

## COW CREEK UMPQUA INDIAN FOUNDATION

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Roseburg, Oregon 97470  
541-957-8945

Before filling out this application form, it is very important for you to read the Grant Guidelines to be sure your proposal qualifies for consideration. In order to receive consideration by the Foundation's Board of Directors, applications must be postmarked by the deadline. Application deadlines are March 1 and September 1 of each year.

Please type the answer to each question concisely within the space indicated. Do not extend your responses to extra sheets of paper. An application form submitted with answers expanded beyond the space indicated will not be considered.

Submit 1 original and 2 copies of the complete application form. Attach 1 copy of a brief cover letter and 1 copy of the material requested for attachments.

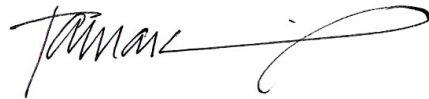
The application form is designed to be filled out on your computer, printed out on your printer, and then mailed to the Foundation. Press the Tab key to advance from field to field or just mouse click in a text field.

DATE Aug. 31, 2004

ORGANIZATION NAME Planned Parenthood Health Services of Southwestern Oregon (PPHSSO) FOUNDDING DATE 1966

ADDRESS 360 E. 10th. Suite 104. Eugene. OR 97401

CONTACT PERSON Mary Gossart Vice President of Education and Training (541) 342-6042 x13  
 Name Title Work Phone



Signature of Board President



Signature of Director

Tamara Irminger-Underwood (541) 683-2406 Bill Sheppard (541) 344-2632 x26  
 Type Name Phone Type Name Phone

### PROPOSAL INFORMATION

1. Description of organization and its purpose:

Mission: to enable individuals to make informed, voluntary decisions about sexuality, reproduction and parenthood. PPHSSO serves eight counties in Southwestern Oregon, with reproductive health clinics in Eugene, Springfield, Medford and Grants Pass; a new full-service clinic opening in Ashland in November, 2004; and a rural outreach program launching in Cottage Grove and Florence in September, 2004. Last year, our clinics served 30,332 clients, for a total of 59,115 visits. Since 1999, we have quadrupled the number of patient visits, thanks in part to our participation in the Oregon Family Planning Expansion Project (FPEP), which expands the income eligibility range for Medicaid-subsidized family planning services. The majority of our clinic clients are in their late teens to early twenties; 95 percent of our clients are low-income and qualify for subsidized services. In addition to clinical services, PPHSSO also offers extensive education and training. This includes 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 2003, we provided 1,190 educational programs throughout our service region, reaching 29,652 people.

2. Number of paid employees 125 Number of Volunteers 160

3. Description of project for which funds are requested:

This proposal seeks funds to produce and mail 2,000 parent information kits, designed to help parents have open and honest conversations with their children about sexual topics. These kits will be furnished to parents who call or email a request in response to a high-visibility awareness-building campaign that PPHSSO will be conducting over the next several months. This campaign includes public performances by Planned Parenthood's award-winning Teen Theater in Eugene and Cottage Grove; community forums in both Jackson and Josephine Counties; and a television ad campaign featuring Teen Theater actors as well as Governor Ted Kulongoski. The television ads, in particular, will significantly increase the public's level of awareness for the vital importance of parent-child communication in helping young people make responsible decisions about sexual behavior. The ads are based on a scene written and performed by our Teen Theater, called "I Want You to Know." In this powerful scene, young actors directly address an adult audience with their desire for honest, respectful communication about sex. At the closing of the ad, Governor Kulongoski reinforces this message, and this is followed by an 800 number for parents to call to request a parent kit, and a Web address for further information and resources. The ads will be broadcast on Eugene and Medford stations beginning in late Fall, 2004, reaching tens of thousands of households throughout the entire Southwestern Oregon region. We anticipate high demand for parent kits in early 2005 as a result of all of these activities.

4. Specifically, how will the grant funds be used?

The grant funds will be used to produce (to reproduce or purchase) the following components of the parent kits, and also for the cost of postage for each kit:

- "There's No Place Like Home for Sex Education," PPHSSO's 80-page guide that helps parents share medically accurate, age-appropriate information about sex with their children. This book has been widely acclaimed as an essential resource for parents. PPHSSO has received numerous requests from agencies around the country for bulk copies and also permission to reproduce the book in its entirety.
- Fact sheets from national agencies specializing in adolescent sexual health, including Advocates for Youth, SEICUS, and the National Campaign to Prevent Teen Pregnancy. These fact sheets help parents understand the developmental and social issues that young people face; the risk factors for teen pregnancy and sexually transmitted infections; and the broad public acceptance for comprehensive sex education in public schools and other proven public-health strategies for helping protect our youth and supporting them in responsible behavior.
- A humorous, fun and informative 2005 calendar, produced by Advocates for Youth, that provides tips, cartoons, reminders, and activity suggestions to help parents initiate and continue the conversation about sexual topics.

5. How was the need for the project determined and how will the project respond to this need?

In Oregon, and around the country, teen pregnancy rates have been declining over the last decade. But Oregon still ranks 13<sup>th</sup> highest in the nation in teen abortion rates and 23<sup>rd</sup> in overall teen pregnancy rates. In total numbers, too, teen pregnancy remains a significant social and human issue: in the year 2002, there were 6,514 pregnancies among Oregon teens. Concerned adults seeking to help young people make responsible decisions about sex face many complex challenges, including the powerful impact of mass media. Television, movies, music, and the Internet bombard teens with more messages about sex than any previous generation. But few of these messages help adolescents develop healthy, respectful attitudes and values about sex. Despite their best intentions to guide their children, many parents don't know where to start. They are unsure about what to say, and sometimes the conversation doesn't happen. But these conversations are absolutely essential. A 2003 survey conducted by the National Campaign to Prevent Teen Pregnancy asked teens who was most influential in their decisions about sexual behavior, and the highest percentage (45%) named their parents. In the same survey, many adults overestimated the influence of peers and underestimated their own: only 32% believed that parents were most influential regarding teens' decisions about sex, while 48% named friends and peers. The importance of parents recognizing their influence and talking to their children about sex cannot be overemphasized; the clear communication of parental values and expectations is key to guiding young people toward healthy decision-making. In fact, the better the parents' communication and support, the more likely a teen is to delay sexual initiation and to avoid early pregnancy (NCPTP).

