

New 3Rs Accomplishments

The following are selected highlights from PPHSSO's New 3Rs work over the past four years:

- PPHSSO has made health services more accessible to teens with evening, Saturday and drop-in hours in our clinics. Contraceptive services and supplies are available free of charge to most teens. In addition, our clinics regularly hold “New 3Rs Days,” where we provide literature and materials to clients.
- PPHSSO's public affairs team is successfully using the language and perspective of The New 3Rs to reframe the policy debate about adolescent sexual health issues toward a more positive vision that reduces polarization and is inclusive of differing values.
- In 2002, PPHSSO hosted leaders from 74 diverse faith communities in leadership forums we designed to support clergy in bringing the principles of The New 3Rs into their congregations in a way that is in keeping with their beliefs.
- PPHSSO has closely supported the work of First Congregational Church in Eugene, which has established ongoing classes in *Our Whole Lives*, a K-adult sexuality curriculum. Through the leadership of Pastor Greg Flint (one of our stand-out New 3Rs Advocates), this curriculum has had a significant impact on the congregation as a whole.
- In fall of 2004, PPHSSO conducted two workshops on “Teenagers, Sexuality and Faith” in Eugene and Medford. This workshop featured Steve Clapp, author of *Faith Matters*, a report on the major Christian Community research projects involving almost 6,000 teens across the United States. The goal was to further educate faith communities and encourage them to develop concrete strategies that support healthy sexual attitudes and responsible behaviors among youth.
- In 2003, the Jackson County Health Department collaborated with PPHSSO to successfully produce and broadcast two television ads — entitled “Love Mom & Dad” — that promoted family communication and responsible condom use for sexually active youth.
- PPHSSO has conducted several Town Hall Forums in Lane and Josephine Counties, which have given teens an opportunity to speak out to adults on the realities they face each day: peer pressures and their need for accurate information, accessible services and honest conversation about sex. The most recent Town Hall Forum, held in Eugene in 2004, drew 115 participants.

We thought it would take four years to normalize sexuality education within our congregation. In fact, it has taken only two years. All of our eighth-graders now expect they will participate in the “Our Whole Lives” curriculum. Our progress has been remarkable.

— Greg Flint, Pastor, First Congregational Church, Eugene

- Over the past six months, PPHSSO has distributed almost 2,000 parent information packets, which contain a wealth of information to assist parents in talking to their kids about sex. Parents can obtain a packet by calling a toll-free number, 1-866-Kits4Us.
- In September, 2003, PPHSSO conducted three successful forums — focusing on the power of media partnership in supporting sexual health — for mass media professionals, public health leaders and policy makers. Experts from Germany, France and the U. S. showcased effective campaigns that are thoughtful, well-researched, entertaining and responsive to public need.
- Following this luncheon, a KOIN-TV staff person offered to help Planned Parenthood solicit sponsorship to pay for airtime for the “I Want You to Know” ads that feature Governor Kulongoski and PPHSSO’s Teen Theater. Thanks to her advice, and a letter of support from the Governor, we have been placing these ads as public service announcements in major media markets.
- Since mid-2004, PPHSSO has trained 67 comprehensive sex education advocates in Grants Pass, Medford, Coos Bay and Florence, in a collaboration with Advocates for Youth, funded by the Annie E. Casey Foundation. This is a two-year project designed to determine effective strategies for activating parents as advocates for comprehensive sexuality education in public schools. In addition to the trainings, PPHSSO provided:
 - a mailing to state officials, including information and research findings on comprehensive versus abstinence-only education;
 - information packets sent statewide to PTA presidents, school board chairs and district superintendents (sent under the umbrella of the Oregon School Board Association, thanks to New 3Rs Advocate and Eugene 4-J School Board Chair, Beth Gerot). This packet provided clear guidance regarding Oregon statute and administrative rules related to sexuality and HIV education.
- PPHSSO has had a central role in the significant progress that has been made in the Medford and Twin Rivers school districts regarding comprehensive sex education. Both districts are now working closely with the Department of Education, reviewing their curricula and striving to align them with Oregon Health Standards, Oregon Statute and Oregon Administrative Rules.
- In 2004, PPHSSO engaged Metropolitan Group, a Portland-based strategic communications firm that specializes in working with non-profits and developing effective “public will-building initiatives,” to assist us in strategizing our next phase of work. Metropolitan Group assisted us in:
 - defining a strategic framework for the next 18 months
 - developing key messages that provide guidance for talking about the initiative
 - recommending the new name for our initiative — *The New 3Rs: Rights, Respect, Responsibility* — and providing us with a visual brand identity.

In all, more than 24,000 Oregonians have participated in New 3Rs activities since 2001.