

# Rights, Respect, Responsibility

## Implementation: Year Four

**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**

Rights, Respect, Responsibility, as a vision and a social movement, continues to command attention within our state and now beyond. Around the country, several Planned Parenthoods and teen pregnancy prevention coalitions are requesting support in launching their own Rights, Respect, Responsibility (RRR) initiative, based on Oregon's model. Planned Parenthood Health Services of Southwestern Oregon (PPHSSO), along with our Oregon RRR partners, has provided consultation, written materials and much encouragement to organizations and alliances in Massachusetts, New York, Iowa, Texas, Hawaii, Indiana, California and Washington. These requests for support around the country affirm that the underlying principles of Rights, Respect, Responsibility have broad appeal, and that the implementation model that is evolving in Oregon offers a promising approach beyond our state borders.

The first three years of Oregon Rights, Respect, Responsibility focused on raising awareness around the state, sharing the vision, and building a grassroots movement to shift the approach to adolescent sexual health issues that has left Oregon with unacceptable teen pregnancy, birth and abortion rates. Inspired by western Europe's pragmatic and successful strategies around sexual health, Oregon youth, parents, faith communities, policy makers, educators and others are integrating the principles of Rights, Respect, Responsibility into their own personal lives and work, thereby moving the initiative forward more powerfully and effectively than any one person or organization could do alone. In many cases, Planned Parenthood's role is that of catalyst and provider of technical support.

Extensive earned media and limited paid media are broadcasting the RRR message. Years three and four of the initiative include a focus on developing media (as defined in the broadest sense) to educate Oregonians about Rights, Respect, Responsibility and to model its inherent values. This relationship building with mass media professionals is allowing us to inform their work as they address adolescence and sexual health issues. As a result, the media are engaged in the effort.

In this fourth year of the RRR initiative, Planned Parenthood will also work with the Metropolitan Group, a national leader in strategic communications. Based in Portland, Metropolitan Group specializes in working with non-profits and has extensive experience in developing effective "public will building initiatives." Building public will is about influencing the priority that individuals and communities place on compelling social issues. It's about influencing long-term or permanent shifts in attitude that result in taking action to create social change. To be effective, a public will building initiative must be based on sound research and blend high-profile media strategies with grassroots movement strategies that create long-term commitment to change.

Rights, Respect, Responsibility activities during the last three years have created a solid foundation on which to engage communities in long-term commitment to change around adolescent sexual health

education, policies and programs. Working with the Metropolitan Group will help us develop a strategic framework to guide next steps and create the effective communications tools to get there. The Metropolitan Group will assist Planned Parenthood in:

1. Creating a brand identity for RRR that includes:
  - a. Designing a consistent visual identity for RRR.
    - This includes co-branding issues between PPHSSO and RRR, and PPHSSO and other RRR partners.
  - b. Developing a consistent voice for RRR.
  - c. Developing key and supporting messages to be tested.
  - d. Testing the above with key audiences as appropriate.
2. Developing a strategic framework for RRR that guides PPHSSO's work and allocation of resources over the next 24 months, which includes
  - Developing a framework of overarching strategies that provides structure while allowing the initiative to proceed in a "strategically opportunistic" fashion – an approach that has proven effective over the last three years. This will provide the necessary focus yet allow for the organic evolution of RRR in ways that are responsive to Oregon communities.
  - Determining what elements of Rights, Respect, Responsibility PPHSSO wants to own, lead or co-brand and what services and tools it wants to provide to others who adopt RRR.

## **FAITH COMMUNITY**

Reverend Paul Robinson, former pastor of the Congregational Church in Medford, has been hired by Planned Parenthood as Community Relations Coordinator. Part of his time (.3 FTE) is designated to working with religious leaders and faith communities in advancing Rights, Respect, Responsibility.

