



## Advocates' Top Ten Accomplishments

### **10. Harnessed New Media Technology, Prompting Thousands of Youth to Engage in Political and Cultural Advocacy**

Since its launch in January 2009, nearly 400,000 unique users have visited Amplify ([www.amplifyyourvoice.org](http://www.amplifyyourvoice.org)) and tens of thousands of youth activists from around the world have used Amplify's resources to take action to improve sexual and reproductive health policies and programs at the local, state, and federal levels. In 2009, young people used Amplify to write 46,000 letters to policy makers and post 2,400 blogs, which have been cross-posted widely on other key progressive blog sites. Amplify materials have been featured on the homepages of DailyKos, Huffington Post, RH Reality Check, Feministing, and at least 20 other sites, reaching almost 20 million people and helping to bring a youth perspective about sexual and reproductive health and rights onto the progressive agenda. Amplify also became home to Advocates' Great American Condom Campaign and served as a rallying point for young people attending the White House Office of National AIDS Policy Town Hall Meetings to advocate for youth in the design of the National AIDS Strategy. More than 1,500 youth accessed resources from Amplify's Hanger Project and used them to plan events on more than 100 campuses, mobilizing thousands of youth activists to fight against the anti-choice amendments in health care reform.

### **9. Partnered with Historically Black Colleges and Universities to Combat HIV and AIDS**

To help reduce the risk of HIV infection among young African American/black women, Advocates partnered with five historically black colleges and universities (HBCUs)—Alabama A&M University, Benedict College, Fayetteville State University, Morgan State University, and Southern University at Baton Rouge—to improve HIV/AIDS prevention services on their campuses. With each, Advocates worked to establish and institutionalize a Young Women of Color Leadership Council, improve condom availability, and increase HIV testing on campus. In 2009 alone, these HBCUs distributed more than 9,000 condoms and tested more than 400 students for HIV. When results from 20 tests showed that four students were HIV-positive, Advocates worked with Benedict College to establish 13 new condom distribution sites on campus and train 43 resident assistants to provide students with accurate condom information. Among other successes, Advocates also assisted Southern University to partner with the public health department to increase the availability of HIV testing on campus to three days a week and helped Fayetteville to add HIV prevention workshops to new student orientation.



## 8. Received Prestigious Global Sexual Health Award for 3Rs Initiative

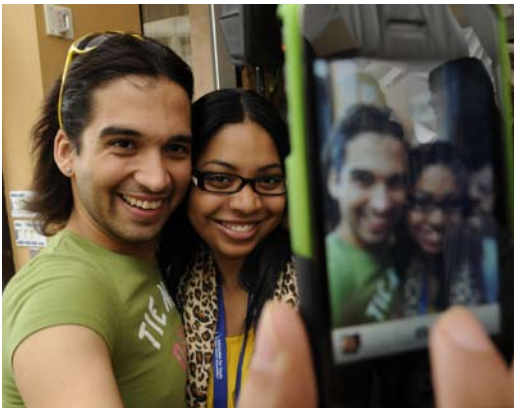
Advocates was honored to receive the 2009 *Excellence and Innovation in Sexuality Education Award* from the World Association for Sexual Health. The Association recognized Advocates for its vision of **Rights.Respect. Responsibility.**® and its passionate efforts over the last decade to reshape the debate around sexuality education and promote cultural change in the United States during difficult times. The award was presented to Advocates for Youth at the World Congress of Sexology in Göteborg, Sweden, in June.

## 7. Assisted Youth from the Global South to Make an Impact at Home and in the U.S.

Through its International Youth Speak Out (IYSO) project, Advocates assisted youth-led organizations and their youth councils in Nigeria, Ethiopia, and Jamaica to advocate for better in-country and U.S. adolescent sexual and reproductive health policies. The youth made significant gains in 2009. In Nigeria, efforts led to the Minister of Health making a verbal commitment to add a line item to the national budget for youth sexual and reproductive health. In Ethiopia, the council's work contributed to the government's agreement to establish a National Youth Federation seated under the Prime Minister. Council members are now working to establish a committee specific to reproductive health within the Federation. In Jamaica, the youth pressured their government to provide sexual and reproductive health information and services to young people on university campuses, which contributed to the launch of a referral system by the Ministry of Education. IYSO members also began touring U.S. college campuses and posting blogs on Amplify and other progressive sites to share stories about their work, with the goal of mobilizing U.S. youth to advocate for greater U.S. leadership regarding international family planning and global HIV.

