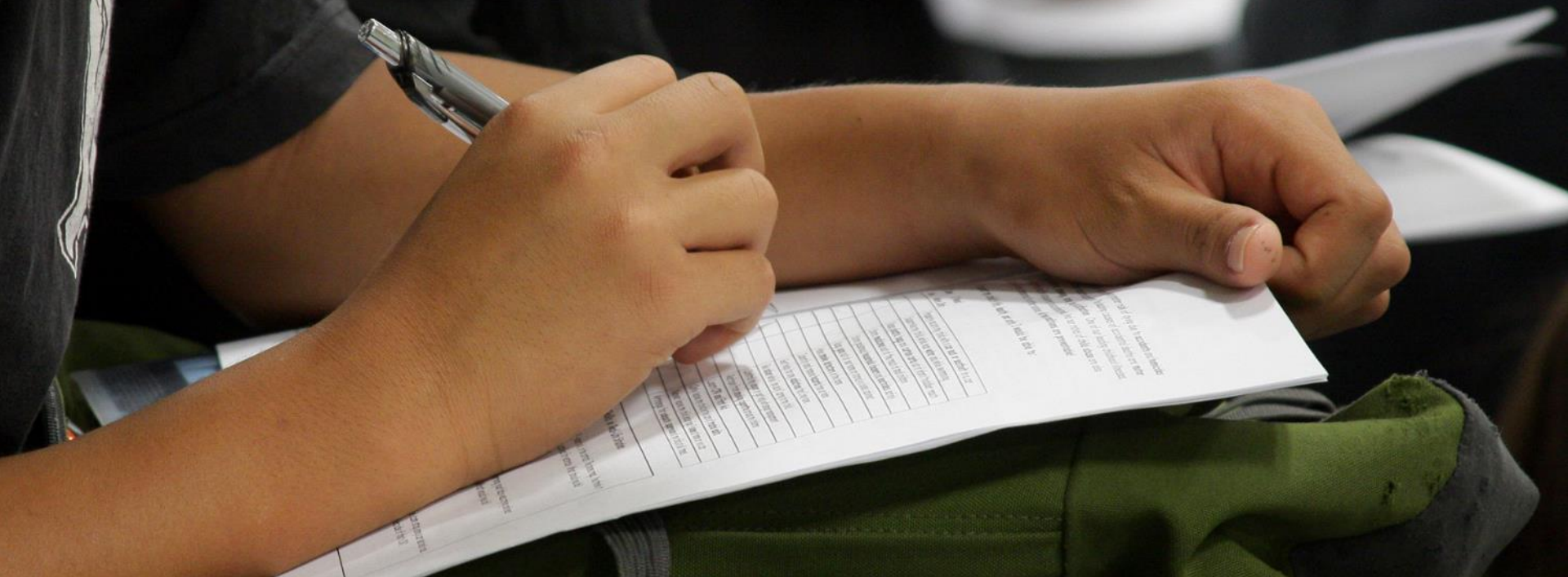


Preparing today's teens, tomorrow's parents



Education for Successful Parenting

Fall 2016

Childhood should be healthy and safe Yet for many it isn't

One-fifth of U.S. children have experienced two or more **Adverse Childhood Experiences**

- Abuse
- Neglect
- Poverty
- Parental divorce
- Domestic violence
- Substance abuse by family member
- Family member's mental illness
- Parent incarcerated



**Child abuse and neglect
is reported for 6 million
children every year.**

(ChildTrends, U.S. Department Health & Human Services)



Education for Successful Parenting

Lasting negative effects

“Adverse Childhood Experiences are a **serious public health issue**” (*Centers for Disease Control*)

These adverse experiences ...



- **Shape a child's development**, affecting physical, intellectual, and emotional wellbeing
- **Cost our country \$80 billion annually** in investigation, treatment, chronic health problems and lost productivity (*Prevent Child Abuse, 2012*)
- **Have long-term consequences**, often lasting a lifetime

And the cycle can continue on to future generations.



A major causal factor



Too many people enter into parenthood insufficiently prepared to care for their children.

