



Making Proud Choices!

Survey Data Summary

Making Proud Choices! is a evidence-based curriculum that increases the knowledge and skills necessary to reduce the risk of pregnancy, HIV infection and STDs. For the 2012-13 academic school year, Alameda County Public Health Department and collaborative partners reached 81 percent of Oakland Unified School District middle school students with over 90 percent of students felt this program was helpful to making responsible choices.

**Alameda County Public Health Department - Teen Pregnancy
Prevention Project Initiative
8/26/2013**

Introduction

Established in 1997, the Alameda County Public Health Department (ACPHD) Project HOPE collaborative (PHC) has provided the following Teen Pregnancy Prevention (TPP) services to the Oakland community for over a decade: provision of a prevention education curriculum; parent education workshops; peer education programming, information workshops and participation in local health and other community events. The Collaborative core membership has included ACPHD, Asian Health Services, and Girls Incorporated of Alameda County.

The Need

Teen pregnancy is a complex issue that must be addressed in a multipronged approach to effectively address the root causes and thus, support young people in becoming positive members of society. Unplanned pregnancies continue to be a public concern for the following key reasons:

- Elevated health risks for the teen mothers and their infants.
- Significant public cost associated with teen child bearing is estimated at \$10.9 billion annually.¹
- Risky behaviors such as unprotected vaginal, anal or oral sex increase the risk of contracting a STI, including HIV.

Our Work

In a commitment to ensure that all young people are well supported and equipped with the right information to make informed decisions about their own lives, Alameda County Public Health in partnership with Oakland Unified School District, Asian Health Services and Girls Incorporated of Alameda County join forces and went after funds to provide quality reproductive health and comprehensive sex education to all young people.

In 2011, ACPHD received a 5-year federal Teen Pregnancy Prevention Grant from the Office of Adolescent Health to provide health and sexuality education for all 6th grade students in OUSD. ACPHD and the PHC will provide an evidenced-based TPP program. *Marking Proud Choices!* is an eight-module curriculum that increases the knowledge and skills necessary to reduce the risk of pregnancy, HIV infection and STDs. The curriculum is delivered during the school day in 8 to 10 sessions of about one hour each.

¹ Hamilton BE, Ventura SJ. Birth rates for U.S. teenagers reach historic lows for all age and ethnic groups. NCHS data brief, no 89. Hyattsville, MD: National Center for Health Statistics. 2012.

Making Proud Choices! Curriculum Topics

Module A	Puberty Overview
Module 1	Getting to Know You and Steps to Making Your Dreams Come True
Module 2	The Consequences of Sex: HIV Infection
Module 3	Attitudes and Beliefs about HIV/AIDS and Condom Use
Module 4	Strategies for Preventing HIV Infection: Stop, Think and Act
Module 5	The Consequences of Sex: STDs and Correct Condom Use
Module 6	The Consequences of Sex: Pregnancy
Module 7	Developing Condom Use Skills and Negotiation Skills
Module 8	Role-Plays: Refusal and Negotiation Skills

Impact & Reach

The implementation of Making Proud Choices! for the 2012-2013 academic school year was successful. With the collaborative work between Alameda County Public Health Department (ACPHD), Asian Health Services (AHS), and Girls Incorporated of Alameda County we reached 16 of the 18 Oakland Unified School District (OUSD) middle schools, representing 89 percent of total middle schools. This academic year we expanded our services to 3 additional schools. The total population of the 19 middle schools is 2,226 students and we reached 81 percent (1,804) of the students.