•**Workshop:** In the fall of 2004, a workshop on Teenagers, Sexuality and Faith will be conducted in Eugene and Medford. The workshop will feature Steve Clapp, author of Faith Matters, a report on the major Christian Community research projects involving almost 6,000 teens across the U.S. on the relationship between religious faith, sexual values and behavior. The workshop will build upon the Faith Leadership forums that were conducted in 2002 as part of the Rights, Respect, Responsibility initiative. The purpose of the 2004 workshop is to provide a forum for religious and lay leaders from diverse faith traditions to explore the sexual issues of concern to teens and share strategies for promoting sexual health. The goal is to help faith communities create initiatives to support young people in developing healthy sexual attitudes and responsible behaviors within the context of their faith. This workshop is provided in response to requests from clergy who participated in the Faith Leadership forums.

On the morning following the workshop in each location, a breakfast meeting with Steve Clapp will be held in which religious leaders will have the opportunity for a tailored discussion and strategizing around implementation of concepts presented at the workshop.

• **Congregations for Responsible Sexual Choices (CRSC):** The formation of this group was initiated by First Congregational Church in Eugene and First Presbyterian Church in Cottage Grove as one way to move the vision of RRR forward in faith communities. The pastors of these two churches are actively recruiting other congregations to participate in and co-sponsor activities that not only promote the values

of Rights, Respect, Responsibility, but also give voice to faith communities which are often drowned out by the religious extremist messages that claim to represent all people of faith on matters of sexuality.

In 2004, CRSC is sponsoring two workshops designed to support parents in communicating openly and more effectively with their children about sex. Planned Parenthood staff have been invited to provide the training, and copies of the agency's parent guide, **There's No Place Like Home... for Sex Education**, will be provided to participants.

CRSC is a wonderful example of how RRR is being embraced, claimed and propelled forward by entities outside of PPHSSO.

- **Regional UCC Conference:** A session on Rights, Respect, Responsibility has been requested as part of the 2004 United Church of Christ Regional Conference, which is being held in Oregon. This will be presented by PPHSSO staff, Paul Robinson and Public Affairs Director, Kellie Shoemaker.

- **Clergy Committees**

Planned Parenthood will continue to support the work of two clergy committees (one in Eugene-Springfield and one in Jackson & Josephine Counties). These two multi-denominational committees have a long history of working with Planned Parenthood on reproductive health issues, and have participated in education and public affairs work around sexual health. Planned Parenthood provides staff time to each committee and contributes resources for their RRR activities.

### **RRR ADVOCATES**

Planned Parenthood has chosen to identify and recruit a cadre of Rights, Respect, Responsibility Advocates in lieu of a more formalized coalition. Rather than impose a structure on the RRR initiative that we are not yet ready to support (and that may, in fact, be detrimental to its progress at this stage), we will build an influential and active group of advocates, consisting of individuals and local and statewide organizations cultivated to support and promote the work of RRR.

We have identified an initial set of organizations as logical prospects, based on their alignment with RRR goals. Most have staff who participated in the European Study Tour: e.g. Oregon Dept. of Education, Centro Latino-Americano, HIV Alliance, First Congregational Church, Congregational Church of Medford, First Presbyterian Church in Cottage Grove, Planned Parenthood of the Columbia-Willamette, Oregon School Board Association, Oregon Commission on Children & Families and of course, PPHSSO. In addition, we are successfully establishing a significant partnership with Oregon Dept. of Human Services and the Oregon Teen Pregnancy Task Force. Children First for Oregon, the Healthy Kids Learn Better Coalition, state officials and others will also be approached. We also hope that the E C Brown Foundation and other RRR funders will agree to be part of the Advocates group.

Certainly, this is far from an exhaustive list. The work of 2004 is to strategically identify potential members, develop recruitment materials, and implement the process of developing this cadre of advocates. Kitty Piercy, former Public Affairs Co-Director and Eugene Mayor-Elect, has chosen to stay on at PPHSSO as the RRR Social Marketing staff person. We have placed the oversight of the RRR Board of Advocates recruitment in her very capable hands.

