

Latino Initiative Update



Latino Initiative Update Number 6 February 12, 2008

Dear Latino Initiative Advisory Group Members,

Now that the season of *fiestas* and football is behind us, we bring you the first Latino Initiative update of the year. On behalf of the Latino Initiative team, I would like to express my deepest thanks for your participation in our LIAG conference call in December. Your feedback, ideas and expertise have been invaluable to us as we forge ahead into 2008 with our strategic plan, media outreach and partnerships.

Before detailing the Latino Initiative's most recent highlights, I encourage you to mark your calendars for **March 4, 2008, 11:00 a.m. to 12:30 p.m. EST**. We will be hosting a national conference call to discuss our two recent publications on parent-adolescent communication in Latino families (see National Conference Call details below under Latino Initiative Highlights VII). We hope you will join us in this important conversation and spread the word among your friends, contacts and colleagues.

More generally, when it comes to teen and unplanned pregnancy, the past two months have, in some respects, been the perfect storm. The sobering data from NCHS noting the first increase in the teen birth rate in 15 years, the celebrity pregnancy of Jamie Lynn Spears, and the Oscar-nominated movie *Juno* have all served to focus the public's attention on our issues.

The National Campaign has been swamped with media inquiries and has had an opportunity to appear in media outlets as diverse as NPR's Talk of the Nation, ABC's Good Morning America, the Dr. Phil Show, the Tyra Banks Show, and the Montel Williams Show. For more information on NCHS data, go to www.thenationalcampaign.org/resources/NCHS_2006.aspx. For our statement about Jamie Lynn Spears and recent press hits, go to <http://www.thenationalcampaign.org/media/default.aspx>.

LATINO INITIATIVE HIGHLIGHTS

I. MTV Tr3s

The Latino Initiative has seen some exciting new developments in the realm of new media since we last convened. We are very grateful to our exceptional LIAG Chair and friend, Daisy Expósito-Ulla, for all that she has done to help stimulate interest in the Latino Initiative among popular media platforms for Latino youth like **MTV Tr3s!** In early 2008, I met with Daisy and executives from MTV Tr3s, billed as MTV's "bi-cultural entertainment destination," to explore future partnership possibilities. We are excited to announce that MTV Tr3s has since signed on with the Latino Initiative as a media partner.

II. Social Networking Research

The Latino Initiative team has been busy researching new media platforms and social networking websites frequented by Latino teens and young adults, exploring the best ways to reach these audiences with prevention

messages. Our research has benefited greatly from LIAG members' input during our conference call. Special thanks to Padre Alberto Cutié and Octavio Hinojosa Mier for guiding us towards social networking websites popular among Latino teens and young adults. We have compiled a comprehensive list of these sites and other popular programs. We invite those who are interested to peruse the attached list.

III. Univision

Univision, the leading Spanish-language media company in the United States, aired its national teen health segment, *Entérate*, on December 15, 2007, which included a look at teen pregnancy prevention in the Latino community. During the interview at the National Campaign office, we highlighted the Campaign's commitment to educating Latino families about teen pregnancy prevention and shared key tips for parents on how to talk to their children about love, sex, and relationships. One of the four Latina members of the Campaign's Youth Leadership Team, Lorena Granados, and our Latino Initiative Fellow, Kristen Petros, were also featured in this national story.

IV. Telemundo Washington, D.C. *La Feria de la Familia*

The Campaign's Latino Initiative team participated in Telemundo Washington D.C.'s fifth annual *La Feria de la Familia*, the Capital region's premier Latino family fair. Held in the D.C. Armory, the event provided over 12,000 attendees with a fun-filled day of education, family entertainment, games and prizes, as well as an opportunity to learn about the services offered by over 120 of the region's businesses and organizations, which ranged from public health programs to financial services.

Thanks to LIAG member, Alvaro Simmons, the National Campaign partnered with Mary's Center for Maternal and Child Care at the popular fair where we shared a table to display our materials and got useful feedback from young people about their media habits (TV and websites).

V. *Chica Girl Magazine*

In late 2007, National Campaign media staff members and the Latino Initiative team spoke with Toni Jimenez, founder and editor of *Chica Girl Magazine*, about forming a media partnership. *Chica Girl* prides itself on being the first online magazine for young Latinas. We wrote an article for the magazine's third issue encouraging young Latinas to delay pregnancy until they're ready to become a parent.

