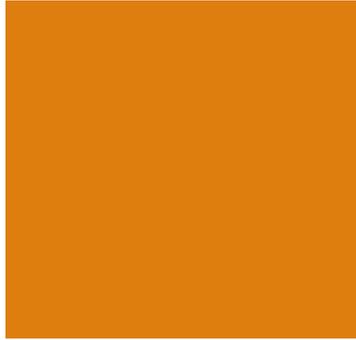


Listos  
para  
Hablar



## HAL 2012: Healthcare Team

By: Erin Douglas, Jerry Flores, Chress Rocha & Karen Siles



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# Executive Summary



When the Healthcare Team first came together we were astounded by the health related issues disproportionately affecting the Hispanic Community and felt compelled to make an improvement upon them. Our team considered concentrating on a variety of issues such as Mental Health, Diabetes, Elderly Health Care, AIDS and Childhood Obesity. After researching the different topics, one major issue impacted us collectively, where we all felt the need to take action to improve the dismal data related to this issue. We decided to focus our efforts on Hispanic parent participation in their children's sexual education.

After choosing this topic, it was time to figure out how we were going to address it.

Through research we found that Texas is currently third in the nation teen births and second in repeat births. We also discovered that schools in Texas are no longer required to provide sex education and if they choose to do so, it must be abstinence-centered. As a community, it is our job to ensure children and families are educated on sexual health issues to help youth make healthy and responsible sexual decisions.

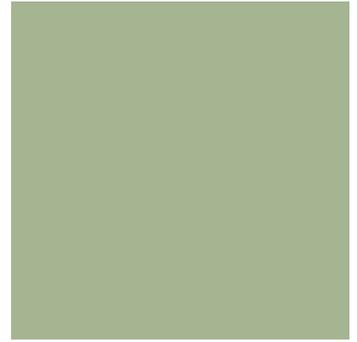
We quickly learned that educating youth about this topic was going to be a difficult task with the nature of our topic and the taboo it holds within the Hispanic and greater community as a whole. After talking with different experts and education professionals, we decided to approach the issue from a different angle. We chose to focus on engaging parents to help them start the conversation with their children. Thus, *Ready2Talk/Listos Para Hablar* was born.

Our mission is to empower and challenge Hispanic parents to actively engage in their pre-teen's sexual education through the provision of resources to begin the conversation at home.

To fulfill our mission we found partnership with The YMCA of Austin and Launchpad who offered to continue hosting *Ready2Talk/Listos Para Hablar* conversations among Hispanic parents in their surrounding communities. The YMCA and Launchpad also offered to provide links on their websites to our *Ready2Talk/Listos Para Hablar* kit which includes facilitator questions and parent resources. The idea is anyone can lead their own *Listos Para Hablar* sessions, thus promoting an ongoing conversation in the community.

We hope our impact snowballs into a growing community conversation that inspires parents to start talking to their children at an early age & make it a lifelong conversation. We would like to plant the seed in someone's future as this program has planted a seed in our hearts.

The image shows four handwritten signatures in blue ink, arranged horizontally from left to right. The signatures are: 'Ei Douglas', 'John', 'Chen Raha', and 'Lorenziles'.



## Identifying the Need

Texas was recognized as the third-fastest growing large city in the nation from 2000-2006. Unfortunately, this growing population also brought along an increase in many other statistics. Texas has the third highest teen birth rate in the United States and 2<sup>nd</sup> in repeated births. A shocking 51.6% of Texas teens have had sexual intercourse, 6.6 % of them prior to turning 13. This means that 3 out of 10 girls get pregnant at least once by the age of 18. This only led us to wonder about all the sexually transmitted Infections (STI) percentages in the Texas area, and in particular the Central Texas Area.

