



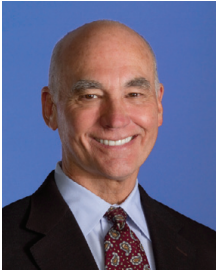
2012 ANNUAL REPORT

Advancing Science
Reducing Risk
Improving Health

**Changing
the World**



www.etr.org



Dear Friends of ETR Associates,

I'm delighted to be writing this letter of introduction to our 2012 Annual Report. I have recently joined ETR as its CEO and want to describe some of the impressive things I'm learning as I become part of this organization.

For more than three decades ETR Associates has been providing vitally needed health education, training, research and published materials throughout the United States. In the beginning, our central focus was the need to reverse teen pregnancy trends and help the general population avoid sexually transmitted diseases. We stepped up to respond to the worldwide HIV epidemic as well, right from the start.

The world has changed greatly in our 31 year history and continues to change at a sometimes dizzying pace. What hasn't changed is ETR's commitment to bringing forth proven solutions and evidenced-based interventions. With a staff of more than one hundred dedicated and committed associates, we are ever more connected to clients, stakeholders and partners. Together we are creating innovative 21st century programs, products and services to address emerging and future needs. Since we opened our doors in 1981, ETR has touched millions of lives around the world—something we have every intention of continuing to do as we grow and change into the future.

Recently ETR opened an office in our nation's capitol. Our Washington DC presence complements our California offices and allows ETR to better connect nationwide.

As we look forward, we see continued challenges. We believe we are well positioned to respond with effective solutions. Our unique research-to-practice model will be increasingly enabled by technology. Trainings historically done in person will morph into blended learning through our learning management systems. Social networking models will enhance our ability to bring clients and stakeholders together to advance our mutual interests. The digital world of possibilities will have a profound effect on how content is published and disseminated.

The only constant going forward will be change. Within these new paradigms, ETR will continue to advance science, reduce risk and improve health.

On behalf of ETR, we express our sincere appreciation for the opportunity to serve and support clients, communities and stakeholders every day.

Sincerely,

Daniel McCormick

CEO

Selected clients, funders and partners

Partnering with government agencies, foundations, school districts, NGOs and CBOs to improve health outcomes in the U.S. and abroad

The following list represents selected past and present funders, clients and partnerships.

Government

Administration for Children, Youth and Families

California State Department of Public Health

Office of AIDS

Office of Family Planning

Office of Maternal Child and Adolescent Health

Tobacco Control Program

Centers for Disease Control and Prevention

Division of Adolescent and School Health

Division of HIV/AIDS Prevention

Division of Reproductive Health

Division of Violence Prevention

Corporation for National & Community Service

Florida State Department of Health

Georgia State Health Department

Los Angeles Unified School District

Michigan Department of Education

Mississippi Department of Health

National Cancer Institute

National Institute of Child Health and Human Development

National Institute of Drug Abuse

National Institute of Mental Health

National Institute of Nursing Research

National Science Foundation

New York City Departments of Health and Education

Office of Adolescent Health

Office of Adolescent Pregnancy Programs

San Francisco Department of Children, Youth and Their Families

San Francisco Unified School District

Substance Abuse and Mental Health Services Administration

Tobacco Related Disease Research Program

U.S. Department of Education

World Health Organization

Private

AMD Foundation

Annie E. Casey Foundation

Bristol-Myers Squibb

The California Endowment

California Pacific Medical Center

The California Wellness Foundation

Carnegie Corporation of New York

Children's Hospital of Los Angeles

The David and Lucile Packard Foundation

Family Health International

Google

The Grove Foundation

Healthy Teen Network

Lucile Packard Foundation for Children's Health

Macro International

Mary Wohlford Foundation

National Campaign to Prevent Teen Pregnancy

National Juvenile Detention Association

National Partnership for Juvenile Services

Pfizer Inc.

