

A decorative graphic on the right side of the page features three overlapping circles of varying sizes, each composed of concentric blue rings. Two thin blue lines intersect at the top right, forming a large 'V' shape that frames the circles.

# Making Proud Choices!

## Survey Data Summary

Making Proud Choices! is an evidence-based curriculum that increases the knowledge and skills necessary to reduce the risk of pregnancy, HIV infection and STDs. For the 2013-14 academic school year, Alameda County Public Health Department and collaborative partners reached 83 percent of Oakland Unified School District middle school and Oakland charter school students with over 88 percent of students felt this program was helpful to making responsible choices.

**Alameda County Public Health Department - Teen Pregnancy  
Prevention Project Initiative  
10/1/2014**

## 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 \$9.4 billion annually.<sup>1</sup>
- 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 6<sup>th</sup> 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.

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<sup>1</sup> The National Campaign to Prevent Teen and Unplanned Pregnancy. (2013). Counting It Up: Key Data. Washington, DC: Author.

### ***Making Proud Choices! Curriculum Topics***

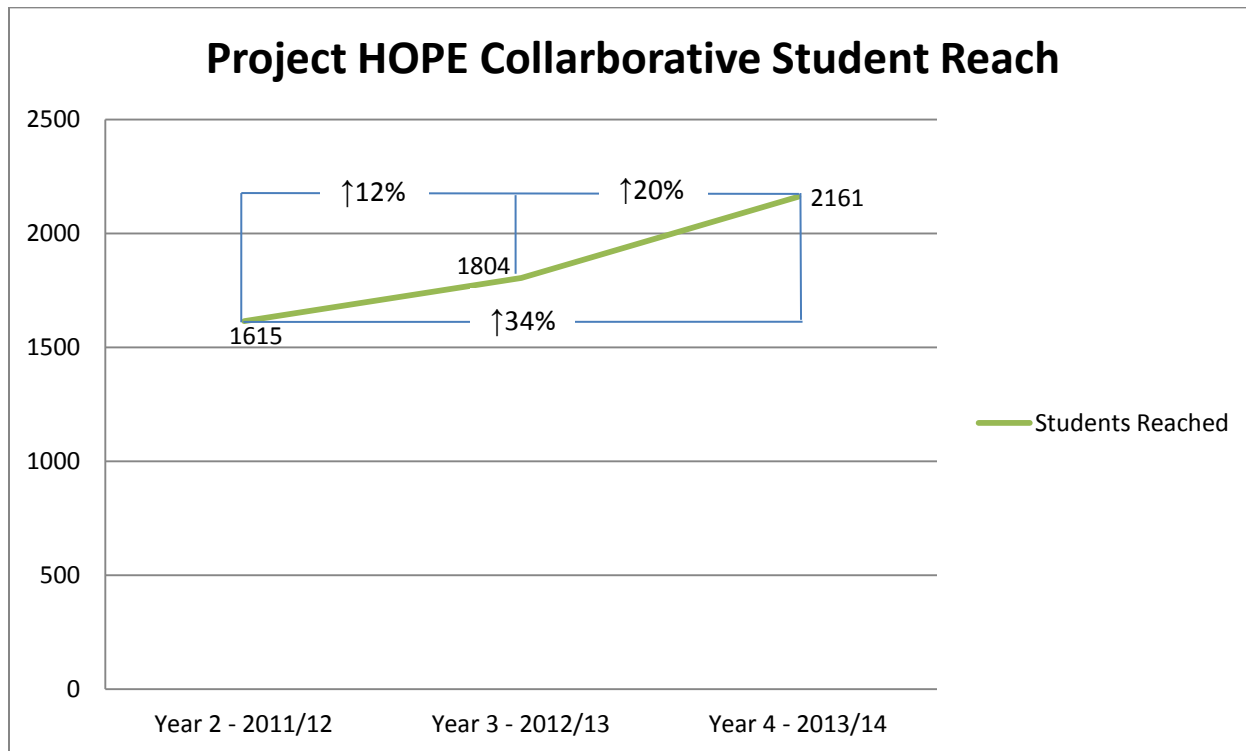
<b>Module A</b>	Puberty Overview
<b>Module 1</b>	Getting to Know You and Steps to Making Your Dreams Come True
<b>Module 2</b>	The Consequences of Sex: HIV Infection
<b>Module 3</b>	Attitudes and Beliefs about HIV/AIDS and Condom Use
<b>Module 4</b>	Strategies for Preventing HIV Infection: Stop, Think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