- Texas is ranked 4th among U.S. states for reported number of AIDS cases among adolescents. (5) 22.4 % of cases reported were among young people ages 15-24.
- The proportion of high school students who had sexual intercourse in the previous three months in Texas is 3.7% higher than the national average. (6)
- The proportion of high school students with four or more lifetime sexual partners in Texas is 2.1% higher than the national average. (6)
- The proportion of sexually active high school students who used a condom at last sex in Texas is 4.1% lower than the national average. (6)
- The proportion of sexually active high school students who used birth control pills at last sex is 2.8% lower than the national average. (6)

Not only are these facts startling, the impact of these numbers goes much further affecting the education and all taxpayers pocketbook. Education is impacted by an increase in dropout rates. This not only creates a gap in High School education but also a gap in continuing education, such as pursuing a college education. Texas ranks among the 15 worst states in the country for teens leaving schools without a high school diploma. (10).

- Between 1991 and 2004 there have been more than 745,000 teen births in Texas costing taxpayers a total of \$15.1 billion over that period. (7)
- Teen childbearing (teens 19 and younger) in Texas costs taxpayers (federal, state, and local) at least \$1 billion in 2004.
- The costs of childbearing are greatest for younger teens. In Texas, the average annual cost associated with a child born to a mother 17 and younger is \$2,997. (8)

There are many programs and projects in the community that attempt to tackle the issues of teen pregnancy & drop-out prevention. Recently, lifeworks and the City of Austin partnered to provide sexual education for teens, in particular teaching them about safe sex. Unfortunately, for the past couple of years, Texas education in public schools has touched on sexual education in a broad and vague manner. Only discuss biology and diseases, but not discussing basic facts such as protection from unintended pregnancy or STIs. At home, most parents are under the impression that their children are taught sexual education from school, when in reality this is not true.

Another major problem that we found was the language barrier in most of available information. Most information is written in English and there is very little material available for Spanish speaking parents. The most shocking statistic that really made this problem a priority was the fact that in Texas, every 10 minutes a teenage girl gets pregnant [1]. This means that by the time you are finished reading this binder, there could potentially be two Texas teens that are pregnant.

# The Solution

It was apparent the problem was not only teenage pregnancies and/or sexually transmitted infections but sexual education as a whole in the school systems. In fact when reviewing evidenced based material on sexual education we realized parent involvement is imperative to the success of youth making healthy sexual decisions.

Parent's involvement is key to making a difference in their children's life. However, in a local Austin Statement's study of Austin teens and their parents, teenagers tell us that they are using their friends as their primary source for sexual information [18]. Parents still are an important source, but teenage peers could have an edge, in terms of influencing another teen's perception, attitude and behavior regarding sex and sexual activity. Parent to child conversation, the "birds and the bees" talk, is very limited among the Hispanic community.

To tackle a huge component of promoting sexual education, and enhancing relationships among parent and child, we came up with our program "*Ready 2 Talk*" / "*Listos Para Hablar*". It was created to inform parents of the increasing dangers of underage sex and inspire them to open a dialogue with their friends and children about this taboo topic. This project was a bilingual effort and the conversations with the parents were also in both English "*Ready 2 Talk*" and in Spanish "*Listos para Hablar*".

However we realize that this solution is not only one conversation from parent to children; parents need to take responsibility to talk to their children as many times as it is required to make the child feel comfortable.

## Evaluation Criteria

The way we measure this project is by the conversations that parents have with their children or their families. If a parent can agree to have a conversation with their kids, and we have made this conversation possible then we feel that we have prevented one disease, or prevented one teen pregnancy. We consider this a success!

Starting these conversations with the local community was done through what we called *Parent Sessions*. We held a couple sessions around the Austin area, and had different responses and turn outs. By the end of the session we would ask the parents to try and start a conversation in their homes. In one of the sessions we had a commitment from a community leader that they would start sessions within their communities.

# Parent Sessions



We held three parent sessions throughout the course of our project. The parents sessions consisted in having a group of Latino parents answer a simple questionnaire with a series of questions. A sample of the questions asked can be found on the appendix of this presentation. During these parent sessions we learned a lot about our delivery methods, acceptance of the audience as well as the importance of this program.



During this session we had about 35 parents. We learned that parents take information best in groups lower than 10 adults and divided from males to females. We had two groups of females and one group of males. The conversations were led by our team members, in Spanish since 95% of these parents spoke Spanish.