Population Services International

Research Triangle Institute

South Carolina Campaign to Prevent Teen Pregnancy

UNESCO

UNFPA

United Way of Santa Cruz County

The William and Flora Hewlett Foundation

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UCLA Fielding School of Public Health
Los Angeles, CA

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Austin, TX

Daniel McCormick, MHA

CEO

Locations

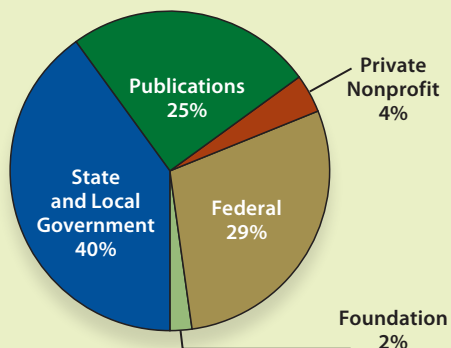
Scotts Valley, CA

Oakland, CA

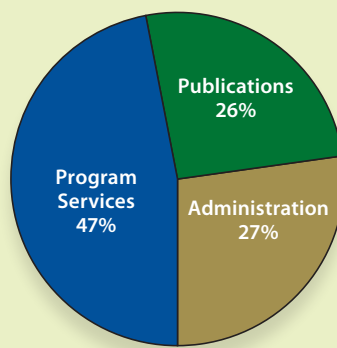
Sacramento, CA

Washington, D.C.

Funding by source



Operational expenses



Responding to our nation's call

Reducing teen pregnancy through evidence-based programs

In 2010, two federal initiatives provided funding to support the use of proven, evidence-based programs for teen pregnancy prevention. Six ETR Associates programs were included in these initiatives.

In response, we assisted more than 150 agencies during the grant-writing phase. Today, we continue to provide materials to more than 100 TPPI and PREP funded organizations in 28 states and 9 tribal entities.

Our nationally recognized research team worked with communities across the United States to develop adaptations that keep programs effective while better reaching local youth.

Our seasoned training team traveled throughout the country, delivering trainings to agencies receiving TPPI and PREP funding.

42
trainings of
educators

18
trainings of
trainers

1,200+
individuals
trained

6 ETR evidence-based programs approved by two federal initiatives

TPPI *

Teen Pregnancy Prevention Initiative

Administered by the Office of Adolescent Health

PREP *

Personal Responsibility Education Program

Administered by the Administration on Children, Youth and Families

1 All4You **

2 Becoming a Responsible Teen (BART) **

3 Draw the Line/Respect the Line **

4 Focus on Youth with ImPACT *

5 Safer Choices **

6 Reducing the Risk **



Teens account for 1 in 5 of all unintended pregnancies in the U.S. Our rate of teen pregnancy continues to be one of the highest in the developed world.

Risks of teen pregnancy

- More medical problems for mother and baby.
- Teen moms are less likely to complete high school and more likely to live in poverty.
- Teen fathers may complete less education and earn less.
- Children of teen moms are less likely to complete high school, more likely to have behavioral problems and to become teen parents and, for boys, more likely to be in jail or prison at some time in their lives.

Source: National Campaign to Prevent Teen and Unplanned Pregnancy

Commitment and dedication

“ We’ve done dozens of TPPI and PREP trainings all over the country. One thing that strikes me at trainings is the level of commitment and dedication among participants. People are working so hard to make a difference for youth in their communities. They’re grateful to be in a training that helps them do their work better.

We learn a lot from participants’ real life stories. We weave these stories into future trainings. In a way, people who come to our trainings are getting to learn not just from ETR’s trainers, but from all the participants who’ve shared their experiences with us.

I love being part of this process where we’re all working together to make a real difference for teens. ”

Kay Todd

Project Coordinator



Using innovation to expand access

Empowering communities to do effective, proven HIV prevention

African Americans have been more severely affected by the HIV epidemic than other groups. ETR's *Focus on Youth* is an HIV prevention program geared toward African-American youth in community settings. *Focus on Youth with ImPACT (FOY)*, the version used in our *FOY 24/7* project, includes parent involvement and is an evidence-based program proven to work.

