

This activities list is intended to "jump start" your CAG and YLC's thinking and planning for community mobilization. This is not an exhaustive list. Many can be "scaled down" to be individual (one-on-one) and small group (one-on-some) activities; others can be "scaled up" to be mass (one-on-many) activities.

Regardless of those finally selected, many of these community mobilization activities and efforts are more likely to be effective when they are broad, deep, regular, intense, numerous, high quality, and repeated by your CAG or YLC.

Activities to provide public awareness/education about teen pregnancy prevention

- ❖ From your personal network, invite people to coffee or lunch and talk to them about teen pregnancy in your community
 - ❖ Invite neighbors, colleagues, and friends to a social setting or gathering where you will share information about teen pregnancy and prevention
 - ❖ Offer to share information about teen pregnancy in your faith community's educational programs with adults as well as youth
 - ❖ Sponsoring, coordinating, and supporting annual public education campaigns, such as:
 - National Teen Pregnancy Prevention Month (May) – Download the Planning Guidebook from the Advocates for Youth website at: <http://www.advocatesforyouth.org/topics-issues/teen-pregnancy-prevention/1304-tpp>
 - The National Day to Prevent Teen Pregnancy (May) - <http://thenationalcampaign.org/event/national-day-2016>
 - Let's Talk Month (October) – Download the Planning Guidebook from the Advocates for Youth website at: http://www.advocatesforyouth.org/index.php?option=com_content&task=view&id=887&Itemid
 - National Condom Awareness Week (Week of Valentine's Day)
 - National STI Awareness Month (March)
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❖ Working proactively with the media by:

- *Developing a media database*
 - *Soliciting opportunities with radio/TV media to talk about adolescent sexuality issues*
 - *Writing "op-ed" pieces to local newspapers to highlight important information or key issues*
 - *Developing a video/DVD on teen pregnancy in your community and posting online*
 - *Conducting media briefings on adolescent sexuality issues*
 - *Creating press releases on current topics and issues*
 - *Creating a media kit about your project*
 - *Creating a press release template for fast release to the press on current topics and issues*
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❖ Utilizing new media strategies by:

- *Creating and posting videos on YouTube*
 - *Establishing a Facebook presence and giving people opportunities to become a fan of your project*
 - *Utilizing Twitter to communicate with constituents*
 - *Creating a text-messaging health education campaign*
 - *Developing and maintaining a user-friendly and useful website*
 - *Creating and maintaining blogs*
 - *Contributing blogs for other sites (e.g., CBOs, local newspapers, etc.)*
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❖ Using a wide variety of other general strategies such as:

- *Conducting poster and essay contests – created by youth, for youth*
 - *Developing radio and television public service announcements (PSAs)*
 - *Developing and disseminating timely articles - newspapers, newsletters, and journals - to key constituents, supporters, and stakeholders*
 - *Asking the public library to create a display or board on teen pregnancy prevention, even in collaboration with the YLC, or displaying entries in the poster contest*
 - *Creating an organizational newsletter (print and/or e-newsletter)*
 - *Creating and managing a speaker's bureau*
 - *Providing internships to grow and support young people's interest in the field*
 - *Presenting on teen pregnancy to local service organizations such as Rotary, Kiwanis, etc.*
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Activities to provide professional development and support to local community organizations

- ❖ Designating staff to provide support to local programs
- ❖ Disseminating and managing a newsletter and listserv for local programs
- ❖ Offering mini-grants for local programs
- ❖ Offering evidence-based intervention program technical assistance (TA) and support:
 - *Assisting to identify science-based programs that are a good fit for local implementation*
 - *Providing logic model training and program implementation training*
 - *Providing guidance on program adaptation with fidelity, implementation, and evaluation*
 - *Training in program sustainability strategies*
 - *Participating in School Health Advisory Committees (SHACs)*
- ❖ Providing opportunities for professional development, training, and support (for CEUs when possible) on topics such as:
 - *Teen pregnancy prevention "Evidence Based Interventions" and "Evidence Informed Interventions" curricula training*
 - *Educator skill building and capacity development*
 - *Fundraising and grant writing*
 - *Program sustainability*
 - *Youth-friendly clinical services*
 - *Cultural competency*
 - *Normal adolescent development*
 - *Adolescent sexual health & wellness*
 - *Controversy management*
 - *Media relations*
 - *Evaluation basics*
 - *Reading and understanding research*
 - *Writing and using logic models for program planning*
 - *Using "Getting to Outcomes: Promoting Science Based Approaches" in program planning, implementation, and continuous quality improvement*
 - *How to assess "promising program" characteristics*
 - *Characteristics of effective programs*
 - *Understanding evidence based approaches in teen pregnancy prevention*
 - *Adapting and tailoring evidence based programs to fit unique communities and populations*
 - *Using social media and other new media*
 - *Social marketing*

Activities to synthesize and disseminate research and data on teen pregnancy prevention and adolescent sexual behavior