First group about 65% of the women had been talking to their kids about sex, however the other 35% was very hesitant due to their own experience, as well as they were not sure how or when to talk to their children. 100% of the parents did not know, that sexual education and pregnancy prevention were not being taught at schools.



# Project Impact

## Bridging the Gap



*Ready 2 Talk / Listos Para Hablar* mission is to empower and challenge Hispanic parents to actively engage in their pre-teens sexual education through the provision of resources to begin the conversation at home.

This simple conversation between parents will then spread into a larger community conversation, thus creating awareness of the growing problem of teen pregnancy and STDs. Our goal is to create at least one conversation, prevent one disease, or prevent one teen pregnancy, and we would consider that a success. Parents will now have the tools to talk to their children about sex and the different diseases one is at risk from sex. Despite the religious belief of each parent, this program will allow for them to educate their children under their own pretenses and philosophies. This will remove media and other pressures encountered today.



## Results



Much of the feedback received from all three sessions was positive, about 85% of the class filled out a survey where their feedback was 100% positive and they feel like the session was very informative, valuable, well presented and the facilitators were very knowledgeable. We had some great suggestions coming out of the parent sessions, such as a sheet with the list of sexually transmitted infections (STIs) as well as suggestions on making groups smaller than 5 individuals to allow a more comfortable number of individuals in the group.



Also some future thoughts to improving our sessions will be to potentially add a student session to the program. Parents have suggested we have a student session at the same time in a different room to perhaps ignite a conversation between them after the class. Some parents would also like us to reach out with other adolescent issues, such as drugs and alcohol and others. Moving forward these are some of the considerations we will take from the sustainability standpoint.

# Parent Testimonials

“During these past three weeks, I talked with my children about sex. The Listos para Hablar sessions gave me the incentive to talk to my son and my daughter. It was empowering to discuss these issues with them and to let them know I was here for them”

~ Teresita Gomez (Parent of two)

“I talked to my daughters, however it was a little bit harder than I thought. Mostly due to the fact that my parents never talked to me so it was uncomfortable. I wish the sessions was for students as well because then it would be a good talking point. No one teaches us how to be parents so this session was so needed, thank you for thinking of us.”

~ Aida Robles (Parent of two)

“This topic is so important for our community and our children. I tried to start a conversation with my daughter but we already have a good relationship so it was a good topic to discuss. I found the packet that was given to us very useful and hearing other parents was important as well”

~Juana Garcia (Parent of one)

“This presentation was very useful, I wish you guys could give more of these sessions and more frequently. I used another parent’s suggestion when talking to my daughter, she is still young, but I learned that it’s never too early. I think your sessions should be available for students and you should also cover drugs and other teenage issues.

~Maria Rodriguez (Parent of one)

“Listos Para Hablar provided me with great tips of how to talk about sex with my children. It is never too early to start talking about sex since our children today are asking questions at an early age, as a result of what is being shown in movies, commercials, or social media. Thank you for the valuable advice since one can never have too much advice”

-Jeanette Miller

# Cost of the Project

Contributions & Expenses	Description	Type	Amount \$\$\$
<b>Vanessa Sarría</b> - Executive Director at Community Action Network	Moderator and interpreter for small group meetings. Provided guidance, direction, and formatting of the project	Donation	\$ 332.50
<b>Sylvia Stern</b> - Communication and Image Strategist	Community Leader - offered critical statistics and studies towards the project	Donation	\$ 300.00
<b>Geronimo Rodriguez</b> - Vice President, Diversity and Community Outreach at Seton Hospital	Community Leader- offered guidance and direction for the project	Donation	\$ 375.00
<b>Jose Marrero</b> - Director of Multicultural Services Sherry Matthews Advocacy Marketing	Community leader - offered naming the project as well as the project Mission Statement	Donation	\$ 5,000.00
<b>Hector Rodriguez</b>	Copy & Flyer Services	Donation	\$ 400.00
<b>Alejandro Moreno</b>	Video taping/camera / interpreting	Donation	\$ 500.00
<b>Chick-fil-A - Kyle - Anthony Baragas</b>	30 meal tickets	Donation	\$ 240.00
<b>GAHCC - HAL Class</b>	Seed Money	Donation	\$ 500.00
<b>Total Value of Goods &amp; Services</b>		<b>Donation</b>	<b>\$ 7,647.50</b>
<b>Wells Fargo Business Banking</b>	Provide meals throughout the project	expense	\$ 257.78

