

Susan (00:00):

How I got it implemented at a higher rate and how we, the YRBS went from 80% participation to close to 97, 100% now is I did a lot of school board presentations. A school superintendent would call me up and he'd say, "Well, we're still on the fence here about whether or not we want to participate in the YRBS." Uh, he says, "We'd have, we have a school board meeting Tuesday night. Can you drive up here and do a short presentation?" Well, the school would be three to four hours away, but yes, I will drive up there to present a YRBS presentation because it means so much to me that they participate.

(00:42):

I just presented the facts, I showed them the data, I showed them the questionnaires that would be used. I didn't try to do anything extraordinary or shockingly that would make them want, or not want, to participate in the YRBS. Ever single one of those school board presentations resulted in the superintendent calling me early saying, "Susan, we're going to participate in the YRBS.", and I'd say, "Oh, that's wonderful news." and, uh, I'd say, w- "What was the deciding factor?" Oftentimes, not just one person, but many of the superintendents said, "You presented just the facts and didn't twist our arms."