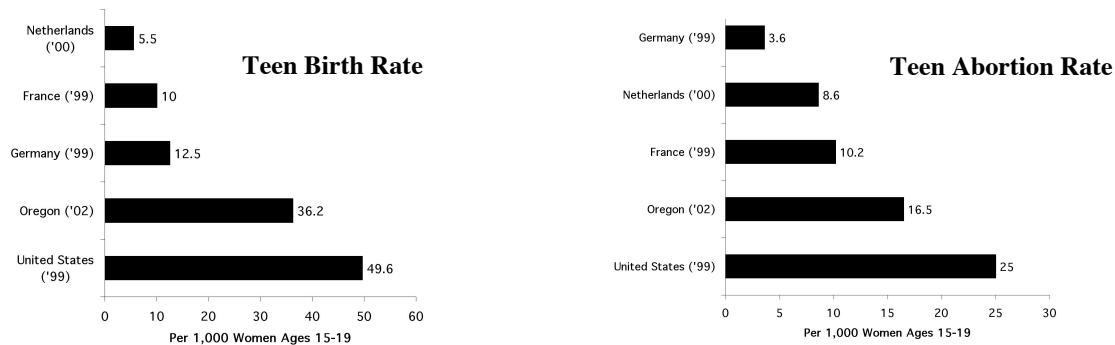


# A Proposal to the PacificSource Charitable Foundation for “The New 3Rs Advocacy Project”

presented by Planned Parenthood Health Services of Southwestern Oregon

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

Despite improvements during the last decade, reproductive health outcomes for teens in Oregon and the U.S. lag far behind those in other industrialized countries:



Oregon ranks 13<sup>th</sup> highest in the nation in teen abortion rates and 23<sup>rd</sup> in teen pregnancy rates (Alan Guttmacher Institute). In 2004, there were 3,964 births among Oregon teens (Oregon DHS). While this number has improved over time, the social, economic and health consequences of nearly 4,000 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. Planned Parenthood Health Services of Southwestern Oregon (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

*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.*

—Oregon Governor Ted Kulongoski

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?

In 2004, PPHSSO launched *The New 3Rs: Rights, Respect, Responsibility* initiative to directly address these questions. Using proven public health strategies, this ambitious, collaborative effort involves a growing coalition of partners 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. (See Attachment 1 for our many accomplishments.) Ultimately, we aim to achieve sustainable reduction in the rates of unintended pregnancies, births, abortions and sexually transmitted infections among Oregon teens.

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

*The New 3Rs: Rights, Respect, Responsibility* is a groundbreaking, long-term initiative dedicated to helping youth develop healthy sexual attitudes and behaviors. This 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:

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

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

Our expectation is that personal values and beliefs about sex are most appropriately addressed within families and faith communities. Thus there is a strong emphasis on educating 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.

Because The New 3Rs is inclusive of a range of values, it has been enthusiastically embraced by

clergy (whose support is a cornerstone in the shift we aim to achieve). This is also the reason the initiative appeals to value systems across previously hard-and-fast boundaries, attracting 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 integrating The New 3Rs values in their own work and/or personal lives — in ways that work best for the communities they serve.

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. 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 efforts have resulted in the successful launch of The New 3Rs in Oregon, and the rapid acceleration of the initiative’s momentum.

There are many highlights of achievements to share, which together demonstrate the depth and breadth of our reach over the past four years (see Attachment 1). The combined effect of these accomplishments is to establish a solid foundation for the core of PPHSSO’s work over the next 24 months, which will be intensely focused on building a coalition of 100 “New 3Rs Advocates.”

***We invite the PacificSource Charitable Foundation to partner with us in this effort, specifically in the development of tools and materials, and the broadcast of a promotional campaign.***

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

PPHSSO’s task over the next two years is to significantly enhance the multiplier effect we have already initiated with our existing base of support. By deepening the engagement of our current Advocates while activating an expanded network of Advocate partners, we will further “influence the influencers” and substantially expand the reach and influence of The New 3Rs.

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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. PPHSSO’s commitment has made Oregon the leading state by far, in terms of large-scale adaptation of European approaches for U.S. communities. We have renamed the initiative “The New 3Rs” to reflect our “ownership” of this initiative in our region. AFY actively promotes our work as a national model, and we are jointly seeking funding to replicate our work in other states.

New 3Rs Advocates can include both agencies and individuals. To date, we have recruited a core group of 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 increase the overall base of support for The New 3Rs. Towards these ends, we will:

- provide a deeper level of technical support and expanded collaborative opportunities for those already signed on as Advocates, and
- engage, activate, train and mentor a network of new Advocates.

Our methods for achieving these goals will include:

- Tools, Materials & Promotion;
- Advocates Engagement; and
- Service Delivery.

For the purpose of this proposal, we will focus on “Tools, Materials & Promotion,” which is the basis for our request from the PacificSource Charitable Foundation. “Advocates Engagement” and “Service Delivery” will be described in the activity summary accompanying the full project budget.

### **Tools, Materials & Promotion**

*Effective tools, materials and promotion will provide the foundation for all of our Advocate recruitment, training, and mentoring activities.*

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 a unified suite of tools and resources 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.)

Key components to be developed include New 3Rs stationery, brochures, collateral, fact sheets and informational kits. 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 peer exchange. At the same time, we will 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.) We would be pleased to identify PacificSource as a funding partner on any of our printed materials and/or our Web site(s), as appropriate to your community relations objectives.

These materials will also enable us to more effectively recruit new Advocates and promote The New 3Rs to key influencers such as policy makers and the media. Enhancing this outreach effort

will be a public service announcement (PSA) featuring PPHSSO's Teen Theater and Governor Ted Kulongoski.

This PSA is 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, the governor reinforces this message, and this is followed by a toll-free number for parents to call to request a parent kit.

The PSA has been distributed to all major network and cable stations in Southwestern Oregon, with potential to reach as many as 450,000 households in 15 counties, and has been received with great enthusiasm by station management. In order to receive optimal exposure for the PSA, we are seeking support for paid air-time, which the stations will then match. Our goal is to achieve maximum broadcast airtime during October, which is National Family Sexuality Education Month.

National Family Sexuality Education Month promotes the role of parents as the primary sexuality educators of their children. It is supported nationwide by a coalition of 50 organizations, including the American Academy of Pediatrics, American Federation of Teachers, American Public Health Association, Boys and Girls Clubs of America, Camp Fire Inc., March of Dimes, National Council of the Churches of Christ, and the YMCA and YWCA of the USA. In celebration of this month-long event, PPHSSO will conduct numerous activities that directly support family communication, and also support our Advocates in helping parents talk to their children about sexual topics.

As with the printed and Web-based materials described above, we would be happy to identify PacificSource as a funding partner, as appropriate, on the closing segment of the public service announcement.

### **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 tracking Advocates' activities, and also communicating their success stories to other Advocates (via our Web site, special mailings, etc.) — to provide inspiration, ideas and opportunities to collaborate with peers. An excellent forum for this peer-to-peer exchange will be our August, 2006 training intensive (described in the activities summary accompanying the budget), and we will conduct a formal evaluation in conjunction with this event.

### **Requested Support from PacificSource Charitable Foundation**

We invite the PacificSource Charitable Foundation to support The New 3Rs Advocacy Project with a grant of \$36,000, specifically in support of the "Tools, Materials & Promotion" activities described above (approximately 1/2 the total budget for these activities). Funds from this grant will significantly enhance our efforts to recruit and engage New 3Rs Advocates, thereby advancing sustainable long-term improvements in adolescent sexual health outcomes in Oregon.