

# **A Proposal to the Meyer Memorial Trust for “The New 3Rs Advocacy Project”**

presented by Planned Parenthood Health Services of Southwestern Oregon

## **Executive Summary**

In 2001, Planned Parenthood Health Services of Southwestern Oregon (PPHSSO) launched a bold, innovative initiative — *The New 3Rs: Rights, Respect, Responsibility* — aimed at fostering healthy sexual attitudes and behaviors among Oregon youth. To achieve this end, our core strategy is to create a major shift in *adult* attitudes about youth, and their ability to support young people in making responsible decisions. Over the past four years, PPHSSO’s leadership has resulted in many significant milestones in initiating this shift, chief among them the endorsement and engagement of state-level policy leaders. With this solid foundation in place, our next critical phase of New 3Rs work is intensely focused on capacity building. Specifically, our goal for the next two years is to build and activate a coalition of 100 “New 3Rs Advocates” — youth-serving agencies, community leaders, educators, parents, clergy, health professionals and others — whose partnership and commitment is vital to the long-term success of The New 3Rs.

We call this next phase of our work “The New 3Rs Advocacy Project.” This project aims to 1) provide a deeper level of technical support and expanded collaborative opportunities for those already signed on as New 3Rs Advocates, and 2) significantly expand our network of Advocates by recruiting, activating, training and mentoring additional allies. This work will substantially enhance the multiplier effect essential to creating a cultural climate that trusts youth to act responsibly and provides them with the tools to do so. We invite the Meyer Memorial Trust to be our lead partner in this comprehensive effort, which we believe is fundamental to attaining *sustainable* long-term improvements in adolescent sexual health. We consider the Meyer Memorial Trust to be our ideal partner, with its track record of supporting innovative initiatives that seek to address root causes of challenging social issues. With our strong leadership and track record of success, we believe PPHSSO is in an excellent position to leverage this partnership to great advantage — for both Oregon youth and our communities at large.

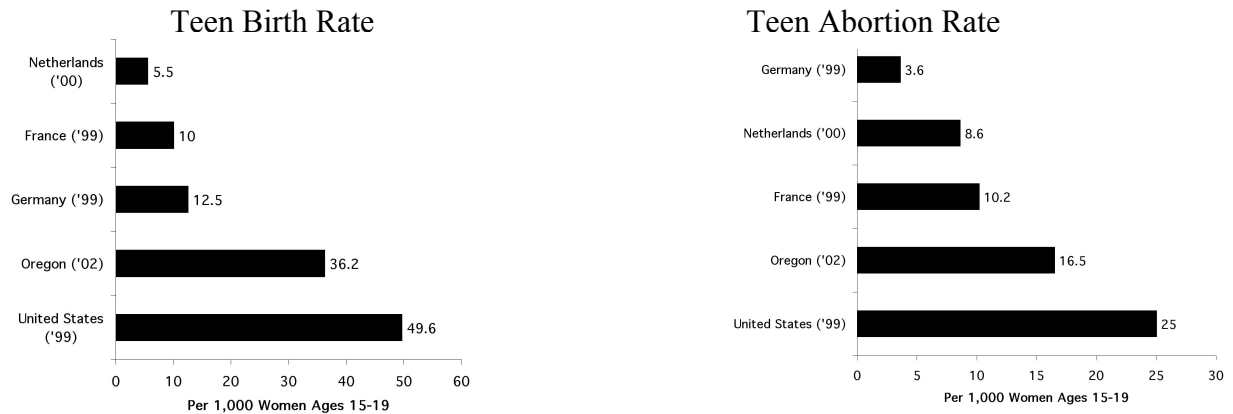
*Keeping teens in school and preparing them for work or college requires more than helping them avoid risky behavior. We need to help young people make healthy decisions.*

***That’s why I support the Rights, Respect, Responsibility initiative.***

— *Ted Kulongoski*  
*Governor, State of Oregon*

## **Introduction: Teen Sexual Health Outcomes — “We Can Do Better”**

Despite a substantial decline during the last decade, teen pregnancy rates in Oregon and the U.S. remain among the highest in the industrialized world. The rates for teen births, abortions, and sexually transmitted infections are also dramatically higher for teens in the U.S. and Oregon.<sup>i</sup>



Even though the total number of teen births in Oregon has been decreasing, the number is still significant: in 2004, there were 3,964 births among Oregon teens. Moreover, Oregon still ranks 13<sup>th</sup> highest in the nation in teen abortion rates and 23<sup>rd</sup> in teen pregnancy rates.

