

Tailoring Best Practice to Meet the Cultural Needs of Your Community

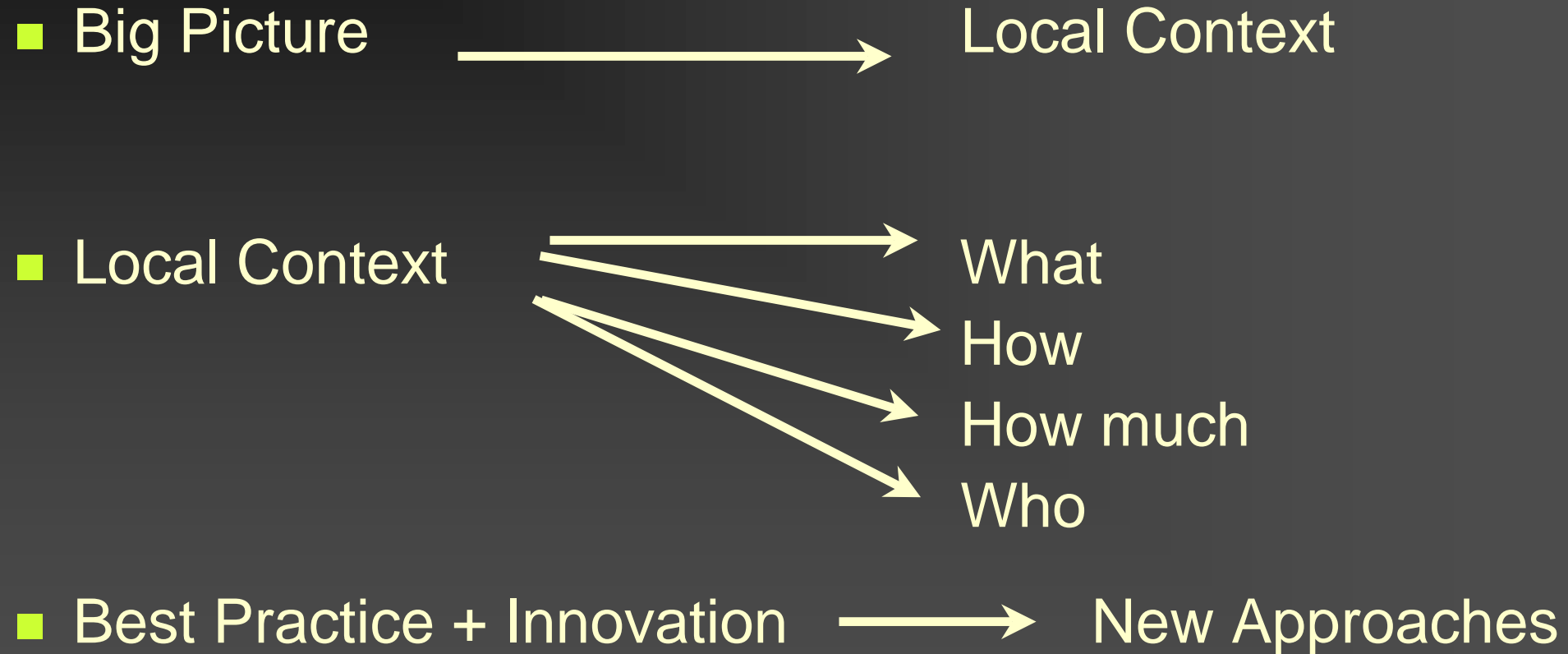
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Executive Director



Goals of Keynote

- Illustrate disparities in teen sexual health
 - Highlight factors contribute to disparities
 - Share ideas about tailoring programmatic approaches
 - Stimulate innovation
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Key Concepts

