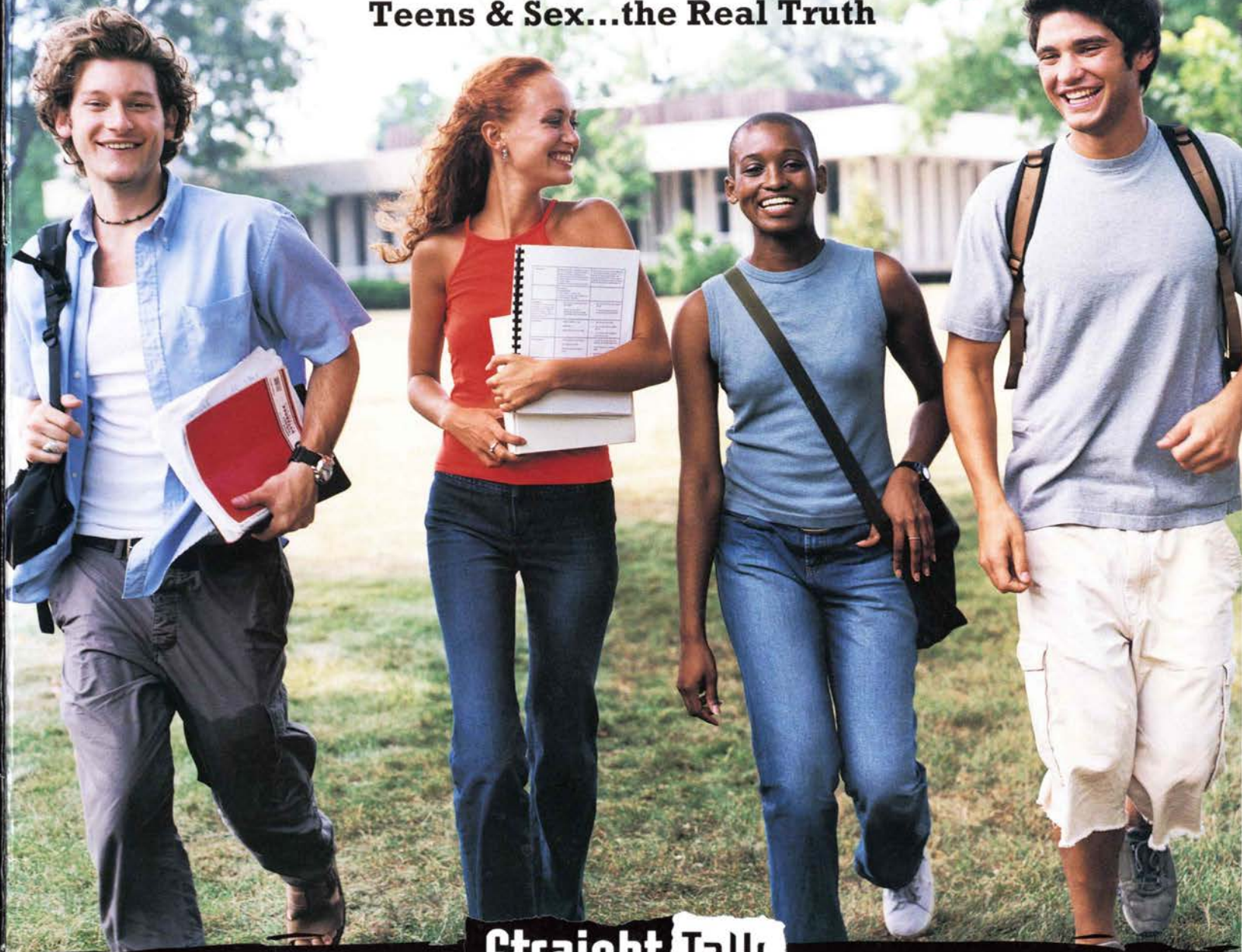


JACKSONVILLE JAGUARS FOUNDATION  
**Teens & Sex...the Real Truth**



**Straight Talk**

Executive Report To The Community  
On The Grants And Media Partnership Evaluation

Conducted by  
**THE INSTITUTE FOR HEALTH, POLICY, AND EVALUATION RESEARCH**  
A Division of the Duval County Health Department





**A Message from Delores Barr Weaver**  
Chair/CEO

It is my pleasure to present this report on our Straight Talk program. The good news is that the program is achieving great success in helping teens make the right decisions to prevent pregnancy and infection.

The evaluation concludes that the youth made significant gains in knowledge about sexual health, pregnancy, STIs, and the consequences of sexual activity. They are communicating better with their parents, and using skills to better assert themselves and avoid risky behavior. After participating in the program, more teens reported a commitment to abstinence, which the Foundation believes is always the first and best choice. Those youth that were sexually active reported a higher use of contraception. I am particularly pleased to see the increase in teen-parent communication and the positive feedback parents gave regarding the program.

The evaluation also demonstrates the enormous impact of our annual television program, reaching out to thousands of households each year with the important prevention message. This effort has the unprecedented support of all of the local TV network affiliates along with cable, radio, billboard, newspaper and internet partners, The National Campaign to Prevent Teen Pregnancy, and our co-sponsor Blue Cross Blue Shield of Florida. I cannot thank them all enough.

