

Education

CHILD WATCH

By Marian Wright Edelman

President

Children's Defense Fund

"A New Approach" to Teen Sexuality

"What should I tell my adolescent son about sex? asks the mother of a 13-year-old son.

"How can I talk to my parents about what is bothering me?" asks a 15-year-old boy.

Embarrassment and confusion are keeping too many parents and children from discussing sex. Parents are often afraid that opening the subject will encourage their children to become sexually active. Teens are afraid that parents will disapprove or punish them if they express any interest in their developing sexuality. The results: ignorance, a major contributor to high teen pregnancy rates.

Families need "a new attitude and a new approach," says Christine Bond, a Boston health educator who works with teens and their families. Bond and Claradine Moore-James are co-directors of We're Educators with a Touch of Class (WEATOC), a health education program designed to get families talking about teen sexuality. "We believe that if we address adolescent

sexuality as a family issue, train youth and parents effectively and consistently, that they will pass the information on to each other and their peers in a way that is natural and accepted," they say.

WEATOC gives both youth (ages 8-21) and adults the fact they need about human reproduction, sexually transmitted infections, birth control, and sexual responsibility. They encourage teens to get involved in counseling other teens about important issues in their lives.

The group also sends its message widely (and entertainingly) through its teen theatre. The teenage WEATOC members collectively create and perform a one-hour show made up of brief skits on such topics as sexuality, self-esteem, birth control, and parent-child communication. In one such skit, "You're Not Listening," two girls comically and accurately portray a mother and daughter who are talking past each other. When the daughter brings up birth

control, the mother immediately asks "are you having sex?"

WEATOC has made a difference for many of the 35 primarily minority teens who have joined. The co-directors describe one eight-year-old girl who seemed shy when she first joined, but then wrote a skit about peer pressure to use drugs. Emily Pinkney, a former member, recently spoke at a national conference about her pride in being a "peer role model," and the importance of relationships with parents and friends. None of the current or former members of the program has become pregnant.

"It's very often the uninformed adolescent that gets into trouble," warns Christine Bond. Her work shows us one important way we can help our children to stay out of trouble: by making sure they get the information they need to become sexually responsible. To learn more about this program, contact WEATOC, 26 Crawford Street, Dorchester, MA 02120, 617-626-0221.

Senate Approves Higher Education Act Reauthorization — Bill Includes 'The Black College Act'

On June 3rd the U.S. Senate passed S. 1965, the Higher Education Act amendment of 1985 by a landslide vote of 93-1. Senator Jesse Helms, (R-NC.), voted against the measure after withdrawing his amendment to restrict the use of court-ordered busing to achieve racial integration. The Senate will now go to conference with the House whose floor-passed legislation, H.R. 3700 is very similar to the Senate's.

Institutional Aid — 'The Black College Act'

Title III, Institutional Aid commonly known as the "Black College Act," was maintained in the Senate legislation. This is quite a victory for historically Black Colleges and Universities. For the first time, the Federal Government has acknowledged its

responsibility to Black higher education by approving a ten-year direct grant program for our nations' historically institutions. With this legislation, UNCF institutions will no longer "graduate" from the program and lose their funding but continue to receive federal assistance. This is a program UNCF has advocated for many years. Government Affairs would like to thank everyone for helping us work with Congress to reach this goal.

Student Assistance

A major amendment introduced by Senate majority leader, Robert Dole (R-Kansas) would reduce the overall funding level for the bill by \$226 million. Senator Dole stated that this amendment would bring the bill into conformity with the requirements of the Reagan Admin-

istration.

Authorization Levels

The House bill, H.R. 3700, passed late last year, would authorize \$10.5 billion for higher education programs in fiscal 1987, compared to \$9.6 billion in the Senate bill, S. 1965. Both bills, due because of the Gramm-Rudman are lower than the fiscal 1986 authorization level of \$11.9 billion.

Annual GSL Limitations

To assist in the rising costs on the college campuses, the Senate bill would increase the GSL loan limits for freshmen and sophomores to \$3,000, while the House package would keep the limit at \$2,500 for those students to cut costs of the GSL program, since most loan defaulters leave school after their freshman or sophomore year.

Pepsi-Cola Announces \$150,000 Program For Black Colleges and Universities

PURCHASE, N.Y. — Pepsi-Cola USA announced a unique \$150,000 incentive program for historically black colleges and universities during the National Association for Equal Opportunity in Higher Education (NAFEO) convention, attended by more than 2,000 representatives in Washington, D.C., on April 9-13.

This incentive program caps a long-term commitment by Pepsi-Cola to this country's black institutions. Last year, in conjunction with NAFEO, Pepsi-Cola USA sponsored two sessions of marketing education seminars for presidents/chancellors and admissions/development officers of historically black colleges and universities to

help them more effectively market their institutions in a changing, and increasingly competitive, academic marketplace.

"There's no question of the need for historically black colleges and universities in this country," said Roger Enrico, president and chief executive officer of Pepsi-Cola USA. "However, we believe that these institutions need to do more to communicate their traditional assets and unique competitive advantages so as to ensure their survival."

The primary goal of the seminar series, thus, was to encourage the participating schools to develop and execute effective marketing programs, according to John Moorhead, Pepsi-Cola USA vice president-public affairs, who announced the

\$150,000 awards program in Washington, D.C., during the NAFEO convention "To survive, these institutions must clearly define and promote themselves, and we want to provide an incentive to support that effort."

The Pepsi-Cola program is open to all 114 NAFEO member schools, each of which is invited to submit a marketing plan between now and September 15, 1986. The plans will then be evaluated by a panel, which will include Pepsi-Cola marketing executives as well as consultants from Game Plan Inc. and Sherbrook Associates. The awards will be allocated as follows: general fund to be allocated by NAFEO, \$50,000; first prize, \$50,000; second prize, \$15,000; third prize, \$10,000; and fourth through eighth prizes, \$5,000 each.

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