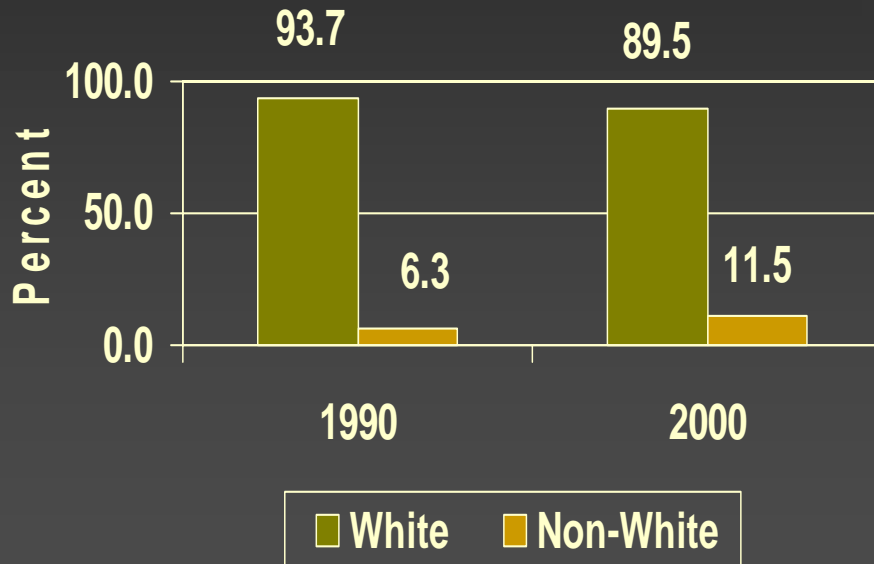


Big Picture – Local Context

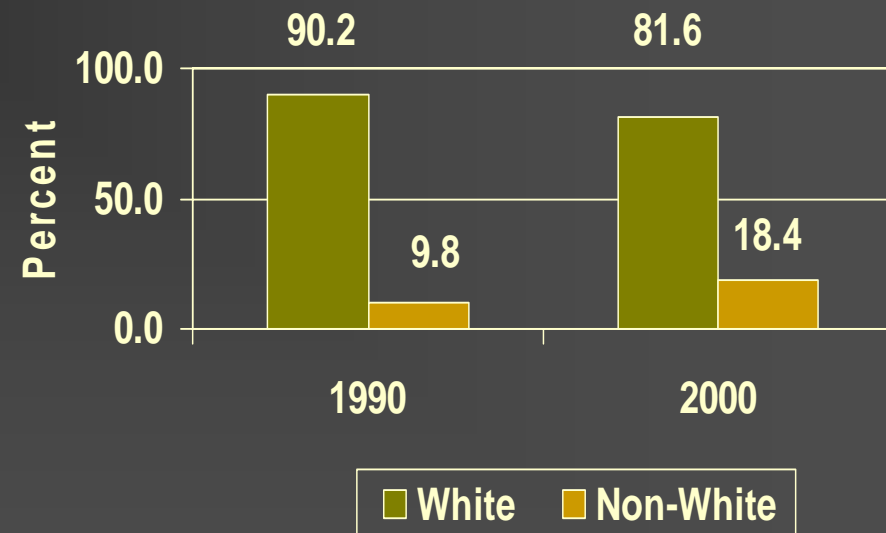
- Increased diversity in the U.S.
 - 2000
 - 29% of U.S. population – non white
 - 34% of youth population (10 – 19) non white
 - 2010
 - 33% of U.S. Population – non white
 - 40% of youth population (10 –19) nonwhite
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Big Picture – Local Context

White & Non-White Population
Minnesota
1990 - 2000



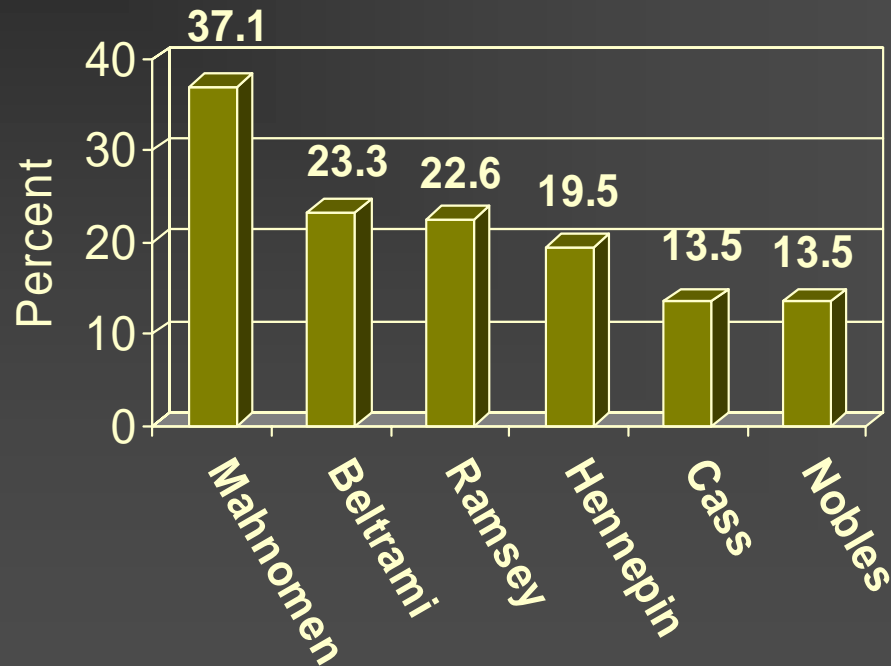
White & Non-White Children (<17)
Minnesota
1990 - 2000



