

Reigniting Engagement from Young Men in SRAE Programming: Strategies for Success

Blake Tijerina

This poster presentation aims to share successful strategies for engaging adolescent males in Sexual Risk Avoidance Education (SRAE) programming. Despite initial difficulties in attracting male participants, the presenter's organization has achieved overwhelming success. The presentation will discuss the strategies used to attract and retain young men in SRAE programming and attendees can expect to learn about successful approaches to bringing the SRA message to adolescent males and keeping them engaged throughout the program.



Photo by Sam Balye on Unsplash



Photo by Tim Marshall on Unsplash

Recruiting young men to participate in programing.

1. Define the target audience: Identify the specific demographics of the young men you want to target, such as age range, interests, and geographic location.
2. Conduct research: Research the preferences and behaviors of the target audience to tailor marketing strategies.
3. Develop new marketing strategies: Based on research, develop new strategies that target young men in their preferred spaces.

Increase the retention rate of young men in a program by 20% within 6 months.

1. Identify reasons for low retention: Identify why young men may be dropping out of the program.
2. Develop retention strategies: Based on the reasons identified, develop strategies such as mentorship programs, frequent check-ins, and personalized goal setting.
3. Implement and monitor progress: Implement the retention strategies, track and evaluate progress, and make adjustments as necessary to achieve the desired outcome of increasing retention by 20% within 6 months.

Reunite, Reignite, Re-energize: Innovating for the Future of The following text: U.S. Department of Health and Human Services, Administration on Children, Youth and Families (ACYF), Family and Youth Services Bureau (FYSB) Adolescent Pregnancy Prevention Program Grantee Conference. May 23 – 25, 2023

Key lessons and innovations for engaging young men in programming and promoting their completion

Engaging male youth through activities they enjoy, such as video games and athletics, is more effective than traditional classroom settings. It's important to meet them where they are and remain relevant to their interests, even if it means using unconventional approaches. Sharing these lessons can help programs effectively engage young men.



Photo by Florian Olivo on Unsplash

The following strategies can be adopted to reach young men effectively:

Engage teen males by offering activities aligned with their interests like sports, video games, music, and technology. Create a safe, inclusive environment that encourages open communication and respects individuality, challenging harmful stereotypes and gender roles. Encourage ownership and self-expression for greater engagement and participation.