And while the total numbers have improved, the social, economic and health consequences of 3,964 teen births are still profound. The interrelationship between teen childbearing and high school drop-out rates, generational poverty, child abuse and negative public health outcomes are well-documented. Recognizing the widespread implications of teen pregnancy, the Oregon Benchmarks process has made teen pregnancy prevention one of the state’s urgent priorities.

Clearly, much work still needs to be done to help young people in Oregon make better-informed decisions about their sexual behavior. PPHSSO believes that *we can do better*.

As demonstrated in other countries where teen sexual health outcomes are far more positive, “doing better” requires a dedicated focus on root causes: How can society provide young people with the resources they need to make responsible decisions? What kinds of information, skills and community/family support are missing from the equation, and how can that be remedied?

To address the *why* behind the data cited above, PPHSSO has launched *The New 3Rs: Rights, Respect, Responsibility* initiative. Using proven public health strategies, this ambitious, long-term collaborative effort involves a growing coalition of partners who are concerned with the well-being of young people. PPHSSO is the catalyst behind this effort, and we have already made significant strides toward fostering a climate that supports *a positive vision of adolescent sexual health* — through education, empowerment, respect, trust and the provision of clear expectations. (See Attachment 1 — “The New 3Rs Vision: How We’ll Know When We’re Successful.”) Ultimately, the tangible results of our efforts will be a sustainable reduction in the rates of unintended pregnancies, births, abortions and sexually transmitted infections among Oregon teens.

This proposal will outline the progress PPHSSO has made thus far with The New 3Rs, and provide a comprehensive overview of our next phase of activity: “The New 3Rs Advocacy Project,” wherein we will engage a coalition of 100 New 3Rs Advocates across the state.

### **What Is “The New 3Rs: Rights, Respect, Responsibility”?**

*The New 3Rs: Rights, Respect, Responsibility* is a groundbreaking social change initiative dedicated to helping youth develop healthy sexual attitudes and behaviors. This long-term vision is realized in part by working directly with teens, but *fundamentally we aim to transform adults’ thinking about youth*, and assist them in being supportive, available, and prepared to communicate with the young people in their lives. All New 3Rs activities reflect the following core values:

- ❖ **Rights:** We believe youth have the right to accurate information and access to health services.
- ❖ **Respect:** We respect youth as valued members of the community, with much to offer.
- ❖ **Responsibility:** We trust youth to make responsible decisions when they are provided information, taught skills and given support to do so.

The New 3Rs is *not* a specific program or project. Instead, it is an organizing principle *supported* by a host of programs, projects, curricula and policies — implemented by PPHSSO as well as a growing cadre of New 3Rs Advocates. These activities support one or more of the following strategic focus areas, adapted from proven public health approaches employed in Western Europe:

- comprehensive sex education
- confidential and accessible health services
- effective mass media campaigns
- public policies based on sound public health approaches
- family communication
- positive youth development

Each of these focus areas is vital in its own right, but in combination they create a synergistic effect that promotes a positive climate that values and trusts youth, enabling them to make informed and responsible decisions about their sexual health.

In this collaborative effort, PPHSSO and its partners are taking the high road — above and beyond the controversy surrounding “abstinence-only” programs that have been funded by more than \$1 billion in federal dollars. These programs teach youth that abstinence is the only safe and moral option until marriage. Unfortunately, these programs omit or distort information about contraception and protection, and when youth fail to receive these facts, they are more likely to become pregnant or exposed to sexually transmitted infections and HIV/AIDS when they *do* become sexually active. In contrast to this approach, The New 3Rs promotes comprehensive sex education in schools, *which is inclusive of abstinence as an option*. This comprehensive approach is what the majority of Oregonians (and Americans) say they want their children to be taught in their schools.<sup>ii</sup>

Moreover, our expectation is that personal values and beliefs about sex are most appropriately addressed within families and faith communities. Thus comprehensive sex education is only one

component of the unified approach described above, which aims to educate not only youth but adults. The core strategy of The New 3Rs is to help parents, clergy and others who influence youth to think in new ways about adolescent sexual issues, to more effectively guide young people toward making healthy decisions about sexual behavior.

