

April 2, 2014

So, I am Judith Clark with Hawaii Youth Services Network and we are coordinating the Teen Pregnancy Prevention Partnership of the Pacific. We have ten partner organizations on four different islands who provide the direct services to young people. We are working in a variety of different settings including public and private schools, non-school hour programs, residential care and youth and foster care and we are using both making proud choices and making a difference. Our role in the project, we do the grant management training, technical assistance, evaluation and coordinate efforts to build community public official and funder support. The core elements of our sustainability planning that I am going to talk about today include ensuring the programs are culturally appropriate because if they are not culturally appropriate in your community, nobody is going to want to implement them and youth are not going to want to come. We also think it's very important to increase organizational capacity to conduct and sustain Teen Pregnancy Prevention Programs and to build community policymaker and funder support. The core elements of our sustainability plan were included in our grant application in the objectives and work plan and our proposal included an objective about the sustainability of our partners. Also, very key to our work is that every board member and staff member see sustainability as an important part of the work. Every member of my staff, if they happen to be in the elevator with the Governor or the Superintendent of Education, could give the 30-second elevator speech what we are doing in teen pregnancy. It's very critical for us to have culturally relevant programs because Hawaii really does have population that's somewhat unusual for the United States, 57% of our marriages and 37.5% of our children are mixed race. Our population is 55% Asian, 20% Hawaiians and Pacific Islanders. I used to refer to myself as the token Caucasian in my organization. I no longer do that because there are two of us now. When we use videos and role plays and such that are developed in other parts of the United States, our students think, they don't like us, they don't talk like us, nothing is familiar, how does this relate to us and they are right. So, one of the things we have done is along with Green Light Adaptations like changing names and role plays and putting palm trees in the background instead of ski slopes, we did Pacific Regional Adaptations of two of the videos that are used in making proud choices and most of the photos that you will see in this PowerPoint are from the production of those videos. Our videos show ordinary activities like a hula class, they feature multiethnic characters and most importantly, multiethnic couples. One of the things that really strikes me when I see videos that are made for high school students is the black boy is always paired with the black girl and the white girl is always paired with the white boy and for us that just isn't normal. We used familiar settings like a beach, appropriate clothing, we use local slang and dialect and I would love to talk forever about it. I can say the second video we did has just been completed, it's called The Hard Way Pacific Region, it has gone through the OAH review process, so it can be used by grantees and if any of you would find it useful to the programs you

were doing, we would be happy to share it with you. We also work hard to increase organizational capacity. We believe that you cannot run a strong and effective program unless you have a strong agency infrastructure to back it up that means you need effective board and executive leadership, strong physical management skills because funders really care about how you manage their money, good fund development capacity so that you can get those future grants and donations. You need to pay attention to staff development and you need to constantly be letting the community know how important and effective your programs are, so we provide training for staff and board and members within all roles of the agency. We have done workshops on the roles and responsibilities of the board of directors, preparing for your audits, all kinds of things like that. Whenever possible, we conduct training of trainers so that we have training capacity within our state to sustain it. If I have to send an employee 2,500 miles to the nearest training site, every time there is a new facilitator, the program is not going to be sustainable. We do training on all aspects of sustainability, not just fund development and we are jointly seeking new and diverse funding opportunities since we got the OAH grant, we have successfully acquired a PREP grant, Personal Responsibility Education Program for the Northern Mariana Islands. Those are our next door neighbors, 4,000 miles to the west of us. It's little weird sometimes when you live on an island and we have just submitted last week a funding proposal for a Pacific Regional Teen Pregnancy Prevention Project. We do a lot, we constantly try to keep the community members, our policymakers and our funders aware of what we are doing and the positive outcomes that we have. Tomorrow, I believe we are going to be listening to (Inaudible) and she will be, I channel her a lot about framing messages positively, you know, who can disagree with, we all want our children to grow up safe, healthy and ready to succeed and we know that getting pregnant when you are a teenager gets in the way of achieving that goal. I don't care how (inaudible) you are, how conservative you are, you cannot disagree with that statement, where we disagree is on the methods to get there and that we can talk about. We like to show what cost of society is for unplanned pregnancies and STIs. We want to show, you know, one of the things that schools are most (inaudible) to is complaints, right. The last thing they want is a parent to show up in the principal's office and complain about what's happening in the school, so we do a lot to demonstrate that there truly is strong support for this and we provide hope that families and schools working together make a difference, so here are some of the stuff that we used to share those messages. Teen childbearing costs Hawaii taxpayers \$37,000,000.00 a year and 71% of that is state and local costs, by the way, this convinced the Aloha United Way to make Teen Pregnancy Prevention one of their top priorities for funding. Here is some of what we do about the importance of sexual health in schools. We contracted last year with a very respected marketing research company because we wanted the survey to be absolutely right, you know, demographically representative, questions framed the right way so that nobody could accuse us of slanting the results and to our amazement and to the marketing firms, we got even more positive results than we expected. Literally 97% of our survey participants said it was important or very important to include sexual health education in public

schools. SMS research said they had never done a survey before where 97% of people agreed on anything, probably even whether it was a nice day or not and I play the cultural card. This is the last slide from a 15-minute PowerPoint presentation that we have been taking around to rotary clubs and all kinds of different groups and it talks about just as the native Hawaiians work together to reach their common goals, let's work together to prevent teen pregnancy and it shows a communal fishing event, so I have actually managed to stay within my time limit I think, so there is my contact information and as we say in Hawaii, Mahalo nui Loa or thank you very much.