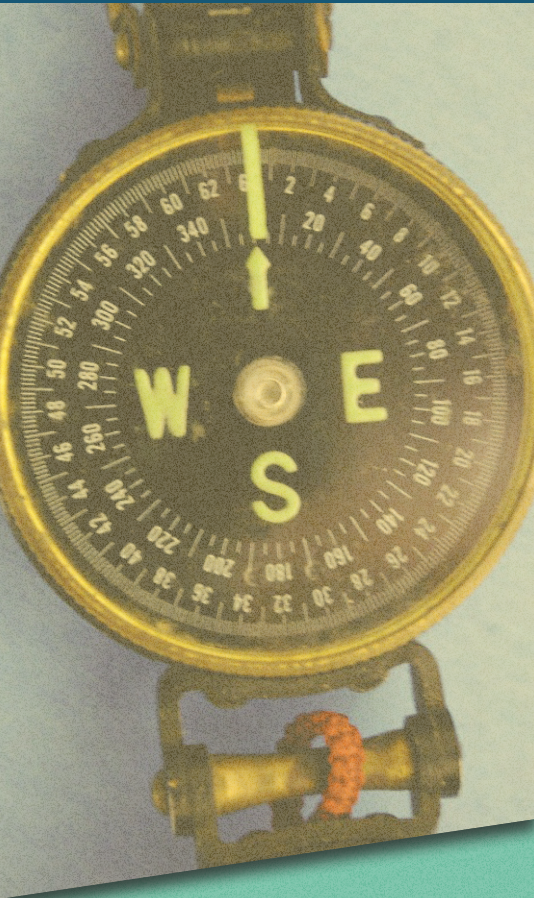


2014  
QUARTERLY  
REVIEW

SPRING

# New Horizons

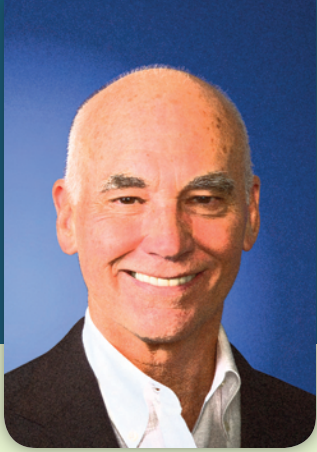
## Navigating Emerging Realities with Innovation and Value



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**ETR**

Advancing Science  
Reducing Risk  
Improving Lives



## FROM OUR CEO

# New Horizons

## Navigating Emerging Realities with a Focus on Innovation and Value

Emerging realities can challenge us personally, professionally and organizationally.

We face novel expectations on the job, master additional skills, put new technologies to work, and find different ways of interacting with colleagues, all in the context of shifting value paradigms.

There are new realities for organizations as well. These often include the need to leverage resources differently—to find new sources of funding, new ways to reach patients or clients, new customers for products and services. Most organizations today are also putting metrics to work in more precise ways. For example, here at ETR we're working with platforms that allow us to calibrate our outreach more effectively to match the needs of our clients and customers, reaching them with content they want and tools that make a difference in their unique circumstances.

One thing that hasn't changed is our deep commitment to delivering genuine value, whether to a funder supporting scientific inquiry, a partner requesting evaluation of a local project, or an end-user picking up one of our health education pamphlets.

As I've been reflecting on these different streams—the constancy of our commitment to value and the maelstrom of cultural, financial and technological change that spins around that—I've been thinking more about the ways we make sense of “value.”

What is it? How do we know when we've received or delivered it? How can we measure it? What strategies allow us to add value to a service, outcome or product?

Those of us in the health arena might exchange any number of products, services, programs or ideas. I firmly believe that to understand a value, you must stand where you can see movement in both directions—that is, encompass both the delivery and the receipt of whatever is being offered. This is the only way we can assess whether the value delivered and the value received represent a positive mutual exchange for the parties involved.

