

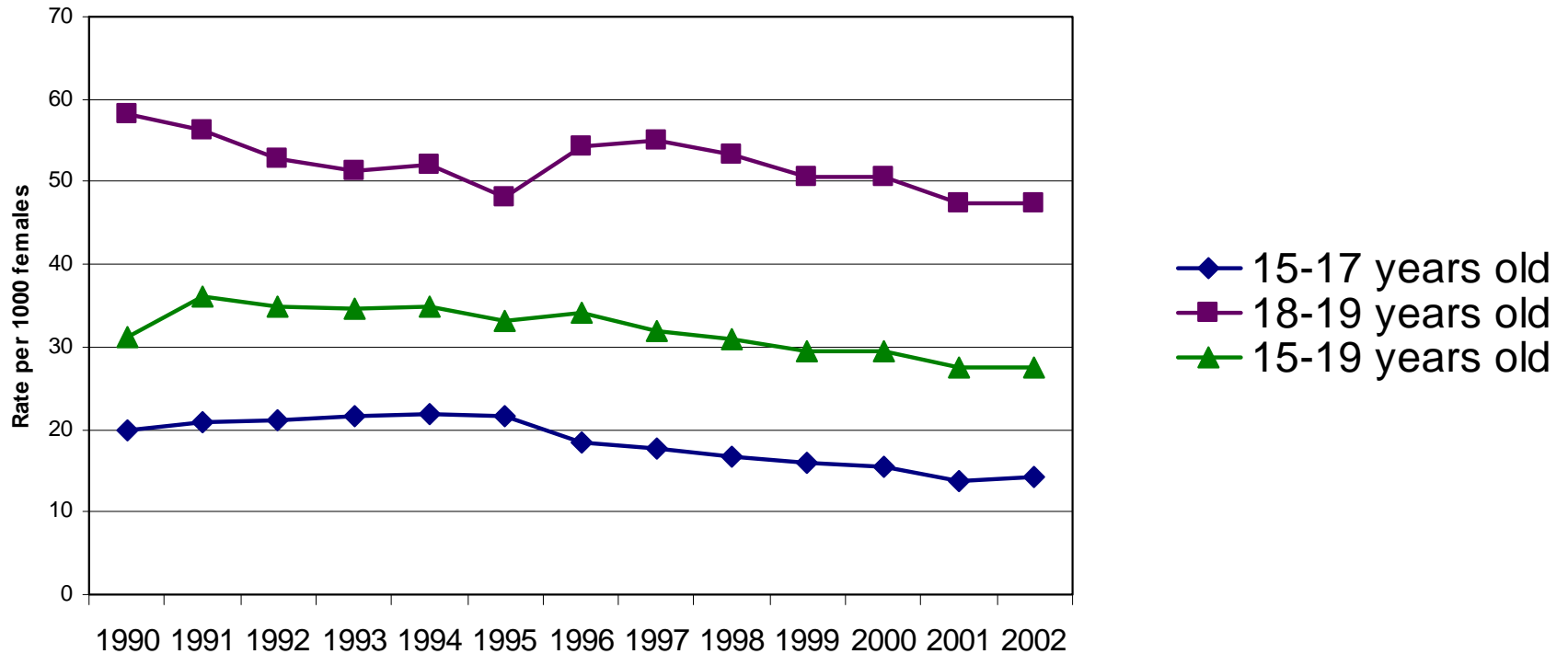


# 2004 MCH Summer Institute

## Plain Talk: Using What Works with Latino Youth and Families

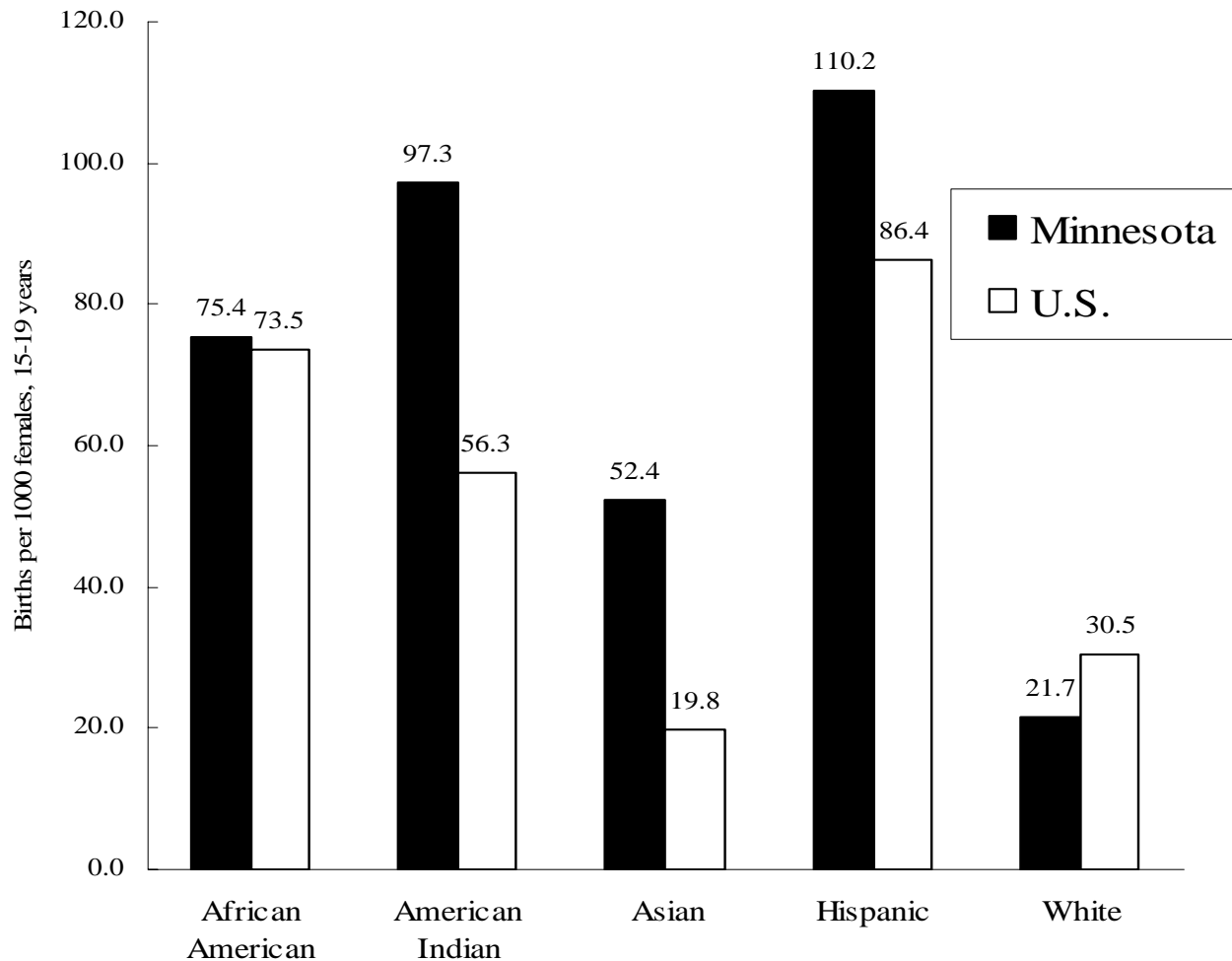
**Sponsored in part by**  
The Annie E. Casey Foundation and  
Centers for Disease Control and Prevention Division of Reproductive Health  
Grant U88/CCU522128-1-0