Big Picture – Local Context

MN Counties with Highest Percent Non-White

Of 87 counties,
10 have proportion
of Non-white that
is > 10%

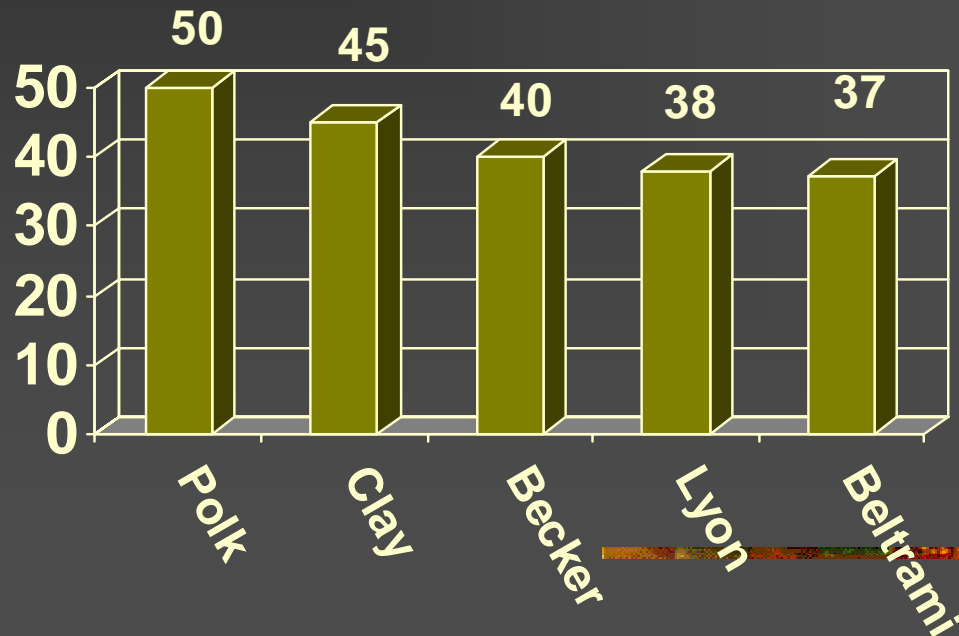


Big Picture – Local Context

Median HH Income
1999

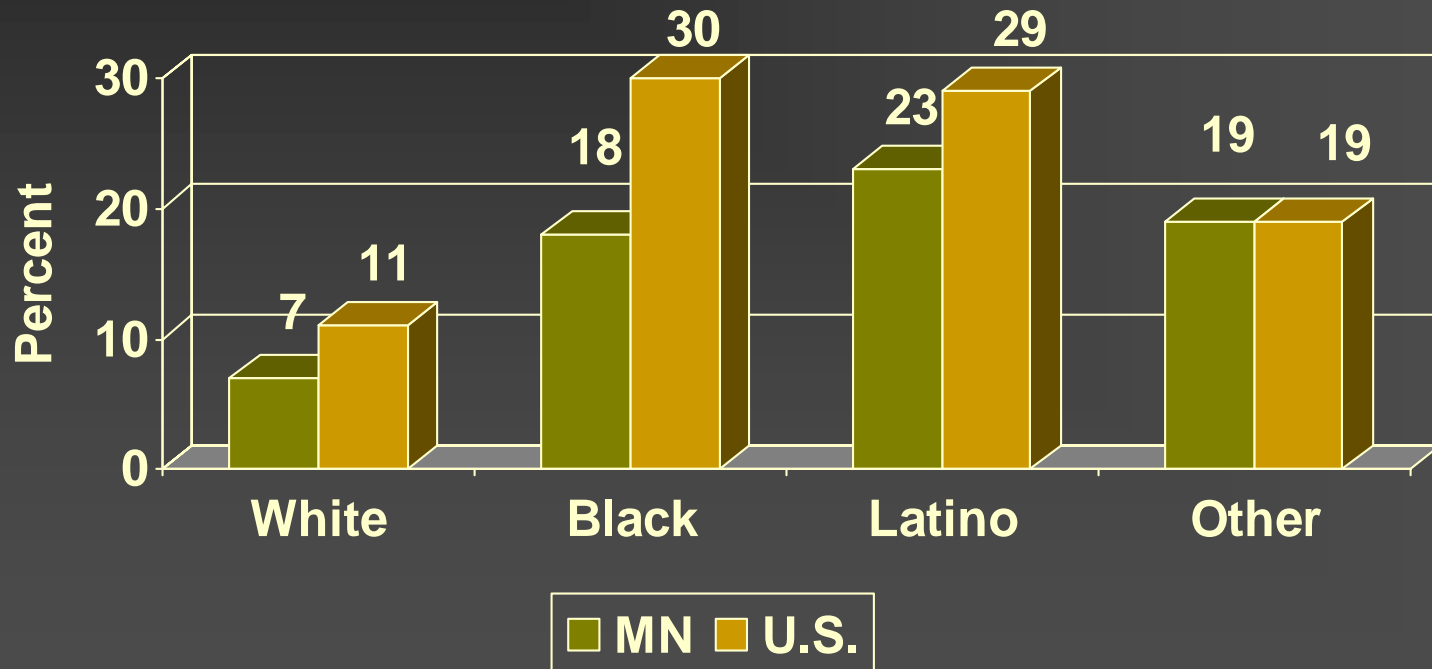
Polk -- \$35,633
Clay -- \$37,889
Becker -- \$34,797
Lyon -- \$38,996
Beltrami -- \$33,392

