ETR Core Competencies

About ETR
ETR is a national, nonprofit organization that has been at the forefront of developing, implementing, evaluating and disseminating science-based health programs and interventions for youth, families and communities since 1981.

**Mission:** To provide science-based innovative solutions in health and education designed to achieve transformative change in individuals, families and communities.

**Experience:** ETR has extensive experience in planning and administering major national and regional projects and currently manages over 45 funded projects that have annual budgets ranging from $9,000 to nearly $2 million.

**Staff:** ETR has maintained its commitment and mission while growing to a multidisciplinary staff of over 100 health educators, program developers, trainers, curriculum specialists, writers, editors, graphic artists, librarians, publication and distribution experts, technologists, and social scientists.

Capacity Building & Professional Development
ETR is devoted to building the capacity of health and education professionals to promote the health and well-being of youth, families and their communities. Our services build capacity through skills training, technical assistance, team building, strategic planning and organizational development. Primary clients include state departments of education and health, local health departments, schools and school districts, juvenile justice organizations and community-based organizations.

- **In California:** Funded by the California Office of Maternal Child and Adolescent Health (MCAH), ETR has increased the capacity of thousands of sexual and reproductive health specialists and organizations, other community-based organizations and local health departments across the state of California to influence sexual health promotion policies and practices. The majority of these serve populations at disproportionate risk for HIV/STD, teen and unwanted pregnancy, including low-income communities of color.

- **Across the United States:** ETR’s multidisciplinary staff has worked with organizations in every state and territory in the U.S through support from the Centers for Disease Control and Prevention, the National Institutes of Health, the National Science Foundation and the Corporation for National and Community Service, as well as private foundations.

**Capacity-Building Project Examples**

**California Working to Institutionalize Sexuality Education (WISE) project**
- ETR helps to organize and mobilize school and community leaders with the goals of implementing and sustaining effective sexual health education practices for youth. Regional Comprehensive Sexuality Education (CSE) Networks provide school districts with peer support and partnerships with community-based organizations, which has empowered school districts to make significant improvements to their CSE programs and acquire much-needed resources.

- We offer technical assistance to help districts develop and assess their partnerships, through an evaluation comprised of surveys and interviews that looks at district success in developing and maintaining partnerships and the role the WISE project played.

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### California’s Clean Air Project
- Funded by California Department of Public Health/California Tobacco Control Program, this statewide secondhand smoke technical assistance project builds the capacity of tribal leaders and casino managers to voluntarily develop, adopt and evaluate smoke-free workplace policies. In addition to creating and disseminating educational materials and resources for tribal entities, CCAP provides technical assistance to county health departments and policy advocates throughout California and across the U.S.

### CDC Division of Adolescent and School Health (DASH) Professional Development Project
- ETR coordinates and develops capacity-building services for 27 CDC-funded non-government organizations (NGOs) serving a range of constituents, including juvenile justice providers, service providers to runaway/homeless youth, and state and local education agencies. In collaboration with DASH staff, ETR has developed and conducts a comprehensive needs assessment process to inform an annual calendar of CBA events, which have taken the form of multi- and single-day trainings, roundtable discussions, webinars and workshops addressing both content and functions.

### CDC Division of Adolescent and School Health (DASH) Programs That Work
- ETR, in partnership with CDC-DASH, spearheaded the first national “Programs that Work” initiative, which built the capacity of state and local education agencies (SEAs and LEAs) to disseminate and institutionalize HIV/STD evidence-based interventions (EBIs) and other health education programs. This work included training and technical assistance on EBI selection and implementation, as well as policy and environmental elements necessary for adoption and institutionalization, including gaining stakeholder buy-in and developing infrastructure needed for effective implementation and sustainability. This program reached all 77 funded SEAs and LEAs and provided training to over 250 school districts nationwide.

### CDC Division of Adolescent and School Health (DASH) Survive Outside
- ETR provides national capacity-building assistance for staff in alternative schools, homeless youth organizations and juvenile justice to implement evidence-based and evidence-informed HIV/STD prevention and sexual health promotion practices and policies. The project works at the policy level by assisting sites in educating stakeholders and providing training to staff who work directly with youth, and also facilitates linkages between youth and sexual health services, particularly youth-friendly HIV/STD testing. To date, we have reached nearly 20,000 high-risk youth in hundreds of juvenile justice facilities and alternative schools from 25 states, and trained staff from 106 agencies who have then conducted training events for community stakeholders.