	ACPHD	AHS	GI
CCPA	59	-	-
Frick	-	29	17
Elmhurst	-	27	23
Roosevelt	28	90	28
Westlake	43	57	34
Alliance Academy	-	56	46
Edna Brewer	52	94	50
Bret Harte	25	25	71
Claremont	-	-	121
Montera	-	110	142
Melrose	33	-	-
Ascend	49	-	-
Roots	33	46	-
Sankofa Academy	18	-	-
West Oakland	52	-	-
United For Success	103	-	-
Madison	88	-	-
Greenleaf	-	56	-
Urban Promise Academy	99	-	-
Total	682	590	532
Cumulative Total		1804	

Community Outreach

We have continued to reach students outside the classroom and reinforced positive messages from all of our teen pregnancy prevention efforts by creating the following PSAs and promotional videos.

- In collaboration with Beats Rhythms and Life, created an *MPC! Parent Outreach* Video that identifies the need and makes the call-to-action to Latino parents to be receptive and willing to allow their son/daughter to receive reproductive health and comprehensive sex education.

http://www.youtube.com/watch?v=Q1x_CS-Aq6U

- In partnership with Youth Radio, created English and Spanish language radio PSAs for the TPP social media campaign. The PSAs were recorded for radio and made into videos for web platforms. Youth Radio placed the radio ads on community affairs shows in the Bay Area with large youth audiences. There was a primary focus on placing content with KRZZ, 92.3 La Raza- a Spanish language station with a large youth audience.

Spanish slide show

http://www.youtube.com/watch?v=-_8KTC9KpjE&feature=relmfu

English slide show 1

<http://www.youtube.com/watch?v=gtN6YSKbu3c&feature=relmfu>

English slide show 2

<http://www.youtube.com/watch?v=L3p-yF1vKtk&feature=relmfu>

- The video PSAs have been placed on YouTube, Move On Up Facebook page, and the bom411.com pages.

<http://youtu.be/yP73aTeai5U>

- ACPH Promotional video on MPC! <http://youtu.be/BI7H6RgapoY>

Methodology

How the survey was developed

After the completion of the pilot year of MPC! the health educators felt it was necessary to develop a pre- and post-test for the full implementation year to determine the current knowledge of the students and to determine the impact of the TPP program. The PHC scheduled several meetings to brainstorm and discuss appropriate questions that would gauge the students' knowledge.

The PHC decided it was best to have questions reflecting the curriculum, determine who students felt comfortable communicating with about reproductive health and determine if students knew where to access reproductive health services.

The pre- and post-test went through 3 revisions to make survey questions grade-level appropriate and relevant for the 6th grade population. Additionally, the pre survey also included demographic identifiers, such as age, gender, and ethnicity.