**MN Counties with Highest
% Children of Color in Poverty
2000**

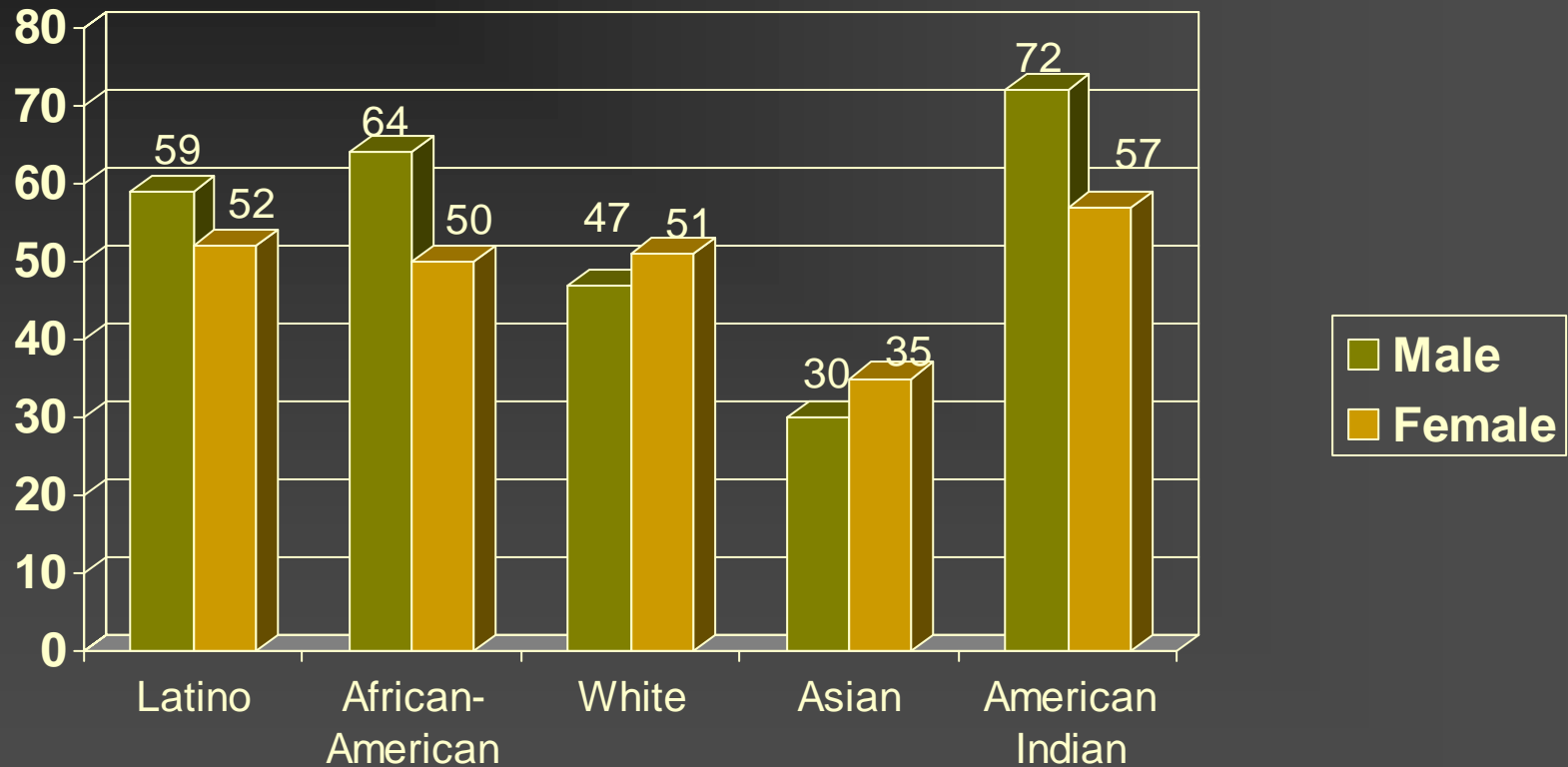