# Minnesota Teen Birth Rates 1990-2002



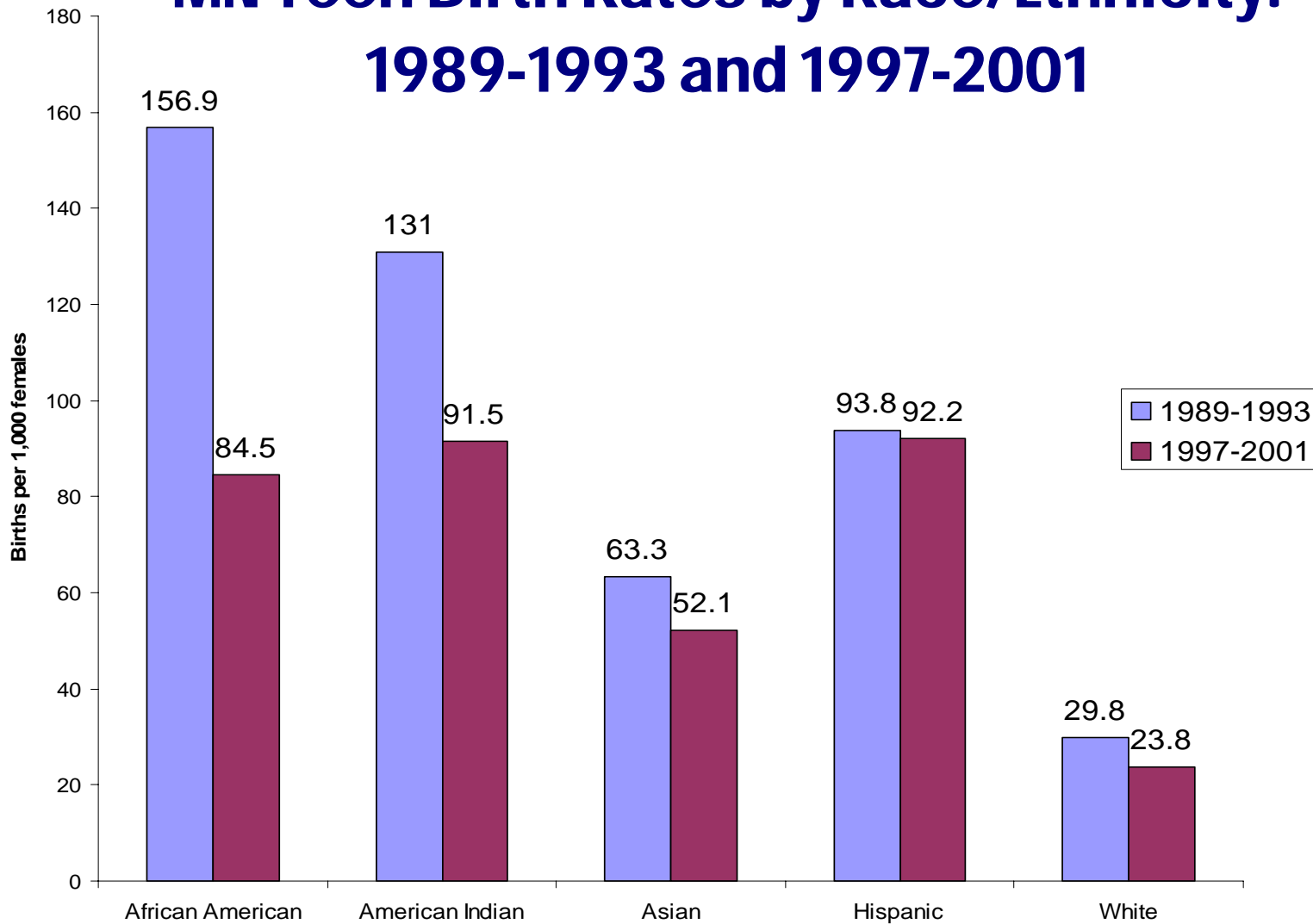
Source: Center for Health Statistics, MN Department of Health and National Center for Vital Statistics

