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**Pure & Simple in Transition...
and Focused on Serving Youth and Parents in 2011!**

By Sandy Pickert, RN, MPH, BSN, FNP, Executive Director

It's hard to believe that the year is about to come to a close and 2011 is on the horizon! This has been a year packed with activity and changes for Pure & Simple Health Education, Inc.

- We served a total of 13,365 unduplicated individuals, including 6,880 youth ages 12 to 18 with at least one hour of abstinence education instruction.
- Our 8 episode *Pure & Simple Choice I* curriculum was presented to 1,645 youth in a wide variety of settings including public and parochial in-school and after-school programs, faith-based youth groups, community centers, and social service agencies serving high risk youth.
- Lack of grant support has forced changes - staff has been reduced
- Our doors are still open and we are still providing education to teens for healthy decision-making from a prevention perspective and empowering parents to set boundaries and communicate their expectations to their children.
- Our 3rd annual fundraiser, "Change Is Not By Chance", on November 13th was well attended by parents, educators, local and state public officials, and many other Pure & Simple friends and supporters, including teens.

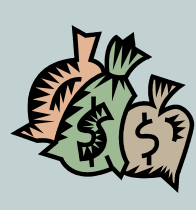
We are able to sustain our services for the time being, but not indefinitely without YOUR support and prayers. A positive return on investment is important to those who donate their time and resources. Take a look below at the difference your investment in Pure & Simple Health Education, Inc. makes in the future of today's youth and for our community. As the saying goes, "an ounce of prevention is worth a pound of cure". Thanks to all of you who have supported us along the way with volunteering your time and talent and for donations of your treasure. We have and will continue to be good stewards of your gifts! May God bless you and yours throughout this season of Advent and Christmas with peace and the joy of the season, and may you be blessed in the new year!

DID YOU KNOW?

Costs of teen high risk behavior:

- **Pregnancy/childbirth costs include \$10,500 for a normal delivery and \$14,900 for a C-section**
- **STD treatment costs \$4,000 per incident and \$29,600/year for HIV/AIDS ARV drugs**
- **High school dropout minimum lifetime state and federal tax loss is \$172,500**
- **Teen in poverty costs—income support \$16,500/yr, nutrition (WIC & food stamps)—\$14,600/yr, health (Medicaid) \$19,000/yr, social services—\$18,800/yr, housing—\$7,000/yr**
- **Teen alcohol related auto accidents—\$260,000/accident, alcohol treatment—\$16,000/occurrence**

Pure & Simple Health Education, Inc. changes teens' lives AND saves Kansas taxpayers millions of dollars that otherwise would be needed to treat consequences of unhealthy choices.



Pure & Simple Return on Investment:

- **1,645 Pure & Simple Choice teen participants, cost \$91.92/student for 8 sessions, \$151,208 total program cost/year**
- **\$193,612 savings from STD treatments/medications avoided**
- **\$277,775 savings from violence of attempted suicide & intimate partner violence avoided**
- **\$24,514 savings from costs related to underage drinking**
- **\$249,716 savings from teen pregnancies including abortion, miscarriage, or delivery avoided**
- **\$2,837,889 tax revenue gains from teens achieving high school diploma**
- **\$12,571,191 savings from avoidance of public costs associated with supporting teen mothers**
- **\$16,154,698 total savings/year** from the above effects

TIME OUT!



Give us an hour and get to know us and our mission that no other organization can claim. Take "time out" from to join us for lunch or refreshments and discover what's happening at Pure & Simple Health Education, Inc. Please contact Rhonda at (316) 688-0840 or by e-mail: rhonda@abstainpureandsimple.org so we can prepare for your arrival.

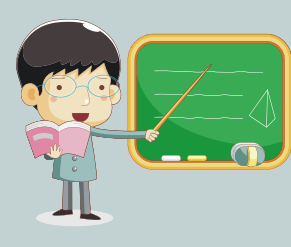
The December-January TIME OUT TOUR schedule is:

- Thursday, December 16 from 5 to 6 p.m.**
- Tuesday, January 11, Noon to 1 p.m.**
- Thursday, January 27, from 5 to 6 p.m.**

We also offer portable "tour in a box" opportunities where we will come to your home, local community, civic, or faith-based group—ideal over lunch or anytime!

**Pure & Simple Choice: SMART curriculum training
(Social, Moral, Ageless, Responsible Thinker)**

For teachers, parents and caregivers of children with learning disabilities



- Choose a Saturday—9am-1:30pm
- January 8
 - January 29
 - February 5

Location: Pure & Simple Health Education, Inc. office at
3301 W 13th St N, Wichita, KS

Curriculum package with training for two persons: \$250 (package contains High School and Middle School DVD versions with two Instructor books, training for two persons with certificates of attendance)

Training for one person with one Instructor book and certificate only: \$70

Continuing Education credit available.

Scholarships available. All materials can be purchased separately. Call Rhonda in the office (316) 688-0840 for more information or to register.

Let's SHOP ...



...earn **CASH** back ...

... and support **Pure & Simple**
Health Education, Inc.



This exciting, new fundraising program allows you to shop at Target, Walmart, Best Buy and many more. As you shop, Pure & Simple receives royalties and you earn up to 35% cash back on qualified purchases. You also earn 0.5% cash back on purchases of everyone you refer to our website.

- Ways to shop** 1) www.abstainpureandsimple.org and link to shop.abstainpureandsimple.org
 2) go directly to shop.abstainpureandsimple.org and shop!

Register as a Preferred Customer

- Click "Sign In" in the upper right hand corner
- Select the "No I am a new customer" option
- Follow the prompts
- Use "savesex@abstainpureandsimple.org" for email referral
- You are now eligible to earn up to 35% on qualified purchases

Go Shopping

- Use the search box at the top of the screen to find a specific item or type of product you're looking for
- Use Shop Partners to find a specific partner like Target or Walmart
- Use "Shop All Departments" to shop via category
- Use Hot Deals to find special deals and coupons to save even more money (*Set up toolbar*)
- Look for the **cashback** icon to find out exactly how much cash back you'll earn from purchases made from that store or on a particular product

"CHANGE IS NOT BY CHANCE"

2010 Fundraiser Event

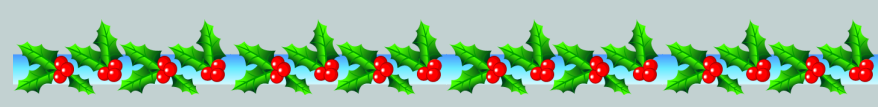


Having teens and adults in attendance made it a great event!

From the Pure & Simple Staff

Merry Christmas and a very happy **New Year!**

The office will be closed Dec. 24th—January 2nd



Pure & Simple Health Education, Inc. is a not-for-profit organization funded by generous donations of those concerned about today's youth.