Though we have made progress, Duval County still has higher teen pregnancy and STI rates than both the state and national averages. I am convinced, not as an expert but as a concerned and informed citizen, that the continued high rate of "children having children" is at the root cause of many of the problems we face—from poverty to crime, violence, and school-dropout rates. Children deserve to be born into families that are ready to take on the parenting responsibilities needed to effectively raise them.

There is still much work to be done and you have my personal commitment on behalf of the Jaguars Foundation that we will continue to partner with the community in this endeavor.

Best,

*Delores B. Weaver*

# Straight Talk

## WHAT IS STRAIGHT TALK?

Straight Talk is a multi-faceted multi-media campaign and grant-making program to reduce the incidences of teen pregnancy and sexually transmitted infections (STIs) in our community. Under the leadership of Jaguars co-owner and Jaguars Foundation Chair and CEO, Delores Barr Weaver, Straight Talk seeks to achieve these goals through comprehensive education that helps teens:

- **Increase knowledge of sexual and reproductive health**
- **Increase understanding of the consequences of risky behavior**
- **Communicate better with their parents and other responsible adults**
- **Improve a positive healthy attitude toward self and respect for others**
- **Build better skills to make positive choices and follow-through with those decisions**
- **Decrease risky behavior that could lead to pregnancy, STIs or other negative consequences**



## PROGRAM COMPONENTS

### Multi-Media Campaign

Teens & Sex...the Real Truth is Straight Talk's flagship annual televised town hall forum that seeks to help reduce pregnancies and STIs in high-risk preteen/teen populations. The project began in 1995 as an unprecedented collaboration of all local television network affiliates, and now includes WJXT 4 (Independent), WJCT 7 (PBS), WTLV 12 (NBC), WCWJ 17 (CW), WJXX 25 (ABC), WAWS 30 (FOX), and WTEV 47 (CBS) as well as Comcast Cable TV. Other partners include local radio stations, The Florida Times-Union newspaper and its jacksonville.com web site, Clear Channel Outdoor billboard outlets, PRI Productions, and United Way 211. In 2002, Blue Cross Blue Shield of Florida became the Straight Talk co-sponsor.

Participants in Teens & Sex...the Real Truth, which is taped before a preteen/teen studio audience, include celebrity co-hosts; local broadcasting personalities; a guest panel of legal and medical experts on children's health and reproductive health; Jaguars co-owner and Foundation Chair/CEO Delores Barr Weaver; Jaguars players; and ROAR cheerleaders. The show also features finalists from an annual student Public Service Announcement contest.

In partnership with The Florida Times-Union and Jacksonville.com, an online video of each year's show may be viewed year-round on [www.straighttalk.jacksonville.com](http://www.straighttalk.jacksonville.com) along with scientific-based information and resources.

### Grant Making

In 1999, in partnership with the Weaver Family Foundation, the Jaguars Foundation added an agency grant-making component to have a greater impact in addressing teen pregnancy and the prevention of STIs in specific at-risk populations of teens and pre-teens. To date, more than \$1.6 million in grants have been made for comprehensive sexual health education and youth development programs that provide families with the knowledge and resources necessary to develop a community of informed, healthy, and sexually responsible youth.

As part of this evaluation, the four major grant recipients had their programs reviewed: The Bridge of Northeast Florida; Girls Inc. of Jacksonville; PACE Center for Girls-Jacksonville; and Planned Parenthood of Northeast Florida.



## THE EVALUATION PROCESS AND METHODS

### A Message from the Evaluators

William Livingood, PhD, Institute Director & Assoc. Professor, University of Florida, Pediatrics Dept.  
Thomas Bryant III, MSW, Administrator & Senior Researcher

The Institute for Health, Policy, and Evaluation Research, a division of the Duval County Health Department, was contracted to evaluate the impact of Jaguars Foundation's Straight Talk multi-media campaign and agency-grants program from 2004 to 2005. Data collection and analysis were completed in 2006.

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#### **The assessment is based on the scientific theory and evidence that rely on three dominant models of behavior change:**

- **The Health Belief Model** states that a person takes action towards change once they believe they are susceptible to a disease, understand its severity, understand the benefits of and barriers to corrective behavior, are provided with cues to take action and possess the confidence to act.
- **Social Cognitive Theory** (or Social Learning) maintains that behavior, personal factors and environmental influences all interact to determine the likelihood of behavioral change. Constructs include observational learning, reinforcement and self-efficacy.
- **The Trans-theoretical Model** (Stages of Change) perceives behavior change in stages (or stages of readiness): pre-contemplation, contemplation, preparation, action and maintenance. Straight Talk reaches teens at varying stages—from youth with little knowledge who are at great risk to more knowledgeable youth who need support to maintain positive choices.

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We utilized the Interactive Formative evaluation model—a coach-consultant relationship similar to CDC “Cooperative Agreements.” This facilitated ongoing feedback and constructive guidance to build on strengths, reduce weaknesses, and adjust programming for the greatest impact on program outcomes. Utilizing a Mixed Method approach, Quantitative (pre- and post-tests) and Qualitative (individual and group interviews) evaluation tools were developed by each agency to measure gains in knowledge, attitudes, skills and desired behaviors. Girls Inc., used nationally-developed tools.

