PRIORITY RESOURCE DISSEMINATION TOOLKIT

Expanding Partnerships and Disseminating HIV Prevention Materials to Reduce HIV and other STDs among Adolescents through National Non-Governmental Organizations

Introduction

This priority resource dissemination toolkit was collaboratively developed by Advocates for Youth (Advocates), the National Association of County and City Health Officials (NACCHO), the National Coalition of STD Directors (NCSD), and the School-Based Health Alliance (the Alliance) through the Centers for Disease Control and Prevention (CDC) Division of Adolescent and School Health's (DASH) new initiative, *Expanding Partnerships and Disseminating HIV Prevention Materials to Reduce HIV and other STDs among Adolescents through National Non-Governmental Organizations (PS16-1603)*. The resources in the toolkit were created under CDC DASH's PS13-1308 work, and were evaluated and prioritized by Advocates, NACCHO, NCSD, and the Alliance based on their relevancy to the goals and objectives for implementing CDC-developed school-based approaches for health education, health services, and safe and supportive environments.

The objective of the toolkit is to provide an easy to access summary of all of the priority resources, sample social media posts for sharing with various audiences through multiple channels, and suggestions for the best ways in which to share these resources with your constituencies. The resources are organized based on the school-based approach – health education, health services, safe and supportive environments – they address.

Dissemination Strategy

The goal of the following dissemination recommendations is to facilitate sharing of the resources in this toolkit, to maximize the number of audiences/constituencies that access the resources, and to increase awareness of the tools, trainings, guides, and research in each resource.

Each resource below includes a sample social media posts for Facebook and Twitter. It is recommended that all partner organizations work with their communications team(s) to schedule one–two tweets per week, and at least one Facebook post highlighting a different resource each month. Scheduling tools such as Facebook Scheduled Posts, Scheduled Tweets, and/or Hootsuite, or similar platforms, can be used to ease the lift of dissemination and to ensure that the resources are being distributed regularly.

The social media posts below should be used as a guide, but we encourage you to put your own spin on them based on your internal communications strategies and your target audience. It is also recommended that each post be accompanied by an attached image that complements the resource, as this will aid in visibility of each post. We encourage you to tag the authoring organization to ensure cross-promotion.

Health Education

Becoming a More Culturally Responsive Educator

Description

This training module from Advocates for Youth was developed as an introduction to cultural responsiveness and is designed to begin to build the competency of educators to become more culturally responsive to youth. The module defines cultural responsiveness and identifies the traits of a culturally responsive person; takes a step-by-step approach to exploring methods for working effectively and respectfully with youth from various backgrounds by examining the meaning of culture, encouraging participation in a self-assessment, proving techniques for getting to know young people as individuals, and giving context to economic issues, historical trauma, religious beliefs, etc. that affect the sexual health of young people; and provides strategies for engaging all young people in sexual health education.

LINK: *http://bit.ly/2Fhggcy*

SOCIAL MEDIA

FACEBOOK Educators! Here's a training resource to help build competency to become more culturally responsive to youth. @Advocates4Youth http://bit.ly/2Fhggcy

TWITTER Educators! Here's a training resource from @AdvocatesTweets to help build competency to become more culturally responsive to youth. #Youth #SexEd http://bit.ly/2Fhggcy

National Coalition of STD Directors

The Role of School Health Advisory Boards (SHACs) in Comprehensive Sexual Health Policies and Programs

Description

School Health Advisory Boards (SHACs) facilitate communication among community partners and reflect a community's values and norms. This training module from Advocates for Youth highlights the need for comprehensive sexual health education policies and programs, explains how SHACs play a crucial role in shaping comprehensive sexual health programs and policies in schools through the Coordinator School Health framework, and provides a guide to structuring a SHAC, including member selection and traits of an effective SHAC member. The module also provides a case study of how the Austin, Texas Independent School District developed, instituted, and successfully changed school policies around sexuality education to ensure evidence-based information was being delivered in the school.

