

# 2011

ANNUAL REPORT

A YEAR IN REVIEW



appcnc

Adolescent Pregnancy Prevention  
Campaign of North Carolina

# A CRITICAL NEED

saved taxpayers \$7.7 billion since 1990

Teen pregnancy prevention has

North Carolina's teen pregnancy rate has dropped 53% since 1990 • 1 in 8 babies in NC is born

Like many of its Southern neighbors, North Carolina's history includes high teen pregnancy rates. The Adolescent Pregnancy Prevention Campaign of North Carolina (APPCNC) has partnered with state and local leaders for more than 25 years to change the tide of history. Our ongoing focus on effective solutions continues to create healthier young people, healthier communities, and a healthier state.

## Our Mission

To support North Carolina communities in preventing adolescent pregnancy through advocacy, collaboration, and education.

## Our Vision

That every North Carolina adolescent has the combined benefits of effective sexuality education, family and community support, and health care needed to prevent teen and unplanned pregnancy and become a healthy adult.

to a mom under the age of 20 • NC has the 14th highest teen pregnancy rate in the United States • A

- North Carolina's teen pregnancy rate has dropped to the lowest level in recorded history.
- Historical gaps between white youth and minority youth have narrowed, meaning better health for everyone.
- Most North Carolina school systems have now adopted policies to allow basic effective sexuality education to exist in their communities.
- More than 460 youth and adults received training in effective practices and curricula in 2011.
- Policymakers prioritized North Carolina's future by maintaining key prevention programs in the state budget.

## **Launching WISE**

Working to Institutionalize Sex Education – or WISE – is a new initiative to help school systems implement the Healthy Youth Act in effective and sustainable ways. APPCNC joined seven other states on the WISE initiative in September. WISE gives APPCNC the capacity to offer schools much more than curriculum training. A school system's policies, building teacher and administrator comfort, and meeting specific local needs are all addressed.

## **Kicking Off Gaston Youth Connected**

With funding from the Centers for Disease Control and Prevention (CDC), APPCNC transitioned Gaston Youth Connected (GYC) from a planning year to its first program year. Gaston Youth Connected aims to reduce Gaston County's teen birth rate by 10% by 2015 through a combination of evidence-based programs, clinical services, and community engagement. The initiative is already providing an important model for other North Carolina communities.

## **Building the BrdsNBz National Text Message System**

APPCNC's award-winning sexual health information service, the BrdsNBz Text Message Warm Line, took the next step in helping public health agencies follow North Carolina's lead. By licensing the service to local youth-serving organizations, BrdsNBz is now available to youth in Texas and South Carolina.

## **Hosting the Inaugural Sex Ed Film Festival**

In February, APPCNC hosted the nation's first Sex Ed Film Festival to draw attention to adolescent health issues and the role effective sex education can play. Youth and adults from across the state viewed three films, each followed by a panel discussion. The festival was followed with a day-long advocacy retreat for more than 100 youth.

## **Growing Adolescent Health Advocacy Day**

Funding for health and human services saw unprecedented cuts in 2011. Facing an uphill climb, nearly 200 young people met with their legislators on one of the most successful Adolescent Health Advocacy Days yet. Perhaps the greatest measure of their success: The North Carolina General Assembly sustained critical investments in effective teen pregnancy prevention programs.

## **Expanding Professional Development Opportunities**

In addition to traditional opportunities like the Annual Conference, the Hispanic Symposium, and curriculum trainings, APPCNC expanded its training offerings to meet North Carolina's growing and changing needs. New training workshops in 2011 included: Teen Pregnancy 101, TOP Facilitator Training, Communicating About Teen Pregnancy, Becoming a Teen Pregnancy Nerd, and Sexual Minority Cultural Competency.

FINANCIAL INFORMATION

2010-11 Expenditures



- Community Organizing (54%)
- Resources & Education (20%)
- Training & Program Development (17%)
- Development (5%)
- Administration (4%)

2010-11 Revenue



- Centers for Disease Control & Prevention (58%)
- State & Local Contracts (18%)
- Corporate & Foundation Grants (18%)
- Individual Donations (2%)
- Earned Income (5%)

**Board Chair**  
Jean Workman

**Executive Director**  
Kay Phillips

**LEADERSHIP**

### **Board of Directors**

Mary Jane Akerman  
Emily Adams  
Charles Anderson, J.D.  
Rev. Joyce Beschta  
Hazel Brown  
Jan Rowe Capps  
Linda Carter  
Michael Cato  
John Frank, BCS, MBA

Jeff Jones  
Sapna Kalsy, MD  
Devetta Holman Nash  
Jeanne Irwin Olson  
Lee Storrow  
Monecia Rena Thomas  
Ellen Wilson  
Linda Richardson Wilson  
Joyce Wood

### **Staff**

Danielle Keaton, Executive Assistant  
Debbie Engelbrecht, Financial Manager  
Elizabeth Finley, Director of Strategic Communications  
Jenny Palmer, School Engagement Specialist  
Joy Sotolongo, Evaluation Specialist  
Kathy Putnam, Young Families Support Coordinator  
Kennon Jackson, Jr., BrdsNBz National Textline System  
Kia Thacker, Priority Populations Coordinator

Mary Martin Vance, Community Programs Manager  
Melinda DeJongh, Resource & Special Projects Manager  
Michelle Reese, Community Integration Coordinator  
Olivia Carless, Hispanic Outreach Coordinator  
Patricia Yancey, Public Education Director  
Sally Swanson, Director of Prevention Programs  
Sarah Davis, Public Health Coordinator

2011 Interns: Danielle Mearis, Kyle Hoover, Rose Howse, Stephanie Ellis, Whitney Kelbough, Whitney Stanley

LEARN MORE



[www.appcnc.org](http://www.appcnc.org)

Adolescent Pregnancy Prevention Campaign of North Carolina  
3708 Mayfair Street, Suite 310  
Durham, NC 27707

1-919-226-1880    [nc4facts@appcnc.org](mailto:nc4facts@appcnc.org)