### **Impact & Reach**

The implementation of Making Proud Choices! for the 2013-2014 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 strive to expand our services to reach more students each academic year. During the 2013-2014 academic school year we reached 17 of the 21 Oakland Unified School District (OUSD) middle schools, representing 81 percent of the middle schools. This academic year we expanded our services to 3 additional schools, 2 Oakland charter schools, and 1 Hayward Unified School District (HSUD) middle school. The total population of the 20 middle schools is 2,653 students and we reached 83 percent (2,161) of the students.

<b>Year 4 – 2013/14</b>	<b>ACPHD</b>	<b>AHS</b>	<b>GI</b>
<b>Frick</b>	25	28	24
<b>Claremont</b>		37	85
<b>Melrose</b>	28		25
<b>CCPA</b>		54	
<b>Roots</b>		99	
<b>Madison</b>	17		52
<b>Lionel</b>	127		
<b>Roosevelt</b>		71	59
<b>Bret Harte</b>	64		49
<b>Edna Brewer</b>	115		115
<b>ASCEND</b>		47	
<b>Elmhurst</b>			87
<b>Golden State Academy</b>	84		83
<b>Life Academy</b>		117	
<b>United For Success</b>	50		59
<b>Burbank Elementary</b>	26	28	47
<b>Montera</b>	79	131	48
<b>Westlake</b>		59	85
<b>Sankofa Academy</b>	33		
<b>Greenleaf Elementary</b>			24
<b>Total</b>	<b>648</b>	<b>671</b>	<b>842</b>
<b>Cumulative Total</b>		<b>2161</b>	

As mentioned earlier, we strive to expand our services to reach more students each academic year. The line graph below illustrates our increase in student reach. From year 2 to year 3, we increased our reach by 12 percent and the following year (year 3 to year 4) we increased our reach by 20 percent. Overall, from the first year of full implementation (year 2) to the end of year 4; our reach increased by 34 percent.



## 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, promotional videos, community workshops and hosting our first annual youth summit.

- In collaboration with Beats Rhythms and Life, an *MPC! Parent Outreach* Video was created 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](http://www.youtube.com/watch?v=Q1x_CS-Aq6U)
- In partnership with Youth Radio, English and Spanish radio PSAs were created 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](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, the Adolescent Health Move On Up Facebook page, and the bom411.com pages. <http://youtu.be/yP73aTeai5U>
- ACPHD Promotional video on MPC! <http://youtu.be/BI7H6RgapoY>
- During the summer of 2014, ACPHD was asked to provide reproductive health workshops at the 8<sup>th</sup> Annual Refugee Community Soccer Camp. The youth at this workshop are all new comers to the United States with English as their second language. Despite the language barrier, the 40 youth were receptive and grateful for us teaching them.
- Alameda County Public Health Department, Adolescent Health Unit, hosted their first annual Move On Up! Youth Summit. The goal of the youth summit was to empower and educate youth by providing workshops around safer sex and healthy relationships, which would enable youth to make better decisions about their health. The event was organized by Alameda County youth for Alameda County youth. The summit was highly successful and reached 75 youth.  
[http://youtu.be/Dw2XZIQ\\_tOs](http://youtu.be/Dw2XZIQ_tOs)

## **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 6<sup>th</sup> grade population. Additionally, the pre survey also included demographic identifiers, such as age, gender, and ethnicity.

