

Help us: Deliver Innovative Web-Based Education to Anyone, Anywhere

Our Goal: \$231,000 (for three years)

The demand for Planned Parenthood Northern California’s (PPNorCal’s) sexual/reproductive health education throughout our 20 county service area is immense, and the distances between regions are vast. Even if we hire more educators, the demand will always exceed what they can deliver in person—and extensive travel is inefficient and expensive. Today, California has the ***highest infection rates ever on record*** for several Sexually Transmitted Infections (STIs, aka STDs)—especially in rural regions. PPNorCal must help our communities deal with this epidemic, and education plays a key role.

With new, tech-savvy platforms we can meet the need and expand our reach.

Online training systems are cost-effective, flexible, and offer endless possibilities. It would allow us to deliver live interactive online education, and record training sessions for a virtual video library. We expect this innovative program will bring education to **1,000+ youth and adults** in the first year alone, and project that this figure will scale quickly in the ensuing years.

Empowering teachers and nonprofit staff to instruct in person, when we can’t.

The most innovative and strategic way to ensure more people receive accurate, up-to-date Sex Ed is to utilize the effective “train the trainer” model. With your help, we will hire a Program Coordinator to respond to the many requests we receive, and organize training sessions for these teachers/staff who want to implement comprehensive Sex Ed in their schools and organizations.

Our Program Coordinator will provide ongoing support to ensure teachers/staff can confidently deliver Sex Ed that meets both the State and PPNorCal’s high standards. Organizations that typically request our help include:

- Women’s shelters
- LGBTQ+ centers
- Juvenile halls
- Agencies serving immigrants
- Drug/alcohol recovery programs
- County agencies, such as Health Departments

Rural counties desperately need our education, but are hardest to reach in person.

PPNorCal's service area includes a dozen underserved remote rural counties.¹ **These are the regions that will benefit most from this new online program**, which will complement the in-person education we deliver when possible.

California's northern rural regions are geographically isolated, lack many nonprofit organizations or social services, and overall are ranked lowest in the state in terms of health outcomes. They also have many of the highest STI rates.

Education is a key tactic in fighting STIs.

While STI infections have hit record high rates throughout California, rural regions are hardest hit. They also have fewer resources, such as public health centers and nonprofit organizations. **PPNorCal is leading the fight against this public health crisis, and we need your help.**

Syphilis, including congenital Syphilis, has returned at an alarming rate after becoming almost nonexistent. Gonorrhea and Chlamydia infections are both increasing as well. For example, in Shasta County, since 2011:

- **Syphilis infections increased by 1,200%**
- Gonorrhea infections rose by 800%

At our Redding Health Center, in only four months during spring/summer 2018, we diagnosed 20 cases of Syphilis—a huge increase from similar time periods in the past.

California mandated the nation's best Sex Ed.

In January 2016, California's Healthy Youth Act (AB 329) took effect. Now the State requires the most comprehensive and progressive sex education in the nation. Yet in reality, school districts are on their own to comply with the law—and most lack the resources and expertise. **All districts in PPNorCal's service area need our help, and increasingly reach out to request it.** Your contribution will ensure we can provide assistance to more schools.

We hope you will invest in this critical and innovative project. It will enable Planned Parenthood Northern California to achieve new levels of flexibility, accessibility, and impact through our education program—and help so many in our rural communities who have no access to any other resources.

¹ Butte, Colusa, Del Norte, Glenn, Humboldt, Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama, and Trinity.