

girls inc.®

of the Central Coast

Annual Report 2017-2018

Transforming Girls' Lives



Who We Are

Girls Inc. of the Central Coast inspires all girls to be strong, smart and bold, to respect themselves and the world around them. Our commitment is to ensure that participating girls and young women are active partners in program design and service delivery. Our vision is to create a community of girls and women who have the strength and experience to become leaders and agents of change. Our role is to cultivate and grow those qualities. We offer girls the right tools and support to succeed, including trained professionals who mentor and guide them in a safe, girls-only environment, peer leaders who share their knowledge, drive, and aspirations, and research-based programming. At Girls Inc., girls learn to set and achieve goals, boldly confront challenges, resist peer pressure, see college as attainable, and explore exciting career paths, including non-traditional fields such as science, math, technology and engineering. Informed by the experiences of girls and their families, and local affiliates like ours, national Girls Inc. works with policymakers to advocate on key legislation and initiatives.



*With Girls Inc. in her corner,
every girl can be educated, healthy, and independent*

Our Year in Review

In the 2017-18 program year, we reached 1,718 girls, ages 8 to 18, at 40 sites in 10 cities: Salinas, King City, Watsonville, Castroville, Seaside, Marina, Soledad, Greenfield, Gonzales and Hollister.

We expanded the middle school and elementary school programs to Gonzales and South Salinas, **servicing 158 girls ages 9 to 14.**

In July 2017, **90 elementary school girls** participated in a two-week day camp, developed knowledge and skills in media literacy, learned about building a positive body image, and engaged in nontraditional activities and adventures, including hands-on science activities.

We served **323 elementary school girls and their mothers/fathers** through programming that offers accurate information on puberty, promotes positive values and open communication.

275 girls, at eight high schools, participated in a yearlong leadership/mentoring program.

271 8th grade girls participated in a series of workshops on communication, teen health, healthy relationships and avoiding risky situations.

230 7th grade girls and 416 4th and 5th graders participated in a unique program that approaches substance-abuse prevention as a peer issue, using the positive influence of young people modeling healthy behaviors.

In June, we worked with **75 incoming high school girls** at UC Santa Cruz. The girls spent a week on campus and participated in activities that inspire girls entering high school to make positive life choices about health, relationships and school.

We hired and trained **33 high school girls as Youth Leaders** to facilitate the high school, middle school and summer programs.

8 Youth Leaders participated and built clean energy kits as part of Pacific Gas and Electric Company's (PG&E) Solar Suitcase program this year. Two of those Leaders were selected to deliver one solar suitcase to a women's empowerment camp in rural Ecuador in April.

A Girls Inc. of the Central Coast participant became the recipient of the **2018 Girls inc. National Scholarship and was awarded \$20,000** through the Girls Inc. Lucile Miller Wright scholarship.

ECHO Leadership and Mentoring Program

The purpose of the **ECHO** program is to encourage girls to pursue post-secondary education and plan for future careers. The sessions are designed to inspire girls to value themselves, reach for their dreams, develop an action plan to achieve their goals, and see themselves as leaders.

- We implemented the ECHO program at 8 schools:

San Benito High School in Hollister, Pajaro Valley High School in Watsonville, North Monterey County High School in Castroville, Alisal High School in Salinas, Seaside High School, Soledad High School, Greenfield High School and King City High School.

- We served a total of **275** high school girls.
- The program was facilitated by 17 Youth and Senior Youth Leaders, partnering with adult mentors.

ECHO is a series of 18 interactive sessions. Meetings were held twice a month for 9 months, and included two field trips to universities and the State Capitol.

ECHO covers:

- College planning
- Goal setting
- Women's health
- Public speaking
- Job interviewing skills
- Budgeting
- Lobbying and the legislative process
- Career exploration
- College field trips
- Healthy relationships
- Substance abuse prevention
- Bullying/social media
- Guest speakers
- Time management
- Nutrition and exercise
- Self defense
- CPR



• • •
“I never pictured myself giving speeches, but the
ECHO program really boosted my confidence
and made me realize how much potential I have.”
• • •



• • •
“I want to run for office one day
and be the voice of the people.”
• • •

• • •
“I really learned a lot, and this also pushed
me to reach for my college goals.”
• • •

• • •
“I think it is important for young women
like me to visit colleges
because it helps us look at other things
with more of an open mind.”
• • •

Program Outcomes:

- 100% of participants understood the importance of attending college
- 89% learned about the different UC/CSU/private/community college systems and trade schools
- 100% feel comfortable giving a talk or speech in front of people
- 89% demonstrated an increase in job interviewing skills, and the ability to fill out applications for jobs, college and financial aid
- 80% consider themselves leaders
- 86% identified a career goal they are interested in pursuing including: programming/animation, surgery, nursing, cosmetology, business, photography, veterinary medicine and teaching
- 87% demonstrated increased knowledge of budgeting, earning an income, managing money, investing and using credit
- 100% report increased self-confidence to voice concerns to legislators
- 91% feel their self-confidence has increased

Youth Leaders Program

Youth Leaders are unique to Girls Inc. of the Central Coast. They are graduates of ECHO, who continue their leadership development by delivering programs to girls in middle and high schools in their home communities. Youth Leaders receive extensive training in decision-making, goal setting, facilitation, public speaking and program planning. They learn job-interviewing skills (both as applicants and interviewers), how to read and present a curriculum to others, how to work as a member of a team and how to manage a group of 25-35 girls. In addition, they are required to learn the informational content of each program: pregnancy and substance abuse prevention, preparing for high school and college, media and financial literacy, stress reduction, bullying prevention, female health and developing healthy relationships.

The program develops life skills, and practical employment attitudes and skills essential to academic achievement and economic self-sufficiency. Youth Leaders are caring and effective role models for the younger girls.

• • •

“Being a Youth Leader helped me understand the importance to give back and make a change in my community.”

• • •

• • •

“Being a Youth Leader helped me with self-confidence and public speaking.”

• • •

• • •

“After participating in the program as a Youth Leader, I am more confident, think about college, and my time management has improved.”

• • •



Program Outcomes for the Youth Leaders:

- 92% demonstrated recruitment, facilitation, public speaking, training and evaluation skills
- 95% demonstrated skills in team building and decision-making
- 92% demonstrated skills in working in partnership with others
- 100% articulated the value of being role models to other girls and of giving back to their communities

100% of youth leaders, who were seniors this year, will be attending a 4-year university or community college the next school year

*Girls Inc. National Scholar Rosaisela Barroso
Awarded \$20,000*



We are excited to announce that one of our participants has been chosen as a 2018 Girls Inc. National Scholar and awarded \$20,000 through the Girls Inc. Lucile Miller Wright scholarship. Rosaisela Barroso is one of 23 Girls Inc. National Scholars selected in 2018 from across the United States and Canada.

Rosaisela is a Youth Leader and a senior at Soledad High School. She was selected for her outstanding academic achievements, community service work, and dedication to the Girls Inc. mission of inspiring all girls to be strong, smart, and bold. She will be attending UC Davis in the fall to study Agricultural Business.

Strong, Smart and Bold Summer Camp

Strong, Smart and Bold Summer Camp is a two-week day camp for girls, ages 8 - 11. They participate in research-based programs: *Girls Take Another Look* increases their awareness of the scope and power of the media and the effects of media messages on girls and women; *Girls enCourage* is designed to sustain girls' interest in sports through adolescence by introducing them to nontraditional activities and adventures; *Operation SMART* develops girls' skills and enthusiasm for science, technology, engineering and math (STEM) through experiments and hands-on activities.

- Served a total of **90** girls
- Boronda Meadows Elementary school in Salinas was the site of the camp



Program Outcomes:

- 99% participated in a new physical activity
- 89% recognized advertising techniques and the hidden messages in ads
- 94% developed enthusiasm for science, technology and engineering and math
- 90% understand the importance of good communication skills and working as a team
- 91% of girls expressed the desire to learn more about STEM related careers



Will Power / Won't Power

Will Power/Won't Power is a series of interactive assertive communication workshops for girls ages 12-14. The program focuses on values and healthy relationships, helps girls identify and avoid risky situations, provides factual information on female health and the reproductive system, and encourages girls to value and support each other.

- We served a total of **271** girls
- 14 Youth and Senior Youth Leaders facilitated
- Will Power /Won't Power was implemented in 11 middle schools throughout the Central Coast: *Chalone Peaks in King City, Vista Verde in Greenfield, Main Street in Soledad, Fairview Middle School in Gonzales, El Sausal in East Salinas, Washington in South Salinas, Seaside Middle School in Seaside, Los Arboles in Marina, North Monterey County in Castroville, Rancho San Justo in Hollister and Cesar E. Chavez in Watsonville.*