### CDC, Division of HIV/AIDS Prevention (DHAP), Capacity-Building Branch
- ETR provides capacity-building assistance to local CDC-funded community-based organizations providing HIV/AIDS prevention programs, including implementation of effective behavioral interventions to reduce risk behaviors, program monitoring and evaluation, needs assessments, training and technical assistance. Our capacity-building assistance is closely aligned with the National HIV Strategy, as well as the federal focus on High Impact Prevention (HIP) and the Gardner Cascade, to help organizations link newly diagnosed individuals to medical care, utilize outcome data to improve retention, and implement the most effective interventions to reduce risk and increase access to care.

### Family and Youth Services Bureau (FYSB) National Training & Technical Assistance Provider for PREP
- In partnership with RTI, ETR provides training, technical assistance and annual meeting planning services to support the Personal Responsibility Education Program (PREP) grantees. ETR is a lead technical advisor to over 100 state and tribal agencies and community-based organizations funded by FYSB to educate young people toward preventing pregnancy and STD via implementation of evidence-based sexual education programs. We design and deliver both online and in-person trainings and technical assistance to increase knowledge and skills to implement and sustain PREP.
Program Development

ETR is a nationally recognized leader in the development and evaluation of evidence-based health promotion and risk prevention programs, particularly in the areas of HIV/STD and teen pregnancy prevention. Our experience has translated into a unique understanding of how effective interventions are constructed and what practitioners need to implement them effectively.

- We’ve developed, piloted, evaluated and trained to nationally known evidence-based programs aimed at reducing sexual risk-taking behaviors and HIV/AIDS, including Reducing the Risk, Safer Choices, Draw the Line/Respect the Line and All4You! All of these programs were tested with diverse ethnic populations and showed statistically significant outcomes.
- We’re building tomorrow’s diverse technology workforce by providing research-based programming that inspires youth and mobilizes communities to pursue technology education and careers, especially women and Latino/a youth.

Program Development Project Examples

About Us
- With funding from the National Institute of Child Health and Human Development, ETR recently developed and pilot tested a 12-session HIV/STI prevention intervention focused on relationship factors that contribute to HIV/STI risk among high school youth that draws on story-telling and uses clicker technology. The survey results suggested several favorable positive impacts and trends, including students being more likely to use refusal strategies to resist unwanted sexual advances and more likely to use a condom at last intercourse.

All4You! and All4You2!
- ETR was funded by the CDC to develop, implement and evaluate All4You!, a 2-component intervention (behavioral skills and community involvement/service learning) for youth in alternative schools with a high rate of sexual risk behaviors. The program was successful in reducing selected sexual risk-taking behaviors at 6 months.
- With funding from the National Institute of Child Health and Human Development, ETR developed, implemented and evaluated the individual and combined effects of interventions that featured a skills- and norms-based curriculum and/or service learning. The study involved youth in continuation schools. Results show modest short-term impacts of the skills-based curriculum, but not the service-learning or the combined service-learning/curriculum intervention.

Computing for the Social Good (CS Teach)
- This program uses a near-peer strategy for infusing Computer Science (CS) content and the connection between CS and the social good into the K-12 curriculum, because effective strategies for engaging Latino/a students in CS require an increased focus on the societal implications of computing.

Draw the Line/Respect the Line
- ETR collaborated with the University of California, San Francisco Center for AIDS Prevention Studies on an intervention study funded by the National Institute of Mental Health called Draw the Line, Respect the Line. The study involved the development, implementation and evaluation of a culturally appropriate HIV-prevention intervention aimed at middle school youth, with a special emphasis on Latinos. Results suggest the intervention was successful in delaying the onset of sexual activity among boys as well as improving most psychosocial variables measured.

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Program Development Project Examples (continued)

Safer Choices
— Safer Choices, a school-based intervention to reduce sexual risk-taking behaviors among high school adolescents, was funded by the Division of Adolescent and School Health of the Centers for Disease Control and Prevention (CDC), and was conducted in collaboration with the University of Texas at Houston Center for Health Promotion. Study results suggest Safer Choices produced numerous statistically and programmatically significant effects on sexual-specific psychosocial variables and sexual risk-taking behaviors through the 31-month follow-up.

Tecnología-Educación-Comunidad (TEC)
— ETR bridges the “digital career divide” for youth in rural communities through a community- and school-based program that offers technology career pathways for girls and boys from grades 5 through 12. In addition to youth programming, TEC builds the capacity of the families of the youth and the community to create a supportive network that encourages youth to pursue technology interests and careers.