# Birth Rates by Race/Ethnicity MN and the U.S., 2001



Source: Center for Health Statistics, MN Department of Health and National Center for Vital Statistics

# MN Teen Birth Rates by Race/Ethnicity: 1989-1993 and 1997-2001



Source: Center for Health Statistics, MN Department of Health and National Center for Vital Statistics

## **Plain Talk** - Minnesota Replication

- ◆ CDC Grant - *MOAPPP & U of MN Prevention Research Center*
- ◆ Debra Delgado Forums -*MOAPPP*
- ◆ Replication - *Neighborhood House*
- ◆ Annie E. Casey & P/PV

# Plain Talk/Hablando Claro

Annie E. Casey Foundation

[www.aecf.org](http://www.aecf.org)

Public/ Private Ventures

# The Plain Talk Initiative

## **Annie E. Casey strategy to:**

- Improve practice in reproductive health
- Increase knowledge about reproductive health behaviors of African American and Latino Youth
- Build Public Will
- Influence policy and shift public resources to increase teens' access/utilization of reproductive health services and comprehensive sexuality education.

# The Plain Talk Initiative

- ◆ **Goal:** Reduce teen pregnancy and STD rates in low income communities
- ◆ 5 city demonstration: Atlanta, GA; Hartford, CT; New Orleans, LA; San Diego, CA; Seattle, Washington
- ◆ 1994-1998
- ◆ Present replication in Minnesota

# The Plain Talk Initiative

## 3 Major Strategies

- Create consensus about the need to protect sexually active young people.
- Provide community adults with skills and knowledge to communicate effectively with young people.
- Improve access to quality, age appropriate reproductive health services.

# The Plain Talk Initiative

## 4 Principles

- 1 Community central to process.
- 2 Community decides what changes are needed.
- 3 Community has access to information regarding the issue.
- 4 Adults accept and acknowledge that some youth are sexually active.

# Evaluation

- ◆ Decrease in reported pregnancy among sexually experienced youth
- ◆ Increased levels of talk between adults and sexually active youth
- ◆ Sexually experienced youth who spoke with adults about sexuality topics were half as likely to:
  - have an STD,
  - have had or created a pregnancy
  - have a child



# Evaluation



- ◆ Clinic hours increased or improved
- ◆ Two sites opened clinics in the community
- ◆ Increased numbers of young people seen by local clinics each week



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# Successful Sites Shared 3 Components

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Community Mapping

Walkers & Talkers (Peer Educators)

Home Health Parties



# Community Mapping



- Engage residents and build community awareness of Plain Talk
- Mandatory component for all Plain Talk sites
- Highly structured component
- All sites felt they had success with this component



# Walkers & Talkers

- Community residents trained as peer educators
- More easily able to gain the trust and confidence of other community residents
- More easily able to engage other community residents in Plain Talk
- They have a personal stake in their own community



# Home Health Parties

- Provides access to community residents through already established relationships
- Provides a safe and relaxed environment for residents to discuss sensitive topics
- Enhances further community involvement in conveying the Plain Talk message

# Plain Talk Process

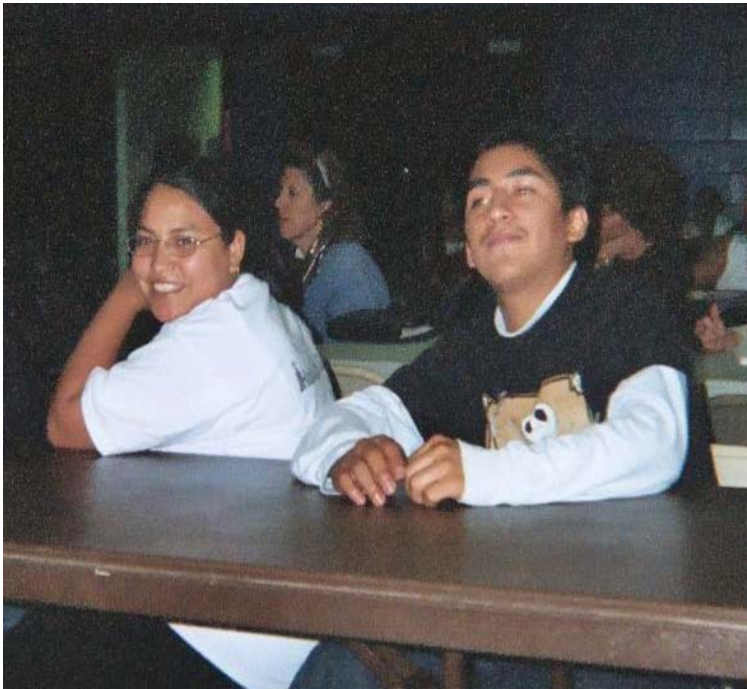
## Phase One

- ◆ Resident Recruitment
- ◆ Information Gathering
- ◆ **Community Mapping**

## Phase Two

- ◆ Walkers & Talkers
- ◆ Home Health Parties

# PLAIN TALK HABLANDO CLARO



# Many thanks to...

- ◆ Ramsey County
- ◆ Minnesota Organization on Adolescent Pregnancy, Prevention and Parenting
- ◆ National Teen Pregnancy Prevention Research Center
- ◆ Annie E. Casey Foundation
- ◆ Public/Private Ventures
- ◆ And most of all..... The Latino community on the West Side!