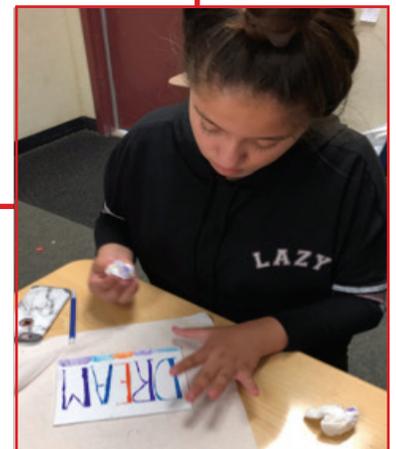


“My name is Marissa Nino, and I go to North Monterey County Middle School in Castroville. What I enjoyed most about being in Will Power/Won't Power was learning about health, women's rights and how we can accomplish our dreams.

One thing that I learned during the program is that women and girls can say no to anything they are being pressured to do, and that it's ok.”

Program Outcomes:

- 92% said they understand and feel more comfortable talking about their bodies
- 100% demonstrated refusal and negotiation skills, and how to resist sexual pressures
- 62% said girls can hold on to her values even if their friends have different values
- 78% can resist or ignore pressures to do things they don't want to do
- 97% know how to communicate clearly and effectively
- 83% said they can stand up for themselves in an assertive way
- 71% are more confident
- 89% feel more confident about making good choices for themselves

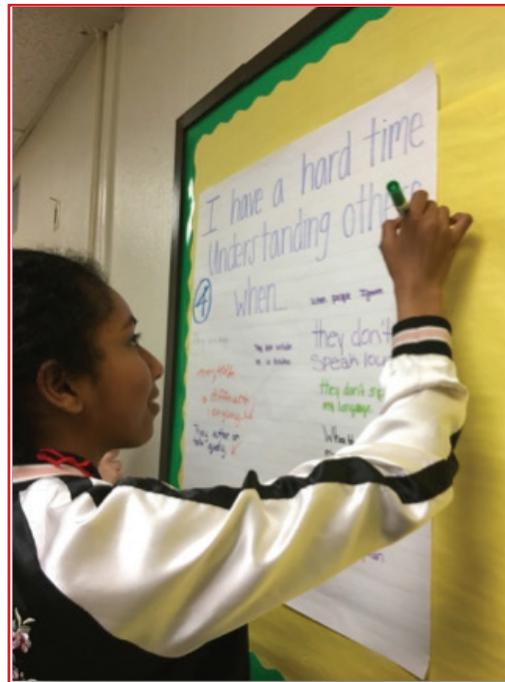


Friendly PEERsuasion-Phase 1

Friendly PEERsuasion is a unique response to girls' needs because it approaches substance-abuse prevention as a peer issue, using the positive influence of young people modeling healthy behavior.

- The First Phase was implemented in 9 middle schools: *Cesar Chavez in Watsonville, Chalone Peaks in King City, El Sausal in E. Salinas, Fairview in Gonzales, Main Street in Soledad, North Monterey County in Castroville, Rancho San Justo in Hollister, Vista Verde in Greenfield, and Washington in S. Salinas.*
- We served a total of **230** girls during this phase of the program.
- Phase 1 was facilitated by 14 Youth and Senior Youth Leaders.

Session topics included: *effective communication, healthy stress management, reasons to avoid tobacco and alcohol, responsible use of prescription and over-the-counter medications, harmful impacts of bullying, standing up against bullying, resisting peer and media pressures, public speaking strategies, leadership development, and goal setting.*



Program Outcomes:

After the first phase, the 6th & 7th grade girls reported:

- 86% identified safe and unsafe practices for using over the counter drugs and dietary supplements
- 86% identified the effects of drugs and alcohol and other harmful substances on the body
- 90% examined messages in the media and identified how ads influence behavior
- 94% learned and understood effective communication skills and techniques
- 88% understood more about bullying and know what to do when they see it happening

Friendly PEERsuasion-Phase 2

Friendly PEERsuasion Phase 2: Upon completion of the first phase, the middle school girls, “PEERsuaders”, began working closely with their Youth Leaders to improve their public speaking skills, divide activities, prepare materials and practice teamwork. Once preparations were completed, they taught what they had learned at their local elementary school. The curriculum for FP2 mirrors the curriculum from FP1, but is simplified for the 4th & 5th graders. Through Phase 2, the newly-minted facilitators helped the younger girls improve their communication skills, make healthier choices around stress management and friendships, and create an atmosphere of support and sisterhood.

