



For Immediate Release

**NORAL GROUP INTERNATIONAL, INC. AWARDED  
CONTRACT WITH U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES,  
OFFICE ON WOMEN'S HEALTH**

September 30, 2010 – Washington, DC – Noral Group International, Inc. has been awarded a new contract with the U.S. Department of Health and Human Services' (DHHS), Office on Women's Health (OWH). The OWH is the federal government's lead office for addressing health issues related to women and girls.

Under the new contract, Noral will assist the OWH in marketing and disseminating a new Communication Skills Building Kit for Parents of Adolescent Girls to be utilized by African American and Hispanic parents. Specifically, Noral will develop and implement an integrated strategy of effective outreach tactics to engage organizations who mentor and provide hands-on support for parents. Unique packaging of the Kit, train-the-trainer workshops, and personalized follow-up will be used to continuously engage leaders and organizations from various sectors of the community.

"As we know from Noral's previous work with DHHS, parents yearn for concrete support when it comes to communicating with their children during the often tumultuous transition into adolescence," said Eva Kasten, president and founder of Noral Group International, Inc. "I applaud the Office for creating this much needed skill-building kit. However, we know that no matter how good materials are, unless they get in front of parents, they will not have an impact. Noral is excited to help the OWH maximize distribution of the Kit in a way that will ensure they are put to use by community organizations serving the parents we want to reach."

The Communication Skills Building Kit for Parents of Adolescent Girls aims to improve parent-child communication on difficult transition issues of early adolescence. The kit includes a parenting fact sheet and an interactive DVD. It also includes a facilitator guide to enable the materials to be used in a parent training format. For additional information on the Office on Women's Health, please visit [www.womenshealth.gov/](http://www.womenshealth.gov/).

**About Noral Group International, Inc.**

Noral Group International, Inc. is a research-based public service advertising and social marketing firm in Washington, DC. With unique knowledge and an eleven-year proven track record, Noral delivers results for clients in the government, non-profit and commercial sectors who value change for the public good. [www.noralgroup.com](http://www.noralgroup.com)

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