ETR offers face-to-face trainings on *FOY* that build educator skills to lead the program. But most interested organizations and individuals don't have the resources to participate in face-to-face trainings. That's why ETR is creating *FOY 24/7*, an innovative web-based training that can be accessed anywhere, any time.

Funded by the National Institute of Mental Health (NIMH) and developed in partnership with Monarch Media, this online training will be available to anyone who wants to offer *FOY*. That includes counselors, youth ministers, outreach workers, coaches—anyone working with youth in out-of-school settings. They receive free program materials and a stipend for participating in the project. Researchers will evaluate how effective the training is.

With special outreach to African-American communities, our goal is to help community educators lead this program with fidelity and high levels of youth and parent engagement.

FOY 24/7

Moving research into practice

The *FOY 24/7* project online training will be evaluated through a randomized controlled trial—the gold standard in health behavior research. Hundreds of community-based educators will ultimately engage more than 2,000 youth and their parents in a proven program that helps prevent HIV.

Online Trainings

FOY 24/7's innovative web-based training can be accessed anywhere, any time.

In 2009, African Americans represented:

14%
of the population

44%
of all new HIV infections

FOY 24/7 will reach 2,000+ youth

Source: Centers for Disease Control and Prevention



The FOY 24/7 training uses a superhero theme. Through the training, community educators gain powers to connect with youth and make a difference in their lives. Caring, connecting and making a difference—that’s a true superhero!

Being a hero? It works!

“ Recently, we filmed some training videos that show how to lead the FOY activities. Several teen actors performed in the videos.

On the final day of the shoot, a young actress came up and thanked us for letting her be a part of the project. She said it had changed her life. As she played through the different scenes, she kept thinking about sex and her future decisions. ‘This wasn’t just another job,’ she told us. ‘I do a lot of acting. But this work really had an impact on me. You guys are my heroes, for all the things you’re doing to make a difference. Thank you!’

I knew we were on the right track when she said that. I believe community educators are the real heroes. It’s exciting to support the powerful work they do. ”

Regina Firpo-Triplett

Senior Program Manager



Making history in HIV education

ETR materials added to Smithsonian Institution's early HIV education collection

ETR Associates has been leading the way in HIV education since the first days of the AIDS epidemic. In the early 1980's, we published articles offering guidance and information about AIDS to teachers and schools. We advocated that children with AIDS attend schools with other students at a time when communities all over the country grappled with this issue.

We published some of the first pamphlets about AIDS for teens and their parents, for sexually active adults and for injection drug users and their partners. In 1986, we published one of the first nationally distributed AIDS curricula for high school students—a move some organizations considered risky because at the time, being associated with AIDS in any way was potentially controversial.

Our Training Department successfully bid for and implemented one of the first CDC grants to promote HIV/AIDS education in schools. Project staff authored the first training manual on this subject, *Training Educators in HIV Prevention*.

When the Smithsonian Institution's National Museum of American History recently established a collection of HIV education materials, they asked ETR to donate copies of their early AIDS/HIV related books and pamphlets. These materials will remain in the permanent collection and be made available to historians and scholars researching the earliest days of the epidemic in America.

We are honored to be recognized by the Smithsonian and included in this important collection. We are grateful to ETR's founders and early leaders for their fearlessness in addressing such topics, and their absolute willingness to lead the way because it was the right thing to do.