LINK: *http://bit.ly/2F8FaIk*

PRESENTATION SLIDES: *http://bit.ly/2FhhB34*

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SOCIAL MEDIA

FACEBOOK We Loooove SHACs! Learn how School Health Advisory Boards can help shape comprehensive sex ed programs and policies in schools. @Advocates4Youth http://bit.ly/2F8FaIk

TWITTER We Loooove SHACs! Learn how School Health Advisory Boards can help shape comp sex ed programs and policies in schools. @AdvocatesTweets #SHACs #SchoolHealth #SexEd http://bit.ly/2F8FaIk

Mapping State Sexuality Education Standards and Evidence-Based Curricula to the National Sexuality Education Standards

Description

This training module from Advocates for Youth provides an overview of the development and goals of the National Sexuality Education Standards: Core Content and Skills, K–12 and techniques for mapping the National Sexuality Education Standards to state standards and health education curricula. The module provides case studies for mapping state standards and health education curricula, as well as a list of additional resources from organizations that are leaders in the sexuality education space.

LINK: *http://bit.ly/2F2YYAA*

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SOCIAL MEDIA

FACEBOOK This training from Advocates for Youth @Advocates4Youth provides an overview of the development and goals of the National Sexuality Education Standards http://bit.ly/2F2YYAA

TWITTER This training from Advocates for Youth @AdvocatesTweets provides an overview of the development and goals of the National Sexuality Education Standards #SexEd http://bit.ly/2F2YYAA

Sexual Health Education and Academic Success: Effective Programs Foster Student Achievement

Description

Studies have shown that when teens are healthy they are more likely to do well in school. This research brief from Advocates for Youth highlights various studies that prove academic success is inextricably linked to the health of young people. The brief provides data on how sexual risk taking has increased the rates of pregnancy, STDs, and HIV in young people, and conversely how sexual health education programs in schools can protect students and ensure academic success.

LINK: *http://bit.ly/2tcf6ug*

SOCIAL MEDIA

f FACEBOOK Healthy teens have more academic success. This research brief from @Advocates4Youth highlights various studies that prove academic success is linked to the health of young people http://bit.ly/2tcf6ug

🐦 TWITTER Healthy teens have more academic success. @AdvocatesTweets highlights various studies that prove academic success is linked to the health of young people. #Education #SexEd http://bit.ly/2tcf6ug

Comprehensive Sex Education: Research and Results

Numerous research studies have shown that abstinence-only education programs, which censor important information that could help young people protect their health, are ineffective and have repeatedly shown no positive changes in the sexual behaviors of young people over time. This research brief, by Advocates for Youth, provides a summary of research conducted to evaluate the effectiveness of abstinence-only and comprehensive sexual health education programs. The brief also provides data on public opinion of comprehensive sexual health education programs and highlights statistics on rates of STDs and HIV in adolescents which further prove the need for more comprehensive sexual health education.

LINK: *http://bit.ly/2oAIxBn*

Health Services

Establishing Organizational Partnerships to Increase Student Access to Sexual Health Services

Description

The focus of this guide, created by the NCSD, CAI, and the CDC, is on organizational partnerships for sexual health services (SHS); however, similar principles and steps can be used for partnerships with other health and community services for youth. This resource provides many practical and concrete suggestions for the development of organizational partnerships to increase student access to SHS. The sections in the document outline the key concepts to establishing organizational partnerships and build upon one another. It begins with an overview and examples of organizational partnerships, how to involve stakeholders, establish and strengthen organizational partnerships, and then finally, how to assess whether partnerships are successful in achieving goals related to increasing student access to SHS.

