

Rights, Respect, Responsibility®

Proposal: Year Three

Mission: To help Oregon youth develop healthy sexual attitudes and behaviors supported by proven public health strategies that reduce teen pregnancies, births, abortions and sexually transmitted infections

INTRODUCTION

In its second year, the Rights, Respect, Responsibility® initiative continued to gain momentum and attention. While taking the lead in this grassroots effort, Planned Parenthood Health Services of Southwestern Oregon began successfully developing partnerships and alliances aimed at moving ownership of the RRR® vision out into the world. The proposal for year three activities has this focus in mind as Planned Parenthood continues its emphasis on linking with and supporting faith communities, parents, youth, and community organizations/coalitions in conducting activities that promote the mission of RRR®.

FAITH COMMUNITY

• Clergy Training

In working with the faith leadership forums in 2002, Planned Parenthood staff was frequently asked about the availability of seminars to support clergy in providing sexuality counseling in their congregations. We were stunned as we heard time and again that seminary and other theological institutions that educate and train for religious leadership do not provide adequate preparation in the realm of sexuality education or counseling. And yet, clergy are consistently called upon by people of faith who are struggling with sexual issues – crisis pregnancy, sexual orientation, relationship difficulties, just to name a few.

In addition to continuing its work to promote RRR® within faith communities through educational programs and resources targeted to youth and adult members, Planned Parenthood will organize the following trainings specifically for clergy:

– All Options Clergy Counseling

Two “All Options Clergy Counseling” training sessions will be held, one in Eugene and one in Medford, reaching 30 religious leaders (sessions are limited to 15 participants). This program is provided by Religious Coalition for Reproductive Choice (RCAR) and has been enthusiastically received by religious leaders and pastoral counselors across the country. Participants enhance their skills around counseling/supporting those who face a crisis pregnancy with an emphasis on spiritual, emotional and physical considerations of the decision. The training also includes a detailed manual, complete with both national and localized information related to policies, procedures, resources, referrals, etc. The manual contains a wealth of material specific to all options, with cross-referencing to organizations and services available.

-Train the Trainer

In summer 2003 RCAR will hold a three-day Train the Trainer program in Washington DC for a select number of clergy who wish to facilitate “All Options Clergy Counseling” for other religious leaders. Planned Parenthood will sponsor two clergy, one from the Eugene-Springfield area and one from the Medford-Grants Pass area to participate, thereby building our capacity in Oregon to continue training other clergy and pastoral counselors in Oregon.

- Sexuality Counseling

Planned Parenthood will organize a two-day clergy training on supporting/counseling members of their congregations who are struggling with a variety of sexuality issues. Paul Robinson, a Medford pastor and 2001 European Study tour participant, is exploring the possibility of Planned Parenthood contracting with faculty from the Graduate Theological Union (GTU) in Berkeley, CA. “The GTU began with a vision, back in 1962, that the future of religious renewal and theological education in this world depends on the willingness of faith traditions to come together in the midst of differences. (Its) consortium of nine independent theological schools and ten program centers is a thriving example of what can happen when an atmosphere of open dialogue and exploration is nurtured.” (GTU Website, www.gtu.edu)

The training will be held in two sites in Oregon as yet to be determined; a minimum of 30 clergy will be reached (further planning with GTU will determine any limitations on group size).

• Clergy Committees

Planned Parenthood will continue to support the work of Clergy for Responsible Sexual Choices in southern Oregon and Religious Leaders for Responsible Sexual Choices in Eugene. These two multi-denominational committees have been invaluable partners in bringing RRR[®] into the faith community.

Planned Parenthood provides staff time to each committee and shares funding for their RRR[®] activities.

YOUTH AND PARENTS

• “*There’s No Place Like Home... for Sex Education / No hay lugar como el hogar... para la educación sexual*”

This publication, developed by PPHSSO, is a reproducible, user-friendly parent resource designed to assist them in better understanding and communicating with their children about sexual issues. In 1999, Planned Parenthood created and broadly disseminated an updated edition that was spiral-bound, in English and Spanish. Generous funding from the E. C. Brown Foundation supported that project.

The interest generated by “*There’s No Place Like Home... / No hay lugar*” has resulted in national and international distribution, as well as increasing requests for other language translations and access to the material online. In 2000, Oregon Department of Health and Human Services requested and obtained permission to translate the book into Russian to meet the need of a growing number of Russian families being served through Adult and Family Services.