As you can see above the cost of the project was mostly donated, other than the meals to get the parent sessions going, the rest of the costs were donated.

## Sustainability

As a group and through the course of this 8 month class, we understood building strong partner relationships would be key to the sustainability of this project. We initially thought partnering with organizations whose purpose is to educate the youth on sex education would be a strategic partner, however we discovered these organizations catered to “what” is taught, rather than promoting and challenging parents to engage in a “healthy conversation.”

On a personal level the team members that make up *Listos para Hablar* feel that this program has planted a seed in their life and future and they plan to continue supporting and promoting this program even after HAL 2012 graduation. Eventually we would like to possibly turn it into a non-profit and keep planting the seed.

The vision from the beginning was to plant a “seed,” to create a healthy conversation among parents and their youths. In addition to the partners helping to maintain and sustain *Listos para Hablar*, what we’ve discovered is that the “seed” has been planted in us and as result have unanimously decided to carry this project beyond our graduation. Thanks to our partners, we know that the vision and understanding of promoting a conversation among parents and their youth will be sustainable.

# Our community partners

Our partnering organizations have committed to assist *Listos Para Hablar* in the following two ways:

1. Online PDF version packets for the community for access to the project
2. Incorporating the project throughout the year as part of their normal curriculums. With the help of community leaders, a trusted voice amongst a captured audience, will further expand and touch the lives of their community and others.



**Launchpad** is a non-profit organization whose mission and vision focus on a better quality of life for students, starting to talk to them in middle School. This program also offers monthly and yearly classes to the parents, of the children in their program. Launchpad is committed to not only showcasing our packet on their website, but to host a session during their yearly “parent university” event. This event will have different sessions and workshops for parents to attend, and *Listos Para Hablar* will be one of them. We are deeply thankful and honored to work with this great organization.



The **YMCA** has committed to showcasing a PDF version of our packets on their website. This would make it easy for the community to use and access. The Y is also dedicated to hosting sessions at Afterschool Parent Nights as well as community sessions at their branches. We are thankful for all the contributions and the continuous support they have shown.



**HAL** a program with the Greater Austin Hispanic Chamber of Commerce (GAHCC) has committed to showcasing a PDF version of our packets on their website. This would make it easy for the Hispanic community to use and access. We are thankful for all the contributions and the continuous support they have shown; and for helping us find our passion.



The **Austin School of film** has committed to showcasing a PDF version of our packets on their website. This would make it easy for the Austin community to use and access. They will also be assisting us by making some videos that can be shown in the beginning of the sessions, showcasing how “parent conversations” can go wrong. This will be a good Segway for any presenter or session leader to use as an effective tool. We will be working towards making a Spanish and English version for the classes. We are thankful for their future partnership and hope that we can continue our relationship and keep working together in the future.

# Who is Listos Para Hablar?



**Chress Rocha** has worked in the Public Housing industry for 13 years. She joined the Housing Authority of the City of Austin (HACA) in 2006 and prior to that worked for a Housing Authority in California for 6 years. Currently, Chress works as the Senior Rental Integrity Coordinator in HACA's Quality Control department conducting investigations involving tenant & landlord fraud. Chress has a Bachelor of Science in Human Services Management.



**Erin Douglas** is the Membership Director for the Hays Communities Family YMCA, a branch of the YMCA of Austin. Prior to her new role, she was an Afterschool and Summer Camp Director for 5 years for the same Association after working for the YMCA of San Angelo and Dallas in the same field. Erin graduated from Angelo State University in 2005 with a degree in Communications. She now looks forward to using the new knowledge and empowerment she gained through HAL as she helps the Y continue its role in building community social responsibility.



