



SEXUAL HEALTH  
INITIATIVES FOR TEENS



# Creating a blueprint for a better future

SO YOUNG PEOPLE GROW UP HEALTHY

ANNUAL REPORT  
2016–2017

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## OUR MISSION

Leading North Carolina to improve adolescent and young adult sexual health.

## OUR VISION

Sexual health matters. We work to empower North Carolinians so that every adolescent grows up in a state that is equipped to support their sexual health. Investing in young people's sexual health benefits them, our state, and our communities now and in the future.

### 2016–17 Board of Directors

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**TERRI MITCHELL, PHD**  
Associate Professor, Health Education, Appalachian State University

**MEREDITH STEWART, MPH, CPH**  
Public Health Program Manager, Orange County Health Department

### 2016–17 Staff

Thanks to all current and former staff who contributed to our work and results during the 2016–17 fiscal year.

Elise Berrier, Capacity Building Specialist—Juvenile Justice System

Tania Connaughton-Espino, MPH, Director of Community-Wide Initiatives (NCYC)

Sarah Davis, MPH, Director of Public Health Strategies

Melinda DeJongh, Director of Resources & Special Projects

Debbie Engelbrecht, Chief Financial Officer

Elizabeth Finley, Director of Strategic Communications

Michela Garrison, MPH, Evaluation Specialist

Janeen Gingrich, MSW, Interim CEO

Ariana Goswick, MA, MHC, Supportive Schools Coordinator

Amy Handler, MPH, Evaluation Specialist

Pat Hilliard, Administrative Coordinator

Kennon Jackson, MA, Director of Innovative Technologies

Riz Khan, Clinic Improvement & Linking Specialist

Jenny Palmer, MA, School Engagement Specialist

LaQuana Palmer, MPA, Capacity Building Specialist—Juvenile Justice System

L. Michelle Reese, Director of Clinic Improvement Services

Janae' Roberts, MPH, CHES, North Carolina Youth Connected Program Specialist

Tamara Robertson, MPH, CHES, Capacity Building Specialist—Foster Care System

Meriel Shire, MPH, MSW, Clinic Improvement & Linking Specialist

Joy Sotolongo, Director of Evaluation

Kate Steber, MSW, MPH, Cumberland County Coordinator

Sally Swanson, MSPH, MSW, Chief Program Officer

Marcia Swartz, MSSW, Clinic Linking & Improvement Specialist

Kia J. Thacker, MPH, Director of Priority Populations

Beth Vazquez, LCSW, Capacity Building Specialist—Foster Care System

Madison Ward Willis, MPA, Wayne County Coordinator

Jean Workman, MA, Director of Development

# Blueprint for a Healthier North Carolina

**TODAY'S ADOLESCENTS** are tomorrow's adults; helping them stay healthy is essential. We work to improve adolescent sexual health by strengthening the capacity of communities, systems, families, organizations, professionals, and teens themselves to use proven approaches to get positive results.

Since 1990, North Carolina teen pregnancy rates have fallen more than 70% to the lowest rates in recorded history. The model our staff developed in Gaston County through the Gaston Youth Connected initiative has been replicated in more than 50 places across the country, an accomplishment highlighted by the CDC in their *Winnable Battles* final report. And, we have improved the quality of health education in schools for nearly 300,000 students around the state.

In 2016, we moved many plans from paper to reality to more fully realize our mission, which was expanded in 2015 to meet the evolving needs of youth and society. In addition to championing teen pregnancy prevention statewide, we increased the availability of medically-accurate resources on sexually transmitted infections, helped youth-serving organizations adopt trauma-informed practices, and implemented a strategy to ensure that schools provide a safe environment for LGBTQ youth.

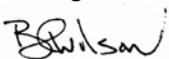
After a year of planning, data collection, and community research, we shifted four of our initiatives into the implementation phase. Through Every Teen Counts, North Carolina's foster care and juvenile justice systems are implementing trauma-informed pregnancy prevention services. Through Durham's All Together Now initiative, the City of Medicine is more intentional about providing healthcare to teens through wide-ranging partnerships with healthcare providers and youth-serving organizations.

We are replicating the full community-wide approach used in Gaston Youth Connected in Cumberland and Wayne counties through our NC Youth Connected initiative. In Greensboro, we launched the Healthy Tomorrow Alliance, a partnership to help teen-serving healthcare providers adopt best practices, while helping community organizations link young people to knowledgeable providers. As we closed out the 2016–17 fiscal year, we began replicating our Greensboro efforts in High Point.

