

Latino Initiative Update



Latino Initiative Update Number 11 November 26, 2008

Dear Latino Initiative Advisory Group Members,

Thanks again to all who attended our LIAG meeting last month. We were so happy with the rich, insightful conversation that resulted from assembling such knowledgeable, passionate people around a common cause.

As we attempt to put some of the key ideas we discussed at the meeting into action, we look forward to working with you and continuing to receive your feedback and support. As we mentioned in the meeting, one of our priorities this year is to build our digital media presence, and a great first step toward that goal would be to post blog entries more frequently on both our [MySpace profile](#) and the National Campaign's blog, [Pregnant Pause](#). We ask you to please consider writing a blog entry yourself—even if it's just a couple of lines and a link to an article or a video—and to invite your contacts, particularly young Latinos, to do the same.

Bloggers can write about any topic related to issues the National Campaign addresses. For example, Pregnant Pause recently posted a blog entry about a study by the [Rand Corporation](#) that showed a strong association between [sexual content on TV and teen pregnancy](#). We'd love to post an entry about this topic on our MySpace profile. As you've probably observed, the MySpace profile is geared more toward teens and young adults, whereas Pregnant Pause is for a broader audience with the common characteristic of having sought out the National Campaign's website.

Also, we are looking for a translator to translate some of our materials from English to Spanish. Any recommendations (and contact information, if possible) of gifted, reliable translators, would be much appreciated!

LATINO INITIATIVE NEWS

I. LIAG Meeting

We are busy incorporating the observations and ideas that came out of our incredibly productive meeting into plans for the rest of the year and for 2009. Attached is a summary of the meeting for those who could not attend and for attendees who might want to refer to the content of the discussion. I've also attached a couple of photos from the meeting, as well as some information about the Communities of Color Teen Pregnancy Prevention Act, which was referred to in the meeting, since several members expressed interest in learning more about it.

II. Publications

Del corazón de los jóvenes: What Latino teens are saying about love and relationships—This pamphlet, developed as part of our work with the Dibble Institute on healthy relationships, incorporates quotes from Latino teens, facts about teen pregnancy, and tips for parents and teens to offer a snapshot of what Latino teens are saying about love and relationships. You can view it online, but *we will also be sending you each a hard copy, so keep an eye out for mail, and please let us know if you've had a change of mailing address in the past several months!* Also let us know if you'd like additional hard copies or if you have ideas for dissemination. A pdf of the publication can be downloaded at:

http://www.thenationalcampaign.org/resources/pdf/pubs/Del_corazon.pdf

III. Presentations

Texas Association Concerned with School Age Parenthood (TACSAP), Austin, Texas

Our very own Andrea Kane was the keynote speaker at the Texas Association Concerned with School Age Parenthood Conference on November 11, 2008. She addressed the increasing pregnancy rates, the issue of secondary pregnancies, the role Texas plays as a key battleground state in changing the trend, and the National Campaign's efforts to reduce teen and unplanned pregnancies. Additionally, Ruthie Flores gave two standing-room-only presentations on Effective Strategies for Preventing Teen Pregnancies in the Latino Community. She led discussions of initiatives, strategies, and programs throughout the nation that have shown evidence to be effective in addressing teen pregnancy in the Latino community.

Latino Teen Pregnancy Disparities Summit, Portland, Oregon

We are excited to work with LIAG Member Héctor Sánchez-Flores, in collaboration with Multnomah County Health Department and Center for Health Training, on preventing teen pregnancy in the Latino community in Oregon from December 15-16, 2008. We expect approximately 200 community members to attend the Latino Teen Pregnancy Disparities Summit where Hector will present an interactive session on "Somos parte de la solución"/ "We are part of the solution." We also expect 40 practitioners and service providers to attend the Portland Latino Teen Pregnancy Forum where Héctor will give the keynote address on "Engaging the Latino Community: Opportunities for Success" and National Campaign staff will give an overview of national teen pregnancy data on Latino teens and effective prevention programs for Latino teens.

