



## Latino Initiative Update Number 14 April 2010

Dear Latino Initiative Advisory Group (LIAG) Members:

We are proud to announce that Helen Iris Torres, Executive Director of Hispanas Organized for Political Equality (HOPE) in California will serve as the new LIAG Chair, effective immediately—and, that Dr. Vincent Guilamo-Ramos, Associate Professor of Social Work at Columbia University will serve as the new LIAG Vice-Chair, also effective immediately. Helen and Vincent have both been active LIAG members since March 2007, and have collaborated with the National Campaign at different levels for many years.

During the National Campaign board meeting on April 20, former LIAG Chair Daisy Expósito-Ulla announced the leadership transition and gave her unequivocal support to the new team. In addition to Daisy, our board and staff are very excited about Helen and Vincent and are confident that they will help take the LIAG to new heights. The balance this new leadership team brings to the Advisory Group in terms of geography, experience, and gender will be quite useful.

We are deeply grateful for the leadership that Daisy provided to the Latino Initiative for more than three years as LIAG Chair. We look forward to Daisy continuing to serve as a LIAG member and as the LIAG liaison at board meetings.

Please **SAVE the DATE: Monday, June 28, 2010** for our **next LIAG meeting in Washington, D.C.** where we will share more exciting news and, most importantly, seek your valued advice on current and future Latino Initiative projects.

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### **The 2010 National Day to Prevent Teen Pregnancy is on Cinco de Mayo**

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Celebrate the ninth annual [National Day to Prevent Teen Pregnancy](#) on Wednesday, May 5, 2010—on Cinco de Mayo! We would love your help in raising awareness among teens about the importance of making wise decisions about relationships and sex.

To help promote the National Day, National Day posters are available to download [from our website](#)—so if your organization, or a partner organization, has a bare wall or a bulletin board that needs some color or pizzazz, a National Day poster might just do the trick.

There are several other ways you can help spread the word about National Day, including asking Executive Director or CEO friends to [become a partner of the 2010 National Day](#). Becoming a partner means that organizations, media outlets, and websites grant the National Campaign permission to use their name and logo on National Day materials, and agree to promote National Day on their websites or newsletters. You can also encourage teens to take the online National Day Quiz on Cinco de Mayo (or any other day in May) at [StayTeen.org](#) available in both **English and Spanish**. Should you need any additional information about National Day, don't hesitate to contact us or visit our [Latino Initiative home page](#).

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**Federal Funding for Teen Pregnancy Prevention: Tier 1 and Tier 2 Funding Announcements**  
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Earlier this month, the Office of Adolescent Health (OAH) released guidelines for applying for the federal teen pregnancy prevention initiative. The [funding announcement](#) contains details about the \$75 million available for competitive grants to replicate evidence-based teen pregnancy prevention programs, and includes a list of curricula eligible for this Tier 1 funding. OAH also released a [separate announcement](#) about the \$25 million available for promising programs and innovative strategies, known as Tier 2 funding.

As many of you know, on March 23, 2010, we held a webinar discussion about replicating effective teen pregnancy prevention programs for Latino youth. More than 400 individuals participated, representing 40 states, D.C., and Puerto Rico. Many of the organizations were from states with a large Latino population like CA, TX, NY, FL, IL and from states with the largest number of Latina teen births such as AZ, CO, GA, NM, and NJ. As part of the technical assistance The National Campaign has been providing, an updated research brief on effective and promising programs for Latino youth is now available on our website as [Science Says #43](#).

To stay informed about the federal funding, visit the National Campaign's [Latino Initiative portal](#).

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**Teen Birth Rate Declines 5% among Latinas**  
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The nation's teen birth rate for those aged 15-19 declined 2% between 2007 and 2008, and dropped 5% among Latina teens, according to data released by the Center for Disease Control and Prevention's National Center for Health Statistics (NCHS) on April 6, 2010. This is the first year that the teen birth rate has decreased after two consecutive years of increases from 2005 to 2007. The teen birth rate decreased between 2007 and 2008 from 42.5 to 41.5 births per 1,000 girls aged 15 to 19, and from 81.7 to 77.4 births per 1,000 Latina girls aged 15 to 19.

Although one of the largest declines of teen birth rates was among Latina girls, which reached the lowest rate on record, it is still the case that Latina teens have the highest teen birth and pregnancy rates among all racial and ethnic groups: 52% of Latina teens get pregnant at least once before turning 20. It is also the case that the change in the Latina teen birth rate since 1991 has been declining at a much slower rate. For more information about this health disparity, read our [April 2010 Briefly on the Analysis of the 2008 Teen Birth Rate](#).

You can also [read the full report from the National Center for Health Statistics](#), and visit The National Campaign's [Latino Initiative portal](#) for more information.

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### **Media/Advertising Campaign Planning Begins**

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As we reported in the last Update, The National Campaign plans to launch a culturally relevant, creative, action-oriented advertising/media campaign linked to local programs that will encourage young Latinos to postpone pregnancy and childbearing. Last week, The National Campaign selected [IQ Solutions](#) of Rockville, MD to help plan a pilot for this initiative. The plan should be ready by mid-June. We look forward to asking you for advice along the way.

**We are looking forward to seeing everyone on Monday, June 28, 2010!** Stay tuned for details next month. In the meantime, if you have any questions, feel free to contact me by phone or email. I have also attached two versions of our LIAG membership list for your review: the first we use externally; the second, internally. If you have any changes in your contact information, please inform Liz Mustin by email at [lmustin@thenc.org](mailto:lmustin@thenc.org). Also, if you have an updated bio, please submit this information to Liz by May 24, 2010.

¡Saludos!

*Ruthie Flores, M.T.S.*  
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