



girls
inc.®
of the Central Coast

*Inspiring all girls to be
Strong, Smart, and Bold*

REPORT 2018-2019



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.

Our Year in Review

- From July to June we served 1,744 girls, ages 8 to 18, and 228 mothers/fathers adults at 43 sites in 12 cities: Salinas, King City, Castroville, Seaside, Monterey, Soledad, Greenfield, Gonzales, Hollister, Watsonville, Aptos, and Santa Cruz.
- We expanded the middle school and elementary school programs to Santa Cruz, Aptos and Monterey.
- In July 2018, **97 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 **hired and trained 33 high school girls** as Youth Leaders to facilitate the high school, middle school and summer programs.
- **310 girls, at 9 high schools** participated in a yearlong leadership/mentoring program.
- **245 8th grade girls** participated in a series of workshops on communication, teen health, healthy relationships, and avoiding risky situations.
- **282 7th grade girls and 315 4th & 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.
- **457 elementary school girls and their mothers/fathers** participated in the Growing Together program.
- In June, we worked with **53 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 regarding their health, relationships and education.
- For the second year in a row Girls Inc. of the Central Coast participant became the recipient of the **2019 Girls Inc. National Scholarship and was awarded \$20,000** through the Girls Inc. Lucile Miller Wright scholarship.

ECHO Leadership Mentoring

The purpose of ECHO (Education, Careers, Health, and Opportunities) 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 ECHO at 9 high schools: Alisal in E. Salinas; Salinas in S. Salinas; King City; Pajaro Valley in Watsonville; N. Monterey County in Castroville; Seaside; Soledad; Greenfield; and San Benito in Hollister.
- We served 310 girls.
- The high school girls participated in 16 interactive workshops (July-April) that included: goal setting, celebrating our cultures and families, honoring the women who inspire us, basic health care, healthy relationships, requirements for college, nutrition, public speaking, civic engagement, career readiness and resume writing.
- Through field trips the young women visited 3 colleges and met with local legislators at the State Capitol in Sacramento.
- In April we held a graduation ceremony where they shared their experiences and what they learned in the ECHO program throughout the year.



OUTCOMES

- 100% of participants understood the importance of attending college
- 98% feel comfortable giving a talk or a speech in front of people
- 97% feel their self-confidence has increased
- 84% demonstrated an increase in job interviewing skills, and the ability to fill out applications for jobs, college and financial aid
- 90% consider themselves leaders
- 87% identified a career goal they are interested in pursuing, including: programming/animation, surgery, nursing, cosmetology, business, photography, veterinary medicine and teaching
- 85% demonstrated increased knowledge of budgeting, earning an income, managing money, investing and using credit
- 99% report increased self-confidence to voice concerns to legislators



Youth Leaders

The Youth Leaders program is unique to Girls Inc. of the Central Coast. Youth Leaders 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 as well as 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.



OUTCOMES

- 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





National Scholar

Jenaye Brelland Awarded \$20,000



This year Jenaye Brelland from Seaside High School was chosen as a 2019 Girls Inc. National Scholar and awarded a \$20,000 Girls Inc. Lucile Miller Wright scholarship. 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. From a pool of 100 eligible applications, Jenaye is one of 23 Girls Inc. National Scholars selected in 2019 from across the United States and Canada. *

Jenaye has been involved in Girls Inc. since 7th grade, and for the last 5 years she has participated in most of the Girls Inc. programs. She developed a strong passion for the mission and is a role model for all the girls she has touched. We had the honor of seeing her take on the leadership role of Youth Leader, becoming a mentor and guide for both high school and middle school girls. She has grown into an amazing young woman.

“I can’t stress enough of how much Girls Inc. means to me. Girls Inc. provided me with the support to recover from the loss of friendship. Whenever I thought I was a horrible human being, my mentors in Girls Inc. were there to tell me that I can improve and that what I was in the past does not define what I can bring to my future. Through the Create My Future module, my self-demeaning thoughts slowly transformed into affirmations that motivated me to create goals for myself. My grades started to improve from the motivated rush I got when learning about college in Girls Inc. Every Monday Girls Inc. was my outlet, my safe space, and my home.”

