</td>
<td>13.3%</td>
</tr>
</tbody>
</table>
OUR “NO AGENDA” AGENDA

- Goals and objectives:
  - Not promoting a specific set of moral beliefs or value system.
  - Not promoting abstinence or A+ (abstinence plus).
  - Not based on a specific teaching curriculum.
  - To provide parents/families the tools to start the conversation about sexual health and responsibility within the context of their own family values.
  - To provide medically accurate and developmentally appropriate, unbiased information.

OVERVIEW OF OUR MODEL

- Intro/Icebreaker
- Sharing Statistics
- Video Clip
- Q&A with panel of experts
  - Our panel consists of:
    1. Pediatrician/OB/GYN (Girl Talk panel)
    2. Mental Health Professional
    3. Spiritual Leader
- Door prizes throughout
- Evaluations/Resources

STEERING COMMITTEE

- Purpose:
  - To gather a group of individuals with diverse backgrounds and knowledge:
    - Regarding the developmental needs of middle school students and more specifically the at risk population.
    - Insight on how to frame the program and reach out effectively in the community.
    - Adapt previous model to the specific needs of our community.
    - To include a wide range of administrative roles and established relationships within the district and the community.

POLLEVERYWHERE.COM

- Free service allowing up to 40 submissions
- Anonymity
- Meet teens where they are (their cell phones)
- Fresh approach
QUESTIONS

- Audience Driven
- Gather FAQ from school staff to get the conversation started.
- Use of a PowerPoint
  - Grouping similar questions
  - Reduce audience distraction
- Using the student's language*
  - The advantages of reading the question verbatim, if at all possible (given boundaries of one's own discretion and comfort) include:
    - Not confusing the author of the question
    - Communicating your respect for the students and your trust in their sincerity and maturity
    - Communicating that you are relatively unflappable and accepting
    - Diffusing the need to test


“WHAT'S IN IT FOR ME?”

- Incentivize attending the event to get the students talking about it.
- Establish which teachers would be willing to provide the students extra credit by communicating with the administrators (Health class, Science class, or PE)
- Get approval from administrators to count the event as make-up attendance hours
- Connect with local judge to offer credit toward hours due to truancy court
- Gather door prizes that the students and parents will be excited about (fishing pole and hair salon vouchers)

COMMUNITY OUTREACH

- Connecting with administrators at the middle school:
  - Email blasts at the school-wide or district level
  - Phone calls from administrator of each school
  - Club and athletic listservs
  - Fliers placed in the mailbox of each teacher

- Connecting with the community:
  - Posters placed around the school and in local businesses
  - Contact local newspaper
  - PTSA

USE OF COMMUNITY RESOURCES

- Partnerships with local businesses:
  - Donations for Panelist Meet & Greet
  - Donations for door prizes
  - Snacks for each event

- It is important to let them know how they'll be recognized during your event.
SELECTION OF INDIVIDUALS

- Panelists are carefully selected from suggestions by the members of the steering committee.
- The value of each panelist's role
  1. Pediatrician/Ob/Gyn (Girl Talk Panel)
  2. Mental Health Professional
  3. Health Educator
  4. Spiritual Leader
- 85-90% state that religion is important in their life*
- "Religion and spirituality are usually described as protective factors for adolescents against a host of negative health outcomes (e.g., early sexual initiation)."*
- This is "make it or break it" we almost "broke it"


PANELIST MEET & GREET

- Purpose:
  - Allow the panelists to learn more about the goal of the event
  - Get to know each others professional background
  - Gain a sense of varying personalities
  - Learn about different approaches to answering anticipated level of questions.
- It was our goal to keep this event very informal and informative in an effort to develop a sense of a team as we moved forward in achieving our goal.

PREPPING YOUR PANELISTS

- Provide them with sample questions
  - What catches your attention?
  - How would you respond?
  - Could you respond without promoting your own agenda?
  - Are you surprised by any of the questions?

FLASH VALUES QUESTION PROTOCOL*

Provide strategies for addressing other questions students ask, including:
- questions containing slang or hurtful language
- personal questions
- questions where you aren't sure what's being asked
- questions for which you don't know an answer
- questions about sexual technique

SAMPLE QUESTIONS-GIRL TALK:

1. Are you still a virgin if you use a tampon?
2. Does your period affect you playing sports?
3. What encouraging advice can you give a parent who was a teen mom who is trying to encourage her daughter to practice abstinence until marriage?
4. Will sex hurt?
5. Why does one boob develop more than the other?
6. I’m getting text messages from my BF about making out and sex that make me uncomfortable and I don’t know how to tell him to stop.

SAMPLE QUESTIONS-BOY TALK:

1. Can boys be pressured to have sex by a girl? What could I say if I don’t want to have sex?
2. How do I transition conversation friends have about it (sex and stuff) to something else?
3. How could I step up if people are making fun of me for not having sex?
4. What is HIV?
5. Can men be raped?
6. How can you tell if a teenage boy is having sex?

WHAT WE'VE LEARNED

- Location
- Panelist Configuration
- Format
- Technology needs and limitations
- Having resources available
- Make ourselves available after the event

WHAT OUR FUTURE LOOKS LIKE...

- Dedicated intern
  - Use of social media for “product recognition”
- Completion of YRBS in two year cycles
- A series of events that address important topics using the same format.
- Financial Sustainability
- Evaluating bilingual/culturally relevant approaches
WHAT DOES IT LOOK LIKE IN YOUR COMMUNITY?

- No ownership
- Model can be adapted to meet your specific needs
- Think creatively about who you partner with
- Some things must truly remain consistent:
  - Push the “No Agenda” Agenda
  - Everyone’s values are unique and should be respected
  - Everybody deserves access to medically accurate and developmentally appropriate information

THANK YOU!

- Katie Campbell
  - Katie.Campbell@hayscisd.net
- Eddie Reyes
  - Eddie.Reyes@txstate.edu

HELPFUL RESOURCES

- Seattle & King County—Public Health
- The National Campaign to Prevent Teen and Unplanned Pregnancy
  - http://thenationalcampaign.org/

REFERENCES