While there is a national consensus on reducing teen pregnancies and STIs and that sexual intercourse among adolescents is undesirable, particularly among younger adolescents, the best approach to reducing teen pregnancy and STIs remains controversial. It is sometimes simplified as the Abstinence Only versus the Abstinence First or Abstinence Plus approach. The Jaguars Foundation's approach is consistent with the growing body of scientific evidence supporting comprehensive education approaches that encouraged abstinence as the first and best choice for youth but also recognized that some adolescents were going to be sexually active and these children needed protection and prevention education. All youth need competent information and support to help them make informed decisions that affect their lives and the lives of others. The Straight Talk programs were and continue to be designed to incorporate the best scientific evidence to provide the maximum effects in reducing teen pregnancy and STIs through comprehensive education.

A copy of the Executive Summaries and full reports of the agency grant and media evaluations and references are available on-line at [www.straighttalk.jacksonville.com](http://www.straighttalk.jacksonville.com) or at [www.dchd.net/services/hper/hper\\_reportsrr.htm](http://www.dchd.net/services/hper/hper_reportsrr.htm).



## THE EXTENT OF TEEN PREGNANCIES AND STIS

### Evaluation Context

Nationally, the pregnancy rate among females age 15 to 19 years old declined by 27 percent between 1990 and 2003. Despite major success in reducing teenage pregnancy throughout the country since the early 1990's, U.S. teenagers continue to have rates that are two to nine times the rates of many of the other developed countries of the world (*Guttmacher Institute, 2000; Healthy People 2010*).

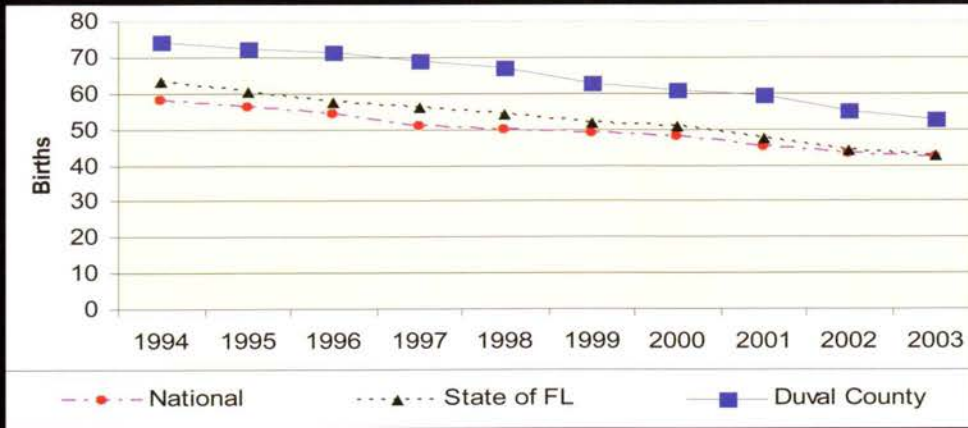
Abstinence rates appear to be increasing; however, large percentages of teens are sexually active and the percentage of teens who are sexually active increases as teens get older. STI's among adolescents have reached epidemic proportions in many communities, and younger women are especially susceptible to some STIs (*HP2010, Cates, 1990*). Chlamydia continued to increase in adolescent populations between 1997 and 2002 (*HP2010 Progress Report, 2004*).

Jacksonville experiences many of these problems and in some cases has even more extensive problems with teen pregnancies and STIs. Florida has the third-highest rate of teen pregnancy in the nation (*Guttmacher Institute, 2006*), and Jacksonville's rates are higher than the state. The teen birth rate for the 15-to-17 age group is approximately 25 percent higher in Duval County than the rates for Florida and the nation as a whole.

The progress that has been made locally in achieving the Healthy People 2010 objectives related to lowering adolescent pregnancies has not been equitable across different racial/ethnic populations. Although the pregnancy rate among all female adolescents age 15 to 17 years was 54 per 1,000 in 2000, the pregnancy rates for non-Hispanic blacks were 101 per 1,000, and the rates for Hispanics were 83 per 1,000 (*HP 2010 Progress Report*).

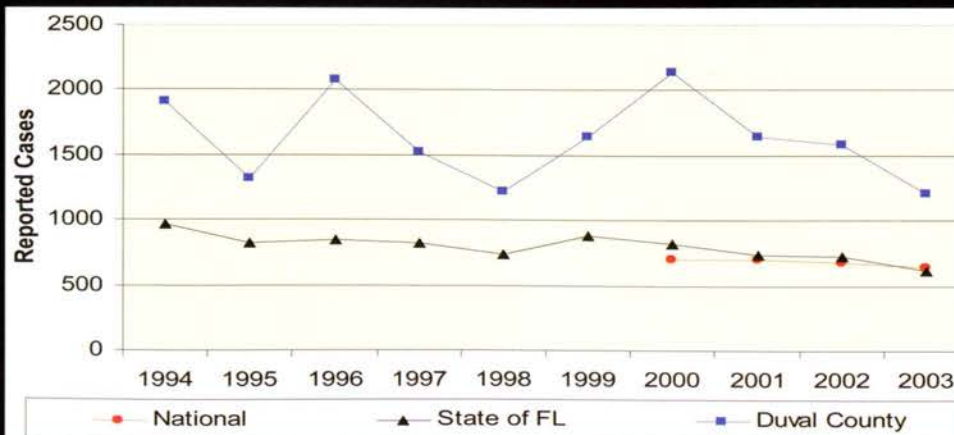
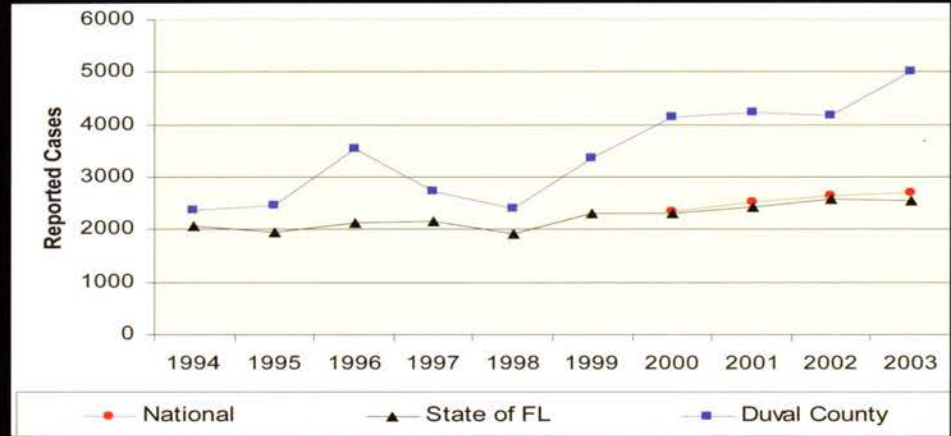
STI rates in Jacksonville (Duval County) are particularly problematic. Both Chlamydia and Gonorrhea rates for adolescents who are 15 to 19 years of age are approximately twice as high as the Florida and national rates for the same age group, and Chlamydia rates in particular are increasing in Jacksonville. (*See Tables 2 and 3.*)