LINK: *http://bit.ly/2oGNMP8*

SOCIAL MEDIA

FACEBOOK Education Agencies: Learn how to develop organizational partnerships to increase student access to sexual health services. @ncsddc @CAIglobal @CDC http://bit.ly/2oGNMP8

TWITTER Learn how to develop organizational partnerships to increase student access to sexual health services. #sexualhealth #sexed #SchoolHealth @ncsddc @CAIglobal @CDC_DASH http://bit.ly/2oGNMP8

Developing a Referral System for Sexual Health Services

Description
The toolkit, created by the National Coalition of STD Directors, CAI, and the CDC, serves as a framework for a standardized approach for developing and implementing a sexual health services (SHS) referral system in schools. Establishing a successful referral system requires understanding the intent or purpose of the system and what it is trying to achieve. In general, a system is a set of resources and processes (core components) that when combined produce an outcome. The sections in the kit outline the core components of developing and implementing a SHS referral system. Each core component has a set of associated key activities and tools that can be used to plan, implement, and sustain a SHS referral system.

LINK: *http://bit.ly/2GV1lSt*

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SOCIAL MEDIA

f FACEBOOK Learn how to develop a sexual health services referral system in schools. From @ncsddc @CAIglobal @CDC http://bit.ly/2GV1lSt

🐦 TWITTER Learn how to develop a sexual health services referral system in schools. #SexEd #sexualhealth #SchoolHealth @ncsddc @CAIglobal @CDC_DASH http://bit.ly/2GV1lSt

How to Make an Effective Referral
As a compliment to the Developing a Referral System for Sexual Health Services toolkit, this resource serves as a one-page, quick reference guide to making an effective referral.

LINK: *http://bit.ly/2ISXbMR*

How to Make an Effective Referral – Communications and Marketing
This compilation of communications and marketing campaigns from across the nations demonstrates how school districts and local educations agencies have put the techniques and strategies from the Developing a Referral System for Sexual Health Services toolkit into practice.

LINK: *http://bit.ly/2Gg0fRG*

How to Make an Effective Referral – Policy
This compilation of documents highlights the success of schools and districts in creating policies for condom availability programs in the cities of Boston, Washington, D.C., Chicago, and Oakland. These documents can serve as samples and model strategies for other cities across the nation.

LINK: *http://bit.ly/2Gg0fRG*

National Coalition of STD Directors

Navigating Adolescent Sexual Health Plans

Description

This webinar, by NCSD, highlights several state adolescent sexual health plans and provides resources for those interested in developing such a plan. The webinar walks participants through strategies and tools to develop and implement an adolescent sexual health plan and how to determine the appropriateness and relevance of developing a plan. The webinar also highlights states – Washington, D.C. and Oregon - that have been successful in developing and/or implementing an adolescent sexual health plan.

LINK: *http://bit.ly/2FIGnXE*

SOCIAL MEDIA

f FACEBOOK   Interested in developing a state sexual health plan? This is the webinar for you from our partners at @ncsddc http://bit.ly/2FIGnXE

🐦 TWITTER   Interested in developing a state sexual health plan? This is the webinar for you from our partners at @ncsddc #sexualhealth   http://bit.ly/2FIGnXE

ncsddc.org

National Coalition of STD Directors

Safe and Supportive Environments

Respect Workshop

Description

This workshop, developed by the American Psychological Association (APA), is a one-day professional development workshop designed to increase the capacity of state and local education agencies to deliver effective school-based HIV prevention services for lesbian, gay, bisexual, transgender and questioning (LGBTQ) youth, particularly young men of color who are attracted to men. The curriculum was created for middle and high school counselors, school nurses, school psychologists, school social workers, and other specialized instructional support professionals. Others with a role in shaping school policies, programs and practices may also benefit from the workshop, including principals, district administrators, and other school staff members, such as Gay-Straight Alliance advisors, athletic coaches, and community agency personnel.