The article, entitled, "The Truth about Teen Pregnancies," was the lead cover headline on www.chicagirlmagazine.com, and the #1 emailed/talked about story among their online readers (see attached article). In a follow-up conversation with Toni Jimenez, she shared with us that our article was instrumental in helping their young Latina readers understand the issues related to teen pregnancy. Moreover, she stated that the Campaign's mission and the Latino Initiative's work are a perfect fit with the magazine's goal of educating over one-million young Latinas on relevant issues and invited us to work with them on future stories.

VI. Publications

We are excited to announce that on Friday, February 8, the Latino Initiative released our two new publications to over 7,000 of our contacts on February 8 (see EGRAM below):

- "Parent-Adolescent Communication about Sex in Latino Families: A Guide for Practitioners," co-authored by LIAG member Vincent Guilamo-Ramos and Alida Bouris of Columbia University's School of Social Work; and

- “What Research Tells Us About Latino Parenting Practices and their Relationship to Youth Sexual Behaviors,” co-authored by Michael Resnick, Michele Allen, Maria Veronica Svetaz, and Rachel Hardeman of the University of Minnesota.

VII. National Conference Call

On Tuesday, March 4, 2008, from 11:00 a.m. to 12:30 p.m. EST, the Latino Initiative will hold its much anticipated national conference call. During the call we will hear from our very own Vincent Guilamo-Ramos and the other authors of the two publications on parent-adolescent communication in Latino families. There will be time for Q&A following the authors’ presentations. If you have any questions about the conference call, or have not received a Save the Date yet, please call or email me.

VIII. Conferences

National Campaign staff member Katy Suellentrop and I presented at the Healthy Teen Network Annual Conference in Baltimore, MD. Together with Robert Franklin of the Virginia Department of Health, we provided an overview of national data on Latinos; information on effective and promising programs; lessons learned from practitioners working with Latino youth; and successful Latino teen pregnancy related media campaigns. The Campaign’s presentation was a huge success and numerous audience members requested that the data included in the workshop be made available to the public. The Latino Initiative team has since uploaded the PowerPoint to our website and has translated the presentation into Spanish.

The Latino Initiative is grateful for its ongoing partnership with Hispanas Organized for Political Equality (HOPE), led by LIAG member Helen Iris Torres. We are looking forward to participating in the 17th Annual Latina History Day Conference in Los Angeles, CA, on March 14, 2008. Youth Leadership Team member, Staphany Suarez, and I will both give presentations during the Teen Wellness Workshop. In addition, Campaign staff will also conduct two focus groups with Latina 11th graders hailing from various parts of California, including Sacramento, Bakersfield, Costa Mesa, Los Angeles, Riverside, Colton, San Bernardino, and National City.

IX. Partnerships

Over the last few weeks, we had a wonderful brainstorming session with LIAG member Lisa Trevino Cummins about outreach to a range of organizations working on healthy marriage and relationships, as well as faith-based organizations. We also had the opportunity to brief Frank Fuentes, who leads the Hispanic Healthy Marriage Initiative for HHS, about our work and explore opportunities for future collaboration.

We had valuable conversations with LIAG member Dr. Elena Rios, President and CEO of the National Hispanic Medical Association (NHMA) and with Elena Alvarado’s colleague Marisol Morales of the National Latina Health Network (NLHN) about the possibility of collaborating on a project which we currently have pending with the United Health Foundation. We also had the opportunity to partner with Liany Arroyo and Natalie Hernandez of the National Council of La Raza (NCLR) on a federal grant proposal with Emory University.

We look forward to our continued conversation with Carmen Joge and her staff about CHCI’s upcoming conference on policy issues for engaging young men.

X. Fundraising

We are excited to announce a generous grant of \$200,000 from the Summit Fund of Washington to support our

Latino Initiative work!

We look forward to your participation on our national conference call on March 4, 2008, 11:00 a.m. – 12:30 p.m. EST. Thanks for spreading the word to your colleagues and friends.

¡Feliz Día del Amor y la Amistad!

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