These accomplishments are just the beginning of taking our blueprints off the page so that together we can create a North Carolina where young people grow up healthy. Through our combined strategic efforts, our partnerships will serve more than 70,000 youth by 2020.

We hope in reading this report you will feel as proud of the work as we do. Thank you—we could not do it without your support.

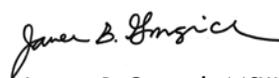
With gratitude,



Buck Wilson, MS, RD  
2016–2017 Board Chair



Paula Hudson Hildebrand, MHD, RHEd  
2017–2018 Board Chair



Janeen B. Gingrich, MSW  
Interim CEO

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# COMMUNITY PROFILES

**TEEN PREGNANCY IS A COMPLEX ISSUE** with no magic solution. Our coordinated, multi-sector approach gets results.

**TEEN PREGNANCY RATES HAVE DECLINED** in NC in all age, racial, and ethnic groups.



**MEET SHIRLEY JOHNSON:**  
Making Health Education Work Smarter for Cumberland County

**WE ALL KNOW THE MOVIE VERSION** of sex education: the sweaty gym coach yelling about abstinence—or maybe putting a condom on a cucumber. The reality of school-based sex education is very different.

When the North Carolina General Assembly passed the Healthy Youth Act in 2009, it gave students a new chance to learn medically accurate, age-appropriate information. It provided very little support and guidance for teachers, though. That's where Shirley Johnson comes in.

As Director of Health Services for Cumberland County Schools and a district employee for more than 22 years, Shirley oversees health education for more than 51,000 students in 87 schools. This includes health education from kindergarten through high school on everything from basic safety to nutrition to drug abuse—and, yes, sex education. It's a big job!



Shirley came to the table when SHIFT NC started conceptualizing the NC Youth Connected (NCYC) initiative. NCYC is a multi-component, community-wide initiative that helps local leaders implement evidence-based programs, strengthen teen-friendly healthcare services, and mobilize the community around teen pregnancy prevention. As a hub for youth and families, schools play a critical role in a community-wide initiative.

Shirley worked with SHIFT NC staff and the local School Health Advisory Council to select *Get Real*, an evidence-based curriculum for 6th, 7th, and 8th grades that meets the requirements of the Healthy Youth Act and the needs of students in Cumberland County. In addition, SHIFT NC worked with Shirley to create a work plan to make sure all of the teachers providing *Get Real* received training and support to feel comfortable teaching the curriculum. SHIFT NC also helped the teachers tap into other available resources—like the BrdsNBz Text Line—to help students get the information and support they need to grow up healthy.

As a project partner and leader on NCYC's Community Advisory Council, Shirley has developed sustainable, evidence-based approaches that will serve youth for years to come. Moreover, she's been a tireless champion of teen pregnancy prevention, demonstrating to community leaders in Cumberland County and across the state that everyone can make a difference.



**MEET DELSIE-ANNE BAILEY:**  
From Advocate to Attorney,  
She's Giving Back

IF YOU'VE FOLLOWED SHIFT NC for a while now, you know Delsie-Anne Bailey and her story.

Delsie first worked with SHIFT NC in 2008 as a member of Teen Health Now, a youth leadership team tasked with advocating for better health education policy. Delsie brought with her a powerful story: A straight-A track star in high school, she got pregnant unexpectedly. Having attended a school that did not provide any sex education, Delsie wasn't aware of ways to protect herself. When she came to SHIFT NC, she was a student at UNC-Chapel Hill and mom to a tremendous toddler named Faith.

Delsie and her peers in Teen Health Now successfully advocated for the Healthy Youth Act, the law that requires schools to provide medically accurate information on pregnancy and STI prevention. In addition, Delsie helped empower other young parents—speaking at empowerment retreats—and shared her story with adults and the media to facilitate a more accurate conversation about how teen pregnancy occurs and how to prevent it.

Nearly a decade after coming to SHIFT NC as a youth volunteer, Delsie shared her full story with donors at 2016's Take Flight with SHIFT NC, a fundraiser, auction, and benefit for adolescent sexual health. Now an attorney—she graduated from UNC-Chapel Hill School of Law in 2016—she spoke powerfully and openly about the impact of working with SHIFT NC and about the critical difference it makes as the next generation, kids Faith's age, gets closer to their teen years.