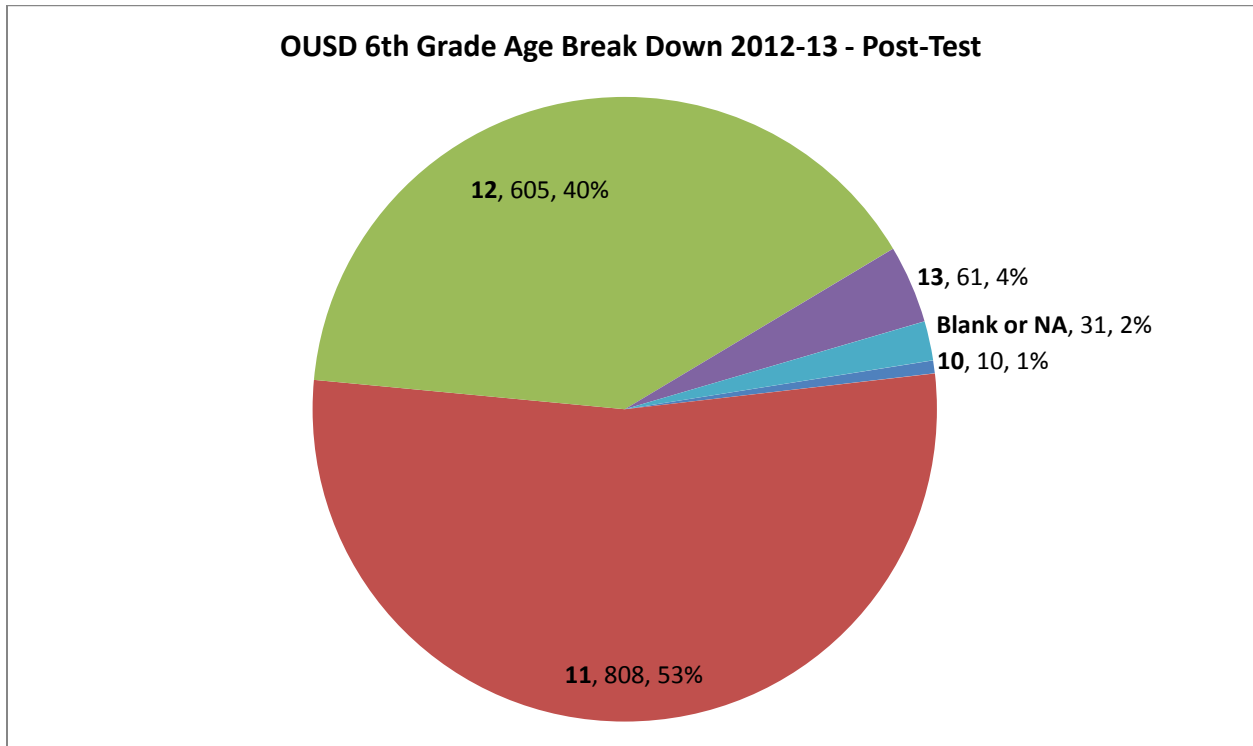
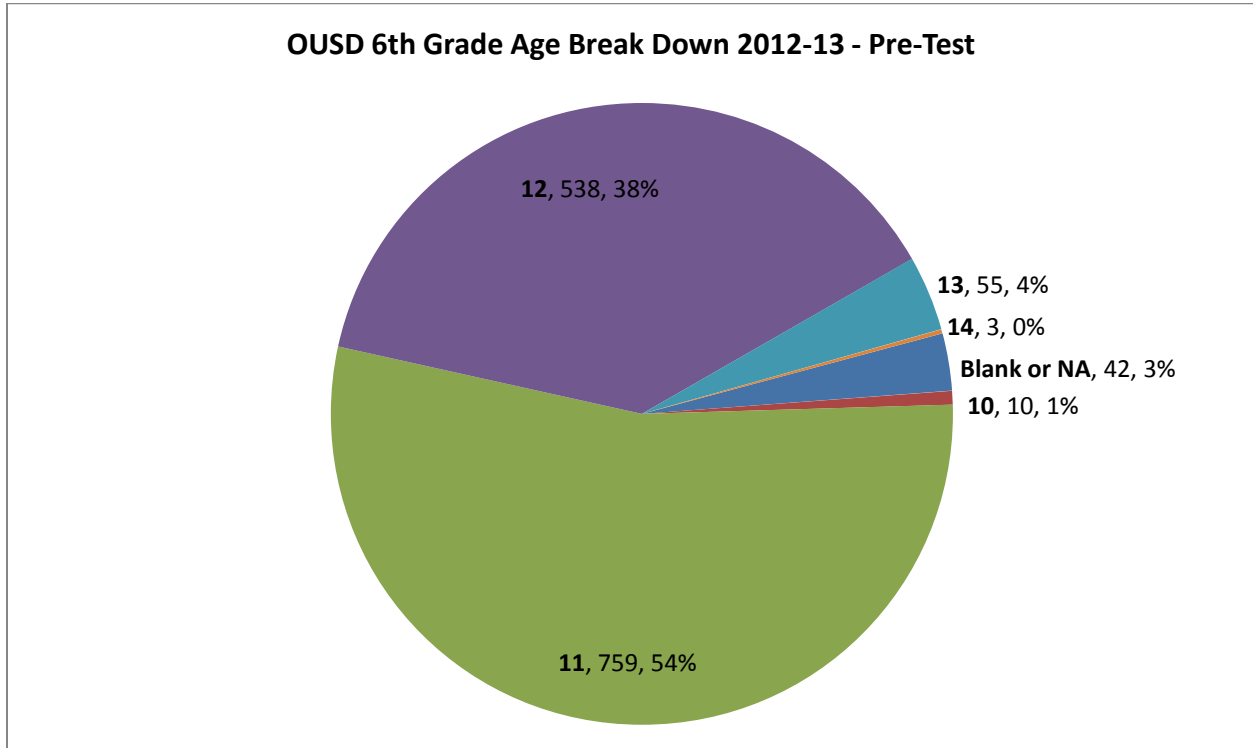
How the data was collected and analyzed