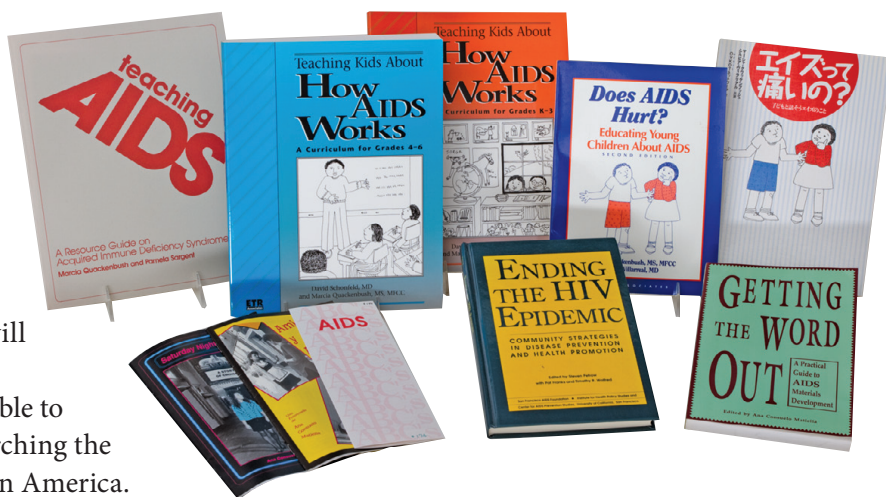
Teaching AIDS One of the first nationally distributed AIDS curricula

“ In the mid-1980's, schools didn't know how to teach their students about AIDS. There was no coherent national strategy for communities. There was a lot of confusion.

ETR's early leaders were fearless on this. They already had a strong foundation in sexuality education. They understood what the messaging about AIDS needed to be. They leapt right in and led the way. We've all benefitted from their commitment and vision. ”

Marcia Quackenbush

Author, *Teaching AIDS*



Building community — together

More than 15 years of partnership with the Corporation for National and Community Service (CNCS)

For more than 15 years, ETR Associates has provided training and technical assistance to programs of the Corporation for National and Community Service (CNCS), including AmeriCorps, Senior Corps and Learn and Serve America. Volunteers in Service to America (VISTA) is a key AmeriCorps program.

VISTA

Helping Americans strengthen communities

ETR and its partners have developed VISTA Campus, an online space for sharing, learning and finding resources. More than 20,000 people have opened accounts on VISTA Campus, including VISTA volunteers, their leaders and supervisors, and alumni. Members can participate in e-courses, webinars and the online community. They can access critical resources such as handbooks and guidelines. This year, VISTA Campus introduced an interactive map locating members, resources they've found useful, online learning opportunities with college credit, and state-by-state program information.



Supporting veterans and military families

CNCS has a strategic objective to increase the number of veterans and military families served by and engaged in its programs. They place particular emphasis on housing and employment.

ETR is supporting this objective by creating and hosting the Veterans and Military Families Knowledge Network. This online community builds the capacity of programs to attract veterans to community service. It helps programs improve the quality of service delivery to veterans and military families. It strengthens the network of CNCS projects across the country serving these individuals.

Network members can join discussion forums, locate resources, and participate in trainings. They can post or review materials and learn about proven practices and program models.



VETERANS AND MILITARY FAMILIES KNOWLEDGE NETWORK

HealthSmart: Our signature curriculum

Leading the way in comprehensive school health education

HealthSmart offers the best ideas and the most proven theories, in a format that students enjoy and teachers want to use. It is changing individuals, schools and communities.

*HealthSmart's ultimate goal:
Teaching students to make healthy choices
today and build habits for health that
protect them the rest of their lives*



Now moving into its second edition
with Middle and High School

HEALTH *Smart* **K-12** has reached more than
1 million students
where good health starts.

You can find it in rural communities,
mid-sized cities and major metropolitan areas
throughout the United States.

Massive school districts, single schools,
and even individual teachers purchase it.

New York City chooses *HealthSmart*

NYC's Department of Education demands
a health education program that
**addresses students from exceptionally
diverse backgrounds.**

They need to offer content that covers
the essentials and works well with both
conservative and liberal communities.

**After an in-depth review of more than
30 different health education programs,
NYC's curriculum task force
recommended *HealthSmart***

for the middle school and high school
health education programs.

**8 million
residents**

**800
languages in
5 boroughs**

**1,700
separate schools**

**75,000
teachers**





Moving research into practice

Using research to build stronger interventions and carry evidence-based programs forward

In 1984, ETR Associates was awarded its first research grant. In the 28 years since, ETR has been moving research out of academic journals and into the real world of classrooms and communities. By putting research into practice, we put evidence to work, improving health and changing lives.