**MEET SANDRA BOREN:**  
Changing Futures with the  
Healthy Tomorrow Alliance

FOR NEARLY TWO DECADES, Cone Health Foundation has been a leader in making smart, community-level investments in adolescent pregnancy prevention. The foundation has intensified that commitment, shifting gears in recent years with a desire to focus on the most effective ways to reduce unplanned teen pregnancy.

Sandra Boren saw a moment of opportunity. As the foundation's Vice President and Senior Program Officer overseeing adolescent pregnancy prevention, Sandra had been paying close attention to groundbreaking contraceptive projects like the CHOICE initiative in St. Louis and SHIFT NC's Gaston Youth Connected project. These projects had improved the quality of clinical services, increased access to care, and ultimately reduced adolescent pregnancy rates. Through careful planning and collaboration with SHIFT NC, Sandra devised a plan to bring similar results to Greensboro.

After a year of planning and preparation, Greensboro's Healthy Tomorrow Alliance launched in September 2016 with a morning donut social to announce the good news to the community. Combining the forces of the Guilford Health Department's JustTEENS Clinic, Cone Health Center for Children, and Planned Parenthood South Atlantic, Healthy Tomorrow Alliance is ensuring that high-quality, teen-friendly healthcare is widely available in the community. And in partnership with the YWCA, the project's lead on linking teens to care, the alliance is ensuring that healthcare is easily accessible as well.

Thanks to Sandra's leadership—and Cone Health Foundation's commitment to leading-edge evidence-based approaches—Greensboro is at the forefront of promoting healthy futures by helping young people access the healthcare they need.

# PROVEN APPROACHES

71%



TEEN PREGNANCY RATES  
in NC have fallen 71% since  
1990 to the lowest rates  
in recorded history.



>8K

More than 8,000  
QUESTIONS  
answered on  
the BrdsNBz  
Text Line.



SHIFT NC's community-wide  
model has been replicated in  
more than 50 places across  
the country.

A go-to resource for  
healthcare professionals,  
youth-serving agencies,  
media, policymakers,  
and community change  
agents for 30+ years.

30+  
years

# POSITIVE RESULTS



**EVIDENCE-BASED  
YOUTH PROGRAMS**  
boost both abstinence  
& contraceptive use.

**YAY,  
NC!**

NC is a nationally recognized leader in teen pregnancy prevention.



**>280K NC STUDENTS**

Improved the quality of health education in schools serving more than 280K NC students.



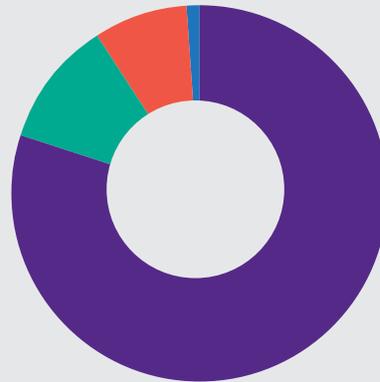
**HIGHLIGHTED** as a success story in the CDC's *Winnable Battles* final report.



"I have long admired and valued the work of SHIFT NC in support of youth, families, and communities across North Carolina. The programs and services provided by SHIFT NC ensure that teens and families receive accurate, relevant, and critical sexual health information necessary for good decision making and optimal health. I have worked with SHIFT NC as a partner and served on its Board and know, first hand, that its programs, staff, and reputation are exemplary."

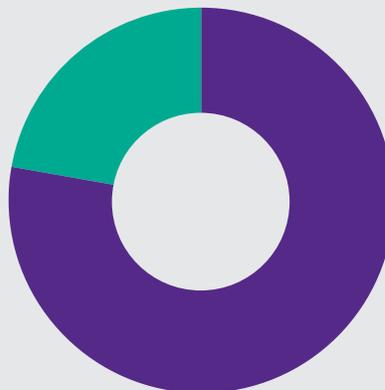
Mary Jane Akerman, former board chair and treasurer

## FY 2016–2017 Revenues



- Government Grants 80%
- Foundation Grants 11%
- Earned Income 8%
- Individual Giving 1%

## FY 2016–2017 Expenditures



- Programs 78%
- Administration & Fundraising 22%

# TRANSITION UPDATE

**IT IS IMPORTANT** to acknowledge that SHIFT NC experienced a lot of changes during the 2016–2017 fiscal year. A leadership transition on the heels of rapid growth challenged us to shepherd the organization through this sequence of events in the most intentional way possible. The board has used this opportunity to glean strategic lessons and craft a plan for moving forward in a way that makes us a stronger, more resilient organization—and, most importantly, one that can better serve North Carolina.