Long before a child is conceived, **adolescent choices and behaviors set the stage for an emerging family.**

Parenting education has been arriving too late.



Who needs to be the focus for prevention?

Adolescents ages 13-19

The best time to prepare for parenting ... **is before conception.**

- Form healthy relationships
- Learn about prenatal risks of alcohol, drugs, and nicotine
- Develop capacities to provide for, protect, and nurture a child

The best way to reach a broad population ... **is through education.**

- Inform in a timely way
- Teach in an optimal setting
- Include both males and females

In the U.S. there are 16 million teens. *(U.S. Census Bureau)*



Envision this ...

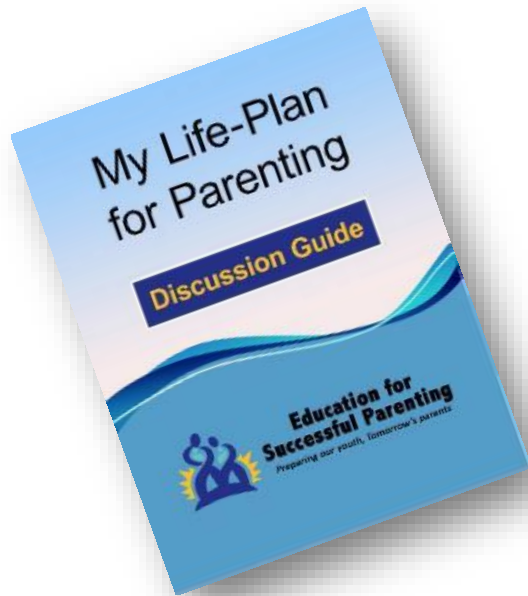
What if all **children** can have a **healthy** beginning with **parents** who are **prepared** to care for them?



Education for Successful Parenting (ESP)

A solid solution

ESP's mission is to improve children's wellbeing by preparing teens for parenting - before they conceive the next generation of children.



For Schools, Families, and Youth Programs

- Instructional materials
- Onsite classes
- Instructor training



Why ESP's approach is innovative

Our Unique Value Proposition

Goal	Traditional Approach	ESP's Approach
Child abuse prevention	Addresses factors after a family is at-risk	ESP prevents factors before a family is at risk
Parenting education	Attendees are already pregnant / parenting, primarily women	ESP reaches teens before they conceive a child, improves quality of early parenting
Maternal health	Health advice is given at first prenatal visit, 9-12 weeks into pregnancy	ESP addresses prenatal risk factors (e.g., alcohol) prior to conception
Family planning	Presents methods to prevent pregnancy	ESP motivates to postpone pregnancy with life-planning
School programs educating teens about family	Elective family science classes reach a subset of primarily female students	ESP's program in health ed classes reaches <u>all</u> male and female students



Teens tell us ESP's impact

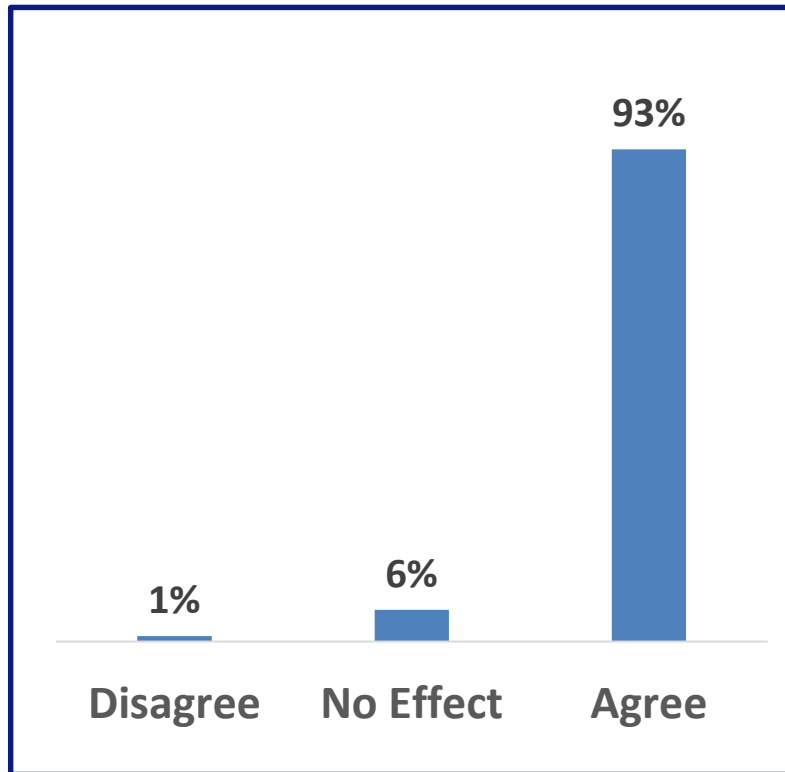
"Here's what I'll do differently..."