Thus The New 3Rs also sharply contrasts with the abstinence-only approach in that it is inclusive of a range of values. This is one of the reasons clergy (whose support is a cornerstone in the shift we aim to achieve) have so enthusiastically embraced The New 3Rs. It is also the reason why the initiative appeals to value systems across previously hard-and-fast boundaries. This inclusivity — which builds on the initiative’s positive view of youth and its realistic, research-based public health approach — has attracted enthusiastic and broad-based support throughout Oregon. In addition to faith leaders, we have received the emphatic endorsement of health professionals, educators, parents, youth, community leaders, and policy makers, many of whom are carrying forward The New 3Rs values in their own work and/or personal lives — in ways that work best for the communities they serve.

*PPHSSO’s task over the next two years is to significantly enhance the multiplier effect inherent in this support — by deepening the engagement of our current Advocates while recruiting and activating an expanded network of Advocate partners.*

### **2001-2004: Launching The New 3Rs and Building Momentum**

The New 3Rs has become an Oregon success story — and a national model — in large part because of the foresight and commitment of our CEO Bill Sheppard, who participated in a European Study Tour in 2000, sponsored by Advocates for Youth (AFY).<sup>\*</sup> These annual tours bring participants to the Netherlands, Germany, and France — where adolescent sexual health issues are placed squarely within a public health context — and participants are introduced to the strategies, programs, and policies that have positively influenced adolescent sexual health outcomes in these countries.

Inspired by what he learned on this tour, Bill returned to share his enthusiasm with board and staff. This led to two groups of Oregonians (31 individuals in all) participating in subsequent tours, thanks to generous funding by the E.C. Brown Foundation. These groups included PPHSSO staff and board, clergy, public health officials, medical professionals, youth, and educators from around the state. Returning to their communities, the “Oregon Team” (as the collective group is now called) began to share what they had learned and advocate for change. Their collective outreach efforts have resulted in the successful launch of The New 3Rs in Oregon, and the rapid acceleration of the initiative’s momentum.

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<sup>\*</sup> AFY, a Washington D.C.-based nonprofit, is the originator of the nationwide “Rights, Respect, Responsibility” campaign, launched to embody the lessons learned from their European Study Tours. Thanks to PPHSSO’s commitment, Oregon is by far the leading state in terms of large-scale adaptation of European approaches for U.S. communities. PPHSSO has renamed the initiative “The New 3Rs” to reflect our unique identity in this effort as well as our “ownership” of this initiative in our region. AFY considers our work to be an outstanding model, and we are jointly seeking funding to replicate our work in other states.

There are many highlights of achievements to share, which together demonstrate the depth and breadth of our reach over the past four years, but we will focus here on policy highlights and the endorsement of state level leaders. (For a more comprehensive list of PPHSSO's range of New 3Rs accomplishments, see Attachment 2.) These policy/state-level achievements offer the broadest leverage in further advancing the cultural shift at the heart of The New 3Rs initiative, and pave the way for further engagement of Advocates across the spectrum. Over the past four years:

- The Oregon Team produced a report, *We Can Do Better*, which was disseminated to the Governor's office, legislators, community leaders, policy makers, and others concerned with youth. The report offered an analysis of European adolescent sexual health policies and programs, and recommendations to improve adolescent sexual health in Oregon.
- Thanks in part to this report, Governor Ted Kulongoski has publicly endorsed The New 3Rs and has also taped a public service announcement with PPHSSO's Teen Theater to promote parent-child communication about sex (to begin airing in May/June 2005).
- In developing the Governor's proclamation for Teen Pregnancy Prevention Month (May), the Department of Human Services consulted with PPHSSO, and the resulting language in the proclamation now promotes positive messages about adolescent sexuality, pregnancy-prevention goals, and trust in the capacity of young people to make responsible choices.
- The Department of Human Services has also linked The New 3Rs to its website.
- PPHSSO was invited to join a committee charged with shaping a new statewide "Action Agenda" on teen pregnancy prevention. As part of this team, PPHSSO has successfully infused the conversation with The New 3Rs values and vision. In its recent report to the governor, the committee recommended that a permanent statewide partnership be formed to create a strategic plan for the Action Agenda and provide leadership for its implementation. Significantly, this partnership's name will be "Teen Pregnancy Prevention and Sexual Health Partnership" — *reflecting a shared understanding that teen pregnancy prevention efforts find greatest success within the broader context of healthy sexuality.*