## **COLLABORATION WITH PLANNED PARENTHOOD FEDERATION OF AMERICA (PPFA)**

PPFA is in the process of developing a social marketing campaign that is designed to promote honest conversation about sex. The working title, “Real Life. Real Talk.” seeks to open lines of honest discussion throughout communities about sexual issues – communication between parents and children, between grandparents and grandchildren, between partners, among friends. The intent is to create a culture and social norms around sexuality that are positive and healthy.

PPFA has recognized Planned Parenthood of Southwestern Oregon and the Rights, Respect, Responsibility initiative as an instructive model of a social movement effort that can inform the development of “Real Life. Real Talk.” In 2004, PPHSSO staff have already been invited to present sessions on the development and implementation of Oregon RRR at the PPFA Education Director’s Conference, and MEXDICO – the alliance of Planned Parenthood CEOs from the nation’s largest affiliates. In addition, RRR staff recently participated in a PPFA visioning salon with 24 selected Planned Parenthood CEOs, Education & Training Directors, PPFA national staff and board members from around the country. The outcomes from each of these opportunities continue to unfold; however it is clear that Oregon’s RRR direction is of great interest to individual Planned Parenthood affiliates and the national organization, and is influencing fledgling efforts in a number of states.

## **YOUTH AND PARENTS**

• **Youth Development /Advocate Position:** In 2004, Planned Parenthood will add a Youth Development/Youth Advocate position to its RRR staff. This position will work directly with young people, supporting opportunities for them to develop leadership around sexual health issues. This position will coordinate and partner with:

- Lane County Commission on Children & Families, in activities funded by a four-year federal grant recently awarded to Lane County for positive youth development;
- Safe & Sound, in developing the “Popular Opinion Leader” model with at-risk, homeless and runaway youth served through the Safe & Sound collaboration;
- Advocates for Youth, in “My Voice Counts” and related state and national activities that support youth in being advocates around sexual health issues.

This Youth Development/Advocate position will assist in the development of the “respect” component of Rights, Respect, Responsibility – cultivating a climate in which youth are recognized and respected as contributing members of the community who deserve opportunities to have a voice in the policies and programs that affect them.

### • **Teen Theater**

The teen theater will continue to be a vehicle to promote the values of Rights, Respect, Responsibility as performances reach out to middle, high school and adult audiences. Additional funding from the E. C. Brown Foundation has provided touring scholarships that cover the cost to schools and communities that otherwise could not afford to schedule performances.

In addition, the Teen Theater will be taping RRR public service ads with Oregon Governor Ted Kulongoski, which will be aired in late 2004. These ads are based on the teen theater’s powerful “I Want You to Know” scene, in which young people express their hopes, fears and needs, particularly around relationships, growing up and the importance of honest conversations around sexuality.

Governor Kulongoski will reinforce the message that young people can make healthier choices when their parents talk with them about sex, sharing facts and personal values. The ads will provide an 800 number through which parents can obtain a free packet of resources, including a copy of **There's No Place Like Home... for Sex Education**, PPHSSO's 80-page guide for helping parents share medically accurate, age-appropriate information with their children

In celebration of National Family Sex Education Month, two Teen Theater Community Shows (in Eugene and Cottage Grove) and a VIP reception — will be offered as part of PPHSSO's comprehensive, long-range plan to increase visibility for the importance of parent-child communication about sexual issues. The Community Shows will take place on consecutive days in October, 2004, with exact dates to be determined. We are currently coordinating schedules with the State Superintendent of Schools and other state leaders in order to finalize dates. The events will be designed and creatively promoted to attract parents and their teenage children, to promote dialog between them, and provide parents with guidance in taking further steps.

The performances themselves will emphasize the need for honest parent-child communication about sex, and PPHSSO will provide support materials for parents as well as return postcards for requesting resources and/or a "Talking to Your Kids About Sex" communication workshop. The Community Shows will also be widely advertised in the local media, with a local phone number and Web link ([www.noplacelikehome.org](http://www.noplacelikehome.org)) for parents to obtain information and assistance, whether or not they are able to attend the events. In addition, we expect positive coverage in both print and broadcast media.