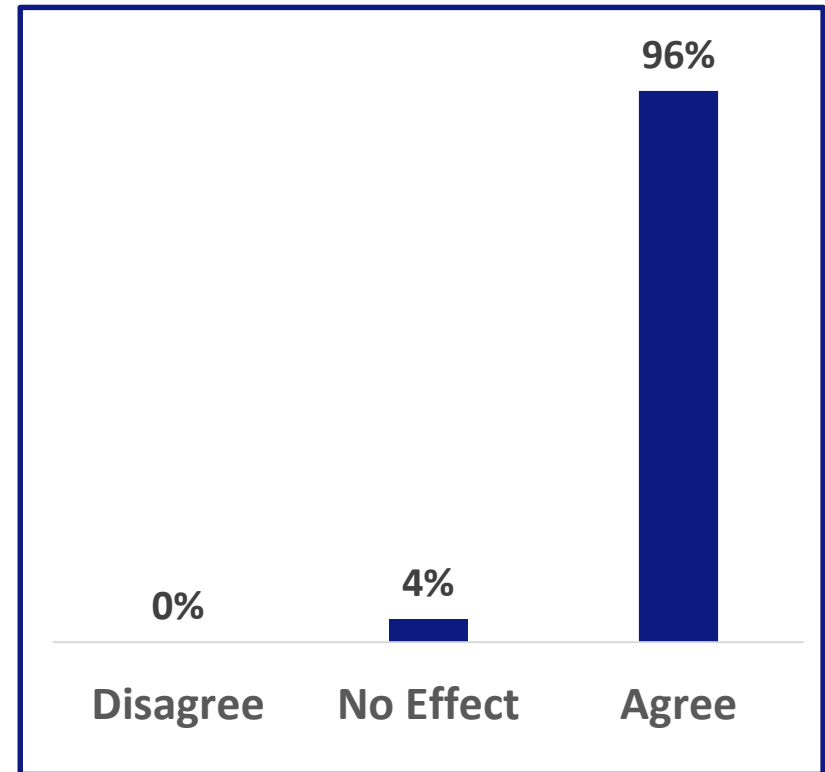
Our measures of success

“As a result of ESP’s program, I feel ...”

Better able to wait to have a child until I am ready for the responsibility



Better able to provide, protect, and nurture a child



1,300 high school students' self-reports on evaluation surveys 2015-2016



Testimonials

Teens

"I liked that they help us now and tell us everything before its too late.

- Female student (16)

