Getting Everyone on the Bus
BUILDING SUPPORT FOR TPP IN YOUR COMMUNITY
Disclaimer

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Learning Objectives

Attendees will:

• Identify and describe effective communication strategies as they relate to program implementation

• Assess who their community stakeholders are and how their program is communicating with them

• Develop a plan to improve communications to and build support among diverse groups of decision-makers
Presenters

• **Nicole Treviño**, Project Director, LEAD Collaborative
• **Mandy Ackerman**, Senior Program Coordinator, Re:MIX
• **Erin Willig**, Senior Program Coordinator, LEAD Collaborative
Who We Are

For over 70 years, EngenderHealth has improved the lives of men, women, and families through work in:

- Family planning
- Maternal health
- STIs, HIV/AIDS
- Improving clinical quality
- Advocacy and policy
- Gender equity

www.engenderhealth.org
EngenderHealth U.S. Programs

PROGRAMMING

Develop innovative, science-based programs and curricula to improve sexual and reproductive health outcomes for young people.

CAPACITY-BUILDING + TECHNICAL ASSISTANCE

Deliver capacity-building training and technical assistance to youth-serving organizations and providers.
Funded by OAH and coordinated by EngenderHealth, the LEAD Collaborative is a partnership between five organizations: the Adolescent Health Initiative at Michigan Medicine, the Center for Strengthening Youth Prevention Paradigms at Children's Hospital Los Angeles, EngenderHealth, the University of Massachusetts Donahue Institute, and Youth Catalytics.

The goal of the LEAD Collaborative is to provide OAH TPP grantees with meaningful opportunities to Learn and Engage with their peers and with the LEAD Collaborative members, Accelerating their ability to design and Deliver high-quality, youth-centered programs.
Our Values

- Mutual Respect
- Working from a Strengths Perspective
- Collaborative Leadership
- Quality and Continuous Improvement
- Inclusivity and Humility
Program Implementation

EIGHT DOMAINS AND CORE CONCEPTS
CASE STUDY FOR THE CONNECTION BETWEEN COMMUNICATIONS + EFFECTIVE PROGRAM IMPLEMENTATION
About the Re:MIX Program

• Re:MIX is a school-based innovative sexual health program funded by OAH (2015-2020) to undergo a five-year study.

• Program Goals:
  • Empower and educate youth in the community so they’re prepared to make informed decisions and lead healthy lives
  • Reduce the rates of unplanned teen pregnancy and STIs among youth
Re: MI X Curriculum

Focus Areas:

- Healthy relationships
- Healthy decision making
- Gender
- Parenthood
- Effective communication styles
- Reproductive anatomy
- Birth control/contraceptive methods
- Pregnancy and STI prevention
Three Key Stakeholder Groups

- Students
- Parents + Guardians
- School Administrators + Teachers
## Initial Communications Approach

<table>
<thead>
<tr>
<th>Administrators + Teachers</th>
<th>Parents + Guardians</th>
<th>Student Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Multiple points of contact with Re:MIX staff</td>
<td>• School as primary messenger</td>
<td>• Evaluators spoke directly to students to administer survey</td>
</tr>
<tr>
<td>• Relied upon admin to communicate with teachers</td>
<td>• Sent home evaluation-focused consent forms</td>
<td>• No direct time for Re:MIX trained staff to explain program to students until first day</td>
</tr>
</tbody>
</table>
Challenges

**Administrators + Teachers**
- Too many points of contact led to lack of role clarity
- Inefficient and siloed communications
- Teachers unclear on program, impact on their classes, and their role

**Parents + Guardians**
- Confusing forms and lack of program info
- Unclear what they were signing their kids up for
- High program opt-out rate

**Student Participants**
- No rapport
- Confusion
- Lack of buy-in
Rethinking Key Stakeholder Groups

**Students need:**
- to understand what the program is and how it impacts them
- to hear those messages from people they trust
- opportunities to ask questions and get answers

**Administrators need:**
- a single point of contact
- clear expectations and division of responsibilities
- big-picture understanding of the project
- proactive communication, particularly regarding school events / scheduling

**Teachers need:**
- to understand what the program is and how it impacts their classrooms
- a direct point of contact
- clear expectations regarding their role
- opportunities to ask questions and get answers

**Parents + guardians need:**
- to understand what the program is and how it impacts their youth
- easy-to-digest consent forms
- opportunities to ask questions and get answers
Brainstorm!

