



2024

ANNUAL REPORT

Our mission is to equip young people with information, skills, and support to make thoughtful choices about their relationships and sexual health throughout their lives.

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🌐 health-connected.org

🌐 lets-talk.how



WE EMPOWER YOUNG PEOPLE

Health Connected is a 501(c)(3) non-profit organization based in East Palo Alto, dedicated to empowering young people to make informed decisions about their sexual health and relationships. Each year, we reach over 18,000 students, parents, and educators in California through three distinct programs: Youth Services, Parent Services, and Training and Technical Assistance.

We believe talking about sexual health should be an ongoing conversation, not a one-time event. That's why we blend medically accurate information with an interactive and non-judgmental approach to learning.

We work with families from all cultural, ethnic, and religious backgrounds to ensure that everyone feels comfortable participating in our programs.

Our goal is not just to provide information, but to help students develop the confidence, introspection, and decision-making skills they need to apply that information to their lives, now and in the future. After participating in our programs, we aim for young people to feel empowered and equipped with the information, skills, and support to make thoughtful choices about their sexual health and relationships.

EXECUTIVE DIRECTOR'S LETTER

Dear Health Connected Supporters,

This past year marked several important firsts for our organization. We initiated our first five-year evidence-based study to evaluate the effectiveness of our Teen Talk Refresher program in improving student outcomes. Additionally, we have launched our first year-long partnership with another nonprofit organization, My Digital Tat2, to co-create a curriculum that empowers guardians and caregivers to engage their children in discussions about 21st-century technology, the role of social media, and navigating the mental health challenges associated with it. Lastly, we have revamped our 'Adapted for All Abilities' curriculum, focusing on differentiation to ensure that students of all abilities have access to comprehensive health education.

Many schools seek our professional expertise to engage students in these

critical topics. We cover essential subjects like consent, communication, and respect, foundational for forming healthy and respectful relationships.

These critical skills need to be taught throughout a student's educational journey, and schools have turned to Health Connected to bridge this gap. To meet this growing demand, we have expanded our training and educator teams, reaching over 2,000 adults and 12,000 students, respectively. The feedback from our district partners has been overwhelmingly positive, a testament to our impact as we continue to forge deep and long-lasting relationships.

We have updated our organizational values to **Agency, Equity, Connection, Growth, and Curiosity**. These values guide our commitment to fostering knowledge, respect, and inclusivity. Each value reflects our dedication to creating a supportive environment for all, ensuring that

CORE VALUES



AGENCY



EQUITY



CONNECTION



GROWTH



CURIOSITY

EXECUTIVE DIRECTOR'S LETTER



every young person has the tools to make informed decisions now and in the future.

After nine months of feedback sessions with our board, staff, and various community stakeholders, we have finalized and board-approved our strategic plan for 2024-2027.

We are incredibly excited to focus on the following areas over the next three years: being the best-in-class

experience, ensuring access and equity, and investing in sustainable growth. With these three key areas at the forefront, we are creating plans to ensure our organization equips students with the skills, knowledge, and support to understand and advocate for their health this year and beyond.

Thank you for your continued support.

Steadfast in work,

A handwritten signature in blue ink, appearing to read 'Alex Leenatali'.



