

***Be Proud! Be Responsible!***  
**School-based CSE**  
**More Evidence of Failure than Success**

<b><i>Be Proud! Be Responsible!</i></b>	<b>School-recruited, held on Saturdays</b>	<b>School classroom version</b>
Study conducted by independent evaluators?	<b>NO</b> , study was by the program authors	<b>YES</b>
Follow-up at least 12 months after the program to show duration of effect?	<b>NO</b> , follow-up measures were taken at 3 & 6 months only	<b>YES</b>
<b>OUTCOMES:</b>	<b>Jemmott, et al., 1999<sup>1</sup></b>	<b>Borawski, et al., 2009<sup>2</sup></b>
Pregnancy	Not measured	Not measured
STDs	Not measured	Not measured
Sexual Initiation	Not measured	<b>NO EFFECT</b>
Consistent Condom Use	Not measured	<b>NO EFFECT</b>
Condom Use Frequency/Last Sex	Not measured	Not measured
Unprotected Sex	Reduced at 6 months	<b>NO EFFECT</b>
Number of Sex Partners	<b>NO EFFECT</b>	Not measured
Recent Sex	<b>NO EFFECT</b>	<b>NO EFFECT</b>
Dual Effect: Condom Use & Abstinence	Not measured	Not measured

### Key Findings

Two studies of the school-based version of *Be Proud! Be Responsible!* (BPBR) have been conducted: the first by the program’s developers and the second by independent evaluators. A recently published review by *The Institute for Research & Evaluation*<sup>3</sup> found **these studies have not produced sufficient evidence to label BPBR an effective school-based program**. The first study showed one short-term main effect. The second, independent study found no positive effects after 12 months: BPBR failed to increase abstinence or condom use, or reduce unprotected or recent sex. A study of BPBR in community settings found a small long-term impact on condom use but not on sexual activity.<sup>4</sup>

**Summary.** *Be Proud! Be Responsible!* has shown little evidence of effectiveness in school populations—the short-term reduction in unprotected sex was not replicated in an independent study. And there was no demonstrated program impact on sexual initiation, condom use, teen pregnancy, or STDs. (*Be Proud! Be Responsible!* is marketed by ETR, an offshoot of Planned Parenthood.)

1. Jemmott JB, Jemmott LS, Fong GT, & McCaffree K. (1999). Reducing HIV risk-associated sexual behavior among African American adolescents: Testing the generality of intervention effects. *American Journal of Community Psychology, 27*(2), 161-187.
2. Borawski EA, Trapl ES, Adams-Tufts K, Hayman LL, Goodwin MA, & Lovegreen LD. (2009). Taking be proud! be responsible! to the suburbs: A replication study. *Perspectives on Sexual and Reproductive Health, 41*(1), 12-22.
3. Ericksen IH, Weed SE. (2019). "Re-Examining the Evidence for School-based Comprehensive Sex Education: A Global Research Review." *Issues in Law and Medicine, 34*(2):161-182.
4. Jemmott JB, Jemmott LS, Fong GT, & Morales KH. (2010). Effectiveness of an HIV/STD risk-reduction intervention for adolescents when implemented by community-based organizations: A cluster-randomized controlled trial. *American Journal of Public Health, 100*(4), 720-726.