

UTPRC CAG Meeting
June 6, 2012
12:30-2:30 PM
UCT 1505C

Attendance:

Eddie deRoulet	TSI:
Anna Eastman	Javier Lopez
Linda Forys	Antonia Lopez
Ledra Carter Jones	Yoselin Salinas
Princess Legginton	Gaby Lopez
Amy Leonard	UTPRC:
Nike Lukan	Jorge Cruz
Deb Murphy	Maribel Cruz
Kimberly Nicholson	Maura Leahy
Janet Pozmantier	Dennis Li
Rev. Emit Square	Chris Markham
Lisa Milburn	Paula Cuccaro
Kim Lopez	Jeanette Stroud
Glenna Dawson	Susan Tortolero
Nicole Yogi	Nancy Wood

Announcements & Updates

- Introductions – Teen Scene Investigators
- Chair – Eddie deRoulet
- NCC Representatives – Maribel and Jorge Cruz
- NCC Alternate – Kim Lopez
- Updates
 - National PRC – Susan Tortolero
 - Susan and Linda Forys represented all 37 PRCs and National Community Committees in a meeting with Tom Frieden, Director of the CDC, as part of a concerted effort to educate representatives and the CDC about the importance and impact of the PRCs.
 - Frieden said he was supportive of the PRCs, and so far it looks like UTPRC will have funding next year.
 - There is the possibility in the future of funding fewer PRCs but making them stronger; however, this may lead to some political problems.
 - Frieden and his deputy director are interested in “winnable battles” (e.g., teen pregnancy, HIV, and obesity prevention); high-priority public health issues; and especially scaling up to make the most impact possible.
 - UTPRC is currently in Year 3 of the current funding cycle. The RFA for the next cycle comes out next year and will probably focus on a winnable battle with the dissemination of evidence-based programs to scale.
 - Thanks to everyone for their support for the PRCs.

- CORE Project – Dennis Li
 - Currently working on development and creating the design document for the iCHAMPSS decision-support system; UTPRC will be putting out a bid for developers soon.
 - The CHAMPSS group (Harris County school district school health representatives) saw some movement in various districts at the end of its first year in May. UTPRC will work with some individual members over the summer on input for the design document.

- Assessment of Teen Clinic Services – Maura Leahy
 - UTPRC will be assessing the teen friendliness of about 40 health and family planning clinics around Harris County using a Qualtrics survey.
 - Clinics will be ranked by how friendly they are for teens; survey results will serve as both a service and an assessment tool for Harris County.
 - Questions currently ask about services offered: sports physicals, immunizations, primary care, acute care, and reproductive services. Questions about teen friendliness are not all specific to sexual health (e.g., specialized training in adolescent health, hours of operation, use of peer educators, waiting time, confidentiality, longer appointment times, payment for services).
 - A panel of experts looked at it for length as well as construct validity.
 - Next steps: Contact clinics to find the appropriate person to fill out the survey, develop a ranking system, and follow-up with clinics with tips for improvement

- Other Adolescent Sexual Health Research Projects – Investigators
 - None

- Social Marketing Campaign – Susan Tortolero
 - UTPRC is partnering with Luntz Global, a national firm, to identify words and messages that resonate with people to help frame our messages about adolescent sexual health. We are looking for sound bites, but if we find sound bites do not work, a different approach for the public may be needed.
 - UTPRC has conducted 2 focus groups so far – parents and non-parents
 - Parents exhibited a lot of fear and emotion about their child to where they could not even offer good, rational decisions. They picked moral arguments over social and economic ones. They held on for a long time to the belief of wanting their kids to be abstinent until marriage but finally relinquished it as not practical. They said nothing about contraception and were very negative about condoms. They did not like the idea of being a “partner” with schools; “team” is better. They were apprehensive about the term “sex education” until “curriculum” was mentioned. They wanted to teach biology in schools and values at home, and they saw behavior change as only about knowledge; skills were not included.
 - Non-parents chose social arguments over moral and economic ones. They said numbers (economic arguments) do not mean a lot these days. They

felt they did not have permission from parents to care or voice their opinion about the issue because they do not have kids of their own. They provided more realistic, open, and practical solutions. They liked the idea of being a “partner” with schools instead of a “team.”

- Both groups supported the terms “accountability,” “responsible,” “personal responsibility,” and “abstinence” (especially the parent group). They do not believe statistics and see teachers as more liberal; there is mistrust in teachers delivering sexual health education. They liked health and life skills, but they did not like the California–Texas comparison. “Evidence” and “evidence-based” had no meaning for either group; they responded to “fact-based.”
- Top terms for the CAG: contraception, safe sex, straight talk, personal responsibility, honesty, truth
- Top statements for the CAG:
 1. More than 3.7 Million Texas students are not taught the most basic information on protecting themselves from unintended pregnancies and sexually transmitted infections.
 2. In Texas, almost 3 in 10 girls will become a teen mother.
 3. California and Texas have essentially equal demographics, yet California has half the teen birth rate.
 3. Every 10 minutes, a Texas teen gets pregnant.
- Thursday, June 7, will be another session to see how parents react to the We Can Do More presentation.
- There will be another dial message testing session will be conducted in the Dallas area at the end of July. In addition, there will be a survey of 1,200 “opinion elites”—people who are involved with the political process, watch the news, are active in contacting representatives and writing editorials—across Texas.
- Once this research is compiled, UTPRC will look to getting a list of words to use distributed to CAG members.
- Teen Scene Investigators – Maribel & Jorge Cruz
 - Background: TSI teens attended a week-long training over their spring break, conducted a preliminary community assessment (asset map), and developed and implemented a Photovoice media advocacy project (Youth Participatory Action Research) to examine issues in the Aldine community.
 - Thanks to Kim Lopez for the Photovoice cameras.
 - Youth identified teen pregnancy—parent communication, no sex education in schools, lack of information, lack of resources for health services, **lack of access to health services**, and **low use of community resources**—as an issue they wanted to focus on.
 - They assessed qualitatively of getting access to teen clinics in various categories: location, adequate space, outside exterior, educational materials, lists of services offered, colorful signs/posters, waiting rooms, and hours of operation.
 - Themes from the photos included:
 - Look and feel is important for teens.

- Confidentiality is important; the teens liked multiple reminders about confidentiality.
- Having bilingual information is important; it is responsive to the community.
- The teens liked seeing services for males because those are equally as important.
- Moving forward, the TSI teens will try to disseminate their findings to clinics.

Closing Remarks

Announcements

- UTPRC selected for a Community Champion Award at the It's Time School Health Summit
- IYG highlighted as one of the six best practices around the country for teen pregnancy and high school dropout
- Gale Collins, a NY Times columnist, recently published a book, *So Goes Texas*. UTPRC data are included in one of the chapters
- Janet Pozmantier – **Dibble Institute Catalog for Health Relationship Skills for Teens** is available
- Rev. Emit Square – **Back to School Health Fair** will be held on August 18, 2012, 10:00 a.m. – 2:00 p.m., in NE Houston. The location is 8019 Record Street, Houston, TX 77028. For more information or to sponsor a booth, call Rev. Square at 713-320-0024 or email him at emitsquare@aol.com
- Eddie deRoulet/Nike Blue – **Hip-Hop for HIV Awareness** is occurring between June 25 and August 10, with the final concert on August 10. There will be free HIV testing 6/25-28, 7/9-12, and 7/30-8/2. Volunteers needed. For more information, email Brenda Chapman (Brenda.chapman@houstontx.gov) or visit www.hiphopforhiv.com

Next meeting August 1, 12:30 – 2:00 p.m.