**ALEX
LEENATALI**

Executive Director

STUDENT IMPACT

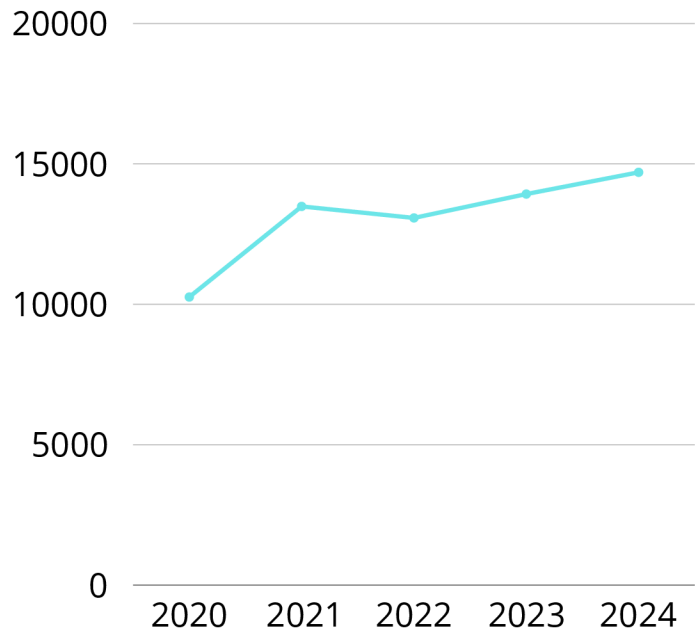
+5.56%

enrollment increase
since last school year



Student Enrollment

STATISTICS



KNOWLEDGE GAINS

+69%

Puberty
Talk

"After participating in the Puberty Talk course I will talk to my parents or guardian about what is happening with my body because **Puberty Talk made me feel comfortable talking** about that information." - 5th grade student

+101%

Teen Talk
Middle
School

"It was interesting to learn about the different birth control methods that exist. **I never knew there were so many**, and seeing how they differed was interesting." - 8th grade student

+39%

Teen Talk
High
School

"My favorite part of the course was when we were given life situations of asking consent from other people. Through life, **it's important to ask others' consent**.... You have to look at the person's body language and how they answered the question." - 9th grade student

REVENUE HIGHLIGHTS

last year's

REVENUE



Contributions	\$1,103,563
Program Fees	\$792,975
Training & Workshops	\$296,565
Curriculum Sales	\$194,890
Misc Revenue	\$234,186

+15.8%

revenue growth



Health Connected achieved notable financial growth this year, driven primarily by newly secured government grants. Coupled with our consistent revenue streams from youth service contracts, provider trainings, parent education services, and curriculum sales, our total earnings reached nearly \$2.4 million. This represents a significant increase compared to the previous year, underscoring the rising demand for our services and the effectiveness of our programs. This financial progress reflects not only the expansion of our programmatic impact but also the trust and confidence our partners place in our mission.

EXPENDITURE BREAKDOWN

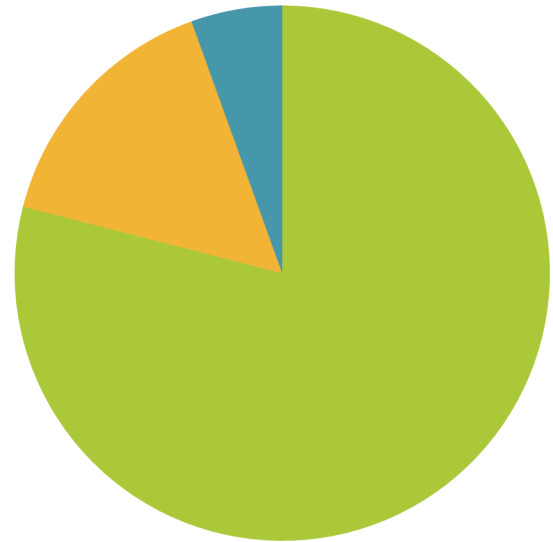
+8.8%

expense increase



last year's

EXPENSES



Programs	\$1,738,298
Fundraising	\$121,076
Misc Expenses	\$340,861

Unlike last year, which saw a significant 53.8% increase in expenses to support expanded outreach, this year we focused on optimizing expenditures to sustain steady growth. Program-related fees remained our largest expense, underscoring our commitment to delivering top-tier services. Through strategic adjustments, we ensured that every dollar spent directly supported our mission. As a result, our total expenses exceeded \$2.2 million, reflecting a balanced approach to growth and aligning our financial strategies with long-term sustainability goals.

CURRICULUM HIGHLIGHTS

Highlights from 2023-2024

Health Connected made significant advancements in its curriculum offerings to better serve students with diverse needs and backgrounds. Last October, we launched an all-new edition of Teen Talk Middle School centered around gamified learning, designed to help younger teens retain important sexual health information through interactive play and movement. The curriculum features engaging activities such as a choose-your-own-adventure story game, pregnancy puzzles, a condom steps relay race, and a birth control 'pop-up' quiz. The update includes scenarios and discussion prompts that highlight diverse representations of gender identities, relationships, abilities, backgrounds, and cultural perspectives. To enhance the delivery of these dynamic activities, we provide new comprehensive slides, printables, and instructor guides, all designed to be accessible and impactful.