WHO ARE YOUR PROGRAM’S STAKEHOLDERS?
WHAT DO THEY NEED TO HAVE CLARITY AND BUY-IN?
## Quality Improvements

<table>
<thead>
<tr>
<th>Administrators</th>
<th>Teachers</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Established single point of contact</td>
<td>• Began regular and ongoing contact and intentional rapport-building with teachers + Re:MIX team</td>
</tr>
<tr>
<td>• Set regular check-ins with that point of contact</td>
<td>• Developed and facilitated teacher orientation session</td>
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<tr>
<td>• Increased clarity on roles and expectations on MOU</td>
<td>• Created teacher packet with handouts explaining program, evaluation, and their role in detail</td>
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<tr>
<td>• Provided big-picture implementation schedule and evaluation plan</td>
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</table>
RE:MIx School Profile:

East Austin College Prep

<table>
<thead>
<tr>
<th>YEARS 1-3</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>9th grade students:</td>
<td>100 students</td>
</tr>
<tr>
<td>10th grade students:</td>
<td>117 students</td>
</tr>
<tr>
<td>11th grade students:</td>
<td>Career and College</td>
</tr>
<tr>
<td>12th grade students:</td>
<td>112 students</td>
</tr>
<tr>
<td><strong>Total # of Students per year:</strong></td>
<td>6 classes per year</td>
</tr>
<tr>
<td>8th grade students:</td>
<td>109 students</td>
</tr>
<tr>
<td><strong>Total # of Students per Class:</strong></td>
<td>5th-12th grade</td>
</tr>
<tr>
<td><strong>Teacher Name:</strong></td>
<td>Mr. Geoff Tijjelo</td>
</tr>
<tr>
<td><strong>Grades Taught:</strong></td>
<td>8th, 9th, and 10th</td>
</tr>
<tr>
<td><strong>Scheduling:</strong></td>
<td>Fall: 8th grade</td>
</tr>
<tr>
<td></td>
<td>Spring: 9th grade</td>
</tr>
<tr>
<td><strong>Control Curriculum Option Selected:</strong></td>
<td>Health and Wellness - “Healthy Youth, Healthy You”</td>
</tr>
<tr>
<td><strong>Parent Meeting:</strong></td>
<td>August 8th School Fair</td>
</tr>
<tr>
<td><strong>Teacher/Staff Orientation:</strong></td>
<td>Year 1 mid-August</td>
</tr>
<tr>
<td><strong>Notes:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Start classes no earlier than 3 weeks from the beginning of the semester to allow for schedule changes</td>
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</table>
## Quality Improvements

### Parents + Guardians
- Developed thoughtful, parent-friendly messaging created
- Created parent flyer + FAQ
- Simplified consent forms delivered as part of comprehensive packet of information
- Developed and facilitated a parent + guardian FAQ session

### Student Participants
- Re:MIX staff entered classrooms early to explain the program in a youth-friendly way and engage students
- Better communication with teachers = better communication with students and increased buy-in
Ready to RE:MIX!

We are excited to announce that your child’s school has partnered with EngenderHealth to deliver RE:MIX, a comprehensive health education and teen pregnancy prevention program, to your child’s class this semester.

The goal of RE:MIX is to encourage youth to achieve their goals and dreams, so that they can become their best possible selves. RE:MIX stands for: Maximize strengths, Imagine a healthy future, and Explore identities. In RE:MIX, we talk about how to achieve these principles so as to stay healthy and on track to accomplish future life goals.

Maximize—We ask students to think about their strengths (what they are good at, what interests them, what makes them special) and have them consider how they can maximize these areas in their life.