One of our tasks as providers is to understand what it is our clients and customers want—what they value—and then find a match with what we can offer. Sometimes this means using existing experience and capacity to navigate toward new offerings. Sometimes it means taking off in a completely fresh direction. Sometimes it means thinking in a different way, offering a new proposition with an innovative vision, and building the sense of value that both parties share.

At ETR we are using all of these strategies to respond effectively, dynamically and with purpose to the realities of the world in this moment, this day, this place and time. We change our footing and pivot when necessary because value, by our definition, is an ever-changing proposition.

I invite you to look through our 2013–2014 Third Quarter Review to see many examples of this kind of response. Our staff continue to be agile, inventive, forward thinking and innovative. Let us know if you see ways to share these commitments and contributions through our mutual endeavors. We are actively seeking new partnerships and opportunities to create more value for those we, and you, serve together.

*Sincerely,*

**Daniel McCormick, CEO**



# SET COURSE THEN SET SAIL



## Innovation and Value

We're working with platforms that allow us to calibrate our outreach more effectively to match the needs of our clients and customers, reaching them with content they want and tools that make a difference in their unique circumstances.

# PROFESSIONAL DEVELOPMENT

## The Up-to-Date Science of Adult Learning

ETR is well known for its longstanding commitment to theory- and science-based health education.

**We bring a similar framework to our Professional Development services.**

When we train to evidence-based interventions (EBIs), we achieve greater success by using a science-based approach in our trainings. As we navigate the science of learning, targeting both youth and adults, there's an ever-greater need to understand the evidence and use the most effective methods for putting it to work.

### The Nuts and Bolts of It

Using the science of adult learning helps us achieve stronger positive effects from implementation. We value and support a culture of ongoing professional development, and we believe in and adhere to the following principles:

- The power of evidence-based programs is enhanced when they are implemented with fidelity—that is, when instructors cover all of the necessary content and skills.
- It's essential to train educators, health service providers and key stakeholders on the elements of successful implementation.
- A model of **Distributive Learning** makes professional development more effective. We recognize that learning transfer—taking a premise from concept to practice—is not a one-time event, but a process that occurs over time.
- Delivering dynamic and substantive trainings empowers participants and results in key skills and knowledge transfer.



#### **Distributive Learning**

The distribution of a learning process delivered over time, in a planned and pedagogically sound manner, either exclusively through online (virtual) technologies, or through blending online technologies with traditional in-person skill-development strategies.



**OUR SERVICES CAN HELP YOU REACH YOUR PORT OF CALL.**

## TO LEARN MORE ABOUT ETR'S PROFESSIONAL DEVELOPMENT SERVICES:

Debra Christopher, MS  
Director of Professional Development  
[debra.christopher@etr.org](mailto:debra.christopher@etr.org)

## FOR INFORMATION ON SPECIFIC TRAININGS OR SCHEDULES:

Nancy Gonzalez-Caro, MPH  
Sales Development Specialist  
[gonn@etr.org](mailto:gonn@etr.org)



# Transformation and Continual Improvement

## EBI Trainings of Educators

We've completed redesign and update of four of our EBI Training of Educators (for *Reducing the Risk*, *Being a Responsible Teen*, *Draw the Line* and *All 4 You*). Next, we'll be updating the training for *Safer Choices*. Our science-based framework makes these programs even more effective.

## EBI Trainings of Trainers

We've transformed our approach to providing Training of Trainers (TOT), based on learning and implementation science, and on best practices in skill development. We'll be offering regional, comprehensive TOTs that build the skills of trainers/facilitators by strengthening their approach in working with adult learners. Taking action to achieve effective implementation is the goal.

# Making a Difference with New Materials and Trainings

## Technical Assistance Toolkit

We've developed a new Technical Assistance Toolkit based on a review of the literature and feedback from focus groups. It offers guidelines for the application of best practices in providing tailored technical assistance, including example protocols and logging templates. It will be available for purchase soon.