#### • **Town Hall Forums**

The goal of the town hall forum is to partner with youth 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. At each forum, young people share their perspectives about a number of issues including:

- A current picture of what is happening for local youth in terms of sexual knowledge, choices and behaviors;
- What education, services, guidance, etc. young people are receiving 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.

As part of the forum, an Oregon RRR Team Member provides information about western Europe's success around adolescent sexual health outcomes and the Oregon effort to learn from and adapt this model for use in our own state. The Oregon Department of Education provides facilitators and also reports on the Oregon Healthy Teens Survey and Oregon law regarding comprehensive sexuality education and HIV education in public school.

Forums have been held in Grants Pass, Wolf Creek and Springfield. First Congregational Church initiated its own town hall forum for members of the congregation, and requested PPHSSO's assistance with facilitation. The most recent forum took place in Eugene in April 2004, and preliminary planning is underway for Cottage Grove. The Eugene forum drew 115 youth and adults from around the community. The event was planned and presented by a committee consisting of students from all four

high schools, as well as a representatives of the 4J school board, Girl Scouts and Planned Parenthood, and a local high school teacher. The program was endorsed by the Lane County Commission on Children & Families, Looking Glass Youth & Family Services, Eugene 4J, First Congregational Church, First Presbyterian Church, PPHSSO, RRR, Girl Scouts, Willamette Family Project START, Lane County Public Health and Eugene YMCA.

Town hall forums are designed to activate participants by including recommendations for practical, concrete next steps – both large and small. For example, parents attending the Springfield forum last year requested a follow-up workshop to support parents in talking with their children about sex. In February 2004, Willamalane Parks and Recreation hosted the workshop in collaboration with the Springfield Family Resource Center. Planned Parenthood was invited to present along with a local pastor and school nurse. This is a great example of how other organizations have embraced the vision of Rights, Respect, Responsibility and moved it forward in their own way.

#### • **Comprehensive Sexuality Education Project**

In 2003, PPHSSO was 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. Implementation of the project was delayed by Advocates for Youth until this year. Within this project, activities for 2004 include:

- A mailing to state officials, including information and research findings on comprehensive versus abstinence-only education;
- A parent mailing, specifically targeted to the school districts selected as part of the Casey grant (Medford, Grants Pass and Twin Rivers); the mailing provided information about teen sexual health concerns, information and research on comprehensive versus abstinence-only sex education, and an invitation to participate in a parent training aimed at developing parent advocates around these issues;
- Two parent trainings with Barbara Huberman;
- Information packets sent statewide to PTA presidents, school board chairs and district superintendents. This component was initiated by Ginny Ehrlich from Oregon Dept. of Education and Beth Gerot, Eugene 4J school board chair (and European Study Tour participants). The mailing was sent under the umbrella of the Oregon School Board Association (OSBA), and provided clear guidance regarding Oregon statute and administrative rules related to sexuality and HIV education. Selected publications from Advocates for Youth and the Rights, Respect, Responsibility fact sheet were included and the materials were also posted on the OSBA website.

A follow-up community forum on comprehensive sex education will be held in November (one each in Jackson and Josephine Counties). Researcher Doug Kirby will be featured along with Brad Victor from Oregon Dept. of Education, Barbara Huberman, local educators and school district administrators. The forum will be geared primarily toward educators, principals, superintendents and school board members, but will be open to other interested community members as well.

#### **RRR/STATE PARTNERSHIP**

Rights, Respect, Responsibility has been recognized by state officials as an effective framework for shaping the state's response to adolescent sexual health issues. The governor's office has requested that

state agencies responsible for teen pregnancy prevention collaborate with Planned Parenthood and RRR in developing a plan of action. As a result, Planned Parenthood staff have become part of a working group consisting of representatives from the Department of Human Services, the Department of Education, the Oregon Teen Pregnancy Task Force, and Oregon Commission on Children and Families to develop recommendations for the revision of the state's Action Agenda on Teen Pregnancy Prevention.

