Women's Health Coalition Meeting

October 10, 2013

YWCA of Olympia – Girls Circle / Girls For A Change Update

Evaluation Design:

In lieu of doing a waitlist control research design (as last year) we are implementing a matched comparison design where Girls Circle and Girls For A Change will be measured against each other to test outcomes in the areas of attitudes towards violence, healthy intimate and peer relationships, stress reduction and healthy coping skills, and positive communication skills – outcomes we are hoping to see with Girls Circle.

Girls Circle:

We are implementing Girls Circle at 6 Schools: Reeves, Tenino, Nisqually, Komachin, Griffin and Chinook Middle Schools

Girls For A Change:

Girls For A Change is a girls empowerment program. Teams of 10 girls and one adult coach meet once per week to identify an issue in their community and work together to design and implement a social change project. More information is available on our website and at www.girlsforachange.org

We are implementing Girls For A Change at 6 Schools: Marshall, Washington, Tumwater, Rainier, and Jefferson Middle Schools and Horizons Elementary
Thurston Coalition for Women’s Health Communications Subcommittee Report

Video Project Outreach
As of October 10, 2013

Outreach So Far

- Videos have been viewed online 345 times.
- Videos reach up to 64,000 households per showing on TCTV. So far they’ve been shown 75 times.
- Multiple agencies and individuals tweeted, pinned and posted to Facebook about the videos nearly two dozen times, reaching an audience of hundreds.
- At least 1,466 people were emailed links to and information about the videos.
- About 50 people saw the videos through local presentations by coalition members.
- TCTV, Spouses magazine, and Thurston Talk have all run stories about the videos, including interviews with either TOGETHER! or YWCA staff.
- Thousands have seen the posters placed in many local businesses, pediatric offices, and youth gathering places by coalition and TOGETHER! partners/volunteers.
- TOGETHER! ran a 3-part series in their monthly e-newsletter, covering behind the scenes, video promotion, and resources for parents to have the “healthy relationships talk” with their kids. The newsletter goes out to about 1,100 people.

In Process/Still to Come

- Olympia School District
  - Has taken posters customized for their school to put up.
- North Thurston Public Schools
  - Has recently received customized posters they plan to put up around schools with the proper age range.
  - The videos are currently undergoing curriculum review to determine if they can be approved for use in classrooms.
  - TOGETHER! has been invited to the next meeting of school nurses to share the information and give materials to the nurses to place in the school health rooms.
- Subcommittee members participated in two webinars on relevant topics of using video in a nonprofit campaign and how to create interesting, shareable stories for social media.
- Have continued to share videos via social media and talk about them in in-person meetings.

You Can Help

The Communications Subcommittee would love more members!
Please join us as we start gearing up for the 2013-14 projects. Talk to Danielle, 493-2230 x20 or dkoenig@thurstontogether.org.

Find the videos at www.youtube.com/TogetherforKids. Please continue sharing via social media as you can.