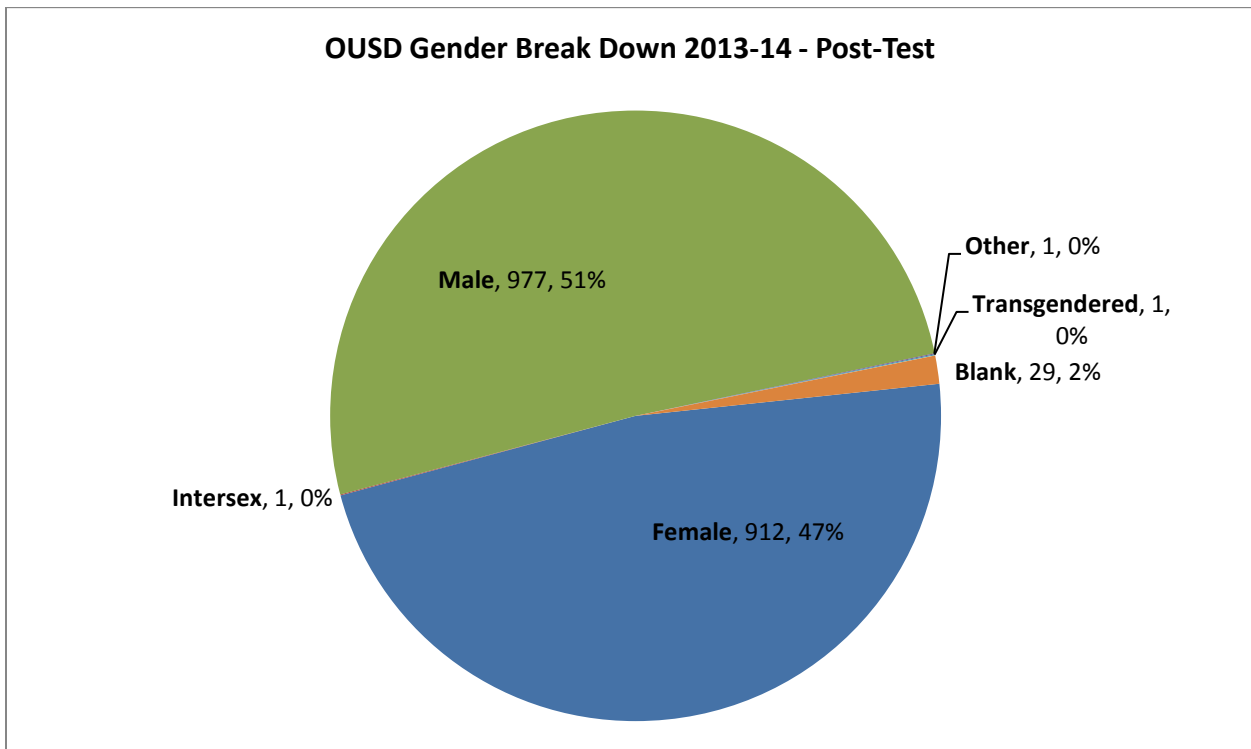
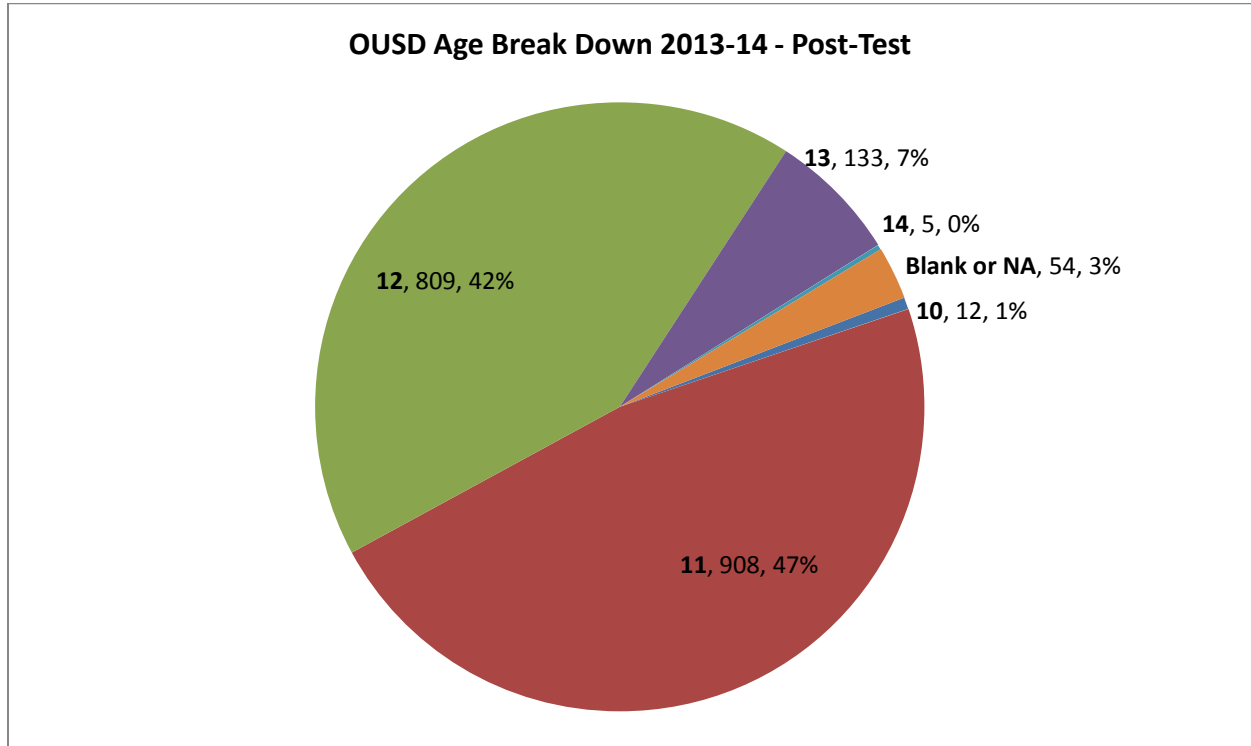
### **How the data was collected and analyzed**