LINK: *http://bit.ly/2oCIzbS*

SOCIAL MEDIA

FACEBOOK R-E-S-P-E-C-T! This workshop teaches how to deliver effective school-based HIV prevention services for LGBTQ youth. @AmericanPsychologicalAssociation http://bit.ly/2oCIzbS

TWITTER R-E-S-P-E-C-T! This workshop teaches how to deliver effective school-based HIV prevention services for LGBTQ youth. @APA #LGBTQ http://bit.ly/2oCIzbS

ncsddc.org National Coalition of STD Directors

School Connectedness: Strategies for Increasing Protective Factors among Youth

Description

Enhancing protective factors might reduce the effects of stressful life events, increase adolescents ability to avoid risks, and help young people thrive in all aspects of life. School connectedness is a particularly promising protective factor. This publication, created by the CDC, defines and describes the components of school connectedness and identifies specific actions that schools can take to increase school connectedness.

LINK: *http://bit.ly/2FgnuxG*

SOCIAL MEDIA

 FACEBOOK This CDC - DASH publication defines and describes the components of school connectedness and gives strategies for increasing protective factors among youth @CDC http://bit.ly/2FgnuxG

 TWITTER Learn about the components of school connectedness and strategies for increasing protective factors among youth with this resource from @CDC_DASH #SchoolHealth http://bit.ly/2FgnuxG

How Educators can Support Families with Gender Diverse and Sexual Minority Youth

Description

Lesbian, gay, bisexual, transgender, questioning and intersex (LGBTQI) students face unique challenges in schools due to harassment and discrimination. Higher rates of harassment and discrimination are related to higher absenteeism, lower academic achievement, and risk for mental health problems. LGBTQI youth need both peer and adult allies in schools to help prevent bullying and discrimination from occurring and to support LGBTQI youth who have experienced bias. The purpose of this resource brief, developed by APA, is to help school personnel examine their own assumptions and capacities to help families support their LGBTQI youth.

LINK: *http://bit.ly/2CS5sMO*

SOCIAL MEDIA

 FACEBOOK Learn to check your biases by checking out this resource brief from @ AmericanPsychologicalAssociation. Designed by APA for school personnel to help examine assumptions and capacities to help families support their LGBTQI youth http://bit.ly/2CS5sMO

 TWITTER Check your biases by checking out this resource brief from @APA designed for school personnel to help examine assumptions and capacities to help families support their LGBTQI youth. #LGBTQ #SchoolHealth http://bit.ly/2CS5sMO

LGBTQ Youth of Color: Discipline Disparities, School Push-Out, and the School-to-Prison Pipeline & Gender Nonconforming Youth: Discipline Disparities, School Push-Out, and the School-to-Prison Pipeline

Description

These research briefs are a summary of a series of adult interviews, youth focus groups, and surveys conducted by GSA Network and the University of Arizona. Adult interviewees were invited to participate based on their local and national work related to the school-to-prison pipeline (STPP) and their knowledge of disciplinary practices and disparities. Focus group participants were lesbian, gay, bisexual, transgender, queer, questioning (LGBTQ), and straight-allied youth. The youth participated in a survey designed to learn more about disciplinary practices within schools and the possible effects on LGBTQ youth and those perceived as LGBTQ, as well as youth of color, and disabled youth. The stories of the young people who participated in the focus groups provide important insights into school push-out practices that are connected to the ongoing production of the STPP and the criminalization of youth who are LGBTQ, gender nonconforming, low-income, disabled, and/or youth of color.