In August 2016, the board decided to delay the hiring of a new permanent CEO for up to a year, resisting pressure to find a quick replacement and instead choosing to strengthen organizational capacity and infrastructure. Under the leadership of an experienced Interim CEO, Janeen Gingrich, our board and staff have worked to strengthen our foundation and functioning, while still managing all initiatives and statewide efforts.

Leadership incorporated feedback from every staff member on how best to strengthen our work. We invested in professional and leadership development for all staff to help them navigate within a growing organization. We have also fulfilled a long-held desire to get all staff engaged in approaching our work with a focus on equity and inclusion.

SHIFT NC continues to be a thriving organization with a talented staff. The board has retooled its processes and procedures for engaging board members, for increasing its knowledge and understanding, and for providing organizational oversight. More specifically, we have:

- Created a strategic board recruitment process
- Formalized our staff and board orientation processes
- Finalized our three-year strategic plan
- Revised our fund development strategy

We have also created a strong succession plan, so that our next leader steps into a strong, stable, vibrant organization. These tasks all put us on better footing for the future as a sustainable and effective organization.

Our position as a leader in this field is critical. We are here to ensure that young people in our state grow up healthy. We continue to be thoroughly proud of the direction of our work, our partners, and our results over the past 32 years of evolution and growth. Thank you for your support!



**We are here to ensure that young people in our state GROW UP HEALTHY.**

**We continue to be thoroughly proud of the direction of our work, our partners, and our results over the past 32 years of evolution and growth.**

**SPECIAL THANKS to our donors, funders, partners, and supporters! You make our success possible.**

# PROGRAM SUMMARY

Our long-standing strategic priorities have an impact far beyond teen pregnancy prevention. Ensuring quality sex ed through evidence-based approaches, protecting access to healthcare, helping families talk about sex in healthy and helpful ways—these are things we have always done and will continue to do.

## All Together Now

All Together Now helps healthcare providers in Durham integrate teen-friendly practices and build community networks to help young people find the care they need.

## Annual Conference

SHIFT NC's annual conference provides a cutting-edge professional development opportunity to health educators, clinicians, youth-serving professionals, and more.

## BrdSNBz Text Line

BrdSNBz Text Line provides expert information about sexual health, relationships, and local resources to teens via confidential text message.

## Every Teen Counts

Every Teen Counts is building the capacity of North Carolina's foster care and juvenile justice systems to provide youth in out-of-home care with trauma-informed pregnancy prevention programs.

## Healthy Tomorrow Alliance

Healthy Tomorrow Alliance coordinates efforts to make teen-friendly healthcare available and accessible in Greensboro.

## High Point Access Project

The newly launched High Point Access Project connects high-risk young people in High Point to the healthcare they need.



## North Carolina Youth Connected

North Carolina Youth Connected is a multi-component, community-wide project working throughout Cumberland and Wayne counties to lower teen pregnancy rates by 50%.

## The Playbook

The Playbook is a social marketing campaign that connects sexually active young people to birth control, STI testing, and other teen-friendly health services.

## Resource Library

Available for free check-out to any North Carolina resident, the resource library includes evidence-based curricula, books, journals, and other resources on adolescent health.

## Supportive Schools

SHIFT NC's Supportive Schools outreach project works statewide to help schools become safer and more supportive for LGBTQ+ youth.

## WISE (Working to Institutionalize Sex Education)

WISE works with partner school systems to analyze their health education policies and procedures, help them align with North Carolina's health education standards, and train teachers to feel comfortable in their roles as health educators.

NC is leading the US as an innovator in teen pregnancy prevention. FIND OUT MORE: [shiftnc.org](http://shiftnc.org)

# THANK YOU TO OUR SUPPORTERS

## Private foundation & government support of our work comes from:

THE CEMALA FOUNDATION

CENTERS FOR DISEASE CONTROL AND PREVENTION,  
DIVISION OF REPRODUCTIVE HEALTH

CONE HEALTH FOUNDATION

FOUNDATION FOR A HEALTHY HIGH POINT

THE GROVE FOUNDATION

NC DEPARTMENT OF HEALTH AND HUMAN SERVICES,  
DIVISION OF PUBLIC HEALTH

NC DEPARTMENT OF PUBLIC INSTRUCTION

OFFICE OF ADOLESCENT HEALTH

Z. SMITH REYNOLDS FOUNDATION



SHIFT NC staff member Riz Khan (far left) after facilitating the first teen focus group in High Point for the High Point Access project, funded by the **Foundation for a Healthy High Point**. Also pictured: Jean Workman, SHIFT NC's former Dir. of Development (far right).