IV. Hispanic Heritage Month

Our Hispanic Heritage Month materials give-away was a great success, and resulted in the distribution of almost 50,000 copies of selected Spanish-language resources to 65 different community initiatives, local health departments, high schools, and other organizations throughout the United States and Puerto Rico.

V. Partnerships

Subgroup Polling and National Council of La Raza (NCLR)

After receiving valuable feedback at the LIAG meeting, we are now crafting a report on the results of our recent subgroup poll. We will continue to work closely with NCLR on content, presentation, and strategy for release and distribution of the report and accompanying fact sheets in the coming months.

Boys and Girls Clubs of America (BGCA)

BGCA's fall 2008 SMART Girls Quarterly newsletter highlighted BCGA's partnership with the National Campaign as well as the Teen Pregnancy Prevention Campaign launched by Boys and Girls Clubs of Puerto Rico (BGCPR), "Don't Give In." BGCPR worked closely with the Latino Initiative to start their own Campaign and used poll questions from "Voices Heard" to survey their members. View the Update (scroll to pages 3 and 4 for articles about BGCPR's Campaign and BCGA's partnership with the National Campaign) here:

<http://www.bgca.net/Programs/HealthLife/Documents/Quarterly Update Fall08 LAH edit 10 1 08.pdf>

NATIONAL CAMPAIGN NEWS

I. Publications

Teen Births: Examining the Recent Increase—This report, produced in partnership with Child Trends, considers available evidence on whether and why the teen birth rate rose—for the first time in 15 years—between 2005 and 2006. It also raises data and research issues that should be explored to sharpen the discussion and strengthen public and private prevention efforts. To download the full report, go to:

http://www.thenationalcampaign.org/resources/pdf/TeenBirths_ExamIncrease.pdf. The National Campaign is working on additional analysis in anticipation of a possible increase in teen birth rates for the second year in a row between 2006 and 2007 (data expected to be released in early 2009).

Science Says #37—The National Campaign’s new Science Says brief, “Pregnancy and Sexual Activity Among Older Teens and Young Adults,” focuses on teen pregnancy among older teens (ages 18-19) and unplanned pregnancy among young adults (ages 20–24). In addition to summarizing the available data on these outcomes and the behaviors that lead to them, the brief also offers some suggestions for parents, policymakers, and others who work with older teens and young adults on ways to address teen and unplanned pregnancy prevention among this population. The brief can be downloaded at:

http://www.thenationalcampaign.org/resources/pdf/SS/SS37_OlderTeens.pdf

II. Awards

“Too Young” gets an “Oscar”—¡Felicitaciones a la Campaña Nacional! This year the National Campaign won a [Freddie Award](#) in the category of Adolescent Health for the short film “Too Young.” In the words of Mike Rosst, Senior Manager of Communications and Audience Strategy, “the Freddie Awards are also known as ‘the Oscars for healthcare media’ and seek to encourage the development of cutting-edge health-related educational materials.” Check out [Mike’s blog post](#) on the National Campaign’s website, or go directly to <http://www.thenationalcampaign.org/tooyoung/> to watch the film.

Remember to keep an eye out for your copy of *Del corazón de los jóvenes*, and please contact me or Ruthie Flores (202.478.8504 or rflores@thenc.org) if you would like to blog for Pregnant Pause or MySpace Latino. Also, please let us know if you have recommendations for translators and, as always, let us know if you have any questions, comments, or news you’d like included in the next update.

Gracias, y ¡Feliz Día de Acción de Gracias!

Liz Sabatiuk
Latino Initiative Fellow
The National Campaign to Prevent Teen and Unplanned Pregnancy
1776 Massachusetts Ave, NW
Suite 200
Washington, DC 20036
tel: 202.478.8577
fax: 202.303.0462
email: lsabatiuk@thenc.org
TheNationalCampaign.org
StayTeen.org