**Jerry Flores** brings over 18 years in banking experience. He is currently employed with Wells Fargo Bank as a commercial lender. Current duties and responsibility consists in soliciting and/or developing and maintaining profitable account relationships with business customers that have annual gross sales of generally more than \$2 million. Acts as the relationship manager to existing customers provides continuing financial advice as appropriate, determines customer's commercial loan and deposit needs and deepens existing customer relationships, acts as the customers advocate in securing suitable credit and cross sells products and services. In urban markets, acts on Business Sales Officer referrals for customer acquisition while in rural markets both identifies prospects and acquires own customers. Typical scope: Loans \$250M - \$15MM, 75 - 125 client relationships.



**Karen Siles** a software Engineer at IBM Corp. since July 2007, supporting a software product, WebSphere App Server, assuring installation and system administration work properly. She enjoys helping the community through SHPE (Society of Hispanic Professional Engineers) Inc. by promoting and encouraging higher education in the STEM Fields. She currently serves on the Board of Directors for SHPE Inc. as a regional Vice President. Born and raised in Bolivia, Siles lived in Northern Virginia area while obtaining her bachelors. She currently resides in North Austin with hopes to continue helping the Hispanic community.

# Team Responsibilities



**Karen M. Silles, IBM . . . . . Project Manager & Administrator**

Orchestrated meetings, meeting reminders, implement project deadlines, follow up with partners and contacts. Also, directed the final production of the project binder.

**Chress Rocha, Austin Housing Authority. . . . . Research Analyst**

Research potential topics; seek out data and resources for project. Also, assisted with the final production of the project binder.

**Erin Douglas, YMCA of Austin . . . . . Marketing Advisor**

Create project media, promote program through local outlets and online avenues. Also, assisted with the final production of the project binder.

**Jerry Flores, Wells Fargo . . . . . Financial Analyst**

Seek out donations, track use of funds, and create financial statement. Also, assisted with the final production of the project binder.

# Acknowledgements

The 2012 Healthcare Team takes this opportunity to gratefully acknowledge the assistance and contribution of the individuals who supported this undertaking in creating *Listos Para Hablar*.

**Vanessa Saria:** Vanessa has served as the Executive Director of the Community Action Network (CAN) in Austin, Texas since March 1, 2007. Vanessa provided the HAL Healthcare Team with direction on how to structure the *Ready 2 Talk/Listos Para Hablar* Session and take home kit. Vanessa provided the team community contacts with expertise in the field of teen pregnancy and parent/child facilitation. In addition, Vanessa assisted in facilitating the first *Listos Para Hablar* conversation with families.

**Sylvia Stern:** Sylvia is a communication and image strategist. She has over 20 years of experience in leadership development, counseling and guidance. Sylvia provided guidance on how to approach the Latino community, specifically Spanish speaking parents and their children, on the *Listos Para Hablar* topic.

**David and Rebecca Contreras:** David and Rebecca Contreras launched a 501c3 Organization, LaunchPad, in March 2008 because of their passion to impact inner city communities. David and Rebecca provided their nonprofit, Launch Pad, as a location to implement the *Listos Para Hablar* project with the parents of the youth they work with. In addition, they will be sustaining the *Listos Para Hablar* program, including it in their annual Parent University Session.

**Team Mentors:** Louis Garcia, Alejandra Gonzales, Luz Guerrero provided invaluable ongoing support and expertise throughout the course of the project development and implementation.

**Alejandro Moreno Alanis:** Alejandro is a local artist & photographer. Alejandro assisted in documenting the *Listos Para Hablar* sessions in video & photo. In addition, he assisted by facilitating a Spanish Speaking men's *Listos Para Hablar* session.

