

Organization: Adolescent Pregnancy Prevention Campaign of NC**County:** Durham**Address:** 3708 Mayfair St., Ste. 310
Durham, N.C. 27707**Phone:** 919-226-1880**Website:** <http://www.appcnc.org/>**Project:** Professional Conference/Training**Additional counties served:** All counties*****Below are excerpts from their final report*****

About the Project: This grant provided APPCNC the opportunity to have a professionally facilitated three-day strategic planning session in order to better forecast and plan our next three years. The landscape of funding, policy priorities, programmatic initiatives and constituents' needs change and having a plan in which we anticipate those changes and cultivate our abilities to best serve the state in preventing too-early pregnancies and STD/HIV transmission is critical to our mission. Time and resources can often be a barrier to effective planning. This grant allowed us to remove one of those barriers so that we could sufficiently focus on our main goals, priority tasks and measurable objectives. Specifically, it allowed us to afford an effective facilitator. This facilitator was very skilled at keeping our process focused and recorded. We created an active document that clearly delineates strategic areas, goals, objectives, activities, and benchmarks.

Successes: The result of this intensive planning project is a three year strategic plan that includes all of our work in the areas of advocacy, training and technical assistance, collaborations and partnerships, evaluation and branding. Having a strong plan of specific activities and timelines will have an impact on our constituents at the state and local level.

APPCNC is the only statewide organization serving the education, advocacy, and training needs of professionals working in teen pregnancy prevention. Over 20,000 girls ages 19 and under became pregnant in 2007, and although rates have declined dramatically since the early 90s, the last four years have seen them plateau. To stay on top of this problem, APPCNC needs to be deliberate in our planning and focused on the best possible interventions. Currently, we evaluate the effectiveness of our trainings with same-day surveys and three-month follow-ups. This method is effective in learning how participants incorporate the information and methods learned in a particular training into their youth programs. APPCNC would like to go deeper, however, and quantify the wider affects our programs have on the youth our constituents serve. Our new evaluation methods and outcome measures will help us to do that. This, in turn, will help us better represent our work to funders so that we can sustain work that positively impacts program providers and policy makers. This grant has helped us to be very clear about those measures of usefulness and impact.