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.

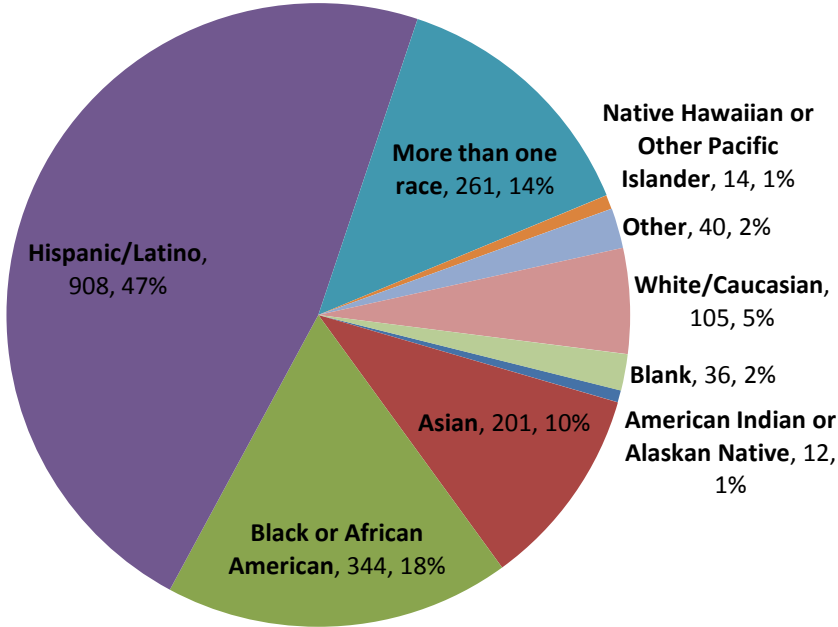
The CAPE unit used SPSS to analyze and compare the data to the pre- and post-test answer key. The results were generated in an excel file that showed percentage of the correct answers, percent difference, and percent change.