# Phase One: **Community Mapping**





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# Community Mapping

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- ◆ Partnering
- ◆ Recruiting
- ◆ Training
- ◆ Surveying
- ◆ Disseminating Results

# Local Partners

## Local research partner

- Review surveys, assist with training, help find census information and ensure valid results

## Local teen pregnancy partner

- Local statistics, training help, media outreach, connections to interested funders

# Partnering

- ◆ MOAPPP: initial funding, training help, staffing assistance for surveying
- ◆ PRC: obtained census track, advised on different surveying methods to achieve valid results, training assistance
- ◆ NH: recruit surveyors, facilitated and planned trainings, ensured fidelity to model



# Recruiting

## Comadres program

- Identified leaders, proven dependability

## Other community connections

- Individuals connected to the agency

## Additional outreach

- Moving beyond established connections



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# Training

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- ◆ Surveyor buy-in of Plain Talk
- ◆ Community Mapping activity
- ◆ Surveying skills: introduction, permission, confidence, professionalism, confidentiality
- ◆ Role plays

# Surveying

- ◆ Door-to-door, at least three attempts at each house
- ◆ Clear instructions: which household members are eligible to take survey
- ◆ Security: at least 2 per group, always wear Hablando Claro nametag and shirt, police and neighborhood are aware of surveyors
- ◆ Certificates

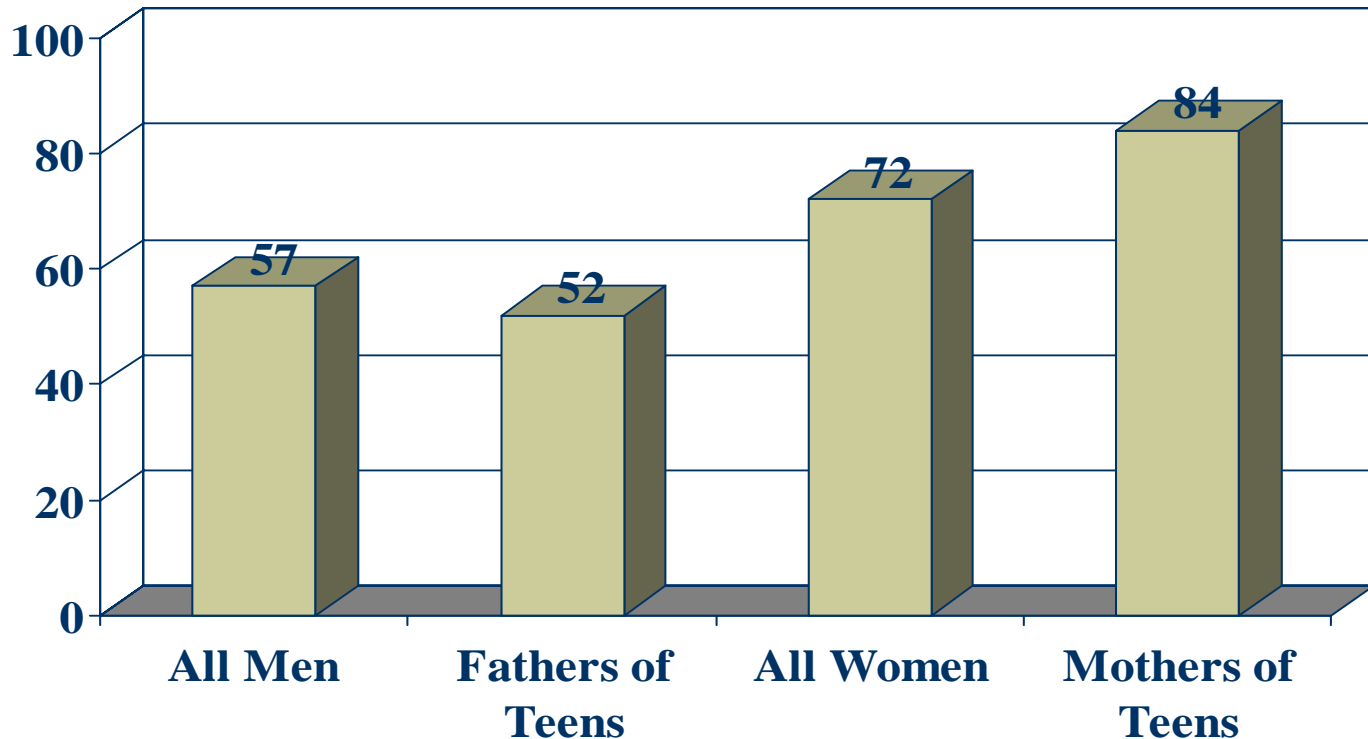
# Surveying

- ◆ Confidentiality - especially for teens at home
- ◆ 3 weeks, 7 adults and 9 youth surveyors
- ◆ 150 youth surveys, 220 adult surveys