- The Second Phase was implemented in 13 elementary schools: *Del Rey in King City, Fremont in East Salinas, Gabilan in Soledad, H.A. Hyde in Watsonville, JC Crumpton in Marina, Ladd Lane in Hollister, La Gloria in Gonzales, Marina Vista in Marina, Martin Luther King Jr. and Ord Terrace in Seaside, Mission Park in South Salinas, Oak Avenue in Greenfield and Castroville Elementary in Castroville.*
- We served a total of **416** girls.
- Middle school girls facilitated with support and encouragement from the Youth Leaders.



Session topics included:

Effective communication, reasons to avoid tobacco and alcohol, responsible use of prescription and over-the-counter medications, healthy stress management, harmful impacts of bullying, and standing up against bullying, and resisting peer and media pressure.



Program Outcomes:

After the second phase, the 4th & 5th grade girls reported:

- 95% learned about the effects of different substances and tips for staying healthy
- 100% recognized that stress is unavoidable, but too much stress can lead to poor decisions
- 99% learned the importance of good communication — asking questions, speaking clearly, listening carefully

After the second phase, the 6th & 7th grade girls reported that after becoming a Girls Inc. PEERsuader:

- 100% can communicate more clearly and effectively
- 100% felt that their facilitation skills have improved
- 93% are now more confident with public speaking
- 97% feel more comfortable expressing their opinion and giving my input regarding activities in their group



Growing Together

Lack of communication can be a common challenge for young girls and their mothers. Even when mothers and daughters are very close, they sometimes don't communicate very well. As young girls are going through the process of puberty and the physical, mental and emotional changes in their bodies these challenges can escalate.

Growing Together supports girls and their moms or another significant adult by creating a safe space where they come together once a week for four weeks to partake in a series of different activities and learn about different topics that can assist in the changes they are or will be going through. Girls gain valuable experience through program activities: *problem solving strategies, positive communication skills, knowledge on their reproductive health and changes in their bodies, importance of values and setting goals.*



- Growing Together was implemented at 10 sites: *Radcliff Elementary School in Watsonville, Mary Chapa Academy in Greenfield, Gabilan Elementary in Soledad, Santa Lucia in King City and Cesar Chavez in Salinas, the Castro Plaza Family Resource Center in Castroville, Calaveras in Hollister, Fremont in Salinas, King City Arts Magnet School in King City and Fairview Middle School in Gonzales.*
- We served a total of **323** participants.

Program Outcomes:

Through program evaluations, we have learned that the Growing Together program has made a tremendous impact on the lives of the moms and girls being served.

- 100% feel like Growing Together helped them increase positive communications between one another
- 100% feel more confident exploring their feelings and expectations with one another
- 100% feel more comfortable talking to each other about health and hygiene including the menstrual cycle
- 100% feel more confident using problem solving strategies
- 97% want to participate in more Girls Inc. activities

Smart Choices

Smart Choices is a week-long summer camp held at UC Santa Cruz for 8th grade girls to help them make smart choices regarding school, relationships, and health. **Smart Choices** give girls entering high school the opportunity to experience college life and get a head start in planning for high school and beyond. The program addresses the issues facing these girls by focusing on pursuing higher education - setting goals, making decisions, taking the necessary steps, and understanding the value of an education.

“Now I have a vision of what college life is like and what to expect.
Being here helped me imagine how it will be in the future
and NOW I feel I could really accomplish my dreams and goals!”



We served 75 girls from 17 cities in Monterey, San Benito and Santa Cruz Counties. They participated in activities and workshops that included: *setting goals, female health and hygiene, healthy and unhealthy relationships, college planning and high school requirements, campus tour, bullying and social media, assertiveness and resisting peer pressure, “Dream It Be It” career exploration workshops, alcohol and drug abuse prevention, meditation, yoga, cross fit, nutrition, boxing and self defense.*

“I struggle with anxiety, but during my time in the program it really helped relieve that feeling and I got to enjoy and learn.”