Imagine—We ask students to imagine and start planning for their future goals, dreams, and aspirations (what college they want to attend, what they want to study, what career they want to have) and have them think about what parenthood fits into these life goals in the future.

Explore—we ask students to explore how they see themselves (true identity) and to appreciate and value all of the elements that make them who they are.

RE:MIX is a 10-hour curriculum, taught in one-hour sessions by a team of an experienced health educator from a local clinic, along with a peer educator who is also a young parent. The young parent peer educator shares the real challenges and life changes of becoming a parent at a young age. The program covers a range of educational topics relevant to the lives and health of youth and provides information on:

- Healthy relationships
- Positive communication strategies
- The importance of delays of sexual activity
- Safe and effective family planning and contraceptive methods
- How to prevent sexually transmitted diseases (STDs) and unwanted pregnancies
- Positive messages about gender
- Teen-friendly health services available in the Austin area

Frequently Asked Questions

What is RE:MIX?
RE:MIX is a comprehensive health curriculum and teen pregnancy prevention program, covering a broad range of topics related to sexual health and youth development. These topics include human development, relationships, decision making, abstinence, contraception, disease prevention, future goal setting, and more. The program emphasizes abstinence as the most effective method for preventing unplanned teen pregnancy and the spread of sexually transmitted diseases (STDs).

Why teach RE:MIX?
Research shows that comprehensive health curricula, like RE:MIX, to promoting abstinence, decreasing sexual behavior, and adequately preparing young people to protect themselves when they do become sexually active. Our goal is that RE:MIX will help young people make healthy decisions to prevent unplanned pregnancy and STDs.

How many lessons are in the RE:MIX curriculum?
The curriculum is 10 lessons, broken up into one-hour-long classroom sessions.

What does RE:MIX stand for?
The “M” in RE:MIX stands for “Maximize,” “Imagine,” and “Explore.” We encourage youth in the program to Maximize their strengths, Imagine a healthy future, and Explore their identities.

Who is RE:MIX for?
RE:MIX was designed for middle school and high school students, ages 13-17 years old.

Who teaches RE:MIX?
The curriculum is co-facilitated by a team of one peer educator who has experience as a young parent and one clinic-based health educator.

Why use young parent peer educators to co-facilitate RE:MIX?
Parents teach parents about relevant and firsthand knowledge to the program by sharing personal stories and lived experiences of being a young parent. Our peer educators emphasize the challenges they faced becoming a parent at a young age.

When do you teach RE:MIX?
We teach RE:MIX in a designated class and time determined by your school at the beginning of the semester.

What is the RE:MIX study?
EngenderHealth, a nonprofit organization, received funding from the U.S. Department of Health and Human Services to develop and rigorously evaluate a new sexual health program. Our goal is to determine whether RE:MIX can improve health outcomes for teams in Austin, specifically if the program can help prevent unplanned teen pregnancy and STDs.
Lessons Learned

• Effective program implementation depends on smart communication!

• **Know your audiences and your setting.**
  • Recognize the pressure teacher and administrators are under – patience is definitely a virtue!
  • Acknowledge the competing priorities – instruction, testing, etc.
  • Learn the school schedule and take responsibility for workarounds.

• **Be proactive!**
  • Develop messaging and a communications strategy early.
  • Ease parents/guardians and students into the program by providing information upfront.
  • Offer Q&A sessions for parents, teachers and student participants.

• **Remember: what’s most efficient for YOU (and your evaluators) may not work for schools, parents + guardians, or students.**
Make Your Plan

WHAT IS YOUR PROGRAM DOING WELL IN TERMS OF COMMUNICATING WITH STAKEHOLDERS?

WHAT COULD YOU CHANGE OR IMPROVE?
Pair and Share

WHAT IS YOUR PROGRAM DOING WELL IN TERMS OF COMMUNICATING WITH STAKEHOLDERS?

WHAT COULD YOU CHANGE OR IMPROVE?
Questions?
THANK YOU!

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