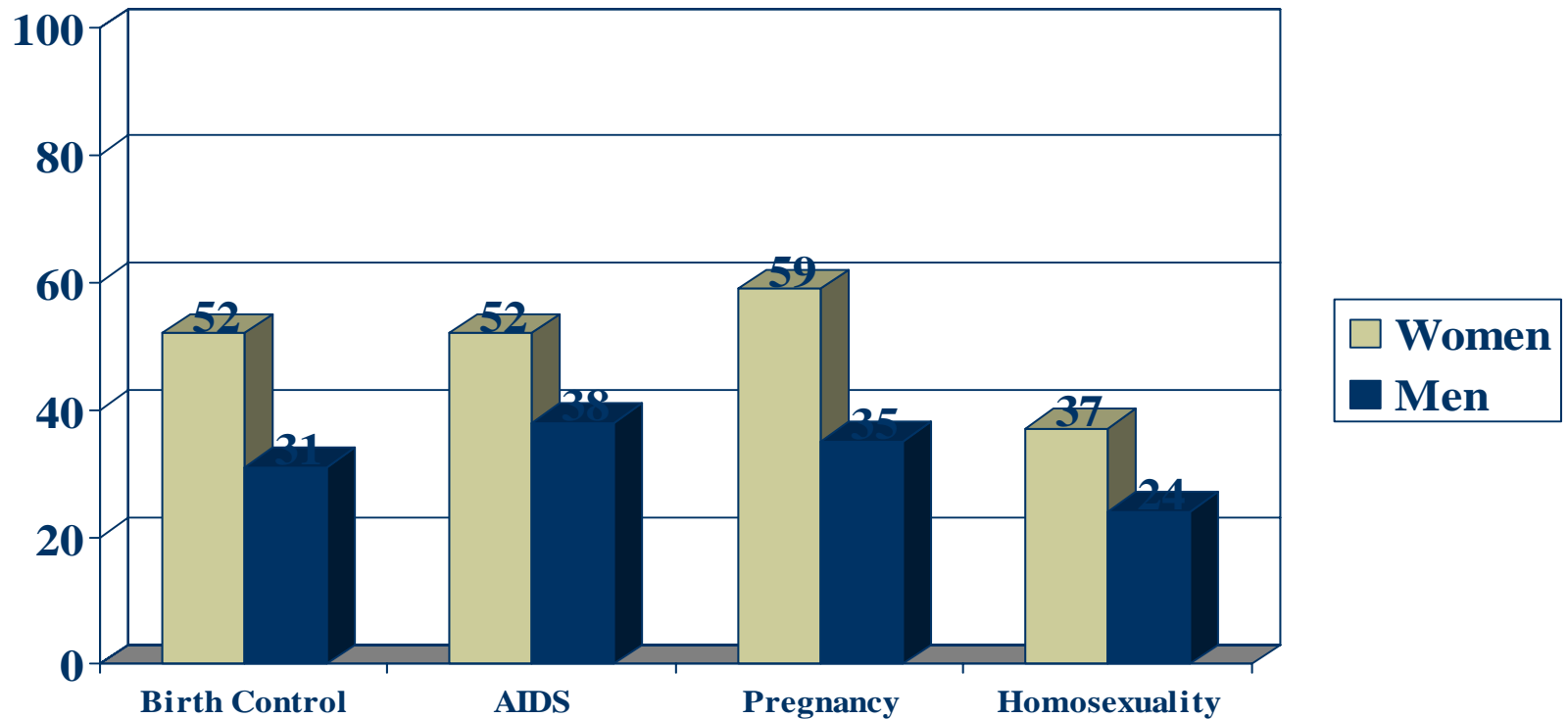
# Disseminating Results

- ◆ Development opportunity for coding surveys
- ◆ Compiled by research partner
- ◆ Community meeting to present results
- ◆ Groups, organizations, interested individuals receive results and talk about key messages that should be formed from the results

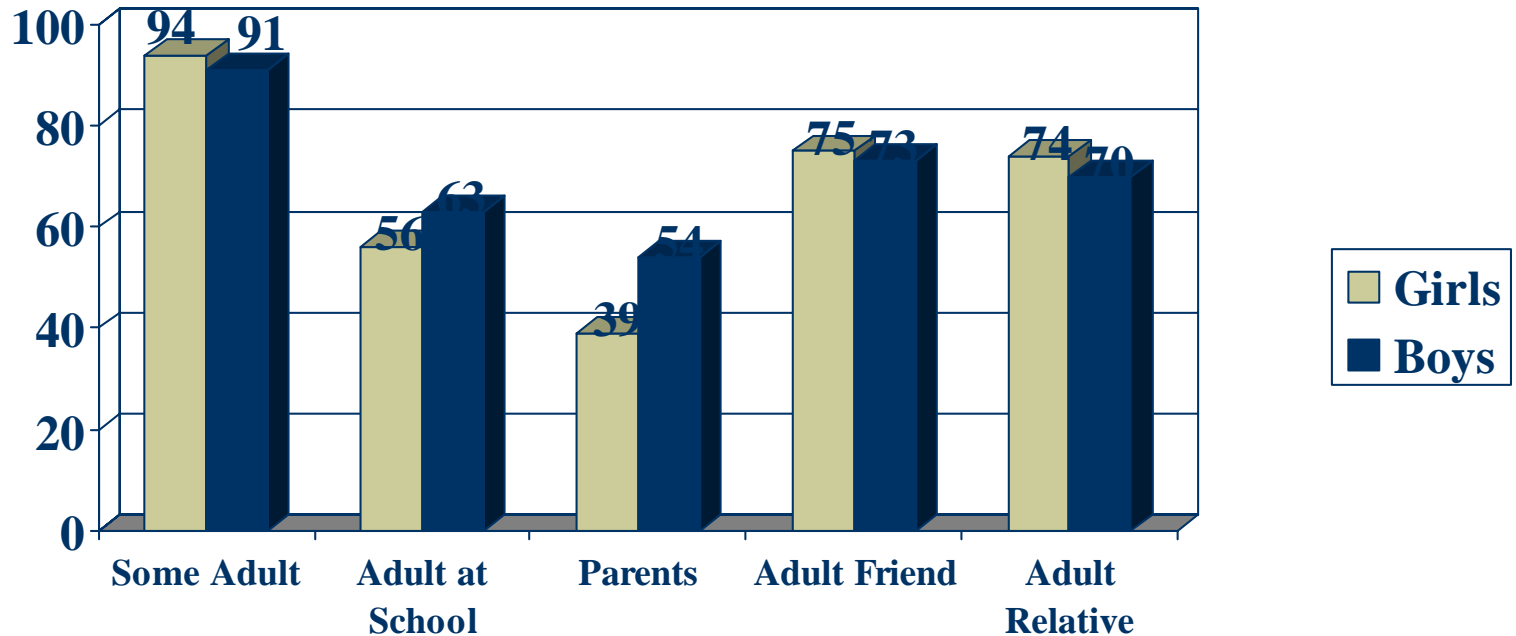
How many adults feel that teens who are sexually active should be able to get birth control without anyone's permission?



