

Alabama Campaign to Prevent Teen Pregnancy

Strategic Plan

Priorities and Goals

MISSION STATEMENT: Provide statewide leadership on the issue of teen pregnancy prevention through collaboration, education, training and advocacy; thereby reducing teen pregnancy and improving the well-being of Alabama's children, families and communities.

PRIORITY: Empower parents and teens to talk about teen pregnancy.

- Establish relationship with 10 statewide organizations with a direct link to parents or teens.
- Co-sponsor three state-wide youth events annually.
- Develop a model for parent forums in Alabama communities.
- Ensure Campaign resource library has materials that address adolescent sexual behavior that will be useful to parent serving organizations.
- Establish a “train the trainer” program for the purpose of providing parents with skills to address sexual behavior among their adolescents.

PRIORITY: Support evidence-based approaches (also referred to as science-based approaches) to teen pregnancy prevention in Alabama school systems.

- Identify states with evidence-based programs in public school systems and develop model for replication in Alabama.
- Introduce work of Campaign to DOE and all Alabama school systems and identify supporters of evidence-based programs at both state and local levels.
- Plan a pilot program to be implemented in targeted school systems with high incidence of teen pregnancy and teen childbearing.
- Promote evidenced-based prevention programs to classroom educators in Alabama school systems.
- Develop and deliver workshop training on PSBAs.

PRIORITY: Promote positive youth development as a prevention model.

- Summarize what the child development approach is and how it prevents high risk behaviors and promotes positive behaviors related to teen pregnancy by April 2009.
- Develop a simple framework /model incorporating this approach into teen pregnancy prevention programs in Alabama.
- Identify 5-8 evidence-based youth-development programs that could most feasibly be adopted for use by local communities across Alabama; promote and provide access to them via the ACPTP website.
- Offer training on the implementation of those programs feasible in Alabama to churches and organizations across the state; train 30 church leaders on the programs in the next 2 years.

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PRIORITY: Create high public awareness about issue of teen pregnancy and use premier website as primary means of communication.

- Identify eight major Alabama media outlets with combined coverage area of the entire state and establish relationship with reporters or on-air personalities at each outlet.
- Introduce work of Campaign to media outlets and provide media releases on timely issues at least quarterly.
- Utilize database as a tool for mass communication of teen pregnancy related material on a monthly basis.
- Design and launch content management web site by December 2008 and maintain site with updates at least monthly.
- Produce Alabama specific teen pregnancy prevention material in the form of billboards, PSAs, fact sheets, newsletters, etc at least quarterly and publish annual report beginning Oct 09.

PRIORITY: Engage policy makers who are informed, supportive, and active in teen pregnancy issues.

- Develop a relationship with one state legislator for the purpose of providing information relative to healthy youth issues for a legislative outcome.
- Participate in advocacy efforts during legislative session on issues that relate to adolescent health.
- Meet annually with Governor (or appointed staff person), State Health Officer, DHR Commissioner, State Superintendent of Education, Commissioner of Department of Children's Affairs, and Director of Children's Trust Fund to update on Alabama teen pregnancy prevention initiatives.
- Initiate contact with local policy-makers announcing all presentations or visits by Campaign staff to Alabama communities and send additional letter as a follow-up to the visit.