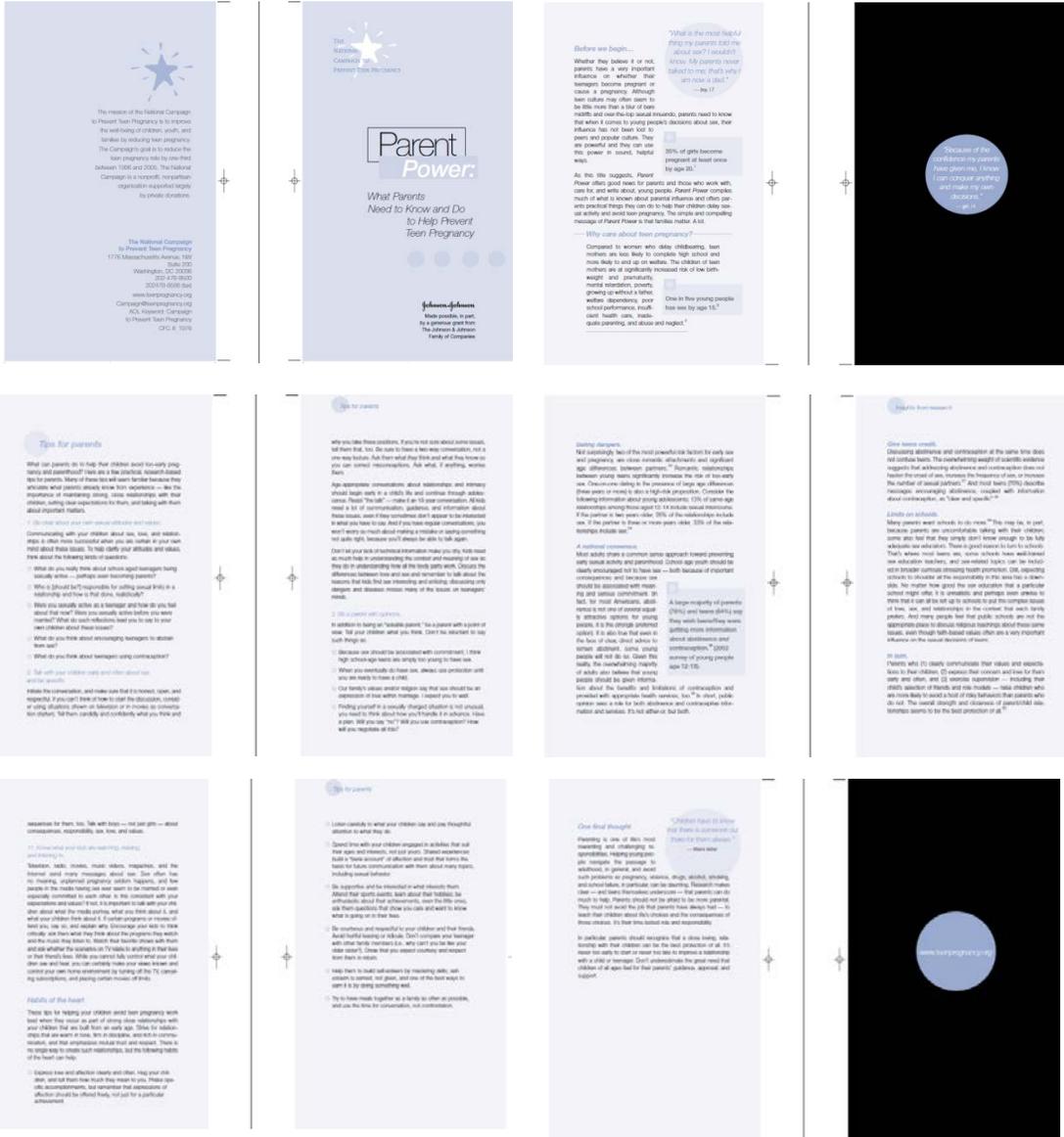


Individuals  
who helped  
making  
*Listos Para  
Hablar* a  
reality

**Advocates for Youth-** Debra Hauser & Barbara Huberman  
**Austin School of Film –** Anne Goetzmann Kelley  
**Bank of America-** Kelly Larkan  
**Chick Fila-** Anthony Baragas  
**City of Austin-** Vanessa Metzger  
**Greater Austin Hispanic Chamber of Commerce-** Stefan Molina  
**Hector Rodriguez**  
**Seton Hospital-** Geronimo Rodriguez  
**Sherry Matthews Advocacy Marketing-** Jose Marerreo  
**YMCA-** Andrew Wiggins & Cesar Abascal

# Packet Materials

Each packet given to a parent will either be in English or Spanish, depending on the native language of the parent. These resources are good to take home reference and read. Below is what our “packet” contains.



