

SOCIOMETRICS PROJECT No. 86

EVALUATION OF PLANNED PARENTHOOD MAR MONTE'S TEEN TALK PROGRAM

Planned Parenthood of Mar Monte started Teen Talk in 1991 to help young women between the ages of 11 and 14 years old to develop the skills and knowledge required to avoid teen pregnancy. Components include addressing student's unmet needs; providing emotional and social support; developing life skills; teaching sexuality, safe-sex, problem solving, and decision making; and modeling responsible behavior and ways to show respect to others. Planned Parenthood Mar Monte contracted Sociometrics to design and collaborate on the implementation of an evaluation that would focus on both process and outcome measures.

Sociometrics' tasks included:

- (1) develop a program model and evaluation design;
- (2) construct the necessary evaluation instruments, including process measures and an in-outcome instrument measuring attitudes and behaviors;
- (3) identify and recruit a comparison group;
- (4) initiate and oversee the ongoing survey data collection and data entry;
- (5) provide ongoing technical support throughout the duration of the contract; and
- (6) prepare a 15-20 page report summarizing the findings from the evaluation study.

Sponsor: Planned Parenthood Mar Monte
 1691 The Alameda
 San Jose, CA 95126
 (408) 297-5090, ext. 424
 (408) 297-6063 fax

Project Officer: Terrie Lind

Duration: 05/01/98—12/31/99 Budget: \$20,000

Staff: K. Hamner, M. Petrick