## Online Technical Assistance Training

An interactive online training is now available to support those in the field charged with providing technical assistance. It's aligned with our new science-based framework for professional development.

## Interactive Training on LARC

We are offering a new interactive training on long-acting reversible contraception (LARC) that is aligned with our science-based framework. Experts say that LARCs have the potential to dramatically decrease the unintended pregnancy rate, yet misconceptions about their use persist. This training provides participants with the most current clinical information on LARC methods, research on misconceptions, guidelines related to adolescent use, and tools for implementing LARC-related health promotion strategies in youth education.

# STRENGTHENING THE FIELD

Some key contributions of ETR staff in our third quarter include:

## Articles & Presentations

### Pamela Anderson, PhD

Dr. Anderson published a study exploring the phenomenon of peer-to-peer pimping relationships.

Anderson, P. M., Coyle, K. K., Johnson, A., & Denner, J. (2014). An exploratory study of adolescent pimping relationships. *The Journal of Primary Prevention* 35(2), 113-117. ([Abstract](#))

### Jill Denner, PhD

Dr. Denner was a featured presenter at the 5th annual *Dare2B Digital* conference in Sunnyvale, California, where she addressed new ways to get more women and girls involved in tech careers.

“It was amazing to see so many different types of girls and so many parents show up on a Saturday to learn about tech careers.”

Jill Denner, PhD

### Shannon Campe

Ms. Campe's report on the power of intentional computing was published and the full text is available [online for free](#).

Campe, S., Denner, J., & Werner, L. (2013). Intentional computing: Getting the results you want from game programming classes. *Journal of Computing Teachers*.

“Although game programming is being taught more widely in K–12 grades, there are limited resources for teachers about how to be ‘intentional’ in their instruction. Intentional strategies can boost student learning while keeping students engaged and interested.”

Shannon Campe

### Stephanie Guinosso, MPH

Ms. Guinosso contributed to a Tip Sheet for the Family and Youth Services Bureau that reviews the ways adverse experiences in childhood affect child development, then suggests steps providers can take to address such experiences. The tip sheet is [available online](#).

Hawkins-Anderson, S., & Guinosso, S. (2014). *Adverse childhood experiences and implications for adolescent pregnancy prevention programs*. Washington, DC: Administration on Children, Youth and Families, Family and Youth Services Bureau.

## Board Service

### Karin Coyle, PhD

Dr. Coyle, Senior Research Scientist, was invited to join the board of the Sexuality and Information Council of the United States ([SIECUS](#)). To read more about her work and perspectives, [see page 8](#).

### Kay Todd, MSW

Ms. Todd has been with ETR since the agency was founded in 1981, and has over 35 years' experience in human sexuality, pregnancy prevention and STD and HIV/AIDS prevention education. She has recently joined the board of [Teen Now California](#).

“Teen Now California provides support to people who work directly with youth. They are committed to finding ways to assist youth to lead healthier and fuller lives. I'm excited to be sharing my passion for this work with such a highly respected organization. Joining their board allows me to use my energy and experience with new people doing some great things—it's inspiring!”

Kay Todd, MSW



# Tools for the Field

## Webinars

Here are some of the webinars we've been offering over the past quarter.

### Sustaining Programs

We offered a webinar on program sustainability for DHAP (Division of HIV/AIDS Prevention) Capacity Building Assistance Providers. These providers will be helping community-based organizations in the HIV/AIDS field plan and develop concrete strategies for sustainability over the long term.

### Developing and Packaging Innovative Programs

Often, innovative interventions developed in the field don't make the leap to real-world applications. This webinar reviews the steps required to take promising interventions from field-test versions to products that can be disseminated and used by agencies and settings that could benefit from them. The webinar was offered to grantees funded by the Department of Health and Human Services (DHHS) Family and Youth Services Bureau (FYSB).

ETR has been a longstanding leader in developing, packaging, disseminating and providing training on innovative and evidence-based programs. Check our [website](#) to see some of the services and materials we can offer organizations interested in disseminating their own innovative programs.