Research & Evaluation

ETR's Research Department and staff are nationally recognized for their significant contributions to education and public health through applied research, evaluations, intervention development and research synthesis. We have particular expertise in school-based randomized-controlled trial studies, which have resulted in the development of multiple evidence-based programs, including those listed above under program development.

• We have extensive experience designing, conducting and analyzing data from both quasi-experimental and randomized controlled trials of health-related behavioral interventions. Outcome analyses are performed using various methods including repeated measures multilevel modeling, multilevel multiple imputation, and factor analysis.
• We have provided expert technical assistance and training to funded grantees, both regionally and nationally, in the implementation and evaluation of evidence-based health and wellness programs, including grantees across the nation funded by the Centers for Disease Control and Prevention.
• We also conduct applied research in schools and community colleges that is used to inform the development of educational interventions, particularly for ethnic minority youth in the areas reproductive health and STEM education.

Research & Evaluation Project Examples

AIM 4 Teen Moms
— ETR serves as the external evaluator for Children’s Hospital Los Angeles for their adaptation of Project AIM. The program, funded through the Personal Responsibility Education Program Innovative Strategies (PREIS), is an individual-level intervention using a case-management model. This study was selected by Mathematica to be part of the PREIS national evaluation.

California Teen Pregnancy Prevention (TPP) Programs
— As part of this project funded by the California Office of Maternal and Child Health, ETR developed the Continuous Program Improvement (CPI) Tool Kit, which provided a framework for TPP agencies to use a systematic process and standardized tools for assessing selected aspects of their programs, with the goal of identifying and making program improvements. We also developed webinars on completing each tool and how to analyze quantitative and qualitative data.

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Research & Evaluation Project Examples (continued)

Computer Game Programming Classes for Children
— ETR has developed, implemented and analyzed studies of over 800 middle school students in computer game programming classes, including developing and testing curriculum and pedagogical approaches for using game programming to teach computational concepts, and testing a range of strategies to assess learning. Will begin a systematic synthesis of research on what children learn from computer game programming in fall of 2014.

Evaluations of Promising Prevention Programs and Coordinated School Health Programs
— ETR provided rapid evaluation technical assistance to agencies funded by the CDC's Division of Adolescent and School Health to implement innovative health programs, including nutrition, physical activity and HIV prevention programs. Staff worked with selected sites to provide assistance in the development of evaluation plans, data collection, data analysis and synthesis, and dissemination of findings.

Promoting Diversity in the Computing Workforce with Community Colleges
— ETR conducts research that informs faculty and administrators at 2-year colleges on how to increase the number of women and underrepresented minorities who persist in the field of computer science and information and communications technologies. We’ve recently completed a longitudinal study of over 700 students enrolled in an introductory programming class at 15 community colleges in California, with results that provide much-needed data on three widely held assumptions about gender differences in pathways to computer science majors.

Relationships, Sexual Norms and HIV Prevention Among African-American Youth (You-Me-Us)
— With funding from the National Institute of Nursing Research, ETR has designed a study to assess the effects of two theoretically based intervention components aimed at promoting relationship development as an avenue for reducing sexual risk-taking behaviors: (1) a skills- and norms-based HIV, other STI, and pregnancy prevention curriculum that focuses on relationships and related behaviors that may affect disease risk; and (2) a school-wide social norms component that features peer-led activities to permeate the school environment with pro-social norms regarding healthy relationships. The program is being evaluated to determine its efficacy in altering behavioral intentions and sexual risk-taking behaviors.

RTR Works!
— ETR developed and evaluated an online training program to help teachers implement Reducing the Risk with fidelity. This program recruited over 200 teachers across the United States, and used teacher pre- and post-surveys, implementation logs, interviews, in-person observations, and audio observations to measure fidelity.

SafeStart Evaluation
— As part of a national demonstration project funded by for the Office of Juvenile Justice and Delinquency Prevention (OJJDP), ETR designed and implemented a five-year evaluation of policy reforms and services for children exposed to domestic violence. We used surveys, interviews, focus groups, and structured observations to examine the impact of system change within San Francisco’s criminal justice system and newly-implemented services across six neighborhood-based family resource centers.