Statistics on children engaging in sexual activity prior to age 13 are not available for Jacksonville, but we do know that nine percent of high school students in Florida report that they started before age 13. Florida data also shows that 8 percent of high school students report having sex forced upon them.

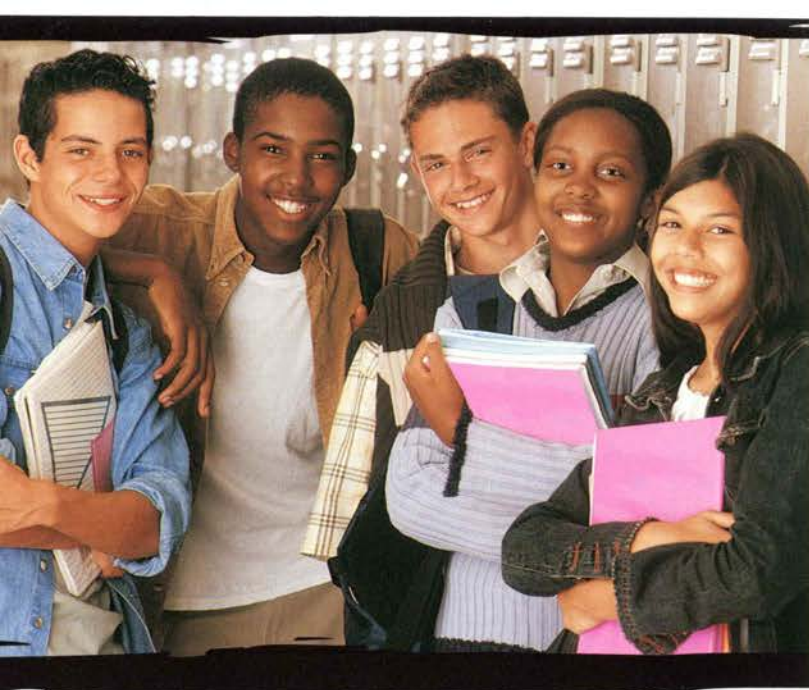


**TABLE 1**  
**Teen Birth Rates**  
**for ages 15 -19**  
**(Births per 1,000)**

**TABLE 2**  
**Reported Teen**  
**Chlamydia Rates**  
**for ages 15 -19**  
**(Cases per 100,000)**



**TABLE 3**  
**Reported Teen**  
**Gonorrhea Rates**  
**for ages 15 -19**  
**(Cases per 100,000)**



## **EVALUATION: GRANT-MAKING PROGRAM**

The following multi-year Straight Talk grantees were the participants in this evaluation.

### **The Bridge of Northeast Florida**

The Bridge provides educational, health and social programs to over 3,000 youth and families living in some of Jacksonville's most distressed neighborhoods. Straight Talk had five components. *Focus on Kids Curriculum* for youth, ages 10 to 18, promoted self-esteem and responsible decision-

making; and provided information on physical/emotional development, contraceptives and STIs. Classes were one hour twice per week for eight weeks. Gender specific curriculum included *Cultural Connection* for girls and *Responsible Manhood* for boys. *The Bridge Adolescent Clinic* provided counseling for teens. *Advanced Leadership Training for Peer Educators* was provided for older mature teens.

### **Girls Incorporated of Jacksonville**

Girls Inc. provides nationally field-tested, gender-specific curricula to enable girls to confront societal messages about their worth and potential, and to make healthy, esteem-building choices. *Preventing Adolescent Pregnancy* helps girls learn key information; gain important skills; improve relationships with parents and peers; strengthen assertiveness and resistance skills to risky behaviors; and act responsibly through role-plays, games, presenters and videos. Three curricula were offered at churches, community centers, and after-school programs: *Growing Together* for girls ages 9 to 11 and their mother/significant female, *Will Power/Won't Power* for girls 11 to 14, and *Taking Care of Business* for girls 15 to 18.