In June, we updated the Teen Talk High School Refresher course, thanks to a federal grant from the Office of Population Affairs. The redesigned course emphasizes rights-based learning, preparing older teens to understand and advocate for their health rights and responsibilities. The new version includes guidance on accessing healthcare and self-advocacy,

empowering students to navigate healthcare settings with confidence. Additionally, the course explores the impacts of media, particularly social media and pornography on misconceptions of sexual and romantic relationships. It provides historical context on key social, racial, and reproductive justice issues, connecting past injustices with current legal protections. Teen Talk High School Refresher includes updated slides, printables, and instructor guides.

Looking Ahead

We are excited about the upcoming winter 2024 update of our Teen Talk Adapted for All Abilities (AAA) curricula. This new version prioritizes accessibility and inclusivity, incorporating visual, auditory, tactile, and kinesthetic learning approaches to engage students with diverse learning needs. It includes core lessons from our Puberty Talk for grades 5 and 6 and Teen Talk for grades 7 through 12, designed for students requiring significant learning support and simplified instruction. This update will empower educators to tailor activities so that all learners can fully participate. We are excited to release updated comprehensive slides, printables, and instructor guides to provide structure and consistency, while also allowing flexibility for implementing custom lesson plans.

ADVANCING EQUITY & INCLUSION

BUILDING INCLUSIVE CURRICULA

Surveys were regularly administered to over 10,000 students, along with 400 families and 300 trained providers, to assess knowledge, comfort, and satisfaction with our Direct Instruction programs. The insights gained informed the development of targeted action plans to address feedback and improve program effectiveness.

A cross-analysis of student survey results by race/ethnicity revealed lower scores among students who completed the Spanish version of the survey. In response, we recommended and successfully hired additional bilingual educators to support Spanish-language instruction.

Lastly, a thorough assessment ensured that survey questions aligned with health education standards and curriculum goals. We incorporated Diversity, Equity, Inclusion, and Justice (DEIJ) strategies into the development of updated survey questions, which will be implemented in the 2024-2025 school year to enhance our evaluation of student, family, and provider services.

MEASURING OUR IMPACT

While our focus in FY24 was on

delivering updated and impactful curricula, we remained steadfast in our commitment to DEIJ. We aligned our course content with national sexuality standards and incorporated social justice approaches to ensure that our educational materials reflected the diverse identities and backgrounds of the communities we serve. Our ongoing efforts to improve content accessibility and inclusivity ensured that all students, regardless of their learning abilities, could fully participate in and benefit from our programs.



FOSTERING EMPLOYEE SUPPORT

At Health Connected, we invest in our team through key initiatives like the Professional Development Learning Program (PDLP) stipend, which supports skill enhancement, and a wellness stipend to help promote healthy lifestyles. Additionally, Quarterly Culture Surveys help us continually improve our workplace by gathering and acting on employee feedback.

OUR 2023-2024 TEAM

As we reflect on our last fiscal year, we extend our deepest gratitude to our dedicated staff, both current and former, whose passion and hard work have driven our success. We also appreciate our Board of Directors and Medical Advisory Council for their unwavering support and invaluable expertise, which have guided us through another year of impactful work.

Staff

Sandra Allen	Nina Havivi	Katie Reeder
Laine Carlsness	Momo Hoshi	Perryn Reis
Sara Cisneros	DaShanna Miles	Arjun Sheth
Julia Cunningham	Julia Laden	Cyril So
Josie Dipaola	Jimena Lara	Vivek Tanna
Hannah Freeland	Alexandria LeeNatali	L. Teasley
Yovanna Gonazlez	Hannah Lopez	Steven Tsujisaka
Kehau Gunderson	Ruth Oppenheimer	Amanda Wucher-
Milania Harris	DeAnna Quan	Onorato

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Marla Becker
Jennifer Booker
Jennifer Fine
David Foster
David Garcia Ortiz
Claudia Gil
Jessica Rosenberg
Thea Runyan

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Cathy Gale, RN, BSN
Inge Hansen, PsyD
Melissa Kelley, MA, LMFT
Ramsey Khasho, PsyD
Anne Liu, MD
Anjali Rao, MD, MPH
Niki Saxena, MD, MS, MBA
Martha Simmons, MD, PhD