## Corporate & individual support comes from:

### \$2,500+

The Benevity Community  
Impact Fund

### \$1,501-\$2,500

David and Sheila Groves  
DUHS Office of Commun. &  
Local Government Relations  
State Employees Combined  
Campaign

### \$1,001-\$1,500

Bayer  
BC DC Ideas, LLC  
Carolyn Halpern  
Pat Hilliard  
Merck & Co.  
PHE, Inc.  
Tanger Outlets

### \$501-\$1,000

Mary Jane Akerman  
Mary Ann Black  
Debora Bolton DDS, PA II  
Paul and Linda DeJongh  
James Dudley  
Anna Fesmire  
Charlie Gayer  
House of Hops  
IBM Employee Services Center  
Kristin Ito  
Kennon Jackson &  
Eric Lindstrom  
Gabriela Magallanes  
Judith Snyderman  
Jean Workman  
United Way of the Greater  
Triangle

### \$251-\$500

BB&T  
Krista Park Berry  
True Campbell  
Commercial Recovery  
Associates  
Crownover Green, LLC  
James Elms  
David Gardner  
Paula Hildebrand  
DeVetta Holman-Nash  
Joann Jeralds  
United Way of Stanley  
County

### \$101-\$250

George Barkley  
Chanel Chambers

Communities In Schools of  
Charlotte-Mecklenburg,  
Inc.  
Dottie Darsie  
T. Greg Doucette  
Ruth Dzau  
Amy Etheridge  
Fusion Point Church  
Katie Galbraith  
Janeen Gingrich  
Charrise Hart  
Jennifer Kimbrough  
Elizabeth Koszalka  
Jonathan Kotch  
Rob Lamme  
Deidre Lewis  
Marketing Associates  
LaQuana Palmer

Janet Palmquist  
Marlene Pratto  
Burke and Susan Raper  
Carolyn Rhode  
Peter Rhode  
Amy Samperston  
Sue and Ken Siegal  
Kate Steber  
Linda Steber  
Marcia Swartz  
Triad Baptist Church  
United Church of  
Chapel Hill  
United Way of Randolph  
County  
Patricia Yancey  
Karen Younts

Every effort has been made to ensure the integrity of this list. Please contact our office with any errors or omissions.



**Q.** When does \$1 = \$2.62?

**A.** Every \$1 spent on evidence-based teen pregnancy prevention programs SAVES TAXPAYERS \$2.62.

NC teen births cost taxpayers \$325M per year.

## WE THRIVE & SURVIVE BECAUSE OF YOUR SUPPORT!



### WAYS YOU CAN GET INVOLVED:

**BECOME A MONTHLY SUSTAINER:** [www.shiftnc.org](http://www.shiftnc.org).

**GIVE THROUGH YOUR WILL:** A specific dollar amount, asset, or percentage of an estate may be specified in your will or trust to be paid to SHIFT NC, so young people in North Carolina grow up healthy.

**CORPORATE MATCHING:** Ask your employer to add SHIFT NC to their matching donation program, and double your gift to us.

**WRITE US A REVIEW:** Help other folks find out about us at Great Nonprofits: <http://gr8np.org/go/DMZ>.

**IN-KIND DONATIONS:** We always need fun items for our annual live auction in the fall.

**COMBINED CAMPAIGN:** State employee? Donate through the combined campaign! [www.ncsecc.org](http://www.ncsecc.org), code 2582.

**ADVOCACY:** Talk to your legislator about the importance of teen health. Join us at Adolescent Health Advocacy Day.

**SHARE YOUR OWN STORY:** Have a story you are willing to share? Submit it to our Director of Strategic Communications, Elizabeth Finley: [efinley@shiftnc.org](mailto:efinley@shiftnc.org).



SEXUAL HEALTH  
INITIATIVES FOR TEENS

SHIFT NC MAIN OFFICE

PHONE: 919.226.1880

FAX: 919.226.1884

3710 UNIVERSITY DRIVE, SUITE 310

DURHAM, NC 27707

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



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