Communicating with Decision-Makers: Lessons from the Trenches

Rachel Fey
March 30, 2017
Speakers

• **Crystal Agnew**, Deputy Director, Peacemakers Family Center, Trinity Church

• **Abby Hunt**, Executive Director of Health Care Education and Training, Inc. (HCET)

• **Rachel Fey**, Director of Public Policy, The National Campaign to Prevent Teen and Unplanned Pregnancy
Disclaimer

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Learning Objectives

• By the end of the session, grantees will be able to identify two key messages and one story about their program that are appropriate for communicating with a challenging decision-maker.

• By the end of the session, grantees will learn two strategies to use in engaging effectively with a challenging decision-maker.
What We’ll Cover

• Lessons learned from communicating with a variety of decision-makers and practical advice
• Examples and tips from HCET
• Examples and tips from Trinity Church
• Grantee exercise – putting our education messages into practice
• Group reflection
Progress in Reducing Teen Pregnancy and Birth Rates

Recent Changes in U.S. Teen Birth Rates

<table>
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<tr>
<th>Year</th>
<th>Births per 1,000 Girls, 15-19</th>
<th>Change</th>
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<tr>
<td>1990</td>
<td>59.9</td>
<td></td>
</tr>
<tr>
<td>1995</td>
<td>56.0</td>
<td>-7%</td>
</tr>
<tr>
<td>2000</td>
<td>47.7</td>
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<td>34.2</td>
<td>-14%</td>
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<tr>
<td>2015</td>
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<td>-35%</td>
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What We Set Out To Do

• Educate decision-makers about the basics of the TPP Program
• Give examples of grants and program models to give a sense of the breadth of approaches and the diversity of populations served
• Place the TPP Program in context as part of the broader shift to evidence-based social programming and why that matters
What We Learned

• Language matters
• Facts matter...to some extent
• Stories and youth voices matter...to some extent
• Relationships matter
• Messengers and champions matter
Language Matters

"COMPREHENSIVE"
Facts Matter

85% of adults overall say teen pregnancy is an important problem (55% say very important) compared to other social and economic problems in their community.

Compared To What?

NORTH CENTRAL 87%
WEST 83%
NORtheast 82%
SOUTH 87%

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Stories and Youth Voices Matter
Relationships Matter
Messengers and Champions Matter
Tips – Describing the TPP Program

• Many decision-makers are unaware of the program, so start with the 101
• There is confusion between the Teen Pregnancy Prevention Program (the funding stream) and individual program models being implemented by grantees
• There is confusion and sometimes conflation between content and results
Tips – Key Points to Convey

• Individual program models ≠ TPP Program
• There are a variety of models
• Community needs, values and logistics determine the models used by individual grantees
• The TPP Program is committed to innovation and high quality evaluation
Tips - Making the Connection

- Less teen pregnancy means more educational opportunities
- Less teen pregnancy means healthier moms and babies
- Less teen pregnancy means less abortion
- Less teen pregnancy means more cost savings
Materials - What to Highlight?

• The basics – who, what, when, where and why?
• A quote from a parent or teen about the impact the program has had on them
• Key statistics that highlight need and impact
• A graphic showing reach
• Information about how the grant is funded (the TPP Program) and how much funding is provided
Mission West Virginia, Inc.

168 Midland Trail, Suite 1, Hurricane, WV 25526 (304) 562-0723

Teen Pregnancy Prevention Program

Funding by: US DHHS Office of Adolescent Health
Grant #: T01AA000116

4 Community Advisory Groups
Community members working together to promote positive youth development and decrease high-risk behaviors through community-sponsored events
- Multi-Team Support System
- Health Fair
- 4 Youth Leadership Council

Program Delivery
- 12,000+ youth per year
- Evidence-Based Curriculum
- 100 Sites
- 19 Countries

Partners
- CASVW
- Panola Medical Center Regionation

Breaking The Cycle of Teen Pregnancy Conference
April 4-5, 2017

Pilot Year Statistics
Total Youth Served: 8856
Total Youth Who Completed Curriculum: 7038

Teaching Health Instead of Negging Kids
Teen Pregnancy: The Facts

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Teen pregnancy and birth rates are at historic lows in all 50 states. Despite these gains, Texas lags behind the nation on the rate of improvement (ranked at 37). Texas has the 3rd highest teen pregnancy rate and the highest rate of repeat teen births in the nation. In fact, one in four births to Texas girls ages 15 to 19 is not the teen’s first.

Teen Pregnancy Prevention Program (TPPP)

The Dallas Foundation, Dallas, TX

$987,500

Costs to society

• In 2010, the cost of teen childbearing in the U.S. was more than $9.4 billion
• Texas alone accounts for more than $1.1 billion of those costs, the highest in the nation.

The 1,063,399 children born to Texas teens between 1991 and 2010 cost taxpayers approximately $24.3 billion over that period. The progress Texas has made has saved taxpayers an estimated $701 million in 2010 alone compared to the costs they would have incurred had the rates not fallen.

Texas Teen’s High Risk Behavior

Texas middle and high school students generally engage in sexual risk behaviors at higher rates than their peers nationally. 9 out of 10 Texas middle and high schools are implementing sexual health education programs that have not been proven to work (evidence-based).
Disparities Exist by Race/Ethnicity

A closer look at births to teens in Texas finds that birth rates vary significantly by race and ethnicity (figure 1). The birth rate for Hispanic teens is almost three times higher than for non-Hispanic white teens. Hispanic teens in Texas have significantly higher teen pregnancy rates than Hispanic teens in other states.

For more information:

The Texas Campaign to Prevent Teen Pregnancy is a non-partisan, non-profit organization established in 2009 dedicated to the prevention of teen pregnancy in Texas. Our mission is to improve the quality of life for children, families, and communities across Texas by preventing unintended teen pregnancies.

CEO/President
Gwen Daverth, Ph.D: Gwen@txcampaign.org

Director of Communications
Melanie Chasteen: Melanie@txcampaign.org
To Review

• Language, relationships and messengers
• Facts + stories
• Be able to tell the who, what, when, where and why
• Avoid confusion – choose words carefully and be able to describe both *your* program and the TPP Program *overall*.
• Be proactive – you’re the experts, share your knowledge!
Resources

- The National Campaign’s Key Points on TPP Program: [http://thenationalcampaign.org/resource/it’s-about-evidence](http://thenationalcampaign.org/resource/it’s-about-evidence)
Exercise

• Pair up – please be sure to pair with someone NOT from the same organization or working on the same grant
• 15 mins – Quiet time to identify key messages and story you would share with a decision-maker
• 15 mins – Present to your partner (and vice versa) and get feedback
• 15 mins – Full group discussion and reflection
Thank You!

rfey@thenc.org