### **PACE (Practical Academic Cultural Education) Center for Girls—Jacksonville**

PACE is an alternative non-residential school that provides free, gender-specific education and therapeutic services to at-risk girls, including counseling, family services, learning-style assessment, practical life skills and job-readiness training. Believing that each girl should live without the overwhelming responsibilities of teen pregnancy and STIs, *Time To Be A Girl* provided holistic, comprehensive sexual health education to reduce risk factors, increase protective factors and build positive self-esteem. Classes were twice each week over an 18-week semester.

### **Planned Parenthood of Northeast Florida (PPNF)**

PPNF provides reproductive health and family planning services and community based education in northeast Florida. Educational programs at PPNF's *Carson-Adams Institute for Health Education* reach 21,000 youth and adults annually. *FACES (Facts for Adolescents about Choices, Education and Sexuality) of Northeast Florida* had two integrated teen pregnancy prevention components: *Peer Education/Mentoring*, provided at the teen clinic, schools, nonprofits, churches and other community settings; and *FACES of Northeast Florida Teen Theatre*, providing interactive theatrical performances about abstinence, contraception, relationships, STIs and other health risks.



## RESULTS/CONCLUSIONS

The evaluation evidence indicated the programs were successfully reaching their intended audience with the expected outcomes and that, overall, the programs met or exceeded their objectives. All programs reported participants remaining STI- and pregnancy-free during the evaluation period and one program indicated participants remained STI- and pregnancy-free for one year afterward.

### Knowledge

The first step in teens being able to make change is understanding the threats to their health and their vulnerability to these threats (*Strecher and Rosenstock, 1997*). The strength of the Straight Talk programs is their ability to provide information to teens to assist them in making better decisions about their sexual health.

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Each of the Straight Talk programs successfully provided teen-pregnancy and STI-prevention information to sizable populations of teens in a format they could understand and digest.

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Some of the greatest gains in test results centered around the physiological changes occurring to the bodies, understanding birth control and contraceptives and their relationship with preventing pregnancy and diseases. Teens reported learning about taking care of their bodies, reproductive health, STIs, safer sex, abstinence, setting goals, and making more responsible decisions. Many did not realize the consequences of having unprotected sex.

The parents agreed that the information shared with the children was invaluable. It was what they liked most about the programs. They wanted their sons and daughters to hear the truth. Several felt the programs taught their daughters to believe in themselves; it gave them a chance to meet other girls with different lifestyles but similar problems.

*(Continued on next page)*

## WHAT TEENS HAD TO SAY:

"I learned about teen pregnancy and STDs and how to handle situations like date rape and who to call in case of abuse."

"...this boy asked me did I want to [have sex] and I said no because I remembered what I learned in the [Straight Talk] program."

"I'm smarter and more aware. Like it opened my eyes to a lot of stuff that most kids my age and younger don't know about. Like getting AIDS or how to get pregnant- a lot of girls don't know about that and they think that that stuff won't happen to them."

"Well, out of the whole thing, I liked when they talked about self-esteem, [be]cause it's helped me a lot with my self-esteem."

## WHAT PARENTS HAD TO SAY:

"...now I feel they are well ahead of the game and they are more prepared to be teenagers and to make good decisions."

"...let me tell you that if they had had such a thing when I was a kid that I probably wouldn't have made some of the mistakes that I did."

## **Attitude**

While knowledge is important, one's attitude toward the actions required to avoid the negative consequences of risky behavior can be either a barrier or catalyst to changing behavior.

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The Straight Talk programs successfully influenced a positive change in the attitudes of the participants, enabling them to utilize a more positive approach to address the barriers to healthy behaviors.

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The youth demonstrated significant improvement in a positive attitude towards socially-acceptable behaviors; resisting the lure to have sex; keeping their values to not be sexually active; resisting the temptation to have a baby; how to treat the opposite sex; respect for adults; and talking with their parents about sex. One group had a 30 percent increase in the number of students appropriately disagreeing that a sexually-abused child must not tell anyone. There was also a 32 percent decrease in the number of these students feeling it is okay for a friend or family member to hit them.

The teens frequently mentioned better anger control, being calmer and more in control of their behavior. This extended beyond sexual health to more holistic personal health.

The parents themselves stated they had learned lessons from their children's participation, including having more patience, stepping back to let him or her grow, not getting frustrated, staying calm and listening.

## **Skills/Behaviors**

According to a review commissioned by the Effective Programs and Research Task Force of the National Campaign to Prevent Teen Pregnancy, programs that effectively prevent teen pregnancy provide good models practice in communication, negotiation and refusal skills (*Card, J. 1999*).

The Straight Talk programs utilized role plays, situational vignettes and open discussions to demonstrate and reinforce skills in pressure situations.

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The programs successfully provided the participants with the skills required to implement the behaviors needed to avoid the negative consequences of teen pregnancy and STIs. Furthermore, the participants were able to successfully implement these behaviors.

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There were significant increases in positive behaviors including saying no to sexual activity, talking with parents about sex, reduced sexual activity, increased condom use and saying no to other activities they did not want to do such as drinking and smoking; improved communication skills, decision making skills, and resistance skills. Some female participants felt they would avoid dating older guys but, if sexually active, would insist on using a condom.

Improvements included: a 72 percent increase in the number of young women stating they would practice more ways to say no; a 53 percent increase in the teens who were now comfortable saying they were not interested in a romantic relationship; and a 60 percent increase in the number of girls choosing to be sexually inactive. Sexually-active youth attending a medical clinic reported a 48 percent increase in the number that used condoms since the pretest.