In response to multiple requests and as part of the RRR[®] vision to support family communication as a means of promoting healthy sexuality, PPHSSO will:

- create and promote online English and Spanish versions of “*There’s No Place Like Home... / No hay lugar...*” that can be downloaded and printed at no cost from the internet;

– create and disseminate an adaptation of *“There’s No Place Like Home...”* that is more appropriate and effective for use within American Indian families.

Online Version:

Converting *“There’s No Place Like Home... / No hay lugar...”* into an online format will provide greater access, both nationally and internationally, to an educational resource that has already proven helpful to thousands of families. Given the privacy and convenience of utilizing the internet, parents will have a comfortable way of accessing those portions of the publication that are specifically relevant and of interest to them at any given time. This eliminates having to track down the resource and depending upon organizations, schools, providers, etc. to photocopy and send the requested material.

Planned Parenthood will contract for information technology services to translate *“There’s No Place Like Home... / No hay lugar...”* into PDF files and create an online version that can be downloaded and printed at no cost from its own website as well as other linked sites on the internet. In addition, the book will be converted into Microsoft Word files that can be revised as appropriate. This will allow Planned Parenthood to update future editions in-house.

A promotional plan will be implemented to notify appropriate organizations, professional associations, departments of education, and health care providers about the availability of an online version of *“There’s No Place Like Home... / No hay lugar...”*. In addition, we will work with the following organizations and sites to promote the publication as well as establish a link on their web pages:

- Planned Parenthood Federation of America
- National Campaign to Prevent Teen Pregnancy
- Oregon Rights, Respect, Responsibility® website:
www.wecandobetter.org
- Kaiser Family Foundation – Talking With Kids
About Tough Issues
- Planned Parenthood state and regional centers
- Advocates for Youth
- Children Now
- SIECUS (Sex Information and Education
Council of the U. S.)

Additional organizations and related websites will be researched for promotion and linkages. In addition to tracking the number of “hits” and downloads on the site, Planned Parenthood will include an online evaluation/feedback form that users can complete. This will help us gauge the success of the project.

Native American Adaptation:

It is widely recognized that growing up in conditions of social and economic disadvantage is a powerful predictor of early childbearing. The experience of oppression, exploitation and poverty further enhance the likelihood that one will engage in risky sexual activities. These factors, coupled with the loss of the traditional way of life, place American Indian youth at an especially high risk. Though efforts to improve the availability of reproductive health education opportunities and materials are being made, American Indians are not being reached effectively.

- There are an estimated 39,000 American Indians living in Oregon.
- Based on the 2002 Oregon Healthy Teens Survey (surveying youth currently attending Oregon public schools):
 - 27% of American Indian youth have had sexual intercourse by 8th grade; 54% by 11th grade.

-39% of sexually active 8th grade Native youth and 38% of sexually active 11th grade Native youth had multiple sexual partners within the previous three months.

-When asked who they considered to be an accurate or reliable source for HIV/AIDS information, only 20% of Native 8th graders and 11% of Native 11th graders chose a parent or other adult in their family.

- According to data from the Oregon Health Division, the pregnancy rate for 15 – 17 year old American Indian females in Oregon increased during the 1990s from 62.4 per thousand to 90.7 per thousand, while the rate for other cultural/ethnic groups declined.

Recently, Planned Parenthood has been approached by people working within American Indian communities to develop a culturally sensitive adaptation of “*There’s No Place Like Home...*” for use within those communities.

Planned Parenthood will work with the Association of American Indian Physicians and the American Indian Adolescents Project to identify and contract with a “translator” to develop a culturally relevant adaptation of “*There’s No Place Like Home...*”. As part of the process, an advisory committee composed of elders, health care providers and traditional healers will be established. Several parent and youth focus groups will also participate in reviewing materials.

Planned Parenthood will distribute master copies of the book to Oregon schools, programs, organizations and health centers that work with American Indian youth and families. Appropriate chapters can be photocopied and disseminated to interested parents. There is also the potential for a future project that would convert the publication to online files that could then be broadly disseminated beyond the state of Oregon via the internet.

This will be a collaborative effort. Mary Gossart, PPHSSO’s Director of Education & Training (and author of “*There’s No Place Like Home... for Sex Education*”) will oversee the project, and will work in consultation with a number of state and local organizations and groups that serve American Indian families, including:

- Oregon Department of Education
- National Indian Child Welfare Association
- Indian Health Services
- Oregon Indian Education Association
- Association of American Indian Physicians
- Legislative Commission on Indian Service

A follow-up survey will collect feedback and determine the extent to which “*There’s No Place Like Home... for Sex Education*” has been distributed and is being utilized.

