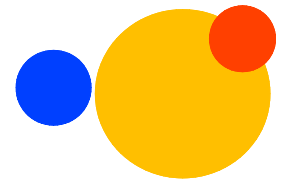


**Organization:** Alamance County Health Department Teen Outreach Program**County:** Alamance**Address:** 319 North Graham-Hopedale Rd., Ste. B  
Burlington, N.C. 27217**Phone:** 336-513-5570**Website:** <http://www.alamance-nc.com/departments-a-z/health/programs-and-services/>**Project:** Event/Mother and Daughter Walkathon***\*\*Below are excerpts from their final report\*\****

**About the Project:** The Teen Outreach Program (TOP), in collaboration with the Alamance County Health Department, Adolescent Health Partnership, and Healthy Mothers Healthy Babies Coalition of Alamance County, hosted a Mother N' Daughter Walk-A-Thon at Bill Cooke Park in Graham on Saturday, May 2, 2009 from 11:00 a.m. to 1:00 p.m. To coincide with this event and to recognize National Teen Pregnancy Prevention Month, one of our community partners was able to purchase billboards to be posted throughout Alamance County to focus on parent child communication. Advertisements about the event were posted in the community, distributed out in three of our local middle schools, and printed in magazines, and newspapers. In addition, we were also able to purchase yard signs that were placed in areas throughout Alamance County, including our three locally identified at-risk middle schools, to promote the Mother N' Daughter Walk-A-Thon.

The Mother N' Daughter Walk-A-Thon reached 25 teams of daughters and mothers/caregivers, serving a total of 50 participants, which was a 50% increase in attendance from the previous year. In addition, we were also able to serve both English and Spanish-speaking persons due in part to one of our community partners who provided translation (of our documents) and interpretation services at the event. This was beneficial because several mothers who only spoke Spanish attended the event.

Participants were greeted by community partners and received Walk-A-Thon t-shirts and scavenger hunt questions (i.e. questions regarding puberty, self-esteem, making good choices, exercise, infant mortality, smoking, and HIV/STDs). Participants walked the half mile trail which had informational signs posted with answers to the scavenger hunt questions along the path. Mothers and their daughters had to match the answers with the questions they had received during registration. This gave them an opportunity to talk about some difficult topics in a supportive environment. The walking path led the participants to a park shelter where the mothers and daughters had an opportunity to talk with community resources that could offer confidential one-on-one information. To conclude the event, the mothers and daughters were provided a healthy lunch and door prizes were given away. Some of the door prizes given away were Mother N' Daughter pedicures, manicures, restaurant coupons, gift cards, movie passes, and self-pampering kits. All of this was aimed at sustaining an increase in Mother N' Daughter communication and bonding beyond this event.



**Successes:** The Mother N' Daughter Walk-A-Thon provided information in a format that allowed an opportunity for mothers and their daughters to make a first step towards increasing communication about sensitive issues. The event also provided participants with accurate information in a non-threatening way, which helped to establish a solid base for increased parent and child communication among participants. Not only did participants learn new facts, but they were given hands-on practice in discussing issues openly. Community partners reported that during their conversations with the Mother N' Daughter Walk-A-Thon participants, they heard many positive comments about the event. Some of the comments included participants being very thankful that the event was held; that they had learned something new; and that the event helped them learn how to better communicate with their child.