Big Picture – Local Context

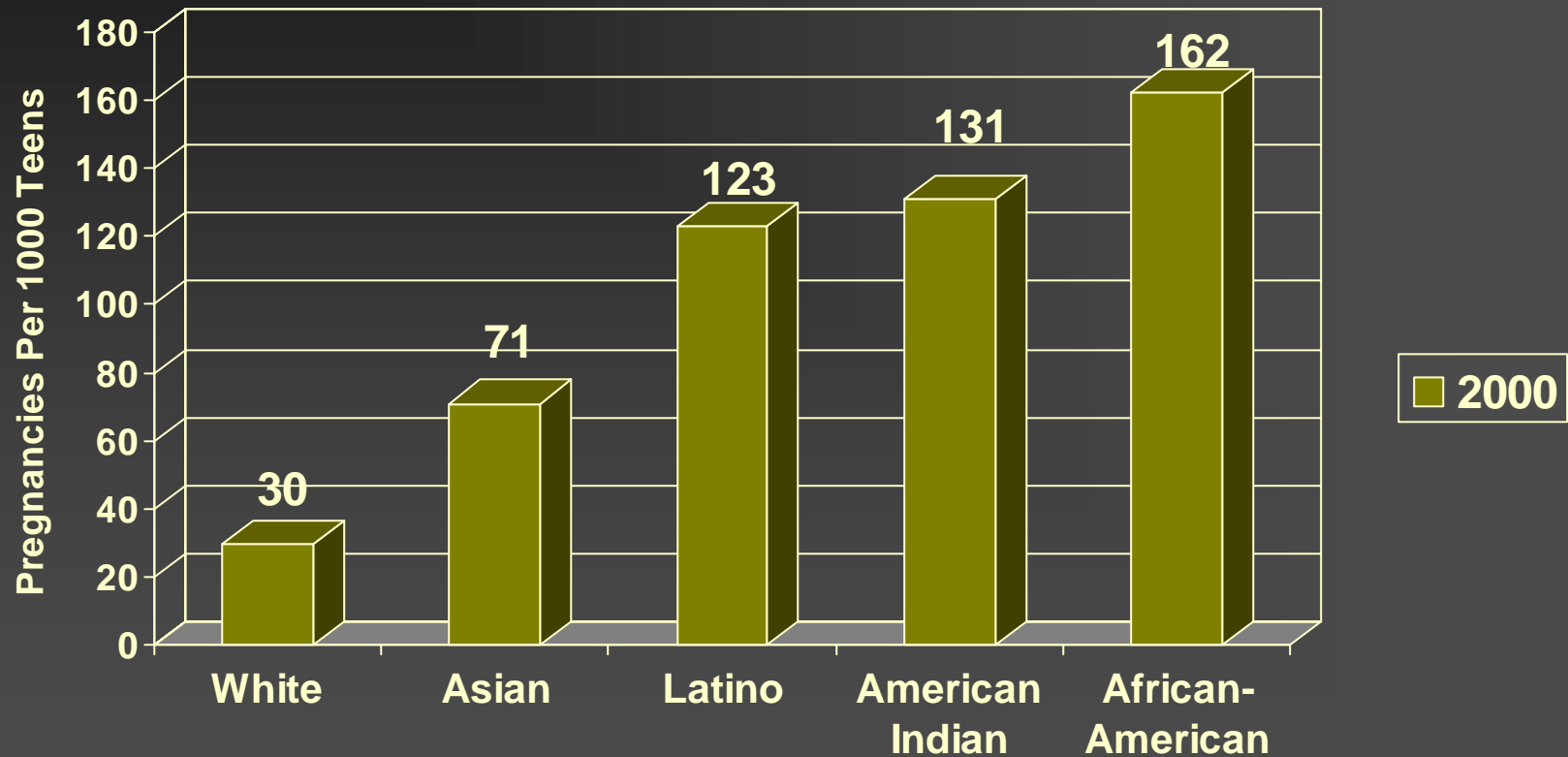
**Families in Poverty
Minnesota (2000-2001) and U.S. (2001)**