## 6. Strengthened 25 State Organizations to Promote Evidence-based Teen Pregnancy Prevention

Much information exists about which programs truly work to prevent teen pregnancy. The challenge is ensuring that the information makes its way to the individuals and organizations in local communities who can put programs into practice. In addition, to be implemented effectively, programs must be translated into a format that is accessible, culturally relevant, and user-friendly to local communities. This work is critical given that the U.S. continues to experience some of the worst teen pregnancy prevention outcomes among all industrialized nations. In 2009, staff assisted 25 state teen pregnancy prevention organizations to strengthen their infrastructure and build their capacity to promote, select, and adapt relevant prevention programming in communities throughout their states. As a result of these and other efforts, partners such as Hawaii Youth Services, the South Carolina Campaign to Prevent Teen Pregnancy, and the Pennsylvania Coalition to Prevent Teen Pregnancy, among others, have assisted 71 local communities to successfully implement evidence-based programs reaching more than 140,000 youth.





## OUR PROGRAMS AND INITIATIVES

3Rs Campaign

Amplify Your Voice.org

Anti-Homophobia/Transphobia Project

Campus Activism

Cultural Advocacy and Mobilization

Future of Sex Education

Great American Condom Campaign

HIV Prevention at HBCUs

International Youth Leadership Council

International Youth Speak Out Project

LGBT Initiatives

New Media and Strategic Communications

Parents' Sex Ed Center

Promoting Evidence-based Approaches to Teen Pregnancy Prevention

Public Policy

Redressing Health Disparities among Youth of Color

STI/HIV Prevention

Young Women of Color Leadership Initiative

## 5. Broke Exciting New Ground to Improve Youth Contraceptive Access

Advocates' Contraceptive Access Initiative extended its reach by harnessing the power of new media. Using Facebook, MySpace, Twitter, and text messaging, Advocates continued its efforts to improve contraceptive access for youth in South Carolina, Ohio, and New Jersey. Employing text messaging technology and marketing its availability through traditional and new media avenues, staff have enabled youth in South Carolina to obtain information about healthy relationships, pregnancy, HIV/STI prevention, and sexual assault via their cell phones, including referrals to nearby health clinics. Advocates assisted youth activists and organizations in South Carolina, Ohio, and New Jersey to train health care providers in their communities to better serve young people. Staff also worked in some communities to make condoms available to sexually active youth via community businesses such as hardware stores and barber shops.

## 4. Empowered Thousands of Activists from the U.S. and the Global South to Take Action in their Schools and Communities

This year marked the 10th anniversary of Advocates' Urban Retreat. In September, youth activists from across the U. S. as well as Jamaica, Ethiopia, and Nigeria congregated in Washington, DC for four days of training on grassroots organizing, advocacy, peer education, and media outreach. Advocates also worked with its coalition partners to train activists at regional and state conferences, on HBCUs and other campuses, and at the One Voice Summit, the Sexuality Education Advocacy Training, and the Africa Conference on Sexual Health and Rights, among others. At each training, young people created advocacy action plans to advance their policy goals and conducted educational visits with policy makers. Attendees strengthened their knowledge of sexual and reproductive health issues and learned to apply Advocates' 3Rs vision to their work at the state and local levels and on their high school and college campuses. The youth participants have since mobilized their peers on more than 100 college campuses; been appointed to numerous decision making bodies, including school health advisory committees; provided testimony and/or lobbied state and local elected officials; successfully mounted campaigns to change sex education state and local policy; and helped shift the cultural paradigm by posting more than 2,000 blogs and/or comments on Amplify, Daily Kos, Feministing, and other progressive blog sites, reaching almost 20 million people with information and advocacy regarding adolescent sexual health and rights.