# Oakland Unified School District Key Findings

## Demographics Academic Year 2013-2014



**OUSD Ethnicity/Race Break Down 2013-14 - Post-Test**





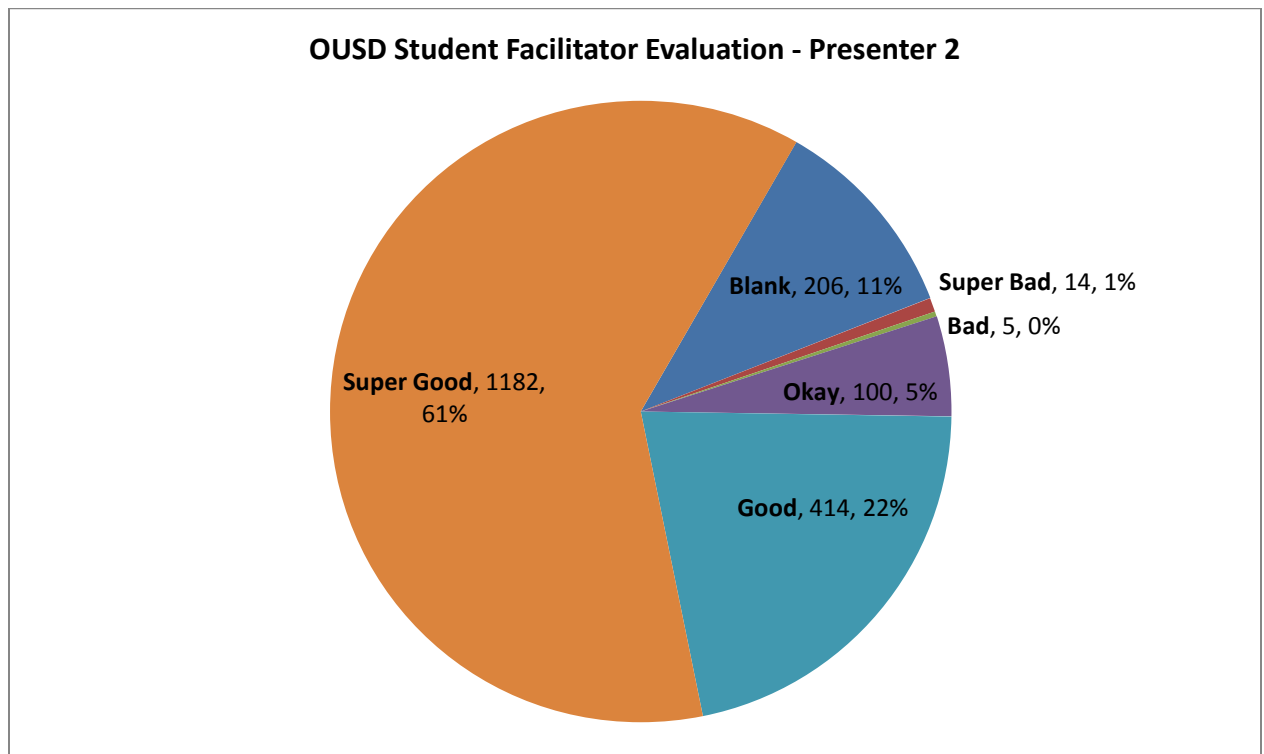
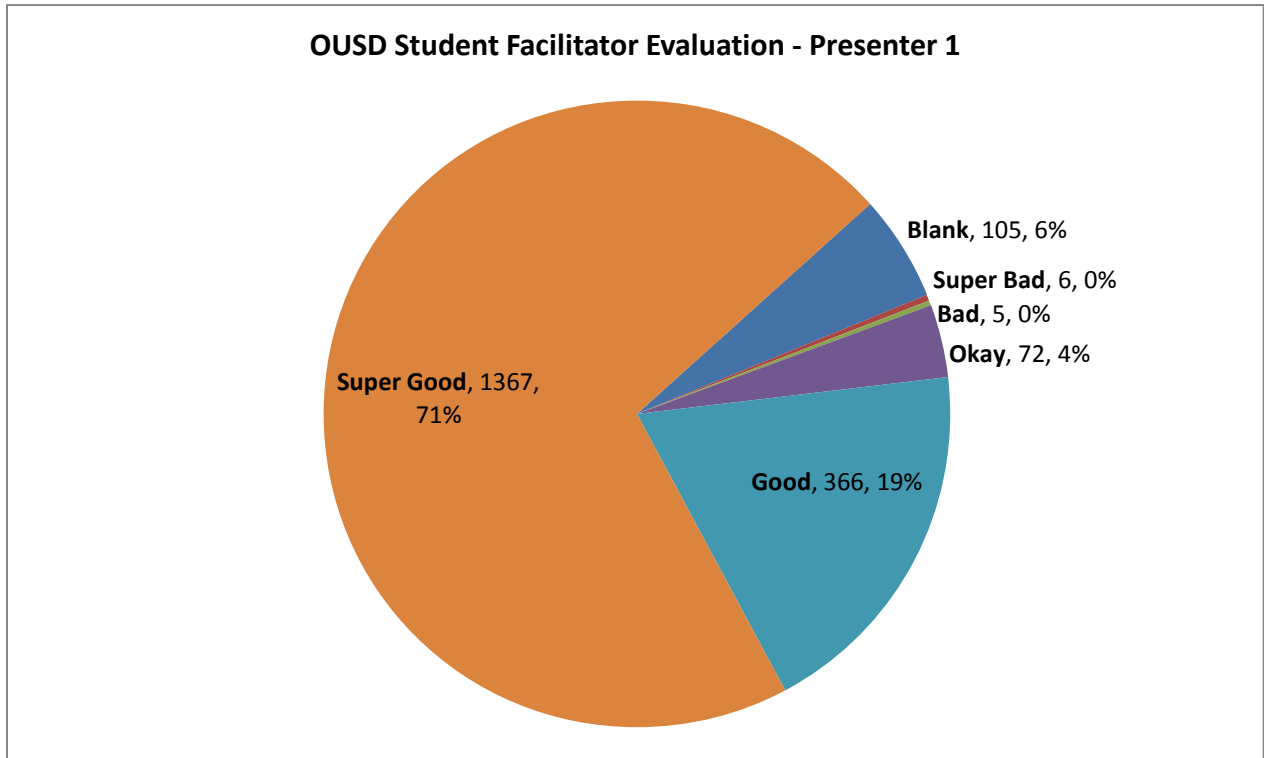
## Results of Pre- and Post-test for Oakland Unified School District