## Workshops

### Fostering Youth Resiliency Through Adolescent Pregnancy Prevention Programs

Children raised in adverse environments are more likely to experience negative developmental outcomes, including teen pregnancy. However, many young people thrive despite the odds. What makes these young people resilient, and what can youth-serving professionals do to help foster resiliency through sexual and reproductive health programs? This workshop is dedicated to answering these important questions.

## Presentations

### Positive Youth Development as an Approach to Sexual and Reproductive Health Promotion

Positive youth development is a paradigm that engages young people as active participants in their own development. Unlike more conventional problem-focused paradigms, in which experts deliver interventions and youth receive them, the youth development model actively engages young people in defining and responding to the challenges in their lives. This presentation explores ways these two paradigms can coexist, and how positive youth development approaches can be integrated with more traditional prevention programs to improve sexual and reproductive health outcomes for youth.

**ETR staff continue to make important contributions to the fields of health education research and delivery. We appreciate the dedication, inspiration and integrity of our researchers, trainers and partners.**

**Our webinars, presentations and workshops can be tailored for delivery in a range of settings upon request.**



*“When we focus on building strengths, it not only prevents the problems we want young people to avoid, but also helps them thrive. I love doing this kind of training because these are issues people who work with young people really care about. Yes, they want kids to be healthy and safe, but they really want to see all young people reach their full potential.”*

**Stephanie Guinosso, MPH**

## KARIN COYLE, PhD, JOINS SIECUS BOARD OF DIRECTORS

### Service That Makes a Difference

ETR values partnerships and service to the field.

Karin Coyle, PhD, Senior Research Scientist, has recently joined the Board of Directors for the Sexuality Information and Education Council of the United States (SIECUS). Her first board meeting coincided with SIECUS' grand 50th anniversary celebration. Here are some of her observations about this new opportunity.



“ I’m excited about joining in the work of SIECUS. They advocate for the right of people across the lifespan to have access to high-quality comprehensive sexuality education, accurate information to support sexual health and well-being, and access to sexual health services. ”

“ The SIECUS mission is very complimentary to ETR’s work and mission—and to the work of others in the sexual and reproductive health field. SIECUS is out there all the time, lobbying to see that funds are available for meaningful research, advocating to see informed policies put into place, and offering sound information to providers, researchers, parents, teachers and the general public. This work sets a strong base that people can use to promote and build programs in sexual and reproductive health. ”

“ I’m looking forward to meeting new collaborators and establishing new partnerships. I’m pleased to be closer to some of the cutting-edge policy work occurring in the sexual and reproductive health arena. I’m thrilled to be joining a group of people who are so passionate about the need to make a difference in sexual and reproductive health for all ages. ”

[Learn More About Karin Coyle](#)





# MOVING FORWARD

## New Grants and Projects

Our research and evaluation team pursues projects that span an impressive range of populations and issues.

### SF Department on the Status of Women

ETR has recently joined in a partnership with the San Francisco Department on the Status of Women. Our researchers will be conducting a comprehensive needs assessment, looking at what services are available to address violence against women and girls in San Francisco, including survivors of domestic violence, sexual assault and human trafficking.

We'll be speaking with agency administrators, direct service providers, and clients of agencies that provide services and have significant contact with survivors of violence against women. We hope to identify community strengths, service gaps and barriers to access. At the conclusion of the project, we'll produce a comprehensive report of the research findings, along with recommendations for funding priorities, that will be presented to the Commission on the Status of Women.

#### TO LEARN MORE:

**Pamela Anderson, PhD**  
Senior Research Associate  
[pamelaa@etr.org](mailto:pamelaa@etr.org)

### Community Impact Solutions CBA Project

ETR has received funding from the Centers for Disease Control and Prevention (CDC) to provide capacity-building assistance (CBA) to community-based organizations working in the HIV prevention arena. Linked to the National HIV/AIDS Strategy, the goal of this project is to support optimal planning, implementation and sustaining of high-impact HIV prevention efforts across the nation—that is, efforts that reach out to individuals at greatest risk for HIV.