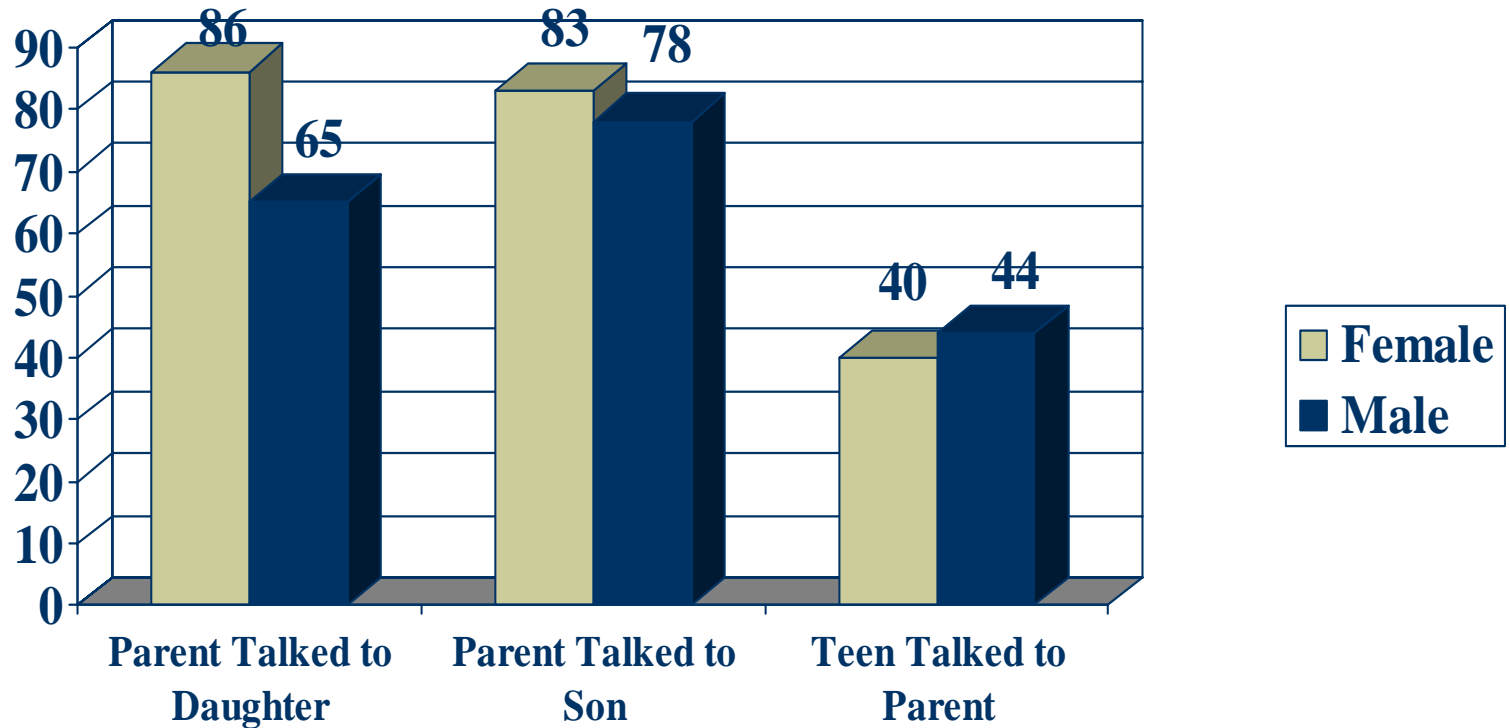
# How many adults feel very comfortable talking to young people about...