This is an extraordinary collaboration. The working group has the potential to become a permanent, formal group that will continue to advise state efforts on the broader issues of sexual health. In fact, as a direct result of the RRR influence, it will be strongly recommended to the governor's office that the Action Agenda be expanded beyond teen pregnancy to incorporate a more positive approach to sexuality, with the concept of sexual health being in the forefront. This represents a dramatic shift in approach and is clearly the direction that Planned Parenthood anticipated with the introduction of Rights, Respect, Responsibility.

Another significant example of this shift is the 2004 governor's proclamation on National Teen Pregnancy Prevention Month issued in May. The initial draft had been crafted in the traditionally negative terms, with the thrust being one of crisis and the implication of teens and teen sexuality as problematic. PPHSSO was asked to review the draft, which we did – through a Rights, Respect, Responsibility lens. We resubmitted a draft that was vastly different from the original. It was accepted and issued with one minor change (copy of the proclamation is attached).

## **MEDIA**

Rights, Respect, Responsibility continues to earn media as the message and philosophy are infused throughout the public affairs, education and outreach work of Planned Parenthood. In addition, Oregon Team members (participants on several European Study Tours) embed the messages of RRR into their own work and media efforts. In 2004, a conscious effort is being made to develop an earned media plan that will drive a more consistent (and persistent) approach to gaining media coverage that further promotes the message of RRR. Kitty Piercy is leading this effort in her role as RRR social marketing staff.

In terms of paid media, Planned Parenthood is developing the next evolution of the **Love, Mom & Dad** television ads that were launched last September following the European media luncheons. These ads creatively delivered a message to both teens and parents. To teens, the implied message was "If you're having sex, use condoms," and to parents, "talk to your kids about sex." The original TV spots were aired in southern Oregon in collaboration with Jackson Co. Health Dept. and PPHSSO.

In September '04, **Love, Mom & Dad** posters, postcards and bus ads will be launched in Eugene/Springfield and southern Oregon (see enclosed). Ads will be featured on the five Duck Express buses that transport fans to UO football and basketball games. Five interior ads will be placed in each bus. Placement on Duck Express will allow us to reach our target audiences (young people and parents) in a cost-effective manner. We will evaluate the impact and determine whether to continue running the ads on LTD and Rogue Valley Transit District buses in 2005. We believe that the buzz created by these ads will be similar to the "Joe Sperm" bus ads run by Planned Parenthood several years ago. The

subsequent earned media will allow us to deliver the message and talking points beyond the bus riders, thereby further educating and influencing the public around Rights, Respect, Responsibility.

In August, “**I Want You to Know**” ads featuring the teen theater and Governor Kulongoski will be taped for airing after the November election. This ad campaign is designed to encourage family communication about sex, and will include an 800 number through which interested parents (and others) can access an informational kit (see information under Teen Theater).

## **PROGRAM EXPANSION AND SUPPORT**

### **• Staffing**

In 2003, RRR staffing included:

- 1.0 FTE RRR Coordinator based in Eugene
- .5 FTE RRR staff in southern Oregon

In addition, the Director of Education & Training, Public Affairs Director, Patient Services Co-Directors and Clinic Managers worked to integrate RRR throughout affiliate services.

In 2004, RRR staffing expands to also include:

- .3 FTE Community Relations
- .9 FTE Social Marketing
- .75 FTE RRR Youth Development/Advocate

In addition, a full-time Grant Writer / Communications Specialist has been hired. Approximately .8FTE of this position is specifically designated for RRR work.

• **Website** – The RRR website will be redesigned, based on the identity and branding work of the Metropolitan Group.

• **Committees** – The RRR Standing Committee offers an opportunity for community members to become actively involved in shaping and supporting RRR activities. As was also true in 2003, members are helping to implement the Town Hall Forums and RRR Clinic Days. They will also participate in the distribution of **Love, Mom & Dad** posters and postcards and additional activities determined for 2004.

• **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. Planned Parenthood staff will continue working with the Oregon Team, as well as state and local partners to vigorously seek out new opportunities, conferences, meetings, trainings, classes etc. for PPHSSO staff and Oregon Team Members to present the RRR story.