• **Teen Theater**

During 2003, Teen Theater will continue reaching out to adult audiences to share the real life experience of youth and subsequently create enthusiasm for the vision of Rights, Respect, Responsibility®. The troupe is scheduled to perform at state-wide conferences, including:

- The Oregon Teen Pregnancy Task Force Annual Conference (Beaverton, January 27)
- The Adolescent Sexuality Conference (Seaside, April 14-15)

In addition to conferences, Teen Theater will provide community performances in Ashland, Medford, and Grants Pass. These present opportunities to affect and activate adults in their personal lives as well

as in their professional roles.

During 2003, Planned Parenthood's teen theater will participate in the creation of a pilot mass media campaign in Jackson and Josephine counties. Southern Oregon has a far-reaching mass media market with a 10-county radius that has more affordable advertising rates than urban markets. The Teen Theater is developing a TV campaign – "Respect Yourself, Protect Yourself," promoting contraceptive access for sexually active youth. In addition to a goal of increasing contraceptive use among sexually active teens, a secondary goal is to create community dialogue about contraceptive access issues for youth. Following the pilot campaign, the media spots that are created may well be made available for placement around the state.

• **Town Hall Forums**

The goal of the town hall forum is to partner with youth in working to create solutions to the challenges that face them around sexual development, pressures and choices. This is an opportunity for youth to be heard by parents, teachers, community leaders and other adults in their lives.

Planning for the first of the three forums to be held in 2003 is currently underway. A committee of Springfield educators, parents, youth, agency representatives and Planned Parenthood staff have proposed an event to be held in March 2003. Each event may have a somewhat different look based upon the recommendations of local planning teams. The intent, however, is to provide young people with a forum to share their perspectives about a number of issues including:

- Current picture of what is happening for local youth in terms of sexual knowledge, choices and behaviors
- What young people are receiving (i.e. education, services, support, etc.) that is and is not helpful and effective
- What young people need that they are not getting
- How the community can best support youth in the area of sexuality

An Oregon RRR[®] Team Member will provide information about western Europe's success around adolescent sexual health outcomes and the Oregon effort to learn from this experience.

Oregon Department of Education has offered staff to report on:

- The Oregon Healthy Teens Survey
- Oregon law around comprehensive sexuality education and HIV education in public school
- What is and isn't happening in Oregon schools with regard to these laws

Town hall forums are being designed to activate participants by including recommendations for practical, concrete next steps – both large and small.

• **Comprehensive Sexuality Education Project**

As part of its 2003 RRR[®] effort, PPHSSO has been invited by Advocates for Youth (AFY) to participate in a project funded by the Annie E. Casey Foundation to determine the most effective strategies for activating parents in support of comprehensive sexuality education. Oregon is one of three states selected by AFY in part because of its successful work with RRR[®]. Last year's RRR[®] telephone survey conducted in Eugene, Springfield, Medford and Grants Pass found (as have other state and national

surveys) that well over 80% of adults support comprehensive sexuality education in schools. The difficulty is that this support is not being conveyed to school boards, administrators and educators. On the other hand, those who support abstinence-only education are vocal, well-organized and tenacious.

This is an exciting opportunity to partner with Advocates for Youth and a national Foundation on a project that can significantly enhance efforts to ensure that young people have access to knowledge preparing them to make healthy sexual choices. Our two years of RRR[®] work in Oregon have set the stage for us to take on this ambitious effort. In addition to having gathered supportive survey data, we have Oregon Team Members whose expertise and insight will be invaluable: Ginny Ehrlich (2001 EST), Oregon Department of Education's coordinator of the Healthy Kids Learn Better initiative; Jan Oliver (2001 EST), chair of the 4J School Board; Beth Gerot (2003 EST), 4J School Board; Dave Tolar (2003 EST), Cave Junction School Board;

Planned Parenthood will keep the E. C. Brown Foundation Advisory Board informed as the details around Oregon's participation are clarified.

- **Partnership with CentroLatino Americano**

Carmen Urbina, director of CentroLatino Americano will participate in the 2003 EST, yet her enthusiasm for Rights, Respect, Responsibility[®] has been apparent since the campaign was first launched two years ago. In that time, she arranged two RRR[®] programs for her staff to both educate them about the vision and to begin exploring ways to integrate it within the Latino community. To support this effort:

- Planned Parenthood is collaborating with Centro to develop a culturally appropriate resource library of sexuality education materials to be housed at the agency
- RRR[®] materials will be translated into Spanish
- The two organizations are exploring opportunities for conducting cross-agency training

MEDIA

- **Mass Media Campaigns: Learning from our European Colleagues:**

This project was initially proposed for 2002, but was postponed to accommodate the schedules of our European speakers.