	% Yes Pre	% Yes Post	Δ Percentage Points	% Δ
<b>1. I feel comfortable...</b>				
a. Talking about safer sex w/ my friends	37.3%	58.8%	21.4%	57.4%
b. Going to a Health/Youth Clinic	51.3%	68.6%	17.4%	33.9%
c. Talking to my partner about using protection	37.4%	61.4%	24.0%	64.1%
d. Talking to an adult in my life about what I've learned	47.8%	60.9%	13.1%	27.5%
	% Correct Pre	% Correct Post	Δ Percentage Points	% Δ
<b>2. Which STDs are viral?</b>				
a. HIV/AIDS	37.7%	92.6%	54.9%	145.8%
b. Syphilis	11.3%	73.2%	61.9%	547.8%
c. Gonorrhea	11.2%	72.7%	61.5%	549.3%
d. HPV (Genital Warts)	15.0%	84.3%	69.3%	462.4%
e. Hepatitis	12.5%	80.1%	67.6%	539.2%
f. Herpes	34.5%	89.4%	55.0%	159.6%
g. Chlamydia	10.7%	71.1%	60.4%	566.6%
<b>3. What body fluids transmit HIV?</b>				
a. Urine	14.0%	82.6%	68.6%	490.8%
b. Blood	32.8%	93.2%	60.4%	184.1%
c. Sweat	21.8%	88.0%	66.2%	303.5%
d. Breast Milk	14.8%	92.4%	77.6%	525.4%
e. Semen	22.1%	92.1%	70.0%	316.3%
f. Saliva/Spit	13.4%	86.2%	72.8%	541.4%
g. Vaginal Fluids	24.7%	92.1%	67.4%	273.1%
<b>4. What unprotected activities can transmit HIV?</b>				
a. Hugging	52.3%	92.0%	39.7%	75.9%
b. Vaginal Sex	48.7%	95.4%	46.6%	95.6%
c. Sharing food/drinks	31.6%	90.6%	59.0%	186.4%
d. Sharing Needles	32.1%	94.6%	62.5%	194.8%
e. Kissing	25.9%	89.7%	63.9%	247.0%
f. Anal Sex	38.6%	84.0%	45.4%	117.5%
g. Oral Sex	37.7%	81.5%	43.8%	116.2%
h. Mutual masturbation	16.6%	75.4%	58.7%	353.0%
<b>5. Which of the following methods provide protection from STDs?</b>				
a. Condoms	65.4%	95.6%	30.2%	46.1%
b. Birth Control Pills	18.6%	75.0%	56.4%	303.0%
c. Dental Dams	4.5%	79.0%	74.4%	1642.0%
d. Nuva Ring	11.5%	62.3%	50.7%	440.4%
e. Female Condoms	41.3%	92.3%	51.0%	123.3%
f. The Shot (Depo)	7.9%	66.1%	58.2%	736.9%
<b>6. A female can get pregnant from what type of sex?</b>				
a. Unprotected vaginal sex	59.3%	94.5%	35.2%	59.4%
b. Unprotected oral sex	15.0%	72.3%	57.3%	380.8%
c. Anal sex with a condom	43.1%	87.7%	44.6%	103.5%
d. Vaginal sex with a condom	42.0%	85.7%	43.7%	104.1%
	% Yes Pre	% Yes Post	Δ Percentage Points	% Δ
<b>7. Do you know where you can access reproductive health services?</b>				
	18.7%	78.6%	59.9%	321.1%
<b>8. Do you feel this program is helpful to you in making responsible choices?</b>				
	-	88.8%	-	-

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

## Student Facilitator Evaluation

During implementation of *Making Proud Choices!*, there are 2 co-facilitators per class. The pie charts below represent the cumulative rating for either co-facilitator.



## Student Feedback

- This was a great class, really funny and was a good experience and the presenters were really nice and I hope I see them again.
- This program taught me so much about making good choices and I'll keep the knowledge I've gained forever!
- Thank you so much now if my parents give me "the talk" it will be so much easier to listen to and I know more so that if I decide to have sex I will be sure to be careful. Thank 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.
- 88 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!
- Adolescent Health Move On Up Facebook page:  
<http://www.facebook.com/AdolescentHealthMoveOnUp>
- National Campaign to Prevent Teen and Unplanned Pregnancy  
<http://www.thenationalcampaign.org/>

## Data & Reports available for download from [www.acphd.org](http://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
- The National Campaign to Prevent Teen and Unplanned Pregnancy. (2013). Counting It Up: Key Data. Washington, DC: Author.
- 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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