1) LINK – LGBTQ YOUTH OF COLOR: *http://bit.ly/2oxKuyE*

2) LINK – GENDER NONCONFORMING YOUTH: *http://bit.ly/2oAvXCg*

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SOCIAL MEDIA

FACEBOOK

LGBTQ Youth of Color: Research brief about LGBTQ Youth of Color and discipline disparities, school push-out, and the school-to-prison pipeline from @GSANetwork http://bit.ly/2oxKuyE

Gender Nonconforming Youth: Research brief about gender nonconforming youth and discipline disparities, school push-out, and the school-to-prison pipeline from @GSANetwork http://bit.ly/2oxKuyE

TWITTER

LGBTQ Youth of Color: Research brief about LGBTQ Youth of Color and discipline disparities, school push-out, and the school-to-prison pipeline from @GSANetwork http://bit.ly/2oAvXCg

Gender Nonconforming Youth: Research brief about gender nonconforming youth and discipline disparities, school push-out, and the school-to-prison pipeline from @GSANetwork http://bit.ly/2oAvXCg

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Parent Engagement: Strategies for Involving Parents in School Health

Description

This publication, developed by the CDC, defines and describes parent engagement and identifies specific strategies and actions that schools can take to increase parent engagement in schools' health promotion activities. The audiences for this publication include school administrators, teachers, support staff, parents, and others interested in promoting parent engagement. Each of these audiences has different but important roles and responsibilities related to garnering support for, and implementing, these strategies and actions.

LINK: *http://bit.ly/2CSf36x*

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SOCIAL MEDIA

f FACEBOOK How can we involve parents in school health? @CDC_DASH has this guide. #SchoolHealth http://bit.ly/2CSf36x

TWITTER How can we involve parents in school health? @CDC_DASH has this guide. #SchoolHealth http://bit.ly/2CSf36x

About the Expanding Partnerships and Disseminating HIV Prevention Materials to Reduce HIV and other STDs among Adolescents through National Non-Governmental Organizations Initiative

The Alliance, Advocates, NACCHO, and NCSD work together to build collaboration among national organizations that have a broad public health reach to increase communication and dissemination of school-based approaches for health education, health services, and safe and supportive environments, and to advance community capacity to create healthier adolescents (10-19 years old) with reduced HIV and STD infection.

National Coalition of STD Directors

Resources from our Partners

Disclaimer: Tools that were not created under funding from the Centers for Disease Control and Prevention have not been evaluated or endorsed by the CDC and do not represent the views or official position of the U.S. Department of Health and Human Services or the Centers for Disease Control and Prevention.

SHAPE America

Description
The Society of Health and Physical Education Educators (SHAPE) America represents health and physical education professionals throughout the United States. Their Appropriate Practices in School-Based Health Education includes best practices for creating a positive and inclusive learning environment, implementing a sequential curriculum, employing instructional practices that engage students, and using assessments that measure student growth, knowledge, and health-related skill development.

LINK: *https://bit.ly/2mjxT0q*

SOCIAL MEDIA

> **FACEBOOK** Looking for a blueprint for designing and delivering health education that meets national, state, and local standards? @AAHPERD has you covered! https://bit.ly/2mjxT0q

> **TWITTER** Looking for a blueprint for designing and delivering health education that meets national, state, and local standards? @SHAPE_America has you covered! https://bit.ly/2mjxT0q

Gay Lesbian Straight Education Network (GLSEN)

Description
GLSEN is a national organization dedicated to promoting safe and supportive school environments for all students, regardless of sexual orientation, gender identity, or expression. The organization conducts original research, creates developmentally appropriate resources, partners with decision makers and education organizations, and empowers young people to affect change in their communities.

RESOURCE 1: Safe Space Kit

LINK: *https://bit.ly/2LnZDvL*

> **FACEBOOK** Be an Ally to LGBTQ youth in your school or community by downloading the Safe Space Kit from @GLSEN.

> **TWITTER** Be an Ally to LGBTQ youth in your school or community by downloading the Safe Space Kit from @GLSEN.

RESOURCE 2: Gender Identity Visual and Discussion Guide

LINK: *https://bit.ly/2JsWRmV*

> **FACEBOOK** Looking for a visual way to understand and discuss gender? @GLSEN has the guide! https://bit.ly/2JsWRmV

> **TWITTER** Looking for a visual way to understand and discuss gender? @GLSEN has the guide! https://bit.ly/2JsWRmV