** Since 1993, nearly \$6 million in scholarships have made post-secondary education more accessible to roughly 800 high school women and has inspired them to succeed in school and consider a broad range of career possibilities.*

Strong, Smart and Bold Camp

During this two-week day camp girls, ages 8 to 11, 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 a girl's interest in sports through adolescence by introducing them to nontraditional activities and adventures. **Operation SMART** develops girl's enthusiasm for and skills in science —through hands-on activities, girls explore, ask questions, persist, and solve problems.

- The Strong, Smart, and Bold Summer Camp was implemented July 2-13, 2018 at McKinnon Elementary school.
- We served a total of 97 girls, 45 of which were between the ages of 8-9, and 52 between the ages of 10-11.
- Topics Include: career exploration, college, bullying, peer and media pressure, STEM activities (such as learning about astronomy and engineering), physical fitness, dance, health, and fun trips!
- 8 Youth Leaders were hired and trained to facilitate the program.

GIRLS ENCOURAGE

- 95% of girls participated in new physical activities
- 98% of girls increased willingness to step outside their comfort zone and take risks

MEDIA LITERACY

- 90% of girls defined media and identified examples and purposes of different types of media
- 95% of girls identified stereotypes about girls and women; create positive female characters
- 91% of girls understand the difference between fiction and non-fiction
- 97% of girls gained knowledge about the many careers available to them in the media
- 91% of girls recognized advertising techniques and the hidden messages in ads



STEM

- 96% of girls developed enthusiasm for science, technology, engineering and math (STEM)
- 89% of girls understand the importance of working as a team and having good communication
- 100% of girls completed 1 or 2 hands-on science project
- 90% of girls expressed the desire to learn more about STEM related careers

Will Power / Won't Power

WP/WP is a series of interactive workshops for 8th grade girls, dedicated to empowering girls to communicate assertively. The program addresses a variety of topics including different types of relationships, communication, teambuilding, bullying, reproductive health, values, the effects of media messages, dreams and goals, the importance of voting, resisting negative peer pressure and avoiding risky situations.

- Will Power/Won't Power is a series of 10 sessions, with meetings held once a week after school.
- The program was implemented in 11 middle schools throughout the Central Coast:
 - El Sausal in E. Salinas; Washington in S. Salinas; Chalone Peaks in King City; Cesar Chavez in Watsonville; N. Monterey County in Castroville; Seaside; Main St in Soledad; Vista Verde in Greenfield; Fairview in Gonzales; Rancho San Justo in Hollister; and Mission Hill in Santa Cruz.
- The program, facilitated by youth leaders, served 245 girls.

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 their 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



“I've enjoyed connecting with other girls in the program. I also enjoyed learning the important things I needed to know to make good decisions. Through this process I have become more confident and I am more open to making friends.”



Friendly PEERsuasion

Friendly PEERsuasion is a unique response to girls' needs, approaching drug-abuse prevention as a peer issue, using the positive influence of young people modeling healthy behaviors.

PHASE I: NOVEMBER - APRIL

This program provides 6th & 7th grade girls the skills and information to recognize and resist pressures from peers, advertisers, adults or others to use tobacco, alcohol or other drugs. Additional topics include modeling healthy behaviors, setting goals, combating bullying, the causes of stress and its impact on the body and safe ways to manage stress. They are also trained as facilitators (PEERsuaders) to provide similar programming to 4th & 5th grade girls.

Phase 1 was implemented over 12 sessions in 11 middle schools:

- El Sausal in E. Salinas; Washington in S. Salinas; Chalone Peaks in King City; Cesar Chavez in Watsonville; N. Monterey County in Castroville; Seaside; Main St in Soledad; Vista Verde in Greenfield; Fairview in Gonzales; Rancho San Justo in Hollister; Walter Colton in Monterey and Mission Hill in Santa Cruz.
- The program, facilitated by Youth Leaders, served 282 girls.



OUTCOMES

- 88% Identified safe and unsafe practices for using over-the-counter drugs and dietary supplements, the effects of drugs and alcohol on the body
- 92% where able to examine the messages in the media and where able to identify how ads influence behavior
- 97% Learned and understood effective communication skills and techniques
- 95% Recognized stress, its physical symptoms, and learned healthy stress management tools
- 92% understand more about bullying and know what to do when they see it happening

“ I learned so many new things going through the program. Not only is it something that helped me, but now I get a chance to show others how to make good choices for themselves. I am confident that I can be a leader to those girls in elementary school. ”



Friendly PEERsuasion

PHASE 2: APRIL - MAY

The newly trained “PEERsuaders” plan substance-abuse prevention activities for groups of 4th & 5th grade girls. The older girls become models and leaders, with support from the Youth Leaders.