## 3. Created First Federal LGBT Youth Policy Group; Brought Needs of LGBT Youth to Capitol Hill

After identifying the need for a more focused and comprehensive strategic discussion to advance the unique needs of lesbian, gay, bisexual, and transgender youth at the federal level, Advocates established the first Federal LGBT Youth Policy Working Group. The working group consists of 15 partner organizations addressing issues such as the Safe Schools Improvement Act, HIV/AIDS prevention and treatment, homelessness, comprehensive sex education, and juvenile justice reform. Since its founding, the group has crafted a youth "Statement of Principles" to address youth-relevant gaps in the national LGBT agenda, educated the larger LGBT community via various panel presentations, and met with various members of Congress to gain support for LGBT youth issues.



## 2. Put Youth Activist Muscle behind International Family Planning Campaign

In 2009, young people were integral in assisting Advocates' staff and coalition partners to help increase federal funding for international family planning. Advocates' youth activists held three lobby days on international issues, during which they educated staff from 50 Congressional offices. They also held a month of action, sending thousands of letters to U.S. policy makers and hosting a Congressional briefing, at which an activist from Jamaica spoke about the effect of U.S. policies on his peers. In addition, Advocates secured 1,024 signatures on a petition requesting \$1 billion in funding for international family planning and delivered it to Congresswoman Nita Lowey's office. These efforts paid off when Congress approved the biggest one-year increase in international family planning funding in history for the second consecutive year, increasing appropriations from \$464.2 million in FY 2008 to \$545 million in FY 2009 and to \$648.5 million in FY 2010.



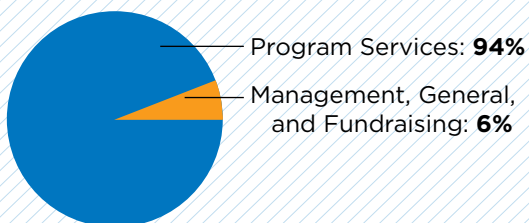
## 1. Secured Significant Dedicated Federal Funding for Evidence-based Sex Ed; Greatly Reduced Federal Funding for Abstinence-Only Programs

In December, Congress passed an appropriations bill that eliminated the majority of funding for abstinence-only-until-marriage programs. This major victory marked the culmination of a decade-long campaign by Advocates, its partner organizations, and grassroots activists to promote honest, accurate, and comprehensive sex education in America. More than \$100 million in annual Community-Based Abstinence Education funding for abstinence-only programs will now be reallocated to evidence-based teen pregnancy prevention and sex education initiatives. Advocates also worked in coalition to secure an additional \$75 million in federal funds for states to implement evidence-based comprehensive sex education and successfully lobbied for the creation of the Office of Adolescent Health within the Department of Health and Human Services. Unfortunately, shortly thereafter, abstinence-only proponents were able to reinstate some abstinence-only funding in the form of Title V through the health care reform act. Advocates will continue working diligently to eliminate these funds. On the state level, staff assisted 25 states in their local and state advocacy initiatives. Partners then significantly contributed to efforts, resulting in the passage of the *Healthy Youth Act* (NC), the introduction of *Act for Our Children's Futures* (OH), and the passage of the *Human Sexuality Education Law* (OR), among other successes. Advocates is also mounting a campaign to repeal the abstinence-only-until-marriage funding (Title V) that was included in health care reform legislation.

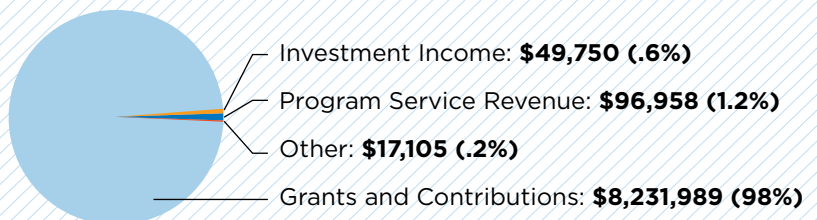


## Our Financials: April 1, 2008 - March 31, 2009

**Expenses: \$6,198,896**



**Revenue: \$8,395,802\***



**Net Assets Beginning of Year: \$3,901,572**

**Net Assets End of Year: \$6,098,478**

\* Advocates entered into an agreement to serve as the fiscal agent for a documentary about sex education. Revenue from Grants and Contributions includes \$973,025 that was passed on directly to the film's producers during the year.