The PHC worked closely with the ACPHD Community Assessment Planning and Evaluation (CAPE) unit to develop an Access database that reflects the pre- and post-test to increase efficiency of data entry. Each agency was given an Access database file and upon completion, each agency would send their file to ACPHD to be imported into the administration file.

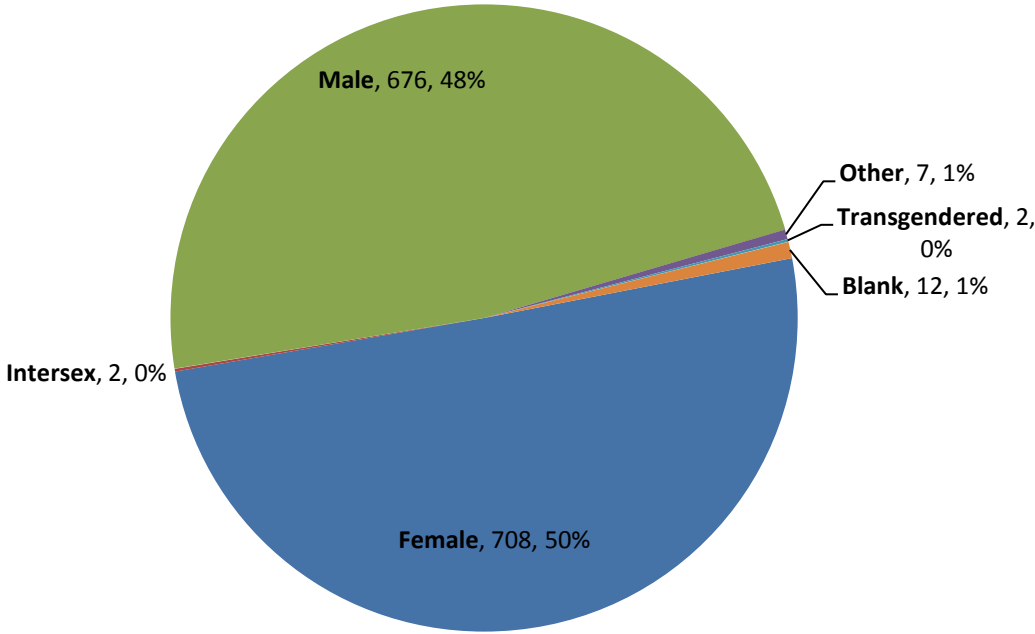
The CAPE unit used SPSS to analyze and compare the data to the pre- and post-test answer key. The results were generated in an excel file that showed percentage of the correct answers, percent difference, and percent change.