We cannot overemphasize importance of the partnership's name. It represents a remarkable shift in policy approach — away from a negative, narrow focus on the "problem" of teen pregnancy towards a more youth-positive vision for health outcomes. The members of this public/private partnership (besides PPHSSO, this included the State Department of Human Services, Department of Education, Oregon Commission on Children and Families, Oregon Teen Pregnancy Prevention Task Force, and our sister affiliate, Planned Parenthood of the Columbia Willamette) came to the table with very diverse viewpoints and agendas. But we found common ground in the forward-looking framework of The New 3Rs. Despite the fact that the national debate around teen pregnancy and teen sexuality continues to be highly acrimonious, Oregon has demonstrated the potential to move beyond entrenched positions by exploring the shared goals and values that move us forward, despite deeply felt disagreements.

The governor has just approved the Teen Pregnancy Prevention and Sexual Health Partnership, which Mary Gossart, PPHSSO's Vice President of Education and Training, will co-facilitate. This policy work — as well as the Governor's personal support and our numerous other alliances — has established a solid foundation from which we can build our base of New 3Rs Advocates over the next two years.

## **The New 3Rs Advocacy Project: Enhancing the Multiplier Effect**

The core of PPHSSO's work over the next 24 months will be intensely focused on capacity building with our "New 3Rs Advocates" — agencies and individuals who endorse The New 3Rs values and carry them forward in their own work and/or personal lives. The commitment and active participation of our Advocate base is key to enhancing the multiplier effect essential to making The New 3Rs vision a reality.

To date, we have recruited a core group of New 3Rs Advocates, all of whom are endorsers and some of whom are doing tremendous New 3Rs work on their own. Our goal, then, is to advance each current Advocate as far along the implementation curve as possible: to inspire and support endorsers into taking action, and help those already active to go further with their work and showcase their efforts among their peers. At the same time, we aim to recruit new Advocates and increase the overall base of support for The New 3Rs. Towards these ends, we will 1) provide a deeper level of technical support and expanded collaborative opportunities for those already signed on as Advocates, and 2) engage, activate, train and mentor a network of new Advocates.

Our objectives for achieving these goals fall into three distinct areas, which build upon each other: Tools and Materials Development, Advocates Engagement, and Service Delivery.

### **Tools & Materials Development**

Over the past four years, PPHSSO has developed a steady stream of materials to support New 3Rs Advocates, on an as-needed basis. We will now pull together these documents, plus a range of newly developed materials, into an unified suite of tools and materials that will 1) help Advocates gain a deeper understanding of The New 3Rs and their role in furthering the vision, 2) provide them with practical tips, guidelines, research data, resources, and other assistance, and 3) support them in sharing The New 3Rs values and vision with others (colleagues, constituents, congregations, etc.) These tools and materials will also enable PPHSSO to more effectively recruit new Advocates and also promote The New 3Rs to key influencers such as policy makers and the media.

Components to be developed in the Tools & Materials Development phase include informational kits and fact sheets, New 3Rs stationery and collateral, and an implementation kit that will enhance Advocates' ability to both carry out their New 3Rs work and also generate further momentum by sharing the vision with others. We will also redesign our New 3Rs web site ([wecandobetter.org](http://wecandobetter.org)) with special attention to making this a central repository for Advocates resources, news, success stories, and information exchange. At the same time, we will also redesign a second Advocates-related web site — [noplacelikehome.org](http://noplacelikehome.org) — which is the online version of our staff-written parent guide, "There's No Place Like Home for Sex Education." (This guide is one of our primary parent-education tools and a key component of the thousands of parent kits we will distribute over the next two years.)