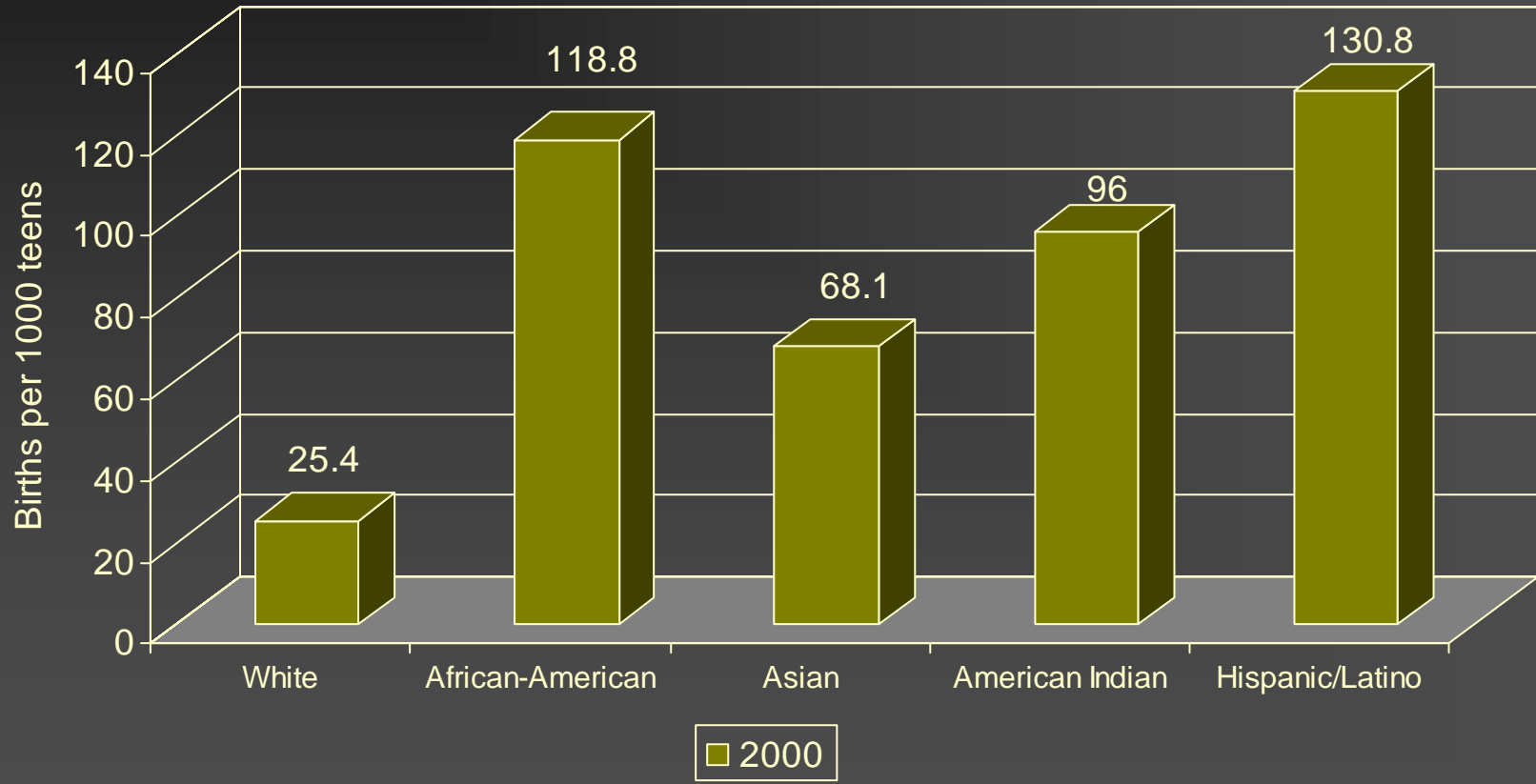
Minnesota Teens Ever Had Sex 2001



Pregnancy Rates 15 –19 Year Olds Minnesota 2000

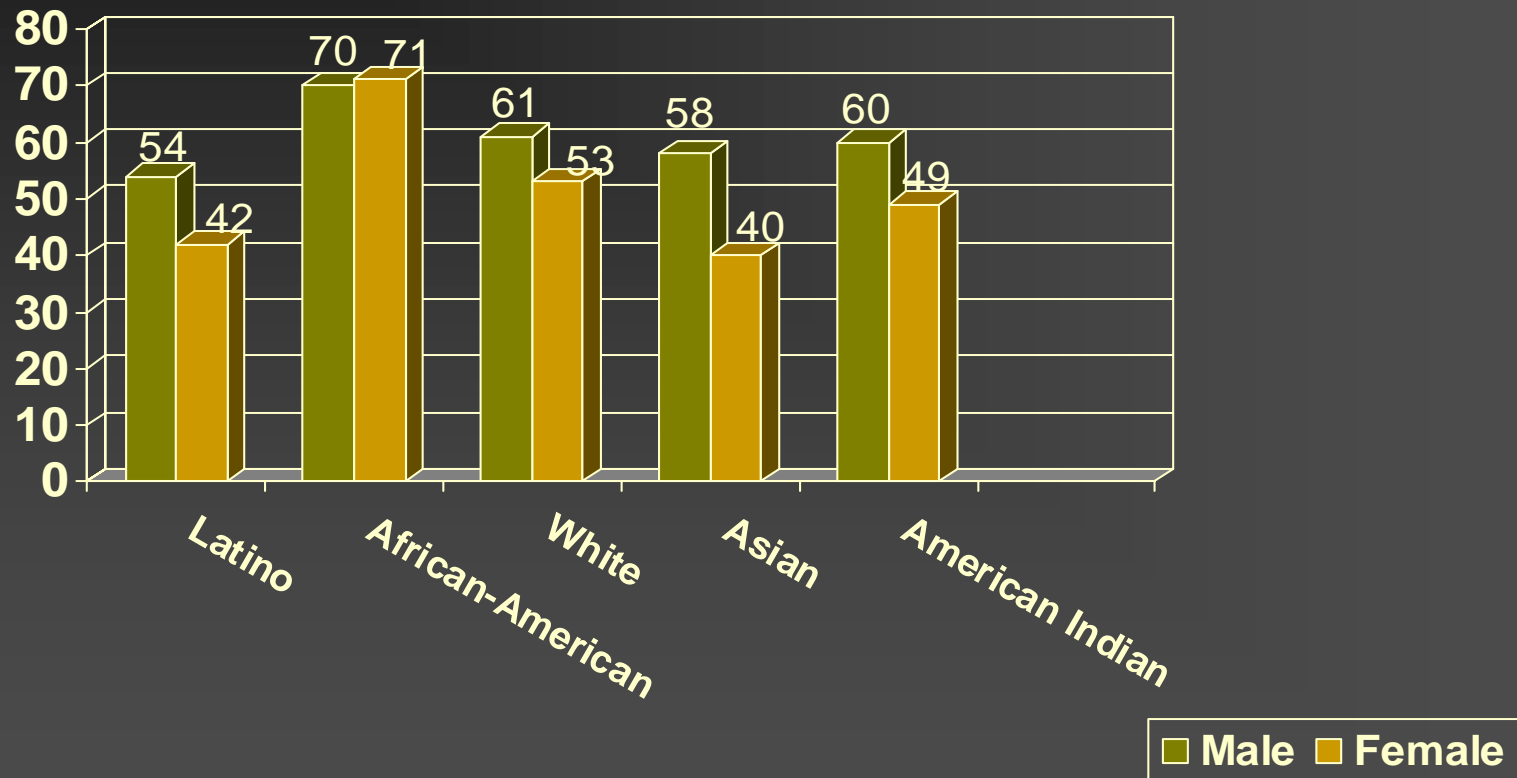


Birth Rates 15 –19 Year Olds Minnesota 1998-2000



Minnesota Teens

Condom Use at Last Sex 2001



Factors Influencing Disparities

- Poverty
 - Geographic & Social Isolation
 - Discrimination
 - Less Access to Information & Services
 - Culture
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Culture and Teen Behavior

Culture

- Shared values, beliefs, traditions, norms, customs, folklore, art, history of a group of people
 - Passed on from generation to generation;
 - A foundation – “*grounds*” you
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Culture and Teen Behavior

Culture:

- *Influences* behavior, it does not determine behavior
 - Cannot be whittled down to checklists
 - Influences world view – both for providers and participants
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Culture and Teen Behavior

Culture:

- Is complex
 - Different cultures – ethnic, gender, youth, work place
 - Variation within cultural groups
 - Disconnect with main stream culture
 - Intersection with other things (gender poverty, generation) determines behavior
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Local Context – Local Action

- Intersection of culture and other factors

Example:

Youth living in a rural community

2nd generation – but not fluent in English

Culturally – value self-sufficiency

- Reduce geographic & social isolation
 - Reducing language barriers
 - Tap into value of self-sufficiency
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Local Context – Local Action

