



THE BRUTAL TRUTH PROJECT

PROJECT SUMMARY:

AVANCE-Houston, a non-profit organization with thirty-five years of experience providing parenting education and family support services is at an exciting point in its growth. As we serve more families, we must add innovative components and meaningful, educational resources to our programs in order to cope with today's economic growth and to preserve our competitiveness in the Houston area. The Brutal Truth Project is an important part of its growth. The project is particularly suited to AVANCE due to its preventative emphases, its research-based curriculum, and the style and expertise with which the critical message of behavioral change is delivered.

The Brutal Truth project features an empowering documentary, *The Brutal Truth: Protecting the Family from Violence*, which was broadcast on PBS in April and in November 2006, and is now available in English and Spanish for use in the classrooms. In addition, the project comes with a *Building Together Curriculum* with training materials and team-building exercises to be used in the classroom by teachers, professionals, school stakeholders and parents. The curriculum covers topics very related to the AVANCE Parenting Curriculum such as Good Parenting, Shaken Baby, Abuse & Neglect, Sexual Abuse, Bullying and Self-Esteem.

AVANCE-Houston in collaboration with Dr. Keith Robinson and Carrie Wolliver, producers and writers of the Brutal Truth DVD and curriculum materials have completed the following objectives:

- Bring awareness of the aspects of family violence issues by introducing the Brutal Truth Video as a teaching tool to 200 Head Start parents in English and Spanish at the AVANCE Head Start Conference in April 2008. This workshop had the best participation and parents evaluations indicated a highly favorable response. The parents asked that we spend more time on this.
- Trained Head Start Center Administrators, the Center Assistants and Senior Directors on the use of the Brutal Truth Project and collected feedback to be used in the development of handouts, surveys and other training materials in order to train the parents in the future. The AVANCE staff has been afforded a total of 16 training hours by Dr. Keith Robinson. The training sessions have provided us feedback information relevant for the implementation of the project at the centers/sites.

- The next staff training will be in October 28th, 2008 at the Houston Community College Building at the Main Campus from 8-5 PM. This will be an intense train the trainer session.
- AVANCE staff will recommend how the material fits into the Parent Child Programs, Healthy Marriage Programs and Fatherhood Programs.
- The Brutal Truth video has been translated into Spanish to accommodate the needs of the Spanish-speaking population served.
- AVANCE will implement an extensive training program for parents at various neighborhood communities using AVANCE centers.

AVANCE-Houston will continue working to meet the remaining objectives:

- Implement the project on a trial basis at the centers/sites and collect feedback from participating staff and parents. The presentations/workshops for the parents are projected to start in February 2010.
- Develop training handouts, surveys, pre-post tests and other training materials for the parents. The training materials are projected to be ready for use and distribution at the end of November 2009.
- Translate the training materials in Spanish. The translation of the training materials will be completed and printed in December 2009.

Surveys will be developed individually for the AVANCE programs in order to meet the program/participants needs. Many of the programs will adapt the CORE Parenting Survey Form and use it respectively in each of the programs. The language to be used in the survey questions will be clear and concise. The survey questionnaires will be designed to be short and attractive, parent-friendly and relevant to participants needs. The survey forms will be developed in English and Spanish to ensure participation and accuracy. The surveys will be completed by the participants in January which is the date we are expecting to start implementing the Brutal Truth Project for our participants at the centers/sites.

We are expecting to serve a total of 1914 parents in the Head Start and Early Head Start Programs. Participants' composition is comprised of the followings:

- **67% Hispanic origin**
- **31% African-American origin**
- **1 % Caucasian**
- **1 % Other**

A total of 97% of the population that we are expecting to serve are women. Only 3% of the population is comprised of males.

Upon success of the project, AVANCE-Houston will implement Brutal Truth within our Parent & Child Education Program and support services and will work together with Brutal Truth Producers to disseminate project results through respective websites, media venues and marketing approaches used by the Marketing and Consultation Services department.

A highlight of the project is its potential in the future as a source of revenue that could pay great dividends providing leadership training, expert coaching in family violence prevention and continuing education in family prevention best practices. Please refer to the attached list of organizations in the greater Houston area targeted to receive training and copies of the Brutal Truth: Protecting the Family from Violence DVD's with accompanying training guides:

AGENCY NAME	DATES
Community Family Centers, Inc.	Summer 2010
ESCAPE Family Resource Center	
Family Services of Greater Houston	
Healthy Families Initiatives	
Houston Area Urban League	
Houston Area Women's Center	
Montrose Counseling Services	
Star of Hope	
Volunteers of America	