## Advocates Engagement

This is the heart of our work for the next two years. It is a staff-intensive enterprise that involves direct and personal interaction with current and potential Advocates — recruiting, advising, mentoring, and engaging them in specific collaborative opportunities. Joanne Alba, our New 3Rs Coordinator, and Mary Gossart, our Vice President of Training and Education, will personally conduct one-on-one outreach sessions with Advocates who are already on board, to explore ways in which they might enhance their New 3Rs work and raise greater awareness for the initiative among their peers and constituents. Joanne and Mary will also personally meet with numerous potential Advocates to introduce the initiative, share our passion and success stories, engage their endorsement and participation, and connect them with other Advocates doing similar work.

In addition, other members of PPHSSO's internal New 3Rs team will conduct focused activities for Advocates in specific categories:

**Clergy:** Our work with clergy provides the most outstanding example to date of how a shift in adult perspectives can be achieved. We have been deeply impressed by the extent to which faith leaders have embraced The New 3Rs as a framework for approaching the issue of adolescent sexuality within their congregations. In fact, clergy have been among our most proactive and involved Advocates to date (see Attachment 2 for examples). Expanding on the work we've done in the past, we are launching a series of family sex education retreats, which will support pastors, ministers and other faith leaders in bringing together parents, grandparents, and children from their congregations to learn about sexuality in the context of their faith tradition. Our pilot for this program in Medford in early 2005 was extraordinarily successful, and our plan is to duplicate this format in several other communities, while also developing a "how to" manual for distribution to other faith leaders. This effort is led by Rev. Paul Robinson, PPHSSO's Community Relations Director.

**Educators:** Educators and other professionals in school settings are a key New 3Rs Advocates group, and we work closely with them in many different capacities. In 2005 and 2006, we will follow up on a half-day forum held last fall in Medford and Grants Pass, which brought together public school teachers, nurses, administrators, and health educators (a total of 127 participants) to discuss comprehensive sex education in their schools and hear the latest research from nationally-known sex education expert Doug Kirby. In response to feedback from participants, we are designing a full-day retreat to allow a fuller exploration of this topic. Our plan is to offer this twice, in different communities, over the two-year grant period. This effort is led by Maggie Sullivan, our Community Education Coordinator in Medford.

**Youth:** In January, 2005, PPHSSO created a Youth Advocacy Coordinator position and hired Shannon Kilduff, formerly a youth leadership specialist at the Eugene YMCA. Shannon's main objective for the next two years is to recruit young people for a New 3Rs Youth Advisory Council and coordinate the Council's activities, with the youth themselves determining the direction and goals of their activities. The Youth Advocacy Coordinator also partners with local, state and national organizations, with special attention to the positive youth development work of the Commission on Children & Families, Safe & Sound, and Advocates for Youth. By committing resources to this staff position and the formation of a youth-driven council, PPHSSO is taking a

leadership role and modeling the valuing and empowerment of youth — by giving them a direct voice in decision making, policy planning and activism regarding sexual health issues.

**Training Intensive:** The capstone of our Advocates engagement efforts will be a two-day training intensive in August, 2006, in Eugene. This training intensive will convene 75-100 active and potential Advocates from around the state as well as teams from other states wishing to learn from our experience in Oregon. This will be an opportunity for new Advocates to hear about the European model directly from experts from France, Germany and the Netherlands. But just as importantly, they will learn about the ways in which European approaches have been successfully adapted in Oregon, on both a local and statewide basis. Advocates who have already been engaged in New 3Rs work will participate as presenters, panelists and attendees, giving them the opportunity to both share the wisdom of their own experiences and also learn from their peers.

At this training intensive, we will introduce an implementation kit, which, as mentioned in the Tools & Materials section above, will enhance Advocates' ability to carry out their New 3Rs work with their constituents and also more effectively advocate for The New 3Rs within their spheres of influence. This kit will include a comprehensive manual as well as media-based companion tools (which will be developed based on a needs assessment) to motivate, support, and guide Advocates in their use of these materials.

The training intensive will be the launch event for New 3Rs activities in 2007, when we plan to initiate a comprehensive public will-building campaign, in collaboration with our cadre of Advocates.

### Service Delivery

PPHSSO is not only the primary champion, organizer and convener behind The New 3Rs initiative, we are also a model for the adoption of The New 3Rs as a guiding philosophy in service delivery. Our entire organization is thoroughly committed to demonstrating The New 3Rs in every aspect of our work, and this includes clinic services, public affairs, and education. For the purposes of this proposal, we will focus here on our education efforts planned for the next two years. (See Attachment 2 for clinic and public affairs accomplishments.)