Oakland Unified School District Key Findings

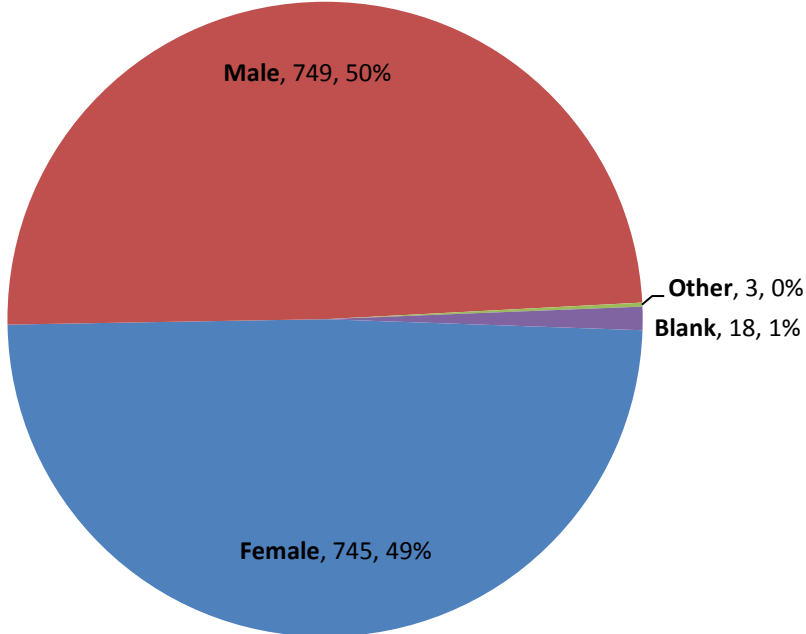
Demographics Academic Year 2012-2013



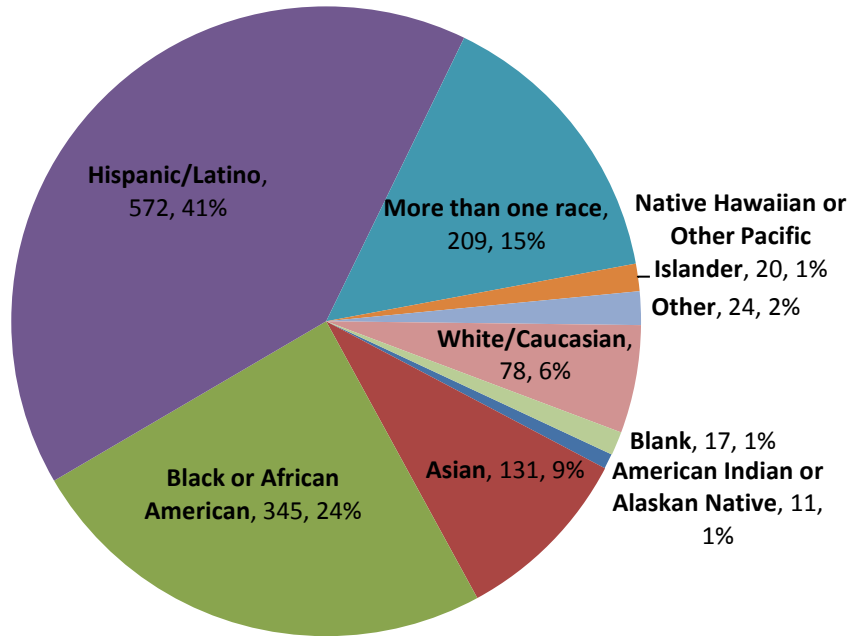
OUSD 6th Grade Gender Break Down 2012-13 - Pre-Test