Phase 1 was implemented over 12 sessions in 11 middle schools:

- In Phase 2 of Friendly PEERsuasion, we worked at 11 Elementary schools: Los Padres in E. Salinas; Mission Park in S. Salinas; Del Rey in King City; H.A. Hyde in Watsonville; Castroville, Monte Vista in Monterey; Ord Terrace in Seaside; Gabilan in Soledad; Oak Avenue in Greenfield; Ladd Lane in Hollister; and Mar Vista in Aptos.
- The program served 315 4th and 5th grade girls.

OUTCOMES FOR 4TH & 5TH GRADERS:

- 97% 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
- 90% learned the importance of good communication — asking questions, speaking clearly, listening carefully

OUTCOMES FOR 6TH & 7TH GRADERS (PEERSUADERS):

- 100% felt that their facilitation skills have improved
- 93% are now more confident with public speaking



“ I learned about stress, bullying, communication, and how to take care of myself. I joined Girls Inc. because I wanted to have fun, but I got so much more from the program. One thing I will always remember is to try new things and not be scared. ”

Growing Together

Growing Together is designed to increase positive communication between girls, ages 9-12, and their mothers or another significant adult. The purpose of the program is to allow mothers and daughters to spend quality time together while learning about open communication, decision-making, physical life changes (i.e. puberty) and goal setting.

- Growing Together is a series of 5 interactive sessions held weekly.
- We served 457 participants.
- We worked at 11 elementary schools: Fremont in E. Salinas, Mission Park in S. Salinas, Santa Lucia in King City, Freedom in Watsonville, Castroville in Castroville, Martin Luther King Jr. in Seaside, Jack Francioni in Soledad, Mary Chapa in Greenfield, Fairview in Gonzales, Calaveras in Hollister and Rio Del Mar in Aptos.



OUTCOMES

- 100% feel like growing Together helped them increase positive communications between one another
- 99% 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
- 98% feel more confident using problem solving strategies
- 99% want to participate in more Girls Inc. activities



“I appreciated learning tangible ways to improve my relationship with my daughter. A wonderful memory and experience that we will cherish and reflect on forever.”

Smart Choices

Smart Choices is a weeklong summer camp, held at UC Santa Cruz, for graduating middle school girls to help them make smart choices regarding education, relationships and health. This program offers 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.

- The program was held at UC Santa Cruz from Monday, June 25 to Friday, June 29
- We served a total of 53 girls.
- Cities represented included: King City, Greenfield, Soledad, Gonzales, Salinas, Seaside, Aptos, San Juan Bautista, Watsonville, and Royal Oaks

Program topics included: setting goals, dreams, female health and hygiene, healthy vs. unhealthy relationships, college planning and high school requirements, bullying and social media, career exploration, mental health – coping and dealing with anxiety and depression, human trafficking awareness, UC Santa Cruz campus tour, boxing, CrossFit, self-defense, teambuilding and pajama movie night.



Smart Choices

OUTCOMES

- 96% Understand the importance of college and reported that after participating in Smart Choices they want to go to College
- 96% Have selected or identified college-prep courses they will take in high school and have a better understanding of what they should start preparing for in high school
- 88% Identified academic majors they wish to pursue
- 85% Identified a career they are interested learning more about
- 100% Developed goal setting, decision-making, leadership skills, and learned how to make good choices for themselves
- 100% Learned ways to cope with stress and anxiety and where I can get help
- 98% Know what healthy and unhealthy relationships look like
- 98% Say the program helped see themselves in college
- 96% Learned that physical activity is important to stay healthy
- 53% Reported that they plan to apply to UC Santa Cruz; 36% want to apply to another university. They reported being interested in: Fresno State, TCU, UCSB, SF, UCLA, Yale, UC Davis, Stanford, SJSU, USC, Harvard, UC Berkley, UC Irvine, and 11% are still undecided or would like to attend a community college.



“ This week at camp taught me how strong I can be and that I’m ready to make good choices in high school, I know I will get to College! ”



Thank You