- ❖ Conducting a community survey to assess voter and parent attitudes and beliefs about:
 - *Abstinence*
 - *Comprehensive sex education*
 - *Contraceptive access*
 - *Healthy relationships*
 - *Teen pregnancy*
 - *Teen pregnancy prevention*
 - *Teens and sex*
 - *Adolescent sexual behavior and health*
- ❖ Conducting school surveys to determine what schools are teaching as sex education or teen pregnancy prevention
- ❖ Disseminating Youth Risk Behavior Surveillance System (YRBSS) data if collected by the state department of education
- ❖ Disseminating county and/or city level teen pregnancy data
- ❖ Conducting a cost analysis of teen pregnancy to the community

Activities to convene or coordinate teen pregnancy prevention efforts, foster collaboration among providers, and provide networking opportunities

- ❖ Hosting issue groups for providers on a quarterly basis, such as:
 - *Prevention program providers (e.g., teen pregnancy prevention, sexually transmitted infection, and HIV prevention)*
 - *Latino service providers*
 - *Teen parent program providers*
 - *Gay/lesbian/bisexual/transgender (GLBT) program providers*
 - *Male program providers*
 - *Sexual assault and violence prevention providers*
- ❖ Sponsoring a roundtable of youth serving organizations and agencies
- ❖ Sponsoring conferences and meetings such as an annual community conference or forum

- ❖ Collaborating with colleges and universities to develop courses and institutes in adolescent sexuality
 - ❖ Sponsoring or co-sponsoring training and other events with other partners
 - ❖ Joining membership organizations related to youth issues
 - ❖ Attending national conferences of organizations working in any aspect of adolescent sexual health
 - ❖ Attending local and state conferences sponsored by teen pregnancy organizations
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❖ Engaging with funders:

- *Conducting funder briefings*
 - *Creating a funder database*
 - *Sending brief periodic updates to funders*
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❖ Engaging with the faith community:

- *Developing an insert for flyer bulletin on teen pregnancy prevention specifically for the faith community*
 - *Working with faith leaders to develop an appropriate liturgy, order of worship or other program for use within their faith community that focuses on sexual health and teen pregnancy*
 - *Encouraging faith leaders to offer sex education to the faith community's youth*
 - *Identifying and recommending sex education and sexual health resources for teens and parents appropriate for use in faith community setting*
 - *Designating staff dedicated to faith community outreach*
 - *Providing workshops and training for youth leaders and parents in faith communities*
 - *Developing "religious education hour" presentations for faith communities*
 - *Partnering with denominations to support their work in sexual health education*
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❖ Creating and conducting workplace-business initiatives:

- *Providing "Lunch and Learn" seminars on parent-child communication and other subjects related to adolescent health*
 - *Inviting workplaces and businesses to display youth poster contest entries*
 - *Creating pay-check flyers on parent-child communication for businesses*
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❖ Offering parent-family initiatives:

- *Training educators to offer parent/communication workshops to identify parent advocates*
- *Creating a website, webpage or blog for parent education and mobilization to support teen pregnancy prevention*

Activities to educate and inform policymakers

- ❖ Providing briefings on issues related to adolescent sexual health and teen pregnancy prevention for school board members and local policy makers
- ❖ Encouraging public agency grant providers and other funders to support only evidence based teen pregnancy prevention interventions
- ❖ Encouraging public, decision maker, and funder support of:
 - *school based health centers*
 - *confidential access to sexual health services for adolescents*
 - *age-appropriate, comprehensive, medically accurate sex education*
 - *elimination of policies and programs that promote abstinence-only-until-marriage in public venues*
 - *teen parent and secondary teen pregnancy prevention programs*
- ❖ Hosting visits to program sites by community stakeholders
- ❖ Sending brief periodic updates on projects to stakeholders
- ❖ Developing "case studies or stories" about projects and their impact
- ❖ Sending information to local and state policy makers on new research & state data

Activities to develop promotional resources and materials on teen pregnancy prevention for dissemination

- ❖ Developing an organizational resource center and lending library of books, curricula, journals, and reports related to adolescent sexual health
- ❖ Producing a community fact sheet
- ❖ Compiling a directory of prevention and service programs in the community
- ❖ Issuing fact sheets that reflect survey results and research data and analysis related to teen pregnancy, HIV/STI, sex education, contraception, Emergency Contraception, and other topics relevant to adolescent sexual health
- ❖ Developing, disseminating and selling products, such as:
 - *T-shirts*
 - *Bags*
 - *Pens and Pencils*
 - *Coffee Mugs*
 - *Pins*
 - *Mouse pads*
 - *Memo pads*
 - *Water bottles*
 - *Key chains*

Activities to engage youth specifically

- ❖ Participating in School Health Advisory Committees (SHACs)
- ❖ Conducting "secret shopper" surveys of clinics and other health servers
- ❖ Hosting "pizza protection" parties for both peer education and identifying new youth activists
- ❖ Participating in media and public presentations opportunities
- ❖ Writing opinion and editorial letters to editor, blogs to support project goals.
- ❖ Engaging the YLC in writing stories for student newspapers

Activities to engage health providers

- ❖ Offering brochures and pamphlets to clients on teen pregnancy prevention, contraception, delaying sex, communication, etc.
- ❖ Encouraging hospitals and clinics to host a youth health fair on site and invite local CBOs or programs to participate
- ❖ Creating an "I'm an Askable Doc" campaign which includes materials to encourage medical providers seeing youth to discuss sexual health with their patients and families
- ❖ Hosting training for clinical providers to enhance youth friendly services