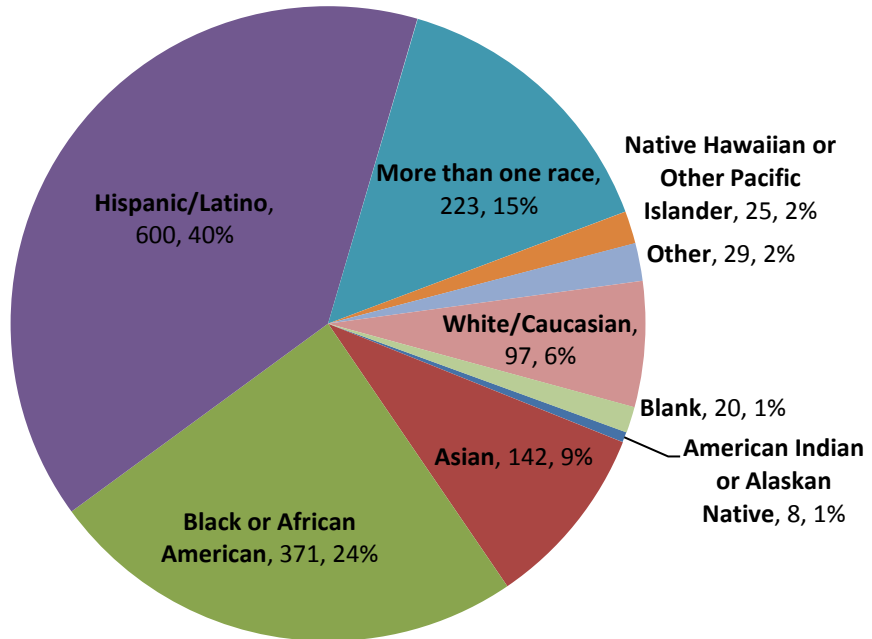
OUSD 6th Grade Gender Break Down 2012-13 - Post-Test



OUSD 6th Grade Ethnicity/Race Break Down 2012-13 - Pre-Test



OUSD 6th Grade Ethnicity/Race Break Down 2012-13 - Post-Test



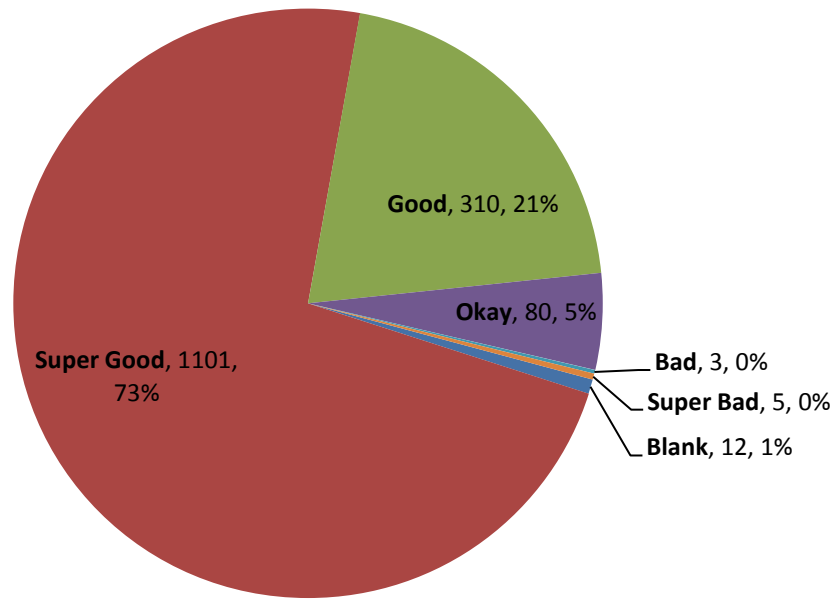
Results of Pre- and Post-test for Oakland Unified School District