Aspects of culture important for youth of color

- Family, key family members (mother or father, aunts, siblings)
 - Family hierarchy, generational status, gender roles
 - Heritage and pride – sense of history and tradition
 - Religion/faith/spirituality
 - Respect
 - Trust
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Local Context – Local Action

Build on Strengths/Foundation of Culture

- Start from position of “mutual” benefit, respect and empowerment
- Take time to listen, learn, understand
- Involve youth, community residents and family in planning and implementation of programs
- Use comprehensive strategies, multiple pathways
Consider the whole youth

Local Context – Local Action

Build on Strengths/Foundation of Culture

- Employ residents from the community (peer leaders, peer support);
 - Gender specific strategies and opportunities
 - Allow for materials and activities in the native language
 - Use culturally based strategies
 - Rites of Passage
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Best Practice & Innovation

- Teen pregnancy focus
 - Sexuality edn, abstinence edn, reprod. health, school-based health
- Youth development
 - After-school
 - Community service, civic engagement, mentoring, youth leadership, cultural approaches
- Education -- achievement, school performance

Best Practice & Innovation

- Human Capital
 - Work force preparation, job training
 - Career counseling and development
 - Employment opportunities – career potential
 - Educational opportunities -- post-secondary education
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Best Practice & Innovation

- Family strengthening/support
 - Support families re: own needs
 - Support families in rearing of teens
 - Support young families
 - Parenting skills & training
 - Child care & pre-school
 - Outreach, media and community education
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Best Practice & Innovation

Geographic distribution – “where”

- Reduce duplication of effort
 - Increase access to full range of programs for as many youth as possible
 - Target areas where need is high
 - Phase in programs/services to highest areas;
 - Go where youth are – street outreach
 - Be willing to address “big picture” issues
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Best Practice & Innovation

- Intensity matters – a few weeks is too little
 - For some youth – 24/7
 - “Start early – stay late”
 - Regular/consistent exposure
 - Phase in programs & services as youth age
 - Emphasize different issues & supports as youth age
 - Use different strategies as youth age
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Best Practice & Innovation

- Skills and Training of Staff
 - Diligent about hiring and ensuring capacity
 - Certification of youth workers
 - Youth and cultural competence
 - Accountability

 - Align staff strengths with tasks
 - Involve youth/young adults in program development
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Best Practice & Innovation

- Education & Support of Funders, Policy Makers & Community Residents
 - Value of investing in youth and communities of color
 - What is needed to do that effectively
 - Quality/effective programs/services
 - Human and financial resources
 - Leadership, commitment & political will
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