We'll be offering state-of-the-science information, training and technical assistance to organizations to increase the impact of their prevention efforts. We look forward to continuing our work in these critical efforts to effectively address the ongoing HIV epidemic.

#### TO LEARN MORE:

**Melanie Graham, MSW**  
Project Coordinator  
[melanie.graham@etr.org](mailto:melanie.graham@etr.org)

### Oakland Unified School District

ETR is excited to be partnering with OUSD to develop, implement and evaluate a range of health and wellness initiatives. See “ETR’s Commitment to Schools” for more about this project.

### West Contra Costa Unified School District

ETR will be working with WCCUSD to help build and sustain a school environment in which all students feel safe from sexual- and gender-based harassment. See “ETR’s Commitment to Schools” for more about this project.

### The Work Goes On: AIM 4 Teen Moms

ETR has been participating in a collaboration with Children’s Hospital Los Angeles (CHLA) and Mathematica to implement and evaluate the *AIM 4 Teen Moms* program. This program is designed to increase contraceptive use, delay repeat pregnancy, and enhance goal-attainment in parenting teens.

ETR is responsible for recruitment of teens into the study. Over a 2-year period, we have been able to recruit and survey over 950 teen moms. We are now nearing completion of the 12-month follow-up, with a response rate of 80%, and are starting with the 24-month follow-up cohort. ETR appreciates the fine work—and excellent response rates—produced by our dedicated team.

#### TO LEARN MORE:

**Pamela Drake, PhD**  
Senior Research Associate  
[pamd@etr.org](mailto:pamd@etr.org)

“It has been inspiring to track the stories of teen moms over the life of this project. I’m hopeful that our end result will show an impact on rapid repeat pregnancy in teens, and result in a better-quality life for the teens and their children.”

Pamela Drake, PhD



## ETR'S COMMITMENT TO SCHOOLS

# Research Reveals Solid Evidence for Benefits of School-Based Wellness Services

ETR has begun its third decade of work with the San Francisco Unified School District (SFUSD), a nationally recognized leader in the development and implementation of health and wellness services.

Senior Research Associate John Shields, PhD, has noted that analyses of SFUSD's school-based health services provided some of the first solid evidence that school-based wellness services "make an effective and powerful difference for students."

Building on this strong foundation of demonstrated success, ETR is proud to be working with additional school districts in the San Francisco Bay Area.

### **Oakland Unified School District (OUSD)** Making Data Stronger and Programs Better

ETR is partnering with OUSD to develop, implement and evaluate a range of health and wellness initiatives. As evaluator for the district's CDC HIV/AIDS Prevention Grant, our work includes supporting the identification and adaptation of an Exemplary Sexual Health Education (ESHE) curriculum for district-wide implementation.

We will also lead the development of a comprehensive 3-year grant-evaluation plan, creating protocols that measure the ongoing identification and referral of students in need of sexual health services, tracking student utilization of those services and assessing their impact.

ETR also serves as evaluator for the District's Wellness Champion program, which implements health and wellness projects focusing on nutrition, physical activity, safe routes to school, produce markets, staff wellness, and recycling and composting.

### **West Contra Costa Unified School District (WCCUSD)** Commitment to a Safe School Climate

ETR is partnering with WCCUSD to create and sustain a school environment in which all students can feel confident they are safe from sexual- and gender-based harassment. As part of the district's fervent commitment to improve school climate and provide a positive learning environment for all students, we have begun to build a strong partnership that will develop clear policies and decisive procedures to investigate and address allegations of harassment. ETR will also develop and implement a system of monitoring and evaluation that will endure beyond the conclusion of the project.



# ETR BROADENS THE APPEAL OF HEALTHSMART

## HealthSmart and State-Level Standards

*HealthSmart*, ETR's comprehensive K–12 health education program, was designed to meet the National Health Education Standards (NHES).