	% Yes Pre	% Yes Post	Δ Percentage Points	% Δ
1. I feel comfortable...				
a. Talking about safer sex w/ my friends	37.2%	57.8%	20.6%	55.5%
b. Going to a Health/Youth Clinic	52.2%	68.7%	16.5%	31.6%
c. Talking to my partner about using protection	39.8%	62.2%	22.5%	56.5%
d. Talking to an adult in my life about what I've learned	54.4%	66.5%	12.1%	22.2%
	% Correct Pre	% Correct Post	Δ Percentage Points	% Δ
2. Which STDs are viral?				
a. HIV/AIDS	42.4%	92.4%	50.0%	118.1%
b. Syphilis	13.1%	69.9%	56.8%	432.8%
c. Gonorrhea	13.3%	71.6%	58.3%	440.2%
d. HPV (Genital Warts)	18.6%	82.7%	64.2%	345.3%
e. Hepatitis	14.4%	79.3%	64.9%	448.9%
f. Herpes	34.9%	87.0%	52.1%	149.6%
g. Chlamydia	13.0%	68.9%	56.0%	431.4%
3. What body fluids transmit HIV?				
a. Urine	19.6%	79.4%	59.8%	304.5%
b. Blood	38.9%	93.0%	54.0%	138.9%
c. Sweat	28.0%	86.2%	58.2%	208.1%
d. Breast Milk	17.4%	92.2%	74.8%	430.4%
e. Semen	21.7%	89.8%	68.1%	313.3%
f. Saliva/Spit	19.0%	82.9%	63.9%	336.5%
g. Vaginal Fluids	28.8%	92.2%	63.4%	220.6%
4. What unprotected activities can transmit HIV?				
a. Hugging	58.1%	91.2%	33.1%	56.9%
b. Vaginal Sex	54.9%	94.0%	39.1%	71.2%
c. Sharing food/drinks	34.9%	88.1%	53.2%	152.3%
d. Sharing Needles	38.4%	90.9%	52.6%	137.0%
e. Kissing	31.3%	88.0%	56.6%	180.7%
f. Anal Sex	44.5%	82.1%	37.7%	84.8%
g. Oral Sex	43.7%	80.6%	36.9%	84.5%
h. Mutual masturbation	18.9%	71.1%	52.3%	277.1%
5. Which of the following methods provide protection from STDs?				
a. Condoms	66.1%	96.1%	30.0%	45.5%
b. Birth Control Pills	23.5%	71.7%	48.2%	205.1%
c. Dental Dams	6.4%	80.0%	73.6%	1153.0%
d. Nuva Ring	13.7%	56.1%	42.5%	310.5%
e. Female Condoms	43.1%	92.6%	49.5%	115.0%
f. The Shot (Depo)	10.4%	60.0%	49.5%	474.1%
6. A female can get pregnant from what type of sex?				
a. Unprotected vaginal sex	62.8%	93.8%	30.9%	49.2%
b. Unprotected oral sex	18.5%	70.2%	51.7%	279.2%
c. Anal sex with a condom	48.0%	87.9%	39.9%	83.0%
d. Vaginal sex with a condom	47.3%	85.8%	38.5%	81.5%
	% Yes Pre	% Yes Post	Δ Percentage Points	% Δ
7. Do you know where you can access reproductive health services?				
	18.0%	78.3%	60.3%	334.5%
8. Do you feel this program is helpful to you in making responsible choices?				
	-	92.3%	-	-

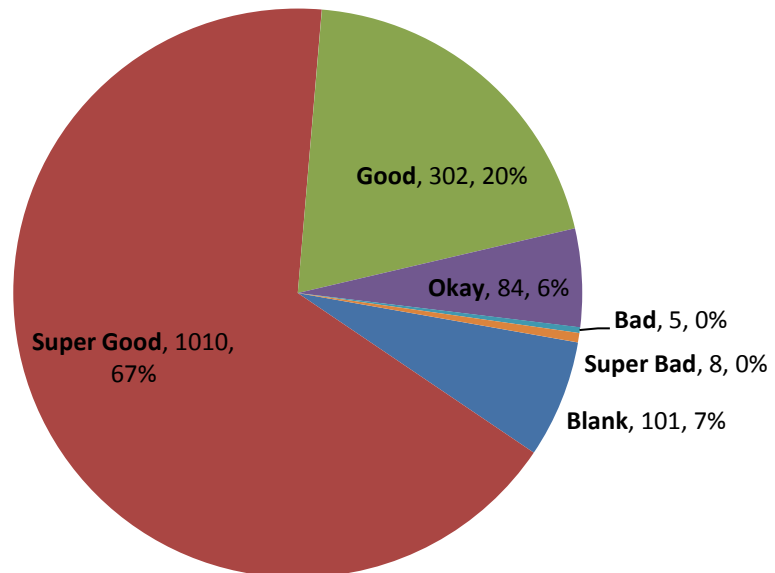
*Results are based on whether the student answered the question correctly