San Francisco Unified School District Student, Family & Community Support Evaluation
— For over twenty years, ETR has served as the lead evaluation agency for the School Health Programs Office of the San Francisco Unified School District’s Student, Family & Community Support Department. We monitor and evaluate a wide-ranging portfolio of grant-funded programs and services focused on improving the health and well-being of the District’s 60,000 students. In 2013, topics included tobacco use prevention; youth in foster care; mentoring programs; online service documentation systems, alcohol use prevention and reduction; HIV/AIDS education; administration of the CDC’s Youth Risk Behavior Survey, nutrition and physical activity promotion; school nursing and social work services, school counseling, and asthma.
Online Resource Centers/Learning Communities

ETR maintains several state-of-the-art online resource centers that have proven to be innovative and cost efficient vehicles for providing technical assistance and training, as well as dissemination of information and resources, to health education and social service providers across the United States.

Research & Evaluation Project Examples (continued)

San Francisco Wellness Initiative

— Since 2002, ETR has served as the evaluation partner for the Wellness Initiative, a highly-regarded system of school-based health and behavioral health clinics in sixteen of San Francisco’s public high schools. ETR conducts process and outcome evaluation for the initiative, measuring the impact of the Wellness Centers’ array of wraparound services and support on student health, emotional well-being, attendance and academic achievement. We use a range of evaluation methods, including online service documentation systems that connect service provision and academic performance data, to monitor and evaluate the initiative.

Project Examples

National Service Resources and Training (NSRT)

— Consolidates work funded by the federal Corporation for National and Community Service to assist the expanding work of AmeriCorps, Senior Corps, VISTA, and Learn and Serve America programs that support the millions of volunteers of all ages working in thousands of organizations and educational settings across the country.

— Manages and develops the services provided by ETR’s long-standing projects, the National Service Knowledge Network and the National Service-Learning Clearinghouse, providing access to a wide variety of reference and referral library services, training and technical assistance, online learning and community development, effective practices databases, searchable resource databases, links to relevant websites, e-mail discussion lists and discussion forums, and online collaboration tools.

— Maintains the nation’s largest library of service-learning materials and resources and a diverse collection of resources to support nonprofit management and capacity building.

CDC Division of HIV/AIDS Prevention Capacity Building Project

— Built and manages the Capacity Building Resource Center (CRC) at MyCBA.org, an online resource designed to facilitate communication and collaboration between the CDC-funded Capacity Building Assistance (CBA) providers and CDC’s Capacity Building Branch (CBB) key staff, with the goal of improving the delivery and effectiveness of HIV prevention services provided to the nation’s workforce who serve populations at risk for HIV.

— Interactive, password-protected website allows CBA Providers access to timely CDC news alerts and documents related to public health and includes a resource library, webinars, CBA provider directory and e-learning courses.

— Coordinates and archives monthly CBA Network calls; ensures quality of materials through review, assessment and approval by CDC; and completes a yearly assessment of current and future TA needs for CRC services.
Content Development & Publishing

ETR is the largest not-for-profit publisher of health education resources and evidence-based programs in the country.

- We publish approximately 1,000 products including curricula, videos, pamphlets, books and other teaching aids, such as flip charts, and ship approximately 8 million books and pamphlets worldwide every year.
- Our evidence-based prevention programs include Focus on Youth with ImPACT, Reducing the Risk, Safer Choices, Draw the Line/Respect the Line, and Becoming a Responsible Teen. ETR is also the developer and publisher of HealthSmart, a comprehensive K-12 health education program that is aligned to national standards and the characteristics of effective health education curricula defined by the CDC.
- Our skilled writers, editors, business planners and graphic designers have many years experience in providing content development and publishing services, with a particular focus on curriculum instructional design, readability and ease of use.

**Content Development Project Examples**

**Customized Sexual Health Unit for NYC**
- We’ve created a customized version of the sexual health unit for the HealthSmart curriculum adopted by New York City schools, working with the client to assemble a series of lessons that would meet the specific topics and standards required.

**Revised Editions of Evidence-Based Intervention Curricula**
- We work with program developers to ensure timely revisions of ETR’s evidence-based curricula, preserving fidelity while addressing new findings and research developments (e.g., developed an additional lesson on the increased risk of multiple partners for the second edition of Safer Choices, based on recent research studies).

**Spotlight on Smokeless (SOS) Tobacco Use Prevention Curriculum**
- This prevention curriculum on smokeless tobacco for middle school was aligned to the skills in the National Health Education Standards, and later expanding into a high school version focused on education and cessation for primary dissemination in Texas.

**Understanding Self-Identity LGBTQ Supplement for Reducing the Risk**
- Developed in collaboration with the City of New York Department of Health and Mental Hygiene and Department of Education, this supplemental curriculum lesson was designed to address the inclusion of lesbian, gay, bisexual, transgender and questioning youth in classrooms implementing the Reducing the Risk evidence-based intervention, while maintaining fidelity to the program.