The parent power written by J&J. This booklet should be used as guide to your children and what to ask or know before having this conversation.

**THE LOW DOWN ON THE MOST COMMON STDs**

**CHLAMYDIA**  
 WHAT IS IT? A bacterial infection of the genital area.  
 HOW IS IT SPREAD? Sexually, through genital contact with an infected person.  
 SYMPTOMS: Many people have no symptoms. Others may experience pain or burning when urinating, or discharge from the penis or vagina.  
 TREATMENT: Antibiotics can cure the infection. It is important to complete the full course of antibiotics.

**GONORRHEA**  
 WHAT IS IT? A bacterial infection of the genital area.  
 HOW IS IT SPREAD? Sexually, through genital contact with an infected person.  
 SYMPTOMS: Many people have no symptoms. Others may experience pain or burning when urinating, or discharge from the penis or vagina.  
 TREATMENT: Antibiotics can cure the infection. It is important to complete the full course of antibiotics.

**TRICHOMONAS VAGINALIS**  
 WHAT IS IT? A parasitic infection of the genital area.  
 HOW IS IT SPREAD? Sexually, through genital contact with an infected person.  
 SYMPTOMS: Many people have no symptoms. Others may experience pain or burning when urinating, or discharge from the vagina.  
 TREATMENT: Antibiotics can cure the infection. It is important to complete the full course of antibiotics.

**HUMAN PAPILLOMAVIRUS (HPV)**  
 WHAT IS IT? A virus that can cause genital warts and cervical cancer.  
 HOW IS IT SPREAD? Sexually, through genital contact with an infected person.  
 SYMPTOMS: Many people have no symptoms. Others may experience genital warts or cervical cancer.  
 TREATMENT: There is no cure for HPV, but the warts can be removed. Cervical cancer can be treated if caught early.

**THE LOW DOWN ON THE MOST COMMON STDs**

**HERPES**  
 WHAT IS IT? A viral infection that causes genital sores.  
 HOW IS IT SPREAD? Sexually, through genital contact with an infected person.  
 SYMPTOMS: Many people have no symptoms. Others may experience pain or burning when urinating, or sores on the genital area.  
 TREATMENT: There is no cure for herpes, but symptoms can be managed with antiviral medication.

**HEPATITIS B**  
 WHAT IS IT? A viral infection that can cause liver disease.  
 HOW IS IT SPREAD? Sexually, through genital contact with an infected person.  
 SYMPTOMS: Many people have no symptoms. Others may experience fatigue, loss of appetite, or jaundice.  
 TREATMENT: There is no cure for hepatitis B, but symptoms can be managed with antiviral medication.

**SYPHILIS**  
 WHAT IS IT? A bacterial infection that can cause serious health problems.  
 HOW IS IT SPREAD? Sexually, through genital contact with an infected person.  
 SYMPTOMS: Many people have no symptoms. Others may experience a painless sore on the genital area.  
 TREATMENT: Antibiotics can cure the infection. It is important to complete the full course of antibiotics.

**MYCOPLASMA GENDERGEN**  
 WHAT IS IT? A bacterial infection of the genital area.  
 HOW IS IT SPREAD? Sexually, through genital contact with an infected person.  
 SYMPTOMS: Many people have no symptoms. Others may experience pain or burning when urinating, or discharge from the penis or vagina.  
 TREATMENT: Antibiotics can cure the infection. It is important to complete the full course of antibiotics.

Sexually Transmitted Infections (STIs)

These sheets can be used as reference when parents talk to their kids.



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