



Working with Diverse Communities Update March 2015

Greeting from JSI.

A major focus of JSI's work with grantees in Year 5 is on [enhancing community partnerships](#) to address social determinants of teen pregnancy. We have established a [community of practice](#) involving five grantees, that was launched with a 2-day meeting in February.

This excellent [resource](#) from the ACT for Youth Center of Excellence provides tips and talking points for engaging new partners, specifically the business community, in your teen pregnancy prevention efforts.

Engaging Business in Teen Pregnancy/STD Prevention Efforts

Why Connect with the Business Community?

Businesses are connected to youth. Young people are often their employees and customers.

Businesses have clout and connections. When you are advocating for community change, it's good to have the clout and strong community ties that business leaders often bring to the table. Business involvement can make your efforts more visible.

Interests in common. Adolescent sexual health initiatives share certain goals with the business community.

- **Building competencies.** Many sexual health initiatives seek to expand youth development opportunities and prepare youth for adulthood. The business community is concerned with developing a strong talent pool, including young people with basic professional competencies.
- **Quality of life.** Your initiative and the business community share an orientation toward improving the quality of life within communities. Communities do well when their adolescents have opportunities to build skills, achieve their goals, and contribute. Thriving communities are good for business and help larger corporations attract high quality employees.
- **Costs to society.** Unplanned pregnancy costs us all through lost/underemployed talents and contributions of youth, lost economic growth and taxes, and increased medical costs.

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Lost Productivity, Increased Medical Costs, Public Costs

- Teen parents often drop out of school—and that means the community loses talent, taxes, and productivity. Over a lifetime, a single high school dropout means the loss of \$200,000 to the U.S. in lost earnings, taxes, and productivity. (National Campaign to Prevent Teen and Unplanned Pregnancy, 2012; Teen Pregnancy and High School Dropout)
- Unplanned pregnancy (at any age) costs \$5 billion annually in direct medical expenses. (National Campaign, April 2009 Fact Facts)
- To estimate the public costs of teen childbearing in your city or county, plug the number of births to teens into the National Campaign's Calculator: <http://www.nationalcampaign.org/costcalculator.asp>

Talking Points for Engaging the Business Community

Describe Who You Are Succinctly

"Our initiative brings leaders together to help youth stay healthy, build skills, and achieve their goals. In our [city/county/community], teen pregnancy rates are high—[x] higher than the state average. We want our community to be a place where teens have the opportunities they need to move forward in life and contribute, not be held back by early pregnancy and parenting. We [have/are creating] a plan to reduce our community's high teen pregnancy rates by expanding access to proven education strategies, health services, and skill-building opportunities."

What's in it for Business?

Visibility, reputation, and networking: "This is a community-wide effort. To be effective, we need leaders from all sectors. By participating, you'll have opportunities to network, promote your reputation as a good corporate citizen, and increase your visibility."

For more tools and resources on the social determinants of adolescent health and expanding community partnerships, visit our [website](#). For

technical assistance, please [contact JSI](#).

This update is published by JSI Research & Training Institute's Working with Diverse Communities Component, part of the Teenage Pregnancy Prevention: Integrating Services, Programs, and Strategies Through Community-wide Initiatives project, funded by the Office of the Assistant Secretary of Health (OASH), Office of Adolescent Health (OAH)/Centers for Disease Control and Prevention (CDC) under the President's Teen Pregnancy Prevention Initiative (TPPI).

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