



Latino Initiative Update Number 13 March 2010

Dear Latino Initiative Advisory Group Members:

We have been extremely busy managing and launching a number of new projects. Thanks to all of you who have been helping us move these along! We look forward to getting your continued input both one-on-one and as a group later this year.

FEDERAL FUNDING NEWS:

\$100 Million Available for Evidenced-Based and Promising Teen Pregnancy Programs Webinar for Interested Latino Organizations on Tuesday, March 23, 2010

The U.S. Department of Health and Human Services (HHS) will announce in the spring funding available for evidence-based and promising programs that reduce teen pregnancy. Through a competitive award process, this new teen pregnancy prevention initiative will provide \$75 million for replicating programs with strong evidence of success and another \$25 million for research and demonstration grants to develop, test, and refine promising programs and innovative strategies to reduce teen pregnancy. The recently-established U.S. Department of Health and Human Services Office of Adolescent Health will administer this new program.

The National Campaign is publicizing and promoting this initiative broadly and, in particular, to Latino-serving organizations. So far, we have launched [a new web portal](#) with key information about the federal funding, and launched a series of conference calls and webinars on the new funding.

We have seen very strong interest in this new initiative and our outreach to potential applicants. More than 2,000 individuals nationwide participated in the first two Campaign-led conference calls and webinars. The individuals represented a wide range of organizations from federal, state, and local governments; national organizations; community-based organizations; faith-based organizations; educational institutions; state and local teen pregnancy prevention organizations; child welfare groups; Planned Parenthood affiliates; researchers; and consultants. The National Campaign proactively worked with its Latino community partners, such as the National Council of La Raza (NCLR), to reach out to their national affiliates and friends and encourage them to participate on the call. While we do not know how many of the

2,800 call participants were from Latino-serving organizations, close to 3,000 recipients received and opened the Latino Initiative announcement about the call, and more than 1,400 forwarded this special announcement after having read it.

Because of this high level of interest, on **Tuesday, March 23 from 1:30pm-2:00pm (EST), The National Campaign will host a special webinar on evidence-based programs that prevent teen pregnancy in the Latino community.** The call will focus on the following questions:

- What programs have the best evidence of success among Latino youth?
- How do I select a program that’s the right fit for my community?
- What do we know in general about strategies and messages on pregnancy prevention that resonate with Latino youth?

While we do not know the specific criteria that HHS will set for programs to be eligible for this funding, on this call National Campaign staff will provide practical information on programs that have the best evidence of success among Latino youth, discuss the common elements of these proven programs, and share some of the Campaign’s research that may inform one’s approach in developing programs for the Latino community.

To register for the webinar, please go to <https://cc.readytalk.com/r/55nn38o4ua7v>. In addition, we encourage you to sign up to receive future [email announcements](#). Please be sure to check the box for “Federal Funding for Teen Pregnancy Prevention Programs” and “Latino Community,” and remember to come back and visit the [new federal funding portal](#) to keep informed about the latest information on programs with evidence of success, including our up and coming Science Says: Effective and Promising Teen Pregnancy Prevention Programs for Latino Youth.

We are excited that the information we are providing—on conference calls, via webinars, on our website, and through one-on-one calls and emails—is meeting a real need. We thank The Abbott Fund for their financial support, which is enabling us to do extra outreach to the Latino community. We hope each of you can help us spread the word about this new funding opportunity.

TEEN PREGNANCY PREVENTION MEDIA CAMPAIGN

As many of you know, The National Campaign’s Latino Initiative is planning a pilot multi-platform teen pregnancy prevention advertising and media campaign for Latino teens. We circulated the [job announcement](#) for the consultant who will help us plan this new undertaking. We anticipate receiving some top notch applications and appreciate any help you gave us passing around our announcement. We also appreciate the assistance we received conceptualizing this project and look forward to your further input.

YOUNG ADULTS LIVING IN A FOG ZONE

Nearly all unmarried young adults ages 18-29 believe pregnancy is something that should be planned (94% of men and 86% of women) and say that it is important to avoid pregnancy in their lives right now (86% of men and 88% of women), according to new research released in December by The National Campaign. Even so:

- Only about half of sexually active unmarried young adults use contraception regularly—most say they used it inconsistently (24%) or not at all (19%) over the past three months.
- Four in ten (38% of men and 44% of women) agree with the statement: “It doesn’t matter whether you use birth control or not; when it is your time to get pregnant it will happen.”
- Many (29% of women and 42% of men) say it is at least slightly likely they will have unprotected sex in the next three months—17% of women and 19% of men describe it as either extremely or quite likely.

The nationally representative survey of 1,800 unmarried young adults ages 18-29 is the first of its kind to focus in depth on the attitudes and behavior of both single men and women regarding pregnancy planning, contraception, and related issues. These and other compelling data can be found in the report, *The Fog Zone: How Misperceptions, Magical Thinking, and Ambivalence Put Young Adults at Risk for Unplanned Pregnancy*.

