

## *Be Proud! Be Responsible! Be Protective!*

### More Evidence of Failure than Success

<i>Be Proud! Be Responsible! Be Protective!</i>	Koniak-Griffin, et al., 2003 <sup>1</sup>
Study conducted by independent evaluators?	<b>NO</b> , study was by the program authors
Follow-up at least 12 months after the program to show duration of effect?	<b>YES</b>
OUTCOMES:	
Pregnancy	Not measured
STDs	Not measured
Sexual Initiation	Not measured
Consistent Condom Use	Not measured
Condom Use Frequency/Last Sex	Not measured
Unprotected Sex	<b>NO EFFECT</b>
Number of Sex Partners	Reduced after 6 months, but not 12 months
Recent Sex	Not measured
Dual Effect: Condom Use & Abstinence	Not measured

### Key Findings

*Be Proud! Be Responsible! Be Protective!* (BPBRBP) was designed to teach pregnant or parenting teenage girls to avoid future pregnancies and HIV/STD risk. One study of the school-based program has been done, conducted by one of the program’s developers. According to standards recommended by the field of prevention research,<sup>2</sup> **this study has not produced sufficient evidence to merit designation as an “effective” program.** The impact study found no long-term effects—the reduction in number of sex partners six months after the program had dissipated after 12 months and there was no increase in the use of protection (condoms and/or contraception) for any time period. There was no independent evidence—the one, short-term effect is from a study by program developers. And other important outcomes were not measured—abstinence, pregnancy, or STDs—so BPBRBP’s effect on them is unknown.

**Summary.** *Be Proud! Be Responsible! Be Protective!* has not shown evidence of effectiveness in school populations—the short-term reduction in number of sex partners was not sustained beyond 6 months, and the program failed to increase the use of protection at all. (*Be Proud! Be Responsible! Be Protective!* is marketed by ETR, an offshoot of Planned Parenthood.)

1. Koniak-Griffin D, Lesser J, Nyamathi A, Uman G, Stein Judith A, Cumberland WG. (2003). Project CHARM: An HIV Prevention Program for Adolescent Mothers. *Family & Community Health*, 26(2):94-107.
2. Gottfredson DC, Cook TD, Gardner FEM, Gorman-Smith D, Howe GW, et al. (2015). Standards of Evidence for Efficacy, Effectiveness, and Scale-up Research in Prevention Science: Next Generation. *Prevention Science*, 16 (7), 893–926. Retrieved from [http://www.preventionresearch.org/wp-content/uploads/2011/12/Standards-of-Evidence\\_2015.pdf](http://www.preventionresearch.org/wp-content/uploads/2011/12/Standards-of-Evidence_2015.pdf)