PPHSSO will offer expanded access to the core range of activities by which we model New 3Rs outreach and service delivery. Over the two-year grant period, we will:

- Broadcast the public service announcements featuring Governor Kulongoski and our Teen Theater, promoting family communication about sex;
- Co-sponsor and coordinate several of our popular Town Hall Forums, which give youth a chance to speak out to adults about sexual concerns;
- Produce and distribute 7,000 English and Spanish versions of our phenomenally popular parent information kits;
- Conduct several "Talking to Your Kids About Sex" workshops for parents;
- Co-produce two parent-daughter fairs each winter in the Medford/Ashland area;

- Launch a parent-son fair in the same region;
- Distribute 1,000 copies of a Native American adaptation of our parent guide, “There’s No Place Like Home for Sex Education;”
- Offer two full seasons of performances by our Teen Theater to youth and adult audiences throughout Oregon.

Our Teen Theater deserves special recognition as our most dynamic, high-profile and emotionally resonant New 3Rs project. Directed, managed and produced by PPHSSO staff, our Teen Theater is a company of 25 young actors based in our Medford office, who contribute their talents, life experiences, and boundless energy to the theater performances. Last year, the company developed a show devoted to The New 3Rs, focusing on how the themes of Rights, Respect, and Responsibility play out in young people’s lives (all material is developed by the teen actors, in collaboration with staff mentors). The New 3Rs show is now the Teen Theater’s standard performance for both youth and adults, and will evolve each year as new actors join the troupe.

We consider our Teen Theater actors to be the embodiment of youth speaking out about healthy sexuality; they are truly our front-line New 3Rs ambassadors. Originally, the Teen Theater was a peer education project — youth speaking directly to youth — and it is indeed highly effective in that regard. But their performances have also proved to be a profoundly moving and engaging way to connect adults with the reality of today’s teens. Accordingly, we have expanded Teen Theater’s schedule to include performances at not only dozens of high schools and middle schools around the state, but also in a growing number of community venues, open to the public. The troupe is also reaching out to diverse audiences: a Latino consortium in Medford recently invited Director Cil Stengel and other PPHSSO staff to conduct theater workshops to facilitate discussions between Hispanic mothers and daughters about sexual issues.

## **Evaluation**

The success of The New 3Rs Advocacy Project will be measured not only by achieving our goal of recruiting 100 Advocates, but by how well we engage and activate those Advocates in moving the initiative forward with their own activities. In our efforts to achieve critical mass with The New 3Rs initiative, this building-the-base phase of our work will be a crucial step towards realizing our long-term goals and vision. To monitor our progress, we will be continually communicating with our Advocates about their activities, and also communicating *to* them (via our Web site, special mailings, etc.) about other Advocates’ success stories — to provide them with inspiration, ideas and the opportunity to collaborate with their peers.

An excellent forum for this peer-to-peer exchange will be our August, 2006 training intensive, and we will conduct a formal evaluation in conjunction with this event. Prior to the training intensive, Northwest Survey and Data Services will survey Advocates intending to participate, and then administer a follow-up survey immediately after the event. Six months later, NSDS will also conduct a series of in-depth phone interviews to gauge how the training influenced participants’ understanding, motivation and their ability to integrate The New 3Rs vision and values into their work.

## **Our Qualifications: Why Planned Parenthood Health Services of Southwestern Oregon?**

Planned Parenthood Health Services of Southwestern Oregon was founded in 1966 as an affiliate of the Planned Parenthood Federation of America. Our mission is to ensure the right of all individuals to manage their sexual and reproductive health by providing health services, education and advocacy.

PPHSSO serves eight counties in Southwestern Oregon, with six reproductive health clinics and two rural outreach sites. In 2004, we served 30,000 clinic clients, comprising nearly 60,000 visits. Since 1999, we have quadrupled the number of patient visits, thanks in part to our participation in the Oregon Family Planning Expansion Project, which expands the income eligibility range for Medicaid-subsidized family planning services. The vast majority of our clinic clients are below the age of 25, low-income and qualify for subsidized services.