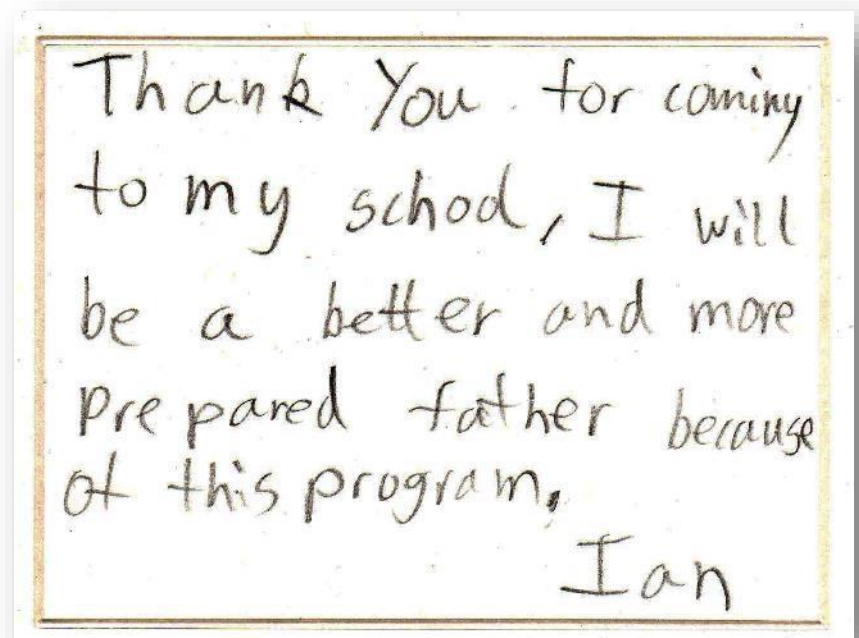
"This ESP program really made me think about my future, and now I understand that it is not a joke to have children." - Male student (16)

Teachers

"I have seen first-hand how ESP's program has helped so many kids make good decisions." – Suzan Guba, Buena Park High School