Teens reported feeling more in charge, more confident in their abilities and better able to make good decisions. Female participants reported the ability say no to sex or to use a condom if sexually active.

The majority of the teens revealed speaking more to their parents during and after the programs and wanted their relationships to be better, with no arguments and no blame. In turn, parents reported positive interaction with their children.



## RECOMMENDATIONS

All four agencies created a framework and process with measurement tools to be effective self-evaluators of their programs. Program staff should continue to use ongoing evaluation results to determine if their curricula and other program activities are effectively providing teens with the abilities required to avoid STIs and teen pregnancy. Toward this end, the evaluators recommend that agency staff continue to:

- **Reassess** what knowledge the teens need to have in order to effectively prevent STIs and teen pregnancy. Rumors and inaccuracies in the media and from friends and other sources will continually emerge that conflict with and undermine accurate information.
- **Assess** the emergence of new and varying high-risk behaviors and the occurrence of “recreational sex” and other risky behavior at younger ages that can lead to STIs or teen pregnancy. Continue to monitor attitudes about high-risk behavior.
- **Help** youth develop skills in such areas as communication and refusal skills that enhance the probability of avoiding risky situations, such as communicating with parents or saying no to peer pressure. Strengthen documentation of skill development with direct observation and other testing.
- **Assess** the relevance of program goals with activities/curriculum to ensure that what is being measured is directly related to what is being taught. Ensure cross-training to account for staff turnover.

Duval County continues to exceed state and federal rates for both teen pregnancy and sexually-transmitted infections. The Jaguars Foundation should be commended for their work to help reduce these rates through their support of comprehensive sexual-health education and prevention programs. The evaluators encourage the Foundation to continue this strategy and specifically recommend that the Foundation:

- **Continue** to fund initiatives with established tools for measuring and changing behavior.
- **Seek** out programs to support that break new ground in preventing teen pregnancy and STIs. New applicants need to demonstrate the evidence base for their interventions.
- **Encourage** both current grantees and new applicants to better identify how they are going to evaluate changes in attitudes and behaviors.

# EVALUATION: MEDIA PROGRAM

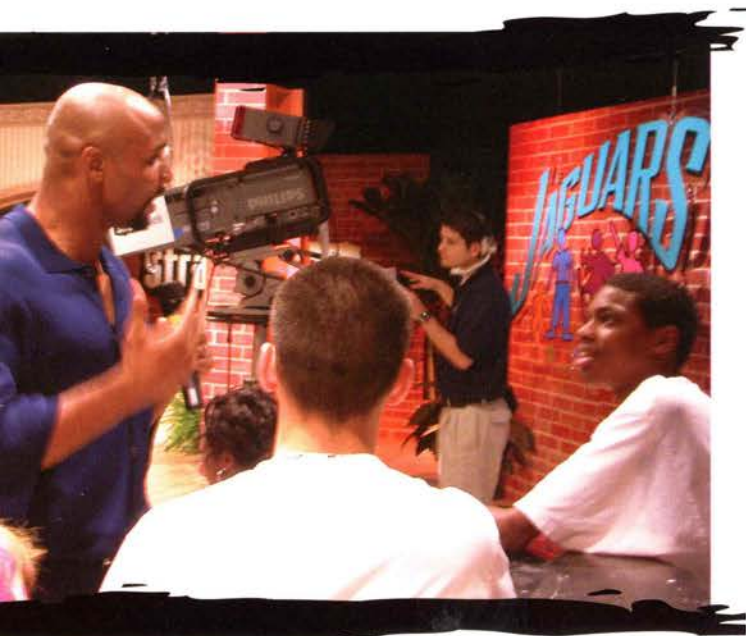
The evaluation of the 2004 and 2005 “Teens & Sex...the Real Truth” television shows focused on the middle-school-aged population in northeast Florida and their parents. It assessed how the television program was received in terms of their perceptions of:

- The content and presentation format
- Receptivity to the messages
- The perceived impact of the program on teens regarding factors influencing risky behaviors

Employing a Mixed Method (Quantitative & Qualitative) approach, the evaluators collected Nielsen Ratings data, conducted focus groups with dozens of youth and adults, and analyzed survey data from the Media Planning Committee and the Jaguars Foundation Middle School Youth Advise and Learn Board.

The show was broadcast on all local television stations. At least one station broadcast the show every night during a one-week period at the end of May (National Teen Pregnancy Prevention Month). The show, which was taped before a preteen/teen studio audience, featured celebrity co-hosts along with local broadcasting personalities; a panel of medical and legal experts; Jaguars co-owner/Foundation CEO, Delores Barr Weaver; Jaguars players; ROAR cheerleaders; and the student PSA finalists from local schools. The television show gives the Straight Talk program high visibility and is the cornerstone for other media efforts including printed materials and public service announcements.

Initially, the Straight Talk program was directed at teens of all ages. However, in 2004, due to reports of national trends of sexual activity at increasingly younger ages, the target population was changed to middle-school-age children.



## RESULTS/CONCLUSIONS

**The “Teens & Sex...the Real Truth” television show successfully delivered the appropriate message and provided teen pregnancy and STI prevention information needed by teens.**

Overwhelmingly, middle-school-aged teens thought the shows were entertaining and delivered appropriate messages such as “not to have sex” or “not to have sex too young,” and the show contained quite a lot of good information. The parents were just as enthusiastic, pleased with the information and felt it addressed a lot of good material appropriate for middle-school-aged children. They strongly felt more children and parents needed to watch the show.