PPHSSO is fundamentally committed to offering extensive education and training to the communities we serve. In fact, our affiliate was originally founded to provide educational outreach (clinic services came later, in 1973). Our education offerings include youth-oriented programs on topics such as teen pregnancy, postponing sexual involvement, healthy relationships, birth control and sexual protection, parent-child communication, sexually transmitted infections, and HIV/AIDS. We also provide trainings and materials for young adults, parents, and professionals such as teachers, clergy, healthcare providers, and others who work with youth and families. In 2004, PPHSSO provided 760 educational programs throughout our service region, reaching 30,000 people.

Nationwide, Planned Parenthood is recognized as a leader in family planning and sexual health services. Our own affiliate is among the top affiliates in the Planned Parenthood Federation in terms of service innovation, executive leadership, and financial strength and stability. As evidence of our organizational strength, we were awarded the #1 designation among all Planned Parenthood affiliates nationwide in the Federation's most recent "Best Places to Work" survey.

PPHSSO has a well-established history of launching ambitious projects that result in valuable services for our communities. This has been facilitated by our participation in the Oregon Family Planning Expansion Project, which, coupled with sound fiscal management and efficient service delivery, has created a positive result of operations and a substantial increase in our net assets over the past several years. In the interest of wise stewardship and long-term sustainability, our board is committed to reinvesting these assets to significantly expand capacity.

These investments have included a substantial expansion of clinical facilities — five new clinics opened since 2001, including a first-of-its-kind "Express" drop-in site and two rural outreach sites — plus the seeding of endowments that provide partial funding for our public affairs and education programs, including The New 3Rs. (Neither education nor public affairs are income-generating and have historically relied on income from clinic operations for funding). These expansions not only allow us to reach thousands of new constituents, but also lay a foundation for serving our communities in the future after the Family Planning Expansion Project has expired (this subsidy program may or may not be renewed at the end of 2006).

To complement the board’s reinvestment strategy, we continually seek to diversify funding sources for our highest-priority projects, and this includes strong partnerships with numerous foundations. These relationships enable us to establish new and vital services and also enhance our clinical, education and public affairs programs in innovative, forward-looking ways — all in partnership with the greater community.

PPHSSO has an extremely engaged and vital Board of Directors, some of whom have been affiliated with our agency for a decade or more. In addition, the executive staff championing The New 3Rs initiative — President and CEO Bill Sheppard and Vice President of Education and Training, Mary Gossart — have both been with PPHSSO more than 20 years. Their leadership, dedication, and deep connections in the community have made The New 3Rs an outstanding success thus far. Overall, our committed and visionary management team supports a culture of individual initiative as well as dynamic team collaboration. This, combined with the longevity of board and executive leadership, has resulted in a stable yet highly dynamic operation.

As with our clinic expansions described above, The New 3Rs initiative has enjoyed enthusiastic endorsement from our board. Both board and management consider The New 3Rs to be a mission-driven initiative, and our agency has made a commitment that everything we do as an organization — clinic services, education and public affairs — should reflect The New 3Rs values of respecting young people, supporting their right to information and services, and trusting them to act responsibly. Thus PPHSSO’s role as the driving force behind The New 3Rs in Oregon is to “walk the talk” — to make The New 3Rs vision a reality in our own work — while motivating and supporting others to embrace The New 3Rs in their own way.

### **Requested Support from Meyer Memorial Trust**

We invite the Meyer Memorial Trust to join us as our lead partner in The New 3Rs Advocacy Project. We are requesting a two-year grant in the amount of \$300,000 (\$150,000 per year). Funds from this grant will be used to support all of the activities outlined above, thereby significantly enhancing our efforts to advance The New 3Rs initiative in Oregon — and ultimately achieve the cultural shift that will support sustainable long-term improvements in adolescent sexual health outcomes.

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<sup>i</sup> *This graph reflects the most current data available for each country for the year indicated.* Sources: Oregon Department of Human Services (2002), Family Planning Perspectives, 2000; 32(1): 14-23; Center for Disease Control Prevention; Rademakers, J. Abortus in Nederland 1993-2000. StiSan, Heemstede 2002.

<sup>ii</sup> According to survey conducted Northwest Survey and Data Services in Oregon, for PPHSSO, 2003; and a 2004 nationwide study by the Kaiser Family Foundation, in collaboration with National Public Radio and Harvard University's Kennedy School.