The report presents some information by racial and ethnic differences, but in general we deliberately did not focus on these differences in the Fog Zone. We will focus on these important issues more closely in subsequent publications—after The Guttmacher Institute conducts a multivariate analysis. In addition, next month, we plan to release an RFA that will invite researchers to pose a variety of questions to the Fog Zone data set, which will include the role of race and ethnicity. We hope to grant two to four awards. Stay tuned for the announcement by checking back on our [Fog Zone web portal](#).

NEW GUTTMACHER DATA

New data from the Guttmacher Institute indicates that the teen pregnancy rate among 15-to-19-year-olds increased in 2006—the first increase since 1990. **The teen pregnancy rate increased 3% between 2005 and 2006 for every racial/ethnic subgroup (2% among non-Hispanic white, 3% among black, and 1% among Hispanic teens).**

Hispanic teens continue to have the highest teen pregnancy and birth rates in the United States. The data breaks down this way:

- The teen pregnancy rate was 44.0 per 1,000 for non-Hispanic white teen girls in 2006. Since 1990, the teen pregnancy rate has decreased 49% among non-Hispanic white teens.

- The teen pregnancy rate was 126.3 per 1,000 for black teen girls in 2006. Since 1990, the teen pregnancy rate among black teen girls has decreased 44%.
- The teen pregnancy rate was 126.6 per 1,000 among Hispanic teen girls in 2006. Since 1990, the teen pregnancy rate has decreased by only 22% among Hispanic teen girls.

LATINO INITIATIVE MEDIA ADVISORY GROUP

The Latino Initiative Media Advisory Group (LI-MAG) is a newly formed group of influential media executives that are committed to providing advice and insight to The National Campaign on how best to reach Latino youth and parents about preventing teen pregnancy. The LI-MAG's work will be integrated into the Latino Initiative's overall core work.

Late last year, The National Campaign recruited seven key media experts representing some of the largest and most popular Latino targeted Internet and broadcast television outlets. Following is a list of the LI-MAG's founding members:

1. Betty Cortina-Weiss, Founder, The Cortina Agency;
2. Lucia Cottone, Vice President, Series Development and Current Programming, Lifetime TV;
3. Daisy Expósito-Ulla, Chairman and CEO, d expósito & partners;
4. Maribel Lentijo, Programming Development, Univision Interactive Media;
5. Flavio Morales, Vice President of Programming, Mun2;
6. Lily Neumeyer, Vice President of Programming and Production, MTV Tr3s; and
7. Alfredo Richard, Senior Vice President of Communications and Talent Development, Telemundo Network.

To date, the LI-MAG members have met twice and a third meeting is planned for this spring. During the first two meetings, LI-MAG members identified several opportunities for collaboration. For example, Telemundo, Univision.com, MTV Tr3s, and Mun2 agreed to broadcast and post online teen pregnancy prevention PSAs featuring Latino teens. They also agreed to post teen pregnancy related information on their websites on Telemundo.com, Univision.com, and mtvtr3s.com.

We anticipate expanding the LI-MAG membership by one or two individuals as this group gets off the ground. This growth will most likely take place in the second half of this year and will include representatives in media platforms not currently in the LI-MAG, such as radio.

DIGITAL MEDIA PROJECT

Our digital media project continues to encourage Latino teens to create their own teen pregnancy prevention content using their own voices. A number of the videos are posted on The National Campaign's [YouTube](#) page and promoted on the Latino Initiative's [MySpace](#) page. To develop these videos, The National Campaign collaborated with the following eight Latino youth-serving organizations in Central Valley, CA:

1. Fresno Youth for Christ;
2. The Dolores Huerta Foundation;
3. Fresno Barrios Unidos;
4. The Chicano Youth Center;
5. Planned Parenthood of Mar Monte;
6. The Latino Commission;
7. The California Health Collaborative; and
8. The Boys and Girls Club of Tulare.

The National Campaign intends to continue encouraging and working with non-profit Latino youth-serving organizations to produce youth-generated teen pregnancy prevention related videos. In addition, we are working with Generate, a Los Angeles-based professional video production company specializing in producing youth-generated content, to produce PSAs and a mini-documentary featuring Latino teens. The Campaign and its many partners will then distribute this digital content far and wide so that Latino teens across the country can hear the voices of their peers on this issue.

Thank you to The California Wellness Foundation and the Achellis Foundation for their support of this project.

LIAG MEETINGS AND CALLS

We are planning to have an in-person LIAG meeting in late spring/early summer to get your feedback on our media/ad campaign plan, and to strategize on how to make the best use of the new digital and other content we have for Latino teens. We also will have a few other items on the agenda for discussion.

By the fall, the Guttmacher Institute will have further analyzed the Fog Zone data and we will have deeper insight into the attitudes and behavior of Latino young adults toward contraception, relationships, and family formation. We plan to have a conference call at that time to get your reaction to those new analyses and brainstorm on possible action steps the National Campaign can take based on the new findings.

In the coming months, we will send you some dates to save for the in-person meeting and for the conference call.

¡Gracias y adelante!

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