

**Teen Pregnancy Prevention Initiative Conference Call
December 6, 2010, 11 am
Notes**

On the call: Kris Hazzard, Karen Cole, Kate Merrigan, Consuela Green, Rudi Bach, Brian Thayer, Michele Wendling

Agenda: 1. Review survey 2. Target numbers 3. Locations and distribution
4. Timeline

Review Survey:

1. Karen will put in edits she received from various testers.
2. Consuela will send around a “FACTS” email that will be incorporated into the last page of the survey so that folks can learn about our statistics after taking the survey and also learn about some resources available. People should look at the lengthy resource list Consuela has put together and let her know which of those resources are the ones teens go to in their region of the county. We can add a link that says: for a more complete list of resources, click here.
3. Karen will add: this survey will take about 10 minutes to complete for over 21s and 10 – 15 minutes for under 21s.

Target Numbers

Consuela reported that if we get 200 – 250 over 21s and 200- 250 under 21s, then we have a good sample to use. We need to be careful that we are covering the county, and that we don’t have too many responses from any one region or that we miss a significant pool of kids somewhere.

Location / Distribution

1. Email lists: Consuela will put together a draft email text that everyone can use to mail out the survey links to their lists. RSYP, NBCC, Taconic, PPP, and BUW all have lists that the link can go to. We should also include in the email text that there are raffles for those who complete the survey. An x-box for kids, and a \$50 Big Y gift card for adults. The email text should also invite adults to pass along survey link for Under 21 surveys to kids they serve at their organizations, or that they know. Kris can send link to Chamber to distribute to their business members.
2. Websites/ Facebook pages: Those groups with websites and facebook pages can also post the survey link there.
3. Business Cards: BUW will print out business-card-sized cards that ask people to take the survey online when they get a chance. The card will serve as a reminder and have the link on them, so people can do the survey when they get to a computer.

4. Paper Surveys: RSYF can distribute paper surveys when they begin sex-ed classes at Monument on Jan. 10th, and when they table at the schools. Kate can ask her Unity students to take the survey on paper. Always ask kids who are taking the survey to encourage a friend to take the survey. Karen will work on getting the paper survey into a shorter form (right now it prints out on 10 double sided pages, but can be reduced to half that if font size / white spaces are reduced).
5. Press Release: Kris / BUW can organize a press release to get some coverage of the survey.
6. The mall: Karen will ask Jodi Drury if her students in the Red Cross Leadership group can volunteer at the mall to get paper surveys completed. We should target a big movie day.
7. Schools: We need to follow up with our school partners to see if the paper survey can be distributed in health classes, or gym classes. Consuela looked at the permission issue, and each school will have to do what their policy dictates, but that since this is not used for research and is anonymous, then whatever passive consent forms are sent out at the beginning of the school year will likely cover the consent issue.

Timeline:

We will get the survey in its final form, ready for distribution by Monday, December 13th and leave it live until January 21st.

Let's check in on **January 5th at 9 am via conference call** to see how our numbers are shaping up, and make some adjustments to the distribution plan if necessary.