# RIGHTS. RESPECT. RESPONSIBILITY.



## Our Mission, Vision, and Impact

Advocates for Youth champions efforts to help young people make informed and responsible decisions about their reproductive and sexual health. In 2009, Advocates worked with more than 30,000 health care professionals, educators, youth activists, and other youth-serving providers, directly and indirectly strengthening the ability of more than 10 million youth to make informed decisions about their sexual health.

The core values of ***Rights.Respect.Responsibility.***<sup>®</sup> (3Rs) animate Advocates' vision:

- Youth have the inalienable ***RIGHT*** to accurate and complete sexual and reproductive health information, confidential services, and a secure stake in the future.
- Youth deserve ***RESPECT***. Valuing young people means involving them in the design, implementation, and evaluation of programs and policies that affect their health and well-being.
- Society has the ***RESPONSIBILITY*** to provide young people with the tools they need to thrive in adolescence and to develop into sexually healthy adults.

Further, Advocates' 3Rs provide a framework for establishing healthy interpersonal relationships between young people and between youth and adults:

- Young people have the ***RIGHT*** to be safe and healthy within their relationships—free from physical or emotional coercion.
- Young people demonstrate ***RESPECT*** for each other by taking each other's needs into account. Parents and others in society should demonstrate respect for young people's relationships and help them gain the emotional and communications skills necessary to establish and sustain healthy relationships.
- Young people have the ***RESPONSIBILITY*** to protect their own emotional and physical health as well as that of their partners. Parents, families, and society have the responsibility to nurture relationships with young people that are healthy, honest, and respectful.

Advocates believes the best way to achieve these goals is through the leadership and participation of young people, who can best demonstrate that information and education are cornerstones of effective prevention rather than a formula for promiscuity.

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## Advocates' Supporters Speak Out

I am proud to invest in an organization that champions the needs of young people. Advocates has made a proactive and courageous organizational commitment—long before it was the rallying cry for many others—to use medically accurate research and evidence-based practices, whether to help shape policy, programs, and/or other practices. Their ability to respond to both the universal needs of young people, as well as to the unique needs of special populations, such as LGBT youth, often places them ahead of the curve. Whether standing alone, or working with others, Advocates is committed to advancing the health of young people and assuring that they play a major role in shaping their own futures. Advocates has been at the cutting edge and among the first pioneers to make this commitment “real,” and I can think of no better legacy to support!

—Claire D. Brindis, Dr. PH, Director, Philip R. Lee Institute for Health Policy Studies and Professor of Pediatrics and Health Policy at the University of California, San Francisco; Director, Bixby Center for Global Reproductive Health and Executive Director of the National Adolescent Health Information Center at UCSF; Former Chair, Advocates for Youth Board of Directors

I continue to be so grateful for all the support and education Advocates... provide[s] to our community... [there was] a fabulous column from Connie Schultz yesterday in the *Cleveland Plain Dealer*. It is all about one of our amazing local youth who has been so active in the Collaborative and aided by Advocate's youth advocacy training. He is a 17-year-old student in the Parma School District who has been unyielding in his efforts to get the district to genuinely embrace comp sex ed. He spoke to the school board and Superintendent this week and did a courageous, heroic job. Your work is reflected in his work—it's a great thing.

—Marcia Egbert, Senior Program Officer for Human Services, The George Gund Foundation

The Urban Retreat was an experience that will continue to live on in me forever. Having so many young people with a passion, an identity, self worth and value come together... was totally awesome. Young people on a mission, young folks who know what it means to be a mother at sixteen, what it feels like to be rejected, what it means to be a prisoner of silence, what it is to be masked by the world... It was a gathering of young folks who from their broken experiences found healing and are now willing to share, reach out, and impact. For me, it was a place of reflecting and getting hold of the things that have held me back for so long. I was inspired, motivated, charged, and released to live my life, to live my dreams without fear of rejection, failure, what people will say or think, but with passion, gusto, and clarity.

—Kikelomo, Nigerian youth activist and International Youth Speak Out member

## A Thank You to Our Supporters

Advocates for Youth gratefully acknowledges the many foundations, corporations, and individuals that supported our work in 2009. For more information on ways to give, contact Elizabeth H. Merck, Manager of Individual Giving, at (202) 419-3420 Ext. 24 or [liz@advocatesforyouth.org](mailto:liz@advocatesforyouth.org).