Recognized and respected

ETR is nationally recognized for the quality of its research. Whenever possible, we do randomized controlled trials. These are the most difficult studies to pursue, but they provide the strongest evidence. Few other researchers are doing these kinds of studies for HIV/STD and pregnancy prevention programs in today's school settings.

When our evaluations show that a program works, we share it. Our publishing department provides easy-to-use curricula that work in real world settings.

We train facilitators for these programs, in person and online. Our trainings boost confidence and competence, ensuring strong implementation.

We develop innovations for many of our evidence-based programs. Innovations help us reach more people, respond to needs in different communities, or test out new ways to teach the material.

Design
Evaluate
Publish
Train
Innovate

ETR hosts all of these capabilities in-house—and that's helped us move the field forward for 28 years.

It's official. The evidence shows our programs work.

ETR programs have been officially designated as evidence based by a number of federal, national and state organizations recognized as authorities on adolescent health.

Nationwide

ETR Associates is a leading publisher of evidence-based prevention programs used throughout the nation.



ETR has provided
program trainings in
all 50 states
and most territories

Recent innovations in ETR evidence-based programs

- Adaptation kits that help communities customize programs while maintaining fidelity to the original program models.
- Online trainings and communities that build skills and connection for program leaders.
- A program supplement that enhances inclusiveness for LGBTQ students.
- Coming soon: An online service that allows schools and communities to easily monitor how well a program is being put into action.

Blended learning: Looking to the future

Research sponsored by the U.S. Department of Education shows that students learn more when teaching combines face-to-face classes with technology. ETR is preparing research to explore this blended approach to learning in health education.

It will be exciting to bring new technologies to education about HIV/STD, pregnancy prevention and other critical areas of youth health.



Narrowing the digital divide

Giving underrepresented youth the confidence and skills they need for today's technological world

Latinos are vastly underrepresented in technology education and careers. Latino students from immigrant and working class backgrounds are less likely to have experience in technology education or know about the benefits of career and college paths.

Watsonville TEC (WTEC), funded in part by the National Science Foundation, aims to build community capacity and support to create career pathways in information technology for underrepresented Latino youth.

Making it work by making it matter

It's difficult to engage students who've been left behind in tech education. WTEC and its associated programs use creative and culturally sensitive strategies to involve kids and move their skills and confidence forward.

Students participate in online and face-to-face activities. They join an online community of peers, near peers and role models. They work in teams to achieve challenging goals. They pursue projects that are exciting, empowering, and just plain cool for preteens and teens.

game design, 3D animation, website development

They get support to develop academic fundamentals that keep their tech skills growing.

Best practices

In 2010, WTEC's middle school program Girl Game Company was nationally recognized as a Best Practices program in K-12 Science, Technology, Engineering and Mathematics (STEM) Education by the Making Science Make Sense initiative.

Watsonville TEC Tecnología Educación Comunidad

“ We work with middle school students who don't know how to use a mouse. If we tell them to download something, they say, 'What's that mean?'

They're teenagers and they've never downloaded anything before. That's how little experience they've been given! ”

Jacob Martinez

Director, Watsonville TEC





1,000 students enrolled over 3 years

Aspirations, achievements and commitment

“ One of the first students to come through our door captures what we’re doing in WTEC. She’s a Latina girl who joined the program in 6th grade. She’s being raised by a single mom. There’s no technology experience in her family. This girl had never considered a tech career.

But after a year in our program, being involved in tech became her identity. She wasn’t an athlete or a cheerleader or one of the popular girls. She was a techie.

In her sophomore year, she won a regional award for outstanding achievements and aspirations in computing and technology. In her junior year, she won a national award. A lot of the other winners had parents involved in technology in some way—working at Google or doing engineering. And here’s this girl, with none of that background, but with aspirations, achievements and commitment as high as any of those kids.