Student Facilitator Evaluation

OUSD Student Facilitator Evaluation - Presenter 1



OUSD Student Facilitator Evaluation - Presenter 2



Student Feedback

- I liked that if we had an awkward question they knew the answer. They were also super sweet and I thought the program was amazing!! Love them all!!
- Thank you for teaching us! I had more fun than I thought I would and I learned a ton of information.
- You guys were great presenters. I had a lot of fun these past 2 weeks. You taught me many new things that can help me in the future. Thanks! Come again and visit us! (p.s. I'll miss you)

Key Findings

Overall, the survey data findings clearly show that the MPC! Program has had a positive impact in their lives.

- Students showed an increase of their understanding of transmission of HIV.
- Students showed an increase of their understanding of protective methods against STDs.
- Students showed an increase of their understanding of pregnancy prevention.
- Students feel more comfortable talking to peers and their partner about reproductive health.
- More than 90 percent of students feel Making Proud Choices! will help them make responsible choices.

Websites

- Alameda County Public Health Department <http://www.acphd.org/project-hope.aspx>
- Visit <http://www.acphd.org/move-on-up.aspx> for more resources!
- La Vida es Mia! Facebook page: <http://www.facebook.com/lavidamia>
- National Campaign to Prevent Teen and Unplanned Pregnancy <http://www.thenationalcampaign.org/>

Data & Reports available for download from www.acphd.org

- Health of Alameda County Cities and Places 2010 <http://www.acphd.org/media/52883/ac2010.pdf>
- His Health: Alameda County Male Health Status Report 2010 <http://www.acphd.org/media/53640/hishealth.pdf>
- Youth Health and Wellness 2006 <http://www.acphd.org/media/53640/hishealth.pdf>

Local Resources

- **Asian Health Services Youth Program** <http://www.safeandsexy.org/> - Asian Health Services (AHS) Youth Program provides Oakland High School comprehensive reproductive health education, advocacy, and family planning clinical access for youth ages 12-21 primarily living in Alameda County.
- **Beyond Emancipation** <http://www.beyondemancipation.org/> – Beyond Emancipation is Alameda County's primary provider of services for former foster youth. BE provides a range of services to help youth through the challenging time of transition from being in foster care to living on their own.

- **Girls Inc.** <http://www.girlsinc-alameda.org/> – Girls Incorporated of Alameda County provides proven developmental programs that empower girls from underserved communities to achieve academic success, a healthy lifestyle and self-confidence.
- **Health Care Alameda County** <http://achealthcare.org/> - Navigating through our health care system can be confusing and expensive. Health Care – Alameda County is the first website in the nation to compile all low-cost, no-cost health services by price, language, and location for local residents
- **La Clínica de la Raza** <http://www.laclinica.org/> – La Clínica provides high quality of health care services to over 74,000 patients annually at 29 sites in Alameda, Contra Costa, and Solano Counties. These sites include School-Based Health center, such as Techni Clinic in Oakland Technical High School and Tiger Clinic in Fremont Federation of High Schools.
- **Youth Uprising** <http://www.youthuprising.org/> - Located in the heart of East Oakland, YU is a neighborhood hub offering young people services and programs to increase their physical and mental well-being, community connection, educational attainment, and career opportunities.

Data Sources

- Alameda County Public Health Department CAPE Unit
- Hamilton BE, Ventura SJ. *Birth rates for U.S. teenagers reach historic lows for all age and ethnic groups*. NCHS data brief, no 89. Hyattsville, MD: National Center for Health Statistics. 2012



a youth health education program

For more information please contact:

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