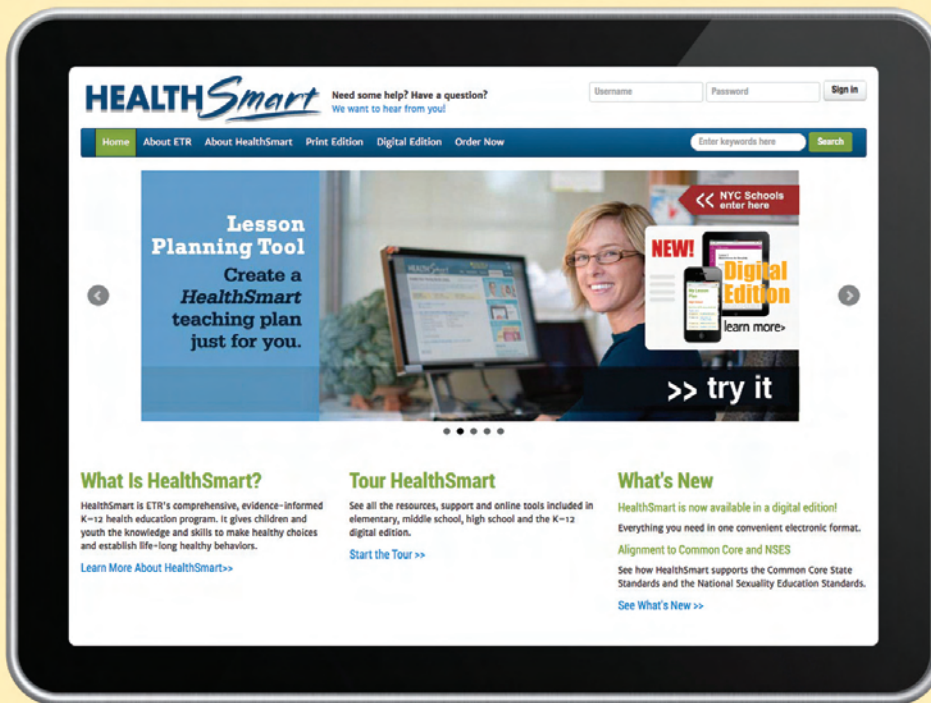
The NHES detail what students need to know and be able to do in order to achieve health literacy, by setting performance indicators around functional knowledge and skills required for adopting and maintaining healthy behaviors. In addition to key concepts in the various health areas, the standards address the 7 essential health skills of analyzing influences, accessing resources, interpersonal communication, decision making, goal setting, practicing health-enhancing behaviors and advocacy.

All lessons in the *HealthSmart* curriculum are aligned with NHES, and great emphasis is placed on students having opportunities to become proficient in and master the concepts and skills outlined at each grade level. We recently analyzed the alignment of the *HealthSmart* sexual health units with the National Sexuality Education Standards, which provide guidance on the developmentally- and age-appropriate core content for sexuality education programs at various grade levels.

Now our school health editorial staff are hard at work reviewing how *HealthSmart* aligns with individual state standards in health education. These state-level alignments allow educators and administrators to assess how the curriculum will help them meet their state standards. Because *HealthSmart* is so closely aligned to the NHES, it aligns very well with state standards that have their foundations in the NHES, as well as any state standards that emphasize skills development. Thus far, we've completed this analysis for California, Florida, New York and Texas, some of our primary *HealthSmart* customers. Georgia, Oregon and North Carolina are coming soon.

### TO LEARN MORE ABOUT HEALTHSMART OR THE ALIGNMENTS:

John Henry Ledwith  
National Sales Manager  
[jhl@etr.org](mailto:jhl@etr.org)



View the current standards alignments at the HealthSmart website.

[Visit the HealthSmart Website](#)

Click on **About HealthSmart** to see how *HealthSmart* aligns with State and National Standards.