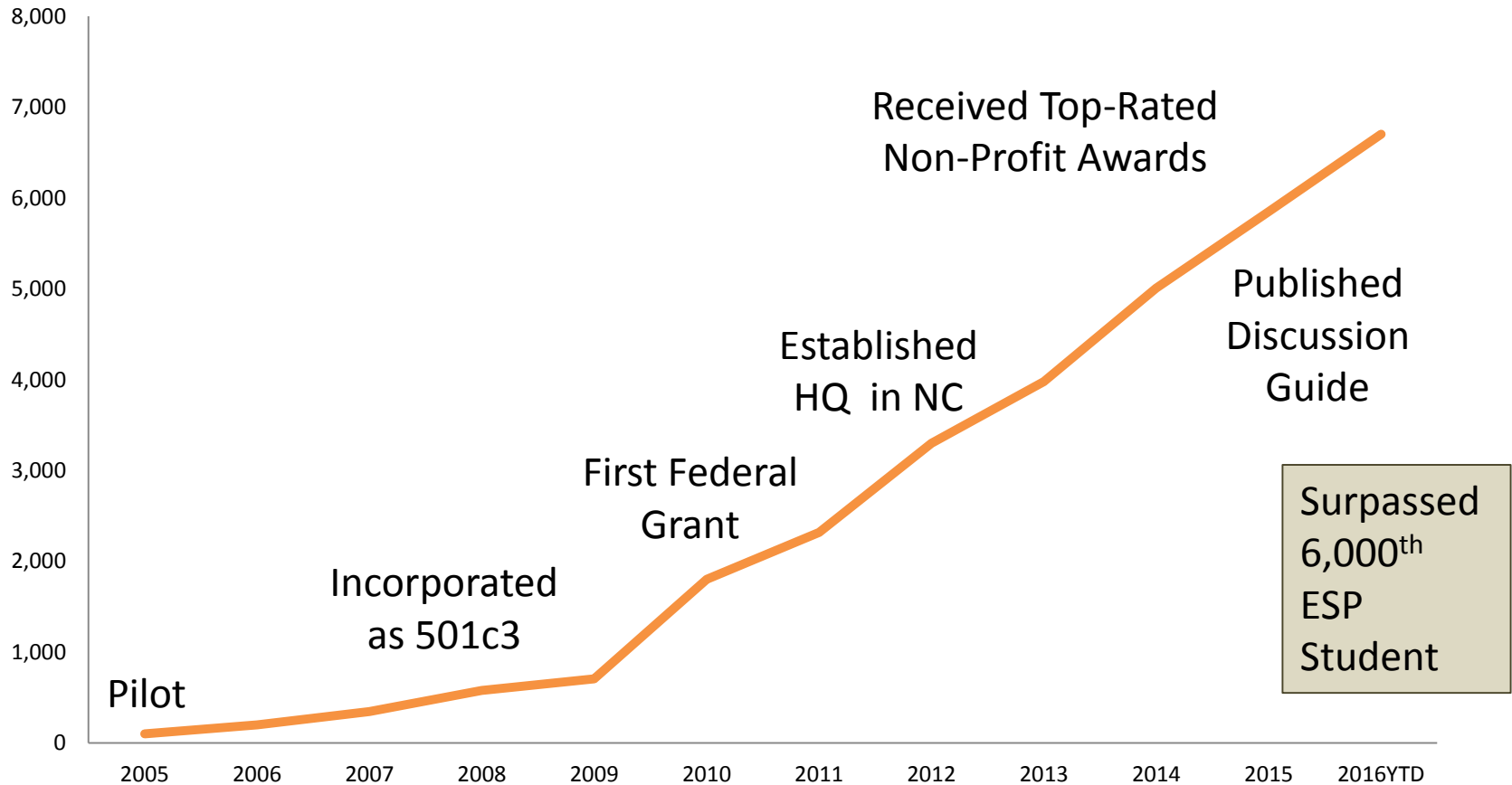
Parents

"I wish all schools would make this a mandatory program." – Marti Eisenberg



Number of teens ESP has instructed

Cumulative Teens Taught



How ESP is funded?

By caring hearts.