How mass-media in Germany, France and the Netherlands came to be a major partner in the provision of sexual health messages is in itself an important story which may inform and direct us in our own efforts. All three countries have invested heavily in mass media campaigns as an avenue to break down societal taboos about discussing responsible, protective sexual behavior. The degree of cooperation – and commitment – by entertainment industry professionals in this effort is remarkable and refreshing to see.

Planned Parenthood will coordinate a week-long series of educational forums that feature professionals from western Europe who will detail their country's mass media efforts, the history and evolution of the campaigns and adaptability to other cultures. We have invited presenters whom we met with during the European Study Tour. In addition, we will include a speaker who can discuss mass media campaigns that are promoting healthy, responsible sexuality in the U.S. While we have yet to identify this person, we are exploring the possibility of including Robin Smalley, director of the Los Angeles Media Project, a non-profit advisory group which helps shape the handling of sexual topics – particularly those

concerning teenagers – on as many as 20 TV shows each season. (Media Project, in its 18th year, represents a partnership between The Kaiser Family Foundation and Advocates for Youth. Robin Smalley was a 2002 European Study Tour participant.)

Planned Parenthood staff has begun consulting with representatives from the Oregon Association of Broadcasters, the Oregon Newspaper Publishers Association, TV Industry of Portland, and marketing and advertising specialists. We are depending on them to guide us in the best utilization of our European experts while they are here in Oregon. In the process, we are educating them about the promise of Rights, Respect, Responsibility[®].

At the moment, we know that we are proposing to organize educational forums/luncheons to be held in Portland, Eugene and Medford in September 2003. These events will draw professionals in advertising, electronic and print media, and college/university students who are preparing to enter these fields. This initial outreach to mass media professionals along with the relationships being established in the planning stage will enhance the RRR[®] grassroots effort and help us set a foundation for the social marketing campaign that will be a critical piece of the initiative.

PROGRAM EXPANSION AND SUPPORT

- **Staffing** – Planned Parenthood staffing will be maintained at 2002 level (3.0 FTE).
- **Website** – The RRR[®] website continues to be an important vehicle for education and activation.
- **Opportunity Fund** – As coalitions and partnerships begin to build and as additional opportunities come our way, it is important that Planned Parenthood have a fund available to provide a timely response.
- **Committees** – The RRR[®] Standing Committee and the newly formed Youth Advisory Committee are an integral part of program expansion. The committees offer an opportunity for community member to become actively involved in shaping and supporting RRR[®] activities. In 2003, members are helping to implement the Town Hall Forums, RRR[®] Clinic Days, developing the resource library at Centro and Mass Media events.
- **RRR[®] Presentations** – Educating the public about western Europe’s successful approaches toward adolescent sexual health is a critical part of this grassroots effort, not only in terms of raising awareness but also in term of activating youth and adults. With the addition of nine Oregon Team Members and EST participants, we will have greater access to new communities and audiences with whom to share the vision. Planned Parenthood staff will vigorously seek out new opportunities, conferences, meetings, trainings, classes etc. for PPHSSO staff and Oregon Team Members to present the RRR[®] story.

EUROPEAN STUDY TOUR

- Nine Oregonians will participate in the 2003 European Study Tour (EST). These include:
 - Greg Flint – Pastor, First Congregational Church in Eugene
 - Ben Dake – Pastor, First Presbyterian Church in Cottage Grove
 - Carmen Urbina – Executive Director, CentroLatino Americano
 - Lindi Endicott – Education Program Coordinator, HIV Alliance
 - Beth Gerot – 4 J School Board Administrator (to be determined) – 4J School District
 - Dave Tolar – Cave Junction School Board
 - Stacy Kostenbauer – Clinic Manager, Grants Pass
 - Susan Mackenzie – Planned Parenthood Board, Grants Pass

As part of the Oregon team, they will coordinate with Planned Parenthood staff in educating Oregonians about Rights, Respect, Responsibility® and will integrate the RRR® vision into their work through targeted activities and strategies. The 2003 participants will contribute to the writing and dissemination of a Team Report Update. This will be an addendum to the 2001 Oregon Team publication and will present the current research findings, recommendations and experience of the EST.

Telephone Survey

Planned Parenthood will contract with Northwest Survey and Data Services to conduct a second telephone survey tracking adult and youth attitudes around adolescent sexuality in areas where RRR® is being promoted. The instrument will be refined based on experience with the initial survey. This data will help guide decisions around RRR® activities. It will also offer insight, direction and support to those working with youth and families.