



Latino Initiative Update Number 10 August 28, 2008

Dear Latino Initiative Advisory Group Members,

As summer draws to a close, we are looking forward to some exciting events in the fall, among them the LIAG meeting on **October 16** from 10:00am to 2:30pm in Washington, DC. Many thanks to the few who already completed the RSVP form. For those who haven't had a chance, we ask you to please take a few minutes to let us know your plans regarding the meeting—even if you won't be able to make it—by clicking [here](#)*.

Over the past month we've been busy on the digital front, creating an option on the National Campaign donation page (www.thenationalcampaign.org/donate) to allow people to contribute directly to the Latino Initiative and posting Latino Initiative profiles on both Myspace Latino and chicagirlmagazine.com. We also recently reconnected with Marisa Treviño, syndicated journalist, local public radio commentator, and founder and editor of the popular blog *Latina Lista* (www.latinalista.net). Marisa's writing focuses on Latino and social justice issues pertaining to education, immigration, women and families, and she is very passionate about the issue of teen pregnancy in the Latino community. We look forward to collaborating with her as we expand our efforts in the area of digital media outreach in 2009.

*If you are unable to open the RSVP form, copy the following link into your browser:

http://store.thenationalcampaign.org/site/Survey?ACTION_REQUIRED=URI ACTION_USER_REQUESTS&SURVEY_ID=1640

LATINO INITIATIVE NEWS

I. Hispanic Heritage Month

To kick off Hispanic Heritage Month, we are distributing some of our Spanish-language materials and resources free to anyone who can use them. For the next several months, we will ship any quantity of the following publications to any destination within the United States, **free of charge**:

- [Nueve Consejos Para Líderes Espirituales](#)
- [Silence](#) poster
- [Zipper](#) poster
- [Los Jóvenes Responden](#)
- [Pensemos en Este Momento](#)

All of the publications can also be viewed at:

https://secure2.convio.net/thenc/site/Ecommerce/181798636?FOLDER=1035&store_id=1181

II. Events

RAISE Program, Planned Parenthood of Metropolitan Washington DC, Inc (PPMW), Annandale, VA

On August 20, 2008, Latino Initiative Intern Lorena Granados accompanied me to a community outreach picnic hosted by PPMW. The event featured educational presentations and pamphlets, and was attended by RAISE (Raise Awareness in Self-Education) members and other teens from the Annandale area. The Latino Initiative distributed “Ask me About my Future/Pregúntame sobre me futuro” bracelets and our publication “Consejos a los Padres” (for the teens to take home to start conversations with their parents), and a short survey to help us in our digital outreach. We had a great time meeting and talking with the program staff and the teens, and left key materials for staff to distribute at the Hyattsville, Maryland, community outreach picnic, which occurred on August 22. We look forward to collecting the rest of the surveys, and to staying in touch with the staff and participants of the RAISE program, as well as the teens who shared their contact information.

III. Online Social Networking

Myspace Latino—This summer the Latino Initiative launched its own myspace profile, which we’ve designed primarily with Latino teens in mind, but also to provide information (and links to our webpage) for parents, practitioners, other interested adults, and even other non-profits. The profile includes a quiz, “How much do you know about Latina teen pregnancy in the U.S.?”, and a blog, which we will update regularly with questions, facts, articles, and videos.

To see the profile, or to take the quiz, go to http://www.myspace.com/latino_initiative. We also encourage you to link to the page on your own website if you have one, or to forward the link to Latino community organizations, friends, family, or Latino teens you think might find it interesting.

Chica Girl Magazine—The Latino Initiative created a profile on *Chica Girl Magazine*’s online social network to help us keep in touch with *Chica Girl* readers. The profile includes a blog, a comment section, and private messaging, and has been a pleasure to manage due to the positive attitudes of so many of *Chica Girl*’s readers, many of whom have expressed their support for our work in messages and comments.

IV. Funding and Partnerships

The California Wellness Foundation (TCWF)

We have submitted a grant proposal to The California Wellness Foundation focusing on our desire to expand our efforts to reach out to Latino teens in California, particularly through digital media. The grant proposal centers on our growing relationships with Latino media and organizations in California. Our project goal involves increasing the number of stories, anecdotes, videos, and images using the voices and faces of young Latinos in California. In concert with some of our key partners in California, we hope to generate content that can be used in a variety of ways in California, and elsewhere, too—in conventional media and in the exploding world of digital media. We are grateful to our LIAG Chair, Daisy Expósito-Ulla, and to LIAG Member Helen Torres for their Letters of Support.

Turner Foundation

In addition to our proposals to the Abbott Fund (mentioned in the last update) and TCWF, we also submitted a grant proposal to the Turner Foundation for continued funding. We hope to hear from the foundation in the upcoming months.

National Council of La Raza (NCLR)

For several months now the Latino Initiative has been working closely with NCLR to prepare and release a new national poll which examines subgroup differences among Latinos in the United States, e.g. country of origin, level of acculturation, and language preferences. We’ll be sure to share preliminary findings as soon as they become available, and will look forward to hearing feedback and observations, particularly from those of you in the research field.

V. Latino Initiative Intern

In August, Youth Leadership Team Member Lorena Granados joined the Latino Initiative as an intern. In just two weeks, Lorena contributed to our team in many substantive ways—recruiting for the National Campaign’s DC Teen Advisory Group, creating a survey to be distributed at community events, and recruiting friends for the Latino Initiative’s Myspace profile. Lorena also worked with us on messaging for Latino teens, helping to assemble a list of myths teens hear about sex, relationships, and contraception, and offering feedback on our new social networking profiles and an upcoming Latino Initiative publication on relationships. Finally, she created a profile of her own on *Chica Girl Magazine*’s social networking site, where she posted a blog, which we also plan to post on our Myspace profile. Thanks for all your help, Lorena, and *mucha suerte* for your final year of high school and your four-year college applications!

Once again, we look forward to receiving your RSVP forms, if we haven’t already, and to seeing many of you on October 16. In the meantime, feel free to contact me or Ruthie Flores (202.478.8504 or rflores@thenc.org) if you have any questions, comments, or news, or if you or someone you know would like to order any of the free resources described in section I.

Gracias, y ¡Feliz Mes de la Herencia Hispana!

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