6. What are the project's specific objectives? (What will the project accomplish?)

This project seeks to produce and distribute 2,000 parent information kits that will support parents as the primary sexuality educators of their children. These resources will provide practical information, tips and ideas for talking to children in an age-appropriate and developmentally-appropriate way. In late spring 2005, after the parent kits have been distributed, we will mail out an evaluation to determine how well the kits served parents' needs, which materials were most useful, and how families used the materials to facilitate dialog and learning. Based on past experience, we expect parents to report feeling more confident, well-informed, and able to provide guidance to their children in sexual matters, and that they have actually taken positive steps towards initiating and continuing the conversation.

7. What are your organization's special qualifications to address these objectives?

This project capitalizes on PPHSSO's longstanding experience in working with both parents and youth. Among our recent accomplishments, we have organized Town Hall Forums in Wolf Creek, Grants Pass, Springfield, and Eugene that have given youth an opportunity to speak out to adults regarding their concerns about sex; produced parent guides in both English and Spanish, with a Native American version soon to be completed; trained clergy to support families in talking about sexual issues; produced two television ads in collaboration with Jackson County Health Department that encouraged parent-child communication about sexual responsibility; and, in a project supported by the Annie E. Casey Foundation, have begun organizing parent groups in Jackson and Josephine Counties to advocate for comprehensive sex education in their children's schools. Each year, we also reach approximately 1,000 families through our "Talking to Your Kids About Sex" workshops. All of our parent-oriented activities promote the expectation that personal values and beliefs about sex will be addressed within families, and we support parents (and other concerned adults) with tools to provide this guidance, while working to ensure that young people have access to healthcare, receive medically accurate information, and are treated with respect as valued members of the community.

8. How does this project fit into the long range plans of the organization?

The parent-kit project is part of PPHSSO's long-range commitment to promoting a positive vision of adolescent sexual health. This commitment is embodied in Rights, Respect, Responsibility (RRR), a bold and innovative initiative to help Oregon youth develop healthy sexual attitudes and behaviors. RRR relies on proven public health strategies that reduce teen pregnancies, births, abortions, and sexually transmitted infections. Based on successful approaches implemented in Western Europe, RRR has been adapted to meet the needs of Oregonians. Components include: family communication about sexual issues; confidential and accessible reproductive health services; policies based on sound public health approaches; comprehensive sex education; effective mass media campaigns, and positive youth development. Our long-term vision is one in which society trusts that youth can make good decisions for themselves, given appropriate support and information. Toward this end, we support parents' universal desire for good communication with their children, and their concern for their children's health and well-being.

9. List other groups addressing similar objective and the extent of your coordination with each:

PPHSSO has longstanding collaborations with numerous local and state-level agencies concerned with adolescent sexual health. We are working closely with the Governor's office, and the statewide Teen Pregnancy Prevention Task Force, to develop a revised "action agenda" for Oregon. We also have strong collaborative relationships with the Lane County Commission on Children and Families, Lane County Public Health, the YMCA, Looking Glass Youth and Family Services, Willamette Family Project START, First Congregational Church (Eugene), First Presbyterian Church (Cottage Grove), Jackson County Health Department, the Jackson County chapter of the statewide Reduce Adolescent Pregnancy Project (RAPP), and numerous school districts throughout our service region. Many of these partners are potential channels for publicizing and distributing parent kits — above and beyond the direct publicity and distribution we have planned.

10. Project period: Winter/Spring 2005 Beginning Jan. 1, 2005

11. Geographic area to be served by project: Lane, Douglas, Coos, Jackson, and Josephine Counties;  
also Linn, Benton, and Curry Counties

12. Client group and numbers to be served by project 2,000 parents and families

13. Total proposal budget \$22,220 Amount requested from CCUIF \$5,546

14. Indicate with a check mark whether request is for:

Special project  Capital Expenditure \_\_\_\_\_ Operating Support \_\_\_\_\_

15. List other source of support being applied for (sources and amount) 19. List previous grants from CCUIF (contract period, amount, purpose):

Herbert A. Templeton Foundation, \$5,546 W. Glen Boyd Foundation, \$5,546
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None
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20. Secured commitments/pledges:

PPHSSO will cover the personnel and administrative costs (approximately \$5,581) associated with this project. We are also committed to funding the expense of the awareness-building campaign (Teen Theater shows, production and broadcast of television ads, etc.) in partnership with other foundation, corporate and private supporters.
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21. If project is successful, how will it be funded in the future?

If we need to produce significantly larger numbers of parent kits, we will seek additional support from private foundations and rely on our own internal reserves.
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Attach single copies of the following to the original only:

- \_\_\_\_\_ Financial statement from last complete fiscal year
- \_\_\_\_\_ Current detailed agency budget
- \_\_\_\_\_ One Page Detailed Project Budget
- \_\_\_\_\_ List of officers and Board Members with their affiliations and phone numbers
- \_\_\_\_\_ Copy of 501(c) and 509 (a) tax exemption letter from the Internal Revenue Service
- \_\_\_\_\_ Descriptive brochure if available

\_\_\_\_\_ **2 copies of application form in addition to the original, with the following attached:**

- \_\_\_\_\_ One page Detailed Project Budget