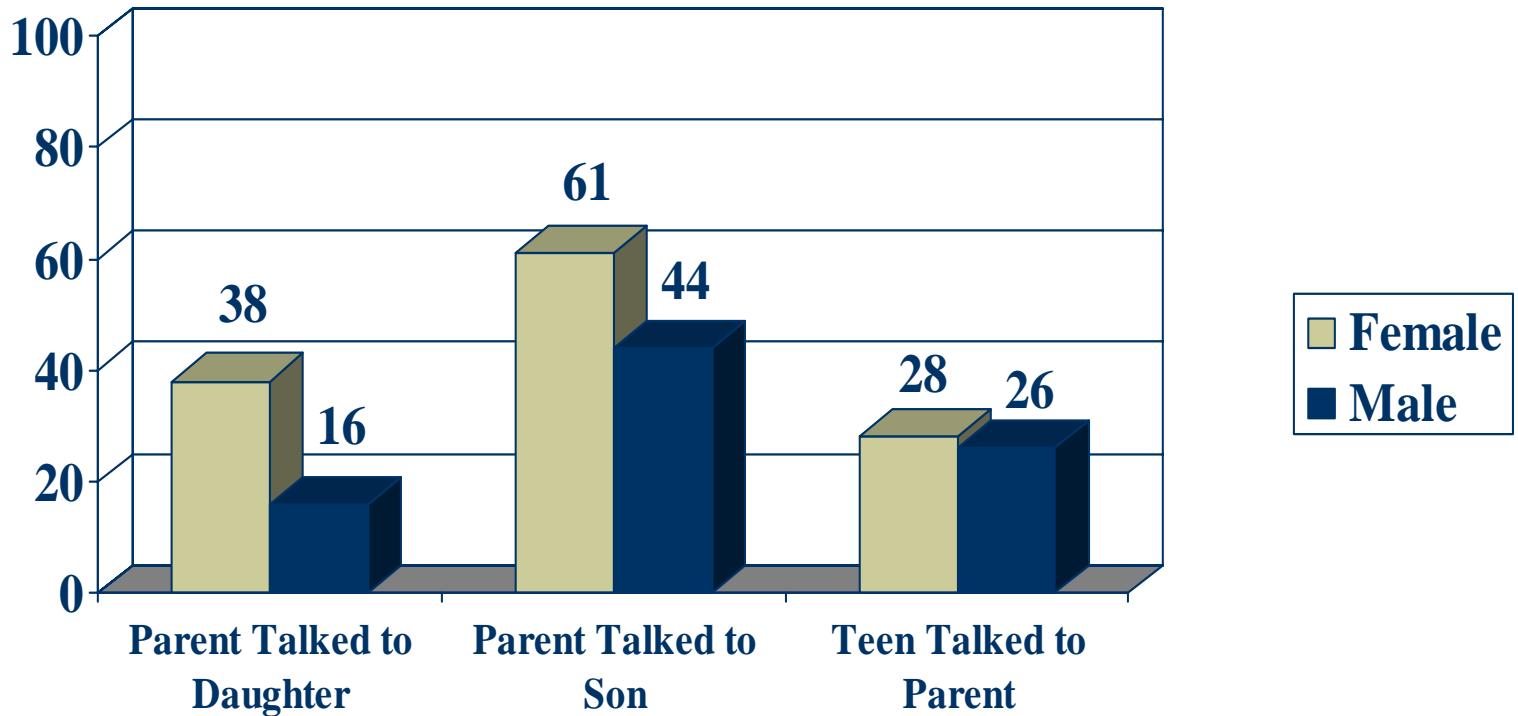
# Who do teens say they can talk to about sexuality issues?



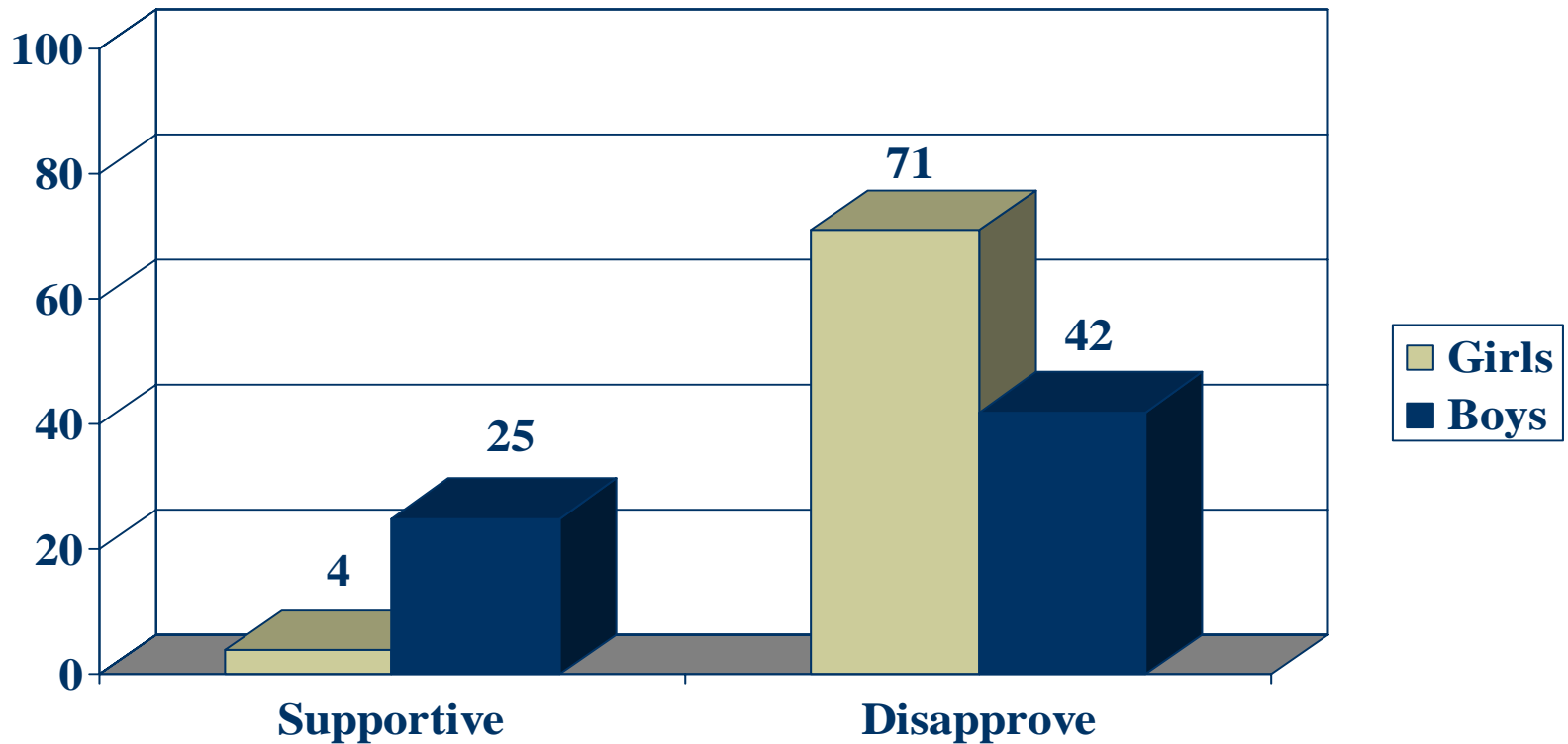
# Parents versus teens on sex communication...