**Real-life experiences of teens were effectively used to communicate the show’s message.**

Consistently, the teens expressed that they related to the real teens that came on the show and shared their experiences. Many students suggested that more young people should share their experiences in this way on the show. The parents agreed, stating the teens sharing their experiences held the attention of the audience.

**The PSA contest was effectively used to get teens to deliver their message and to watch the show.**

The finalists of the Jaguars Foundation-sponsored Public Service Announcement (PSA) contest, open to middle- and high-school students, were shown during the show. The PSAs were mentioned by all as a strength of the program. Some reported that the PSAs made the show more interesting and that they looked forward to seeing them, particularly if the PSA was from their school. They also seemed very receptive to the messages in the PSAs because teenagers created them.

**The show created an opportunity for teens and their parents to communicate.**

Both students and parents acknowledged that the show provided a good opportunity to talk with each other about these issues. The majority of the students felt the show is something they might watch with a parent and could be a springboard for discussions with their parents about sexual matters. Some parents reported that the show provided parents with cues to take action and have more in-depth discussions with their children.

**A sizeable population in the target and surrounding areas was reached.**

According to the Nielsen Ratings, the number of teens and parents that watched the "Teens & Sex...the Real Truth" show was 74,880 households in 2004 and 51,168 households in 2005 in the designated market area (nine counties in northeast Florida and six in southern Georgia). The Nielsen Ratings also indicated that the show reached populations well beyond the targeted northeast Florida area, reaching households in an additional ten Georgia and Florida counties. The ratings suggest that at one point in time as many as 13,728 households in the entire viewing area were watching the "Teens & Sex...the Real Truth" show in 2005.

**The partnership with all media outlets was effectively utilized to plan, promote and professionally produce the show.**

The Straight Talk Media Planning Committee looked at the overall process of producing the shows from planning to production and broadcast. Committee members felt the advertisements were a tremendous improvement in that they were more graphically-appealing and eye-catching. They reported seeing and hearing the advertisements on all media. The committee believed the topics to be on target especially with the change to a younger, middle-school audience. They felt the guests and panelists did a great job, the sets were good and the production went well, and they noted the quality of the live interviewees and public service announcements.

**WHAT TEENS HAD TO SAY:**

"We need to know this stuff."

"Yeah, because kids our age are just doing it. They don't know about all the kinds of diseases and stuff."

"It was good, it really sent a message, and it gave people a reality check on all the consequences."

"...it's more exciting to hear when the teenager is talking about it than when the adult is."

"I liked the PSA. It was visual and they had people who knew what they were talking about." "I liked how kids our age can make a short informative video."

"Well, I know that it is hard to talk to your parents, but they [the show] give you a reason why."

**WHAT PARENTS HAD TO SAY:**

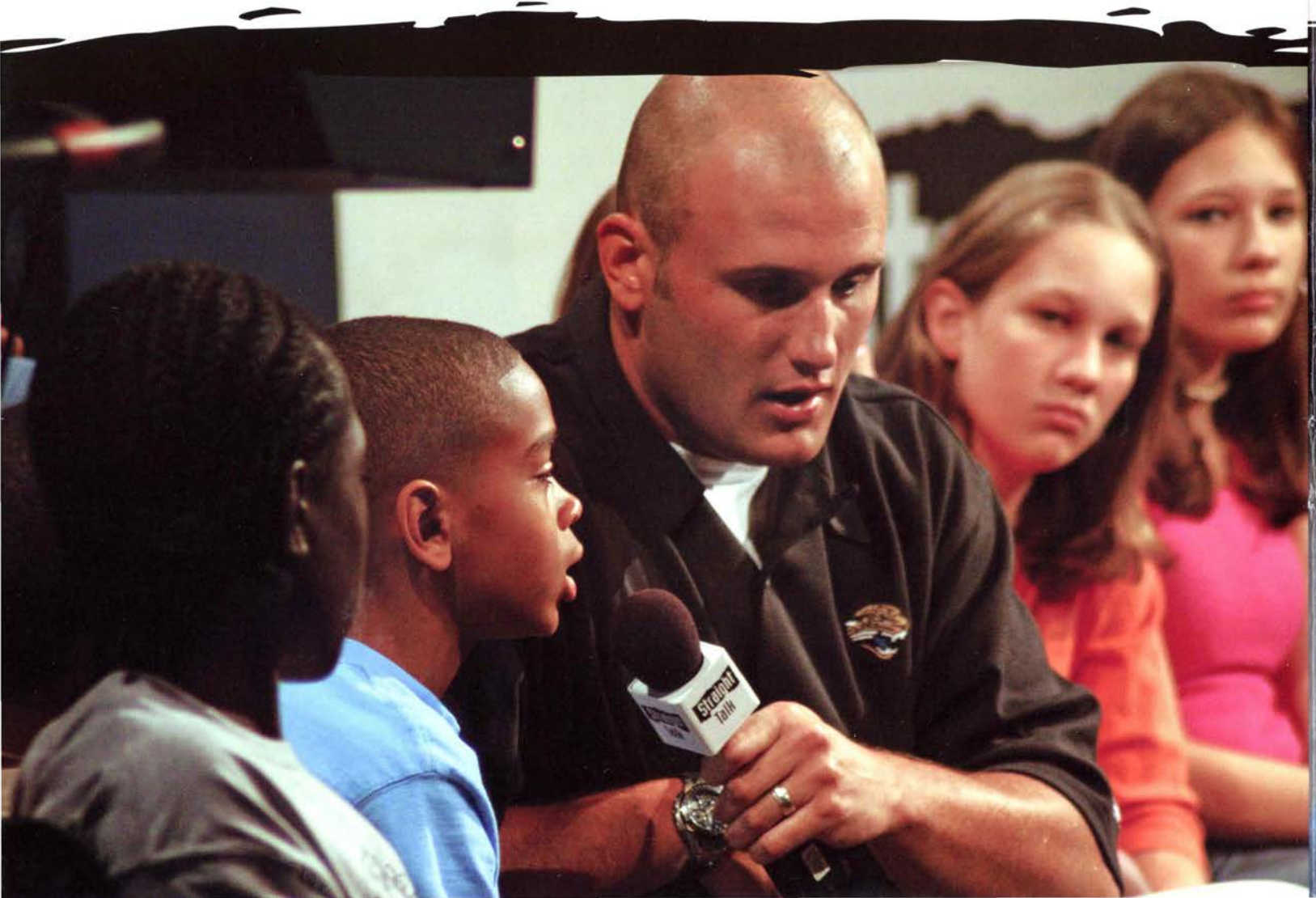
"They are training the kids about sex. Having the kids asking questions, that was good. They're [Straight Talk] getting that knowledge out there because they [the teens] didn't know."