**Individual Donors
and Corporate
Matching Gifts**



**Federal and
Private Grants**



**Curriculum Sales &
Training**



**Fees for
Instruction**

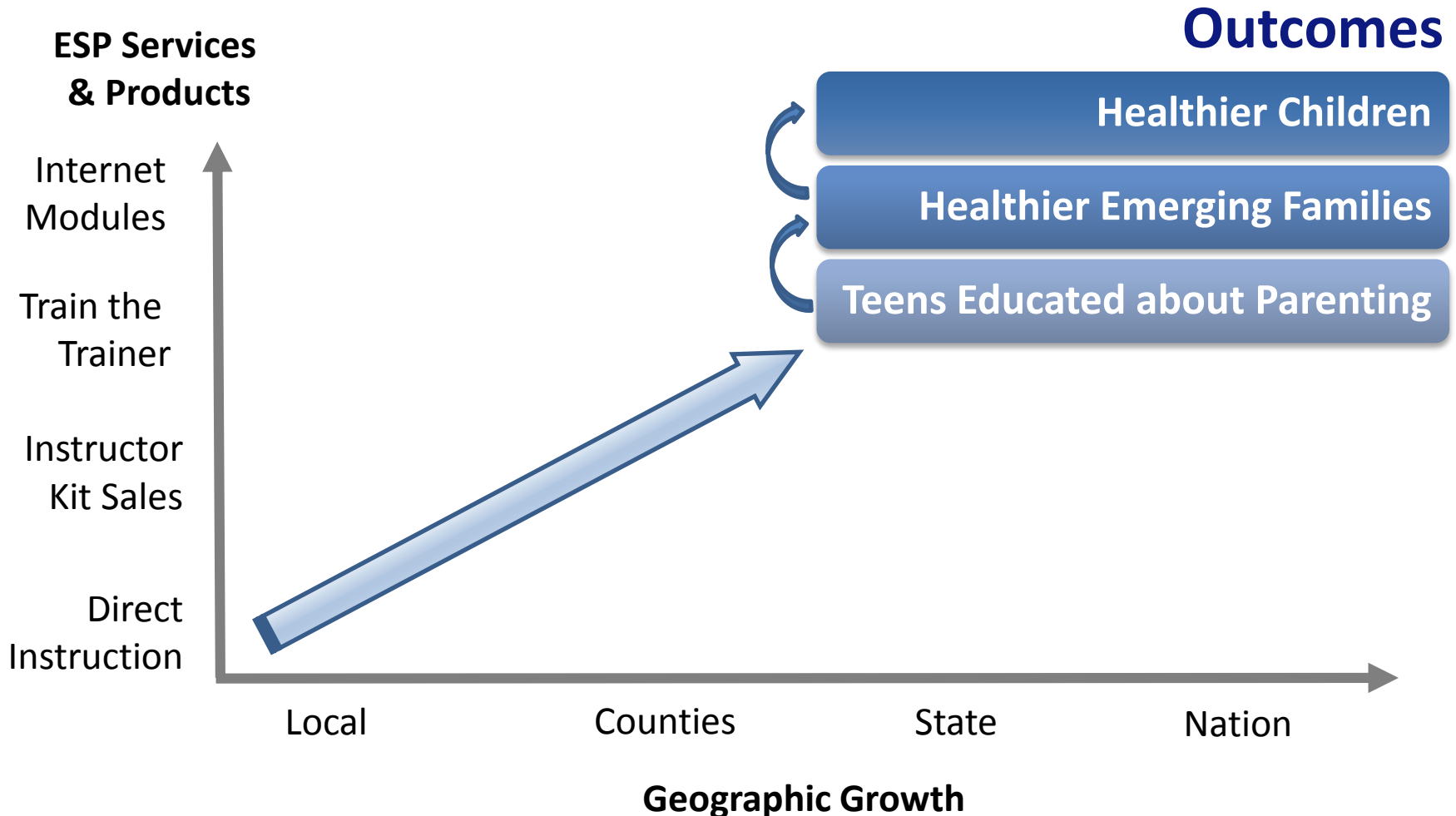
ESP revenue sources 2008 - 2016



Education for Successful Parenting

ESP's Strategic Plan

Educate more teens

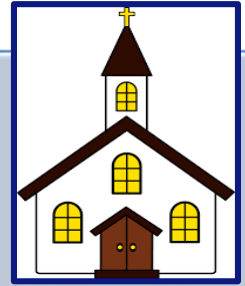


The ways ESP will grow

Reaching more teens in more places



**Public
Schools**



**Private
Schools**



**Home
Schools**



**Juvenile
Justice**



**Parents of
Teens**



**Residential
Programs**

To prepare teens for their future roles as parents



ESP's Board

Meet some of our directors

Experts in law, finance, public health, education, business, marketing



Julie Brown
Fidelity Charitable
Sr. Marketing Manager



Dan Porper
Wyrick Robbins
Yates & Ponton LLP
Partner - Attorney



Randi Rubenstein
Education for Successful Parenting
Founder / CEO



Doug Fedich
Align Technologies
Dir. North America Finance



Bret Greene
Highwoods Properties
Asset Manager



Education for Successful Parenting

ESP's Staff

Meet some of our instructors & volunteers



Maria Barragan
Instructor

MSW from University
of Southern California



Tara Baker
Instructor

MS Youth Devt.
NC State University



Natalie Green
High school intern

Former ESP student



Sheri Little
Instructor

M.A. Public Health Educ.
Eastern Carolina University



Ren Wiles, Jr.
Instructional Aide

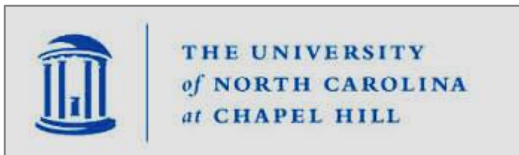
College student
Former ESP student

ESP's outstanding professionals



Education for Successful Parenting

Our community supporters include...



Education for Successful Parenting

How your investment will be utilized



... to educate **MANY** more teens

- ESP will provide *My Life-Plan for Parenting* workbooks and Discussion Guides to more schools and youth programs
- ESP will train more teachers in the *Healthy Foundations for Future Families* program
- ESP will develop digital curriculum for Internet access and exponential growth

Together we can create better beginnings for all children



Education for Successful Parenting

Will you join us?

Preparing today's teens, tomorrow's parents

Education for Successful Parenting (ESP)

Raleigh, NC • Los Angeles, CA

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Phone: (949) 646-6016

Website: www.eduparents.org



Your Gift Makes This Possible



Education for Successful Parenting