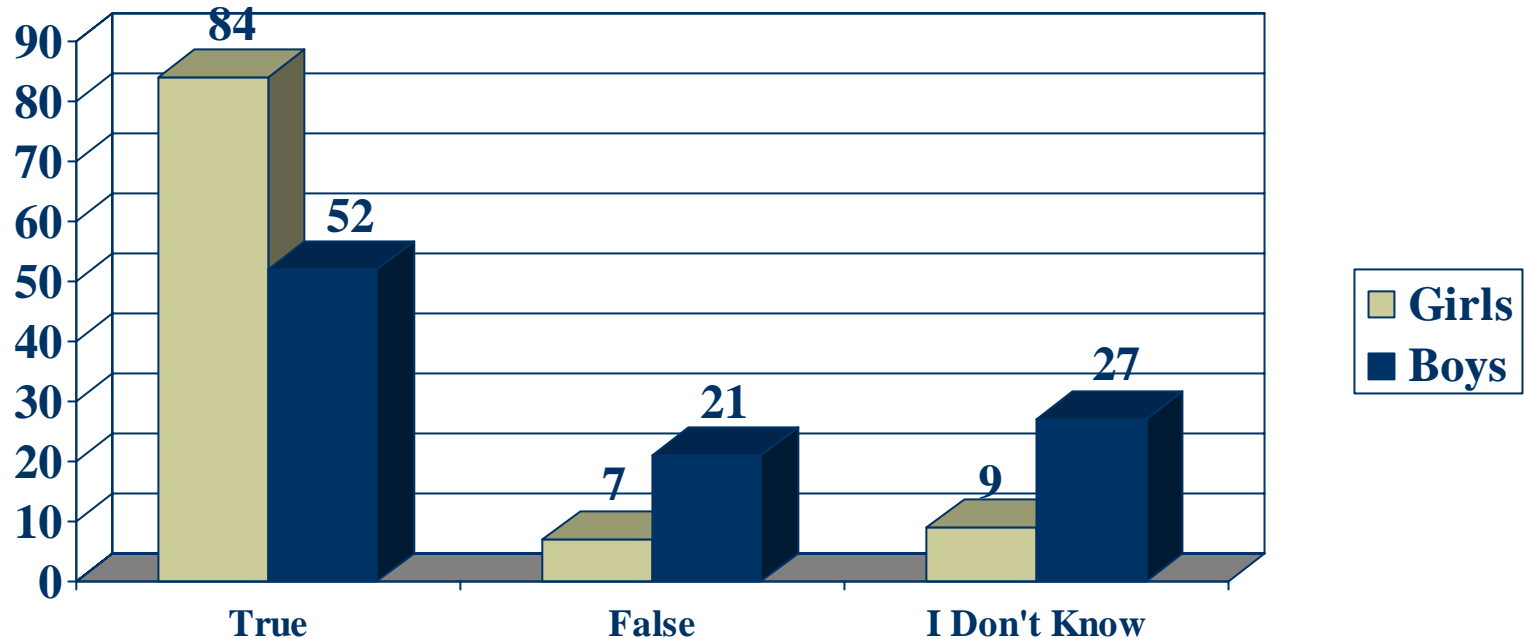
# Parents versus teens on communication for birth control...



# How do teens 14-19 think their parents would feel if they had sex?



# Sexual abstinence is the best choice for teens





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# Key Messages

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- ◆ Get men and boys involved
- ◆ Parents should treat teens the same
- ◆ “How to?” on communication
- ◆ The need for “askable adults”



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# Other Outcomes

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- ◆ Increased activism/empowerment
- ◆ Leadership Development
- ◆ Community Dialogues on many topics
- ◆ Teenagers who want to be involved



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# Next Steps

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- ◆ Walkers and Talkers
- ◆ Home Health Parties
- ◆ Advocacy for and by teens

# Phase Two: **Walkers and Talkers**



# Why Residents as Messengers?

- ◆ Ensures messages are culturally appropriate.
- ◆ Residents are more inclined than professionals to discuss morals and values.
- ◆ Residents can rely upon their own networks to recruit workshop participants.
- ◆ Improves the site's capacity to do more workshops and reach more people.
- ◆ Sustains residents by providing leadership opportunities.

# Contact Information

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