"Straight to the point, good subjects."

"I thought it was great, informative and that is important with youth, to give them information that they can use."

## RECOMMENDATIONS

- **Continue** to present information in a simple and direct manner with greater emphasis on defining technical terminology.
- **Use** more personal experiences of teens who have encountered teen pregnancy and STIs, as teens want to hear more about the real-life consequences faced and solutions employed. Have teens more involved in interviewing guests and answering questions, as teens want to hear more from those like them.
- **Broaden** the outreach to schools for public-service announcement videos. The PSA contest successfully delivers the show's message and encourages teens to watch.
- **Continue** to use athletes, celebrities and entertainers in the "Teens & Sex...the Real Truth" show, as it draws teens to watch the program.
- **Advertise** the "Teens & Sex...the Real Truth" show in places where teens like to "hang out," i.e. movie theatres, pizza shops, schools, radio stations and in mediums that will reach teens and parents outside of Jacksonville. Also, target more advertising to parents for greater parent/child involvement in watching the show.



## ACKNOWLEDGEMENTS

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Jaguars Foundation Program Officer for Straight Talk  
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Broadcasting and Community Relations

Dr. Bill Livingood, Thomas Bryant III and the  
entire evaluation team

Nonprofit agency staff, parents and youth; panelists, presenters  
and community partners

## TEEN FORUM PARTNERS

WJXT 4                      WJCT PBS 7                      WTLV NBC 12  
WCWJ CW 17                WJXX ABC 25                    WAWS FOX 30  
WTEV CBS 47                Comcast Cable    Clear Channel Outdoor  
PRI Productions                United Way 211  
*The Florida Times-Union | jacksonville.com*  
The National Campaign to Prevent Teen Pregnancy

## MEDICAL ADVISORY COMMITTEE

John Montgomery, M.D. Blue Cross Blue Shield of Florida;  
Isaac Delke, M.D., Shands; and Linda Dinerman, M.D.

And special thanks to our Straight Talk co-sponsor:



**BlueCross BlueShield  
of Florida**

An Independent Licensee of the  
Blue Cross and Blue Shield Association

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Delores Barr Weaver, Chair/CEO; Lawrence J. DuBow, Treasurer;  
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Peter M. Racine, ex officio

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and Nina Waters, President, The Community Foundation

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Peter M. Racine, Executive Director;  
Angela Means, Administrative Assistant;  
Marjorie Sabio Marquinez, Program Officer;  
Tarek G. Tabet, Program Officer;  
and Bonita Doll, Executive Assistant to Delores Barr Weaver



The Jaguars Foundation supports local programs benefiting economically and socially disadvantaged youth and families in greater Jacksonville. Under the leadership of Delores Barr Weaver, Chair and CEO, grant giving to youth-serving agencies since 1995 is over \$9.8 million. In addition to Straight Talk, other programs include:



In partnership with Reebok, Honor Rows® provides 3,000 low-income youth annually with the opportunity to earn a seat to a Jaguars game by setting and achieving personal, academic, and physical activity goals, and providing volunteer service. Youth also pledge not to use illegal drugs, alcohol and tobacco.



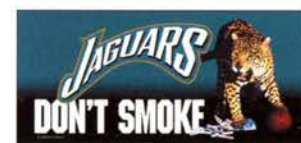
In partnership with the NFL, the American Heart Association and Baptist Health, the Jaguars and Jaguars Foundation are working to combat youth obesity by promoting physical activity, healthy lifestyles and good nutrition through the What Moves U® curriculum in middle schools and programmatic grants for after-school programs.



The Foundation's literacy initiative includes the colorful Playbooks booklet encourages children to read and use their public library. The Foundation has also spearheaded the distribution of over 450,000 new children's books to the homes of low-income families.

## Sailors Aweigh

In partnership with the USO, the Jaguars Foundation provides complimentary tickets to Navy families who have a parent on or just completing deployment protecting our nation. Through the sacrifice these families make, these children earn their seats to a game.





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