She continues to work with our current program as a mentor. Her commitment to bring inspiration back to her community is a big part of her identity, too.

Now she’s a senior and she’s being recruited like crazy—Stanford, MIT. She can go anywhere. I’m proud that Watsonville TEC has made this kind of success story possible, for her and a lot of our other students. ”

Jacob Martinez Director, Watsonville TEC

Supporting tobacco prevention

More than two decades of success decreasing tobacco use

Tobacco use and exposure to secondhand smoke are the number one preventable cause of death in the United States, killing close to half a million people each year. California, with the second lowest smoking rate in the nation, has created a model tobacco control program for the nation and the world.

For more than 20 years, ETR Associates has been a key player in California's comprehensive tobacco control efforts, which have saved thousands of lives. Our *Tobacco Education Clearinghouse of California* (TECC) provides an array of professional resources and support services to health policy advocates, county health departments, and schools throughout the state and the nation.

TECC

Tobacco Education Clearinghouse of California

Supporting and informing efforts to keep people from using tobacco—and helping those who do use to quit

TECC services

- An online catalog offering an extensive selection of tobacco prevention and cessation materials used by schools, healthcare agencies, community activists, and government agencies.
- A comprehensive library of more than 20,000 resources, as well as research and reference assistance for projects funded by the State of California Tobacco Control Program.
- A partnership with the California Smokers' Helpline. We send out quit kits in 6 different languages to Californians ready to quit using tobacco. Users receive requested quit kits within 48 hours.



Promoting smoke free workplaces

Building relationships with California Tribal Nations

California has some of the toughest indoor smoking laws in the nation. However, California's tribal casinos belong to Native American sovereign tribes and are exempt from state labor laws. An estimated 70,000 workers in these settings are exposed to secondhand smoke on the job.

ETR's *California Clean Air Project* (CCAP) builds relationships with the sovereign nations to protect the health of casino workers. The project offers technical assistance to the 27 counties with tribal casinos and to the tribal entities themselves.

In partnership with tribal entities, we've helped conduct air monitoring in casinos and performed surveys of patrons, employees and tribal members. The results of these surveys are helping to turn the tide of opinion. Using this data, tribal members are working to persuade their leadership to adopt policies that protect tribal members, casino workers and patrons from secondhand smoke.

CCAP

California Clean Air Project

Promoting smoke-free casinos for workers and patrons

Our CCAP partners

In our efforts to support clean air, we have partnered with 61 different county tobacco programs, as well as:

- Americans for Non-Smokers' Rights
- Arizona University
- Arizonans for a Smoke-Free Arizona Coalition
- California Tobacco Control Program state projects
- The Coalition for Tobacco-Free Kids
- The Los Angeles City Attorney's Office
- New Jersey Gasp
- Pacific Research Center
- Pondicherry University, Puducherry, India
- The Public Health Institute
- San Diego University
- Stanford University
- University of San Francisco

ETR Associates is an active member of:

- California Indian Law Association
- California Nations Indian Gaming Association
- Nevada California Indian Housing Association

Partnering makes the difference

“ ETR is the first health promotion agency able to become an associate member of the California Nations Indian Gaming Association (CNIGA). Most of the other associates are business people or lawyers.

We were very fortunate. Through our networking, we were able to meet the general manager of the Win River Casino in Redding/Shasta. He's interested in health, and he was really impressed with what we're trying to do to limit exposure to secondhand smoke. He said, 'You've got a hard road ahead, but we'll help you out.' This opened a lot of doors for us.

We partnered in a joint presentation at last February's Western Indian Gaming Conference—they actually paid the \$3,000 fee for us to present! They sent out survey cards to 1990 customers and offered \$10 of free play as an incentive. We had more than 1250 returned, which is an amazing return rate. When you're able to partner with the tribal entities in these efforts, you get good, clean data because it's all above-board.

I believe when you share a passion for health with people, you can do great things together. ”

Narinder Dhaliwal

Project Director, California Clean Air Project



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