

**Planned Parenthood of New York City & PASE
Making Proud Choices Replication Project
Information Session**

**PLANNED PARENTHOOD
OF NEW YORK CITY**

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AGENDA

- Welcome and Introductions
- Purpose of the Meeting
- The Making Proud Choices Project
- Criteria to Participate in MPC
- Questions and Answers
- Next Steps
- Wrap-up and Closing

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THE MAKING PROUD CHOICES PROJECT

- Project Description
- MPC Curriculum
- Benefits of Participation
- Year 1 Program Experience

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PROJECT DESCRIPTION

In September 2010, Planned Parenthood of New York City (PPNYC) was awarded a five-year grant by the United States Department of Health and Human Services (HHS) Office of Adolescent Health (OAH) to do the following:

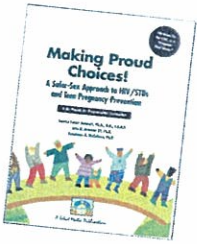
- 1) Replicate, with fidelity, the evidence-based *Making Proud Choices* (MPC) curriculum
- 2) Implement MPC in targeted zip codes in the Bronx, Brooklyn, and Manhattan
- 3) Implement MPC during out-of-school time (OST) at selected community based organizations (CBOs)

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PROJECT DESCRIPTION

The goal of the this program is to:

Reduce rates of sexually transmitted diseases and pregnancy among middle school-aged adolescents by giving them the tools they need to reduce their risk of STIs, including HIV/AIDS, and unintended pregnancy.




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PROJECT DESCRIPTION

The project's target population:

1. Predominantly African-American and Latino youth (male and female) aged 11-13 who live in, go to school in, or receive services in targeted ZIP codes
2. PPNYC has selected communities with high rates of teen pregnancy and/or STIs as well as the availability of CBOs that are providing OST programs


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PROJECT DESCRIPTION

- PPNYC will implement the program in collaboration with the Partnership for After School Education (PASE)
- PPNYC's Making Proud Choices Project Manager, two MPC Project Coordinators, and ten Sexuality Educators will work with PASE to plan and implement the program
- Implementation goals: up to 20 CBO sites during the first year; 50 total sites by the end of the fifth year, reaching a total of 8000 youth by year 5


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P A S E  PARTNERSHIP FOR AFTER SCHOOL EDUCATION

THE MPC CURRICULUM

- An evidence-based program (EBP)
- Has been shown to help low-income urban youth, ages 11 to 13:
 - Delay sexual initiation
 - Reduce the frequency of sex
 - Increase condom use

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P A S E  PARTNERSHIP FOR AFTER SCHOOL EDUCATION

THE MPC CURRICULUM

- An evaluation of MPC with African American males and females, ages 11-13, in 3 different middle schools showed that, compared to a control group, the students who received the MPC curriculum reported:
 - More consistent condom (3 months after the intervention)
 - Less unprotected sex (3 months after the intervention)
 - Higher frequency of condom use (3, 6, and 12 months follow-up)

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THE MPC CURRICULUM

- MPC's targeted demographics match the populations we serve – African American and Latino urban youth – and can be used with other populations
- Uses diverse methodologies
- Is interactive and easy to implement
- Includes videos and visual aides
- Has an adaptation guide – flexibility
- Messages are consistent and integrated throughout curriculum
- Sequencing of the 8 modules works well

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BENEFITS OF PARTICIPATION

Youth will take away the following :

- How to say “no” in high pressure situations
- How to identify their goals and dreams and ways to address potential barriers to reaching them
- The importance of thinking about how their actions not only affect them, but impact their family and community


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BENEFITS OF PARTICIPATION

Youth will take away the following :

- The notion of sexual responsibility and accountability
- The role of pride and making proud choices, with safer sex as their choice
- Increased knowledge on anatomy, abstinence, contraception and STI's, including HIV/AIDS

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BENEFITS OF PARTICIPATION

Incentives:

- Each CBO will receive: \$150 per completed group
- Each youth will receive:
 - \$25 gift card upon completion of the MPC program
 - A certificate of completion
 - A chance to win one of 6 movie tickets, raffled randomly
 - Giveaways (e.g. goody bags)

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YEAR 1 EXPERIENCE

Accomplishments:

At the completion of our pilot year (at the end of this month), we will have:

- Completed 18 groups (144 sessions) from May – August 2011!
- Worked successfully with 11 diverse community-based organizations
- Served approximately 130 unduplicated youth with the 8-session MPC intervention

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YEAR 1 EXPERIENCE

Lessons Learned:

- The youth really enjoy the short videos and activities
- Incentives, such as movie ticket raffles, are effective in recruitment and retention
- Parent orientations (and similar introductory events) have been helpful in obtaining parental consent forms
- Over-recruiting allows CBOs to create a wait list. If a youth drops out early, you still have a batch of youth to choose from. If no one drops out, you can use the list to recruit for your next group

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CRITERIA FOR PARTICIPATION

To collaborate in the MPC program, each CBO will agree to provide the following:

- ✓ **Space:**
 - Space to host a group of 8-10 youth for eight 1.5 hour sessions
 - A room that is quiet, separate from other programming
 - A classroom-type environment (i.e. electrical outlets for our laptop and projector, appropriate seating, white board or screen space for projecting videos)

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CRITERIA FOR PARTICIPATION

Staffing:

- ✓ A **primary contact**, who will:
 - Be the "go to" for communication between PPNYC and your organization
 - Ensure recruitment and retention of youth for each group
 - Work with Eric and Jessica to coordinate and schedule group(s)
 - Be available for phone conferences (as needed) with Jessica and Eric to discuss program progress, retention of youth, or any program issues

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CRITERIA FOR PARTICIPATION

- ✓ **Designated Staff Member(s)** who will:
 - Be present in the room during implementation of the curriculum at all times
 - Assist in classroom management (not assist in facilitation)
- ✓ **Staff Representative(s)**, who will:
 - Attend the one-day training for professionals on how to effectively communicate with youth on sexual and reproductive health issues, called "How to Answer Tough Questions"

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CRITERIA FOR PARTICIPATION

Scheduling:

- ✓ Groups must be scheduled during OST hours
- ✓ Ideally, each session should be scheduled for 1.5 hours
- ✓ Ideally, 8 sessions are scheduled twice per week for four weeks (e.g., Mondays and Wednesdays, Tuesdays and Thursdays)

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CRITERIA FOR PARTICIPATION

Parental Consent:

- ✓ CBOs must inform parents about the program and obtain parental consent before each youth participates
- ✓ All parental consent forms (8-10 youth) must be collected before the program can begin
- ✓ Parental consent must be articulated by the agency in writing

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CRITERIA FOR PARTICIPATION

Partnership:

- ✓ Completed Memorandum of Understanding (MOU) for the 2011-2012 program year

This is a multi-year grant. Participation in the program beyond the first year will be based on successful implementation of the program and agreement of all parties to continue the partnership.


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QUESTION AND ANSWER

- Do you have any questions on the information we have shared?

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NEXT STEPS

- ✓ Signing the MOU
- ✓ Meeting with Jessica and Eric to begin planning the collaboration
- ✓ Implementing Making Proud Choices at your CBO!

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