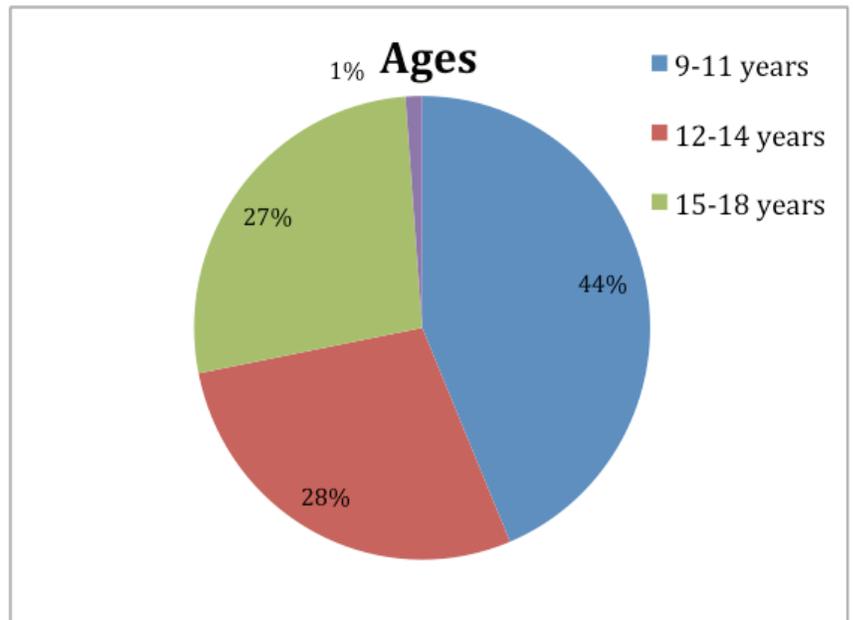
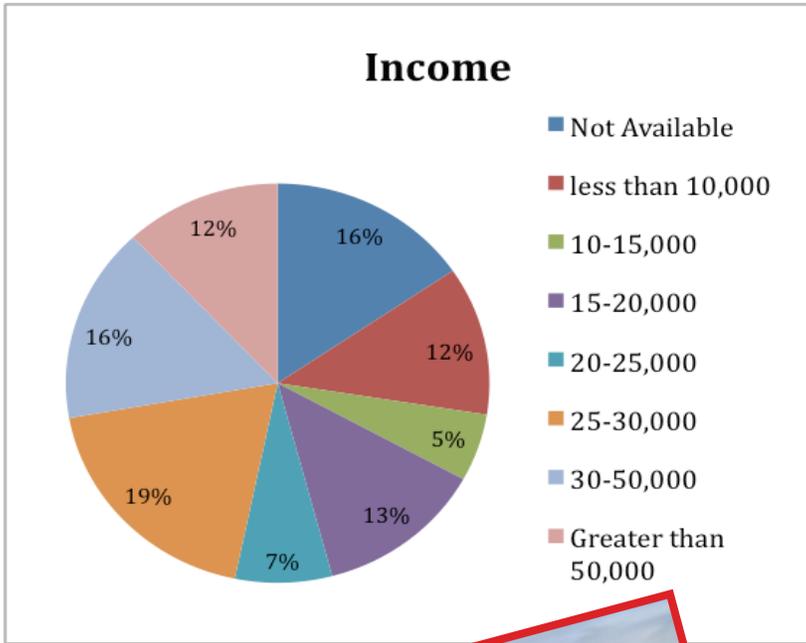
Program Outcomes:

- 98% understand the importance of college
- 98% selected or identified college-prep courses they will take in high school
- 85% identified academic majors they wish to pursue
- 79% identified a career they are interested in learning more about
- 89% developed goal setting, decision-making, and leadership skills
- 89% are more confident that they can make healthy choices for themselves



“Girls Inc. helped me gain confidence and independence,
and I know that one day I will succeed in accomplishing my dreams.
This program was great and it helped me believe in me.”

Who Are the Girls We Serve?



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Thank You!

Spotlight On Our Cover Girls



“My name is **Wendy Macias**, I’m an 8th grader at Chalone Peaks Middle School. I joined Girls Inc. because I wanted to learn more about girls’ information and facts about us.

I have enjoyed being in the **Will Power/Won’t Power** program because all of this information can be used in my future. In this program I learned about goals and dreams, abstinence and birth control and protection. One important thing I will carry with me is all of the kindness at Girls Inc. and how they supported me and had good moments with all of them.

The last thing I want people to know is that I think Girls Inc. can change lives. Maybe someone is going through a tough time but in this program they learn that other girls may also have these situations and feel better than they did when they entered the program.”

“My name is **Marissa Nino** and I go to North Monterey County Middle School. I’m an 8th grader and I decided to join Girls Inc because I heard it was a fun program and it helps girls.

What I have enjoyed most about being in **Will Power/Won’t Power** was learning about health, women’s rights and how we can accomplish our dreams. I enjoyed the whole program especially the teachers.

One thing that I learned during the program is that women and girls can say no to anything they are being pressured to do, and that it’s ok. Another thing that I learned is that I can accomplish my dreams no matter what!”



**girls
inc.®**

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