- Also**
- Tour HealthSmart
  - Lesson Planning Tool
  - Sample Lessons
  - Common Core
  - Compare Print Vs Digital
  - FAQs
  - From the Author
  - What's New

# NEW PRODUCTS Keeping It Fresh

ETR continues to publish exemplary health education products that help providers communicate essential health messages.

## E-Cigarettes: 10 Things to Know About Vaping

Our new e-cigarette pamphlet and poster debunk the message that e-cigarettes are safe, report that the products contain some of the same toxins found in tobacco cigarettes, and emphasize the fact that e-cigarettes are not regulated or approved as cessation devices.

[Learn about the pamphlet](#)

[Learn about the laminated poster](#)

With studies showing the use of e-cigarettes growing rapidly among all age groups, there's a strong need for clear, accessible information about these products. Companies aggressively market their e-cigarettes as healthy alternatives to smoking conventional cigarettes and as useful cessation devices. However, the limited research that exists indicates these media messages are misleading.

Although little is known yet about e-cigarettes' impact on public health, the CDC recently reported the findings from an analysis of data on calls to U.S. poison centers about human exposure to e-cigarettes for the period from September 2010 (when unique codes were added specifically for capturing e-cigarette calls) through February 2014. Findings show a dramatic increase in the proportion of e-cigarette exposure calls compared to conventional tobacco exposure calls over this time period. To keep our new educational materials as current as possible, ETR will keep a close eye on emerging news about these products and proposed regulations.



# VAPING A GROWING CONCERN



# CLEARING THE AIR

## Win-River Casino Adopts Smoke-Free Policy

In January 2014, California's Clean Air Project (CCAP), a project managed by ETR, was thrilled when the Redding Rancheria Tribal Council voted unanimously to adopt a 100% smoke-free policy at the Win-River Resort & Casino. In a bold, decisive move, the Redding Rancheria now offers guests and employees 100% smoke-free gaming, entertainment and accommodations.

CCAP Project Director Narinder Dhaliwal notes that ETR has been working with Win-River Casino management over a 7-year period that started with a project to research secondhand smoke exposure. The data gathered over the years proved that a small percentage of smokers can create high levels of exposure to dangerous carcinogens for all guests and employees on the gaming floor.

Win-River General Manager Gary Hayward cited patron and employee health as a key factor when he presented the proposed change to the Redding Rancheria Tribal Council, which then helped the casino through the process of adopting the new policy.

Referring specifically to employee health, Hayward said, "We have a lot of benefits and programs that are pushing for healthier lifestyles, weight loss, fitness programs ... but yet we expose them to a smoking environment on a daily basis. It just didn't make sense in the long run."

Redding Rancheria's Tribal Council and Gary Hayward are to be commended as business and community leaders for their forward-thinking approach. The Win-River Resort will be the largest 100% smoke-free tribal casino in California.



## Newsletters Continue to Surprise and Delight

ETR continues to distribute monthly e-newsletters that provide advice and commentary from experts across the nation, summaries of groundbreaking articles and links to tools that support excellence in health education and health care delivery. Our editors and writers strive to provide a resource that is engaging, to the point and entertaining.

### Smart Solutions | Health

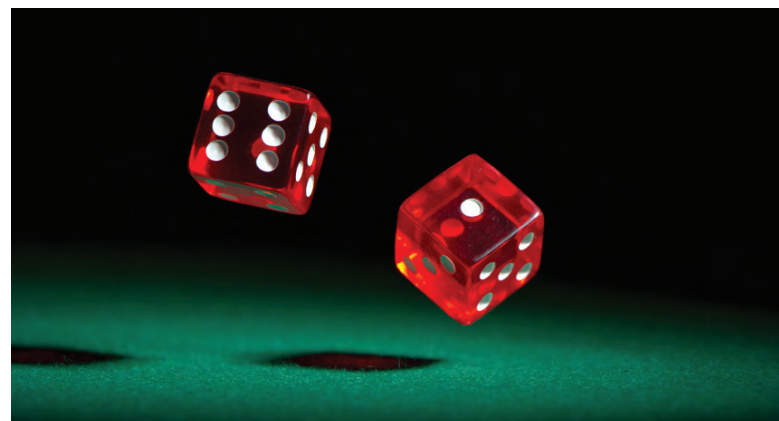
[View Past Issues](#) | [Subscribe](#)

Ideal for administrators, planners and direct providers of health services and education interested in health care trends and practices.

### Smart Solutions | School Health

[View Past Issues](#) | [Subscribe](#)

Geared toward administrators, teachers and other staff in K-12 systems looking for ways to improve delivery of health education and promote the health and safety of their students.



# TOGETHER WE MAKE IT HAPPEN

## Selected Clients & Funders

ETR seeks and builds partnerships based on authentic relationships, excellence in delivery, innovative designs, and positive, measurable outcomes.

The following list represents selected past and present funders, clients and partnerships.

### Government

Administration for Children, Youth and Families

California State Department of Public Health

Office of AIDS

Office of Family Planning

Office of Maternal, Child and Adolescent Health

Tobacco Control Program

Centers for Disease Control and Prevention

Division of Adolescent and School Health

Division of HIV/AIDS Prevention

Division of Reproductive Health

Division of Violence Prevention

Corporation for National and Community Service

Florida State Department of Health

Georgia State Health Department

Los Angeles Unified School District

Michigan Department of Education

Mississippi Department of Health

National Cancer Institute

National Institute of Child Health and Human Development

National Institute on Drug Abuse

National Institute of Mental Health

National Institute of Nursing Research

National Science Foundation

New York City Departments of Health and Education

Oakland Unified School District

Office of Adolescent Health

Office of Adolescent Pregnancy Programs

Office of Juvenile Justice and Delinquency Prevention

San Bruno Park School District

San Francisco Department of Children, Youth and Their Families

San Francisco Department on the Status of Women

San Francisco Unified School District

Substance Abuse and Mental Health Services Administration

Tobacco Related Disease Research Program

U.S. Department of Education

West Contra Costa Unified School District

World Health Organization

### Private

AMD Foundation

Annie E. Casey Foundation

Bristol-Myers Squibb

The California Endowment

California Pacific Medical Center

The California Wellness Foundation

Carnegie Corporation of New York

Children's Hospital of Los Angeles

Child Trends

The David and Lucile Packard Foundation

Driscoll's Charitable Fund

Family Health International

Google

The Grove Foundation

Healthy Teen Network

ICF Macro

Lisa & Douglas Goldman Fund

Lucile Packard Foundation for Children's Health

Mary Wohlford Foundation

Metta Fund

National Campaign to Prevent Teen and Unplanned Pregnancy

National Juvenile Detention Association

National Partnership for Juvenile Services

Pfizer Inc.

Research Triangle Institute

The Retirement Research Foundation

The Santa Cruz Community Foundation

South Carolina Campaign to Prevent Teen Pregnancy

United Nations Educational, Scientific and Cultural Organization (UNESCO)

United Nations Population Fund

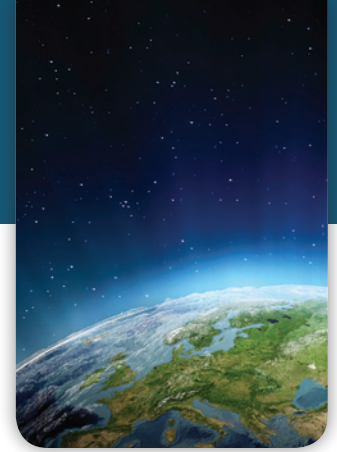
United Way of Santa Cruz County

University of California, San Francisco

The University of Texas Health Science Center at Houston

The William and Flora Hewlett Foundation

The World Bank (through UCSF)



We join with others whose goals are to improve health and education in the U.S. and abroad.

