

WEBINAR

Personal Responsibility Education Program



FYSB Family & Youth
Services Bureau

**Adolescent Pregnancy
Prevention Program**



Taking Recruitment and Retention to the Next Level

December 19, 2023

Katy Suellentrop, RTI

Elyse Mason and Ashley Fondo, Policy and Research Group (PREIS)

Deidra Jessie-Hill, AV Mitchell and Dadrius Lanus, 100 Black Men of Baton Rouge (LA - SPREP)

Stephanie Athalone, River City Youth Collective (TN - SPREP)

Objectives

By the end of this this webinar, participants will be able to:

- Identify at least one new recruitment strategy;
- Assess their program's use of best practices to support participant recruitment and retention; and
- Brainstorm action steps for improving their current recruitment and retention approaches.



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Agenda

Overview of Nine Tips for Recruitment and Retention

Experience from the Field: Policy and Research Group (PREIS)

Experience from the Field: 100 Black Men of Metropolitan Baton Rouge (LA – SPREP)

Experience from the Field: River City Youth Collective (TN – SPREP)

Q&A

Reflection and Closing Remarks



In the chat:

What is one word or phrase you think of when you hear the term “participant recruitment”?

Nine Tips for Recruitment and Retention



Understand your audience

Identify and minimize barriers to participation

Establish solid partnerships with implementation sites

Demonstrate the importance of your program

Be creative and inclusive in your materials

Promote collaborative referrals and build your organizational presence in the community

Support staff development

Offer youth empowering opportunities

Provide incentives

- Thinking about these nine different dimensions of recruitment and retention, how is your PREP project doing?
 - We are implementing almost all of these well.
 - We are doing 5-6 of these well.
 - We are doing 3-4 of these well.
 - We are doing 1-2 of these well.





The Policy & Research Group
New Orleans | Seattle

Parent Learning Study (PaLS)

Participant Recruitment & Retention

*Personal Responsibility Education
Innovative Strategies (PREIS) Program*

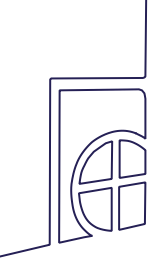




Today's Agenda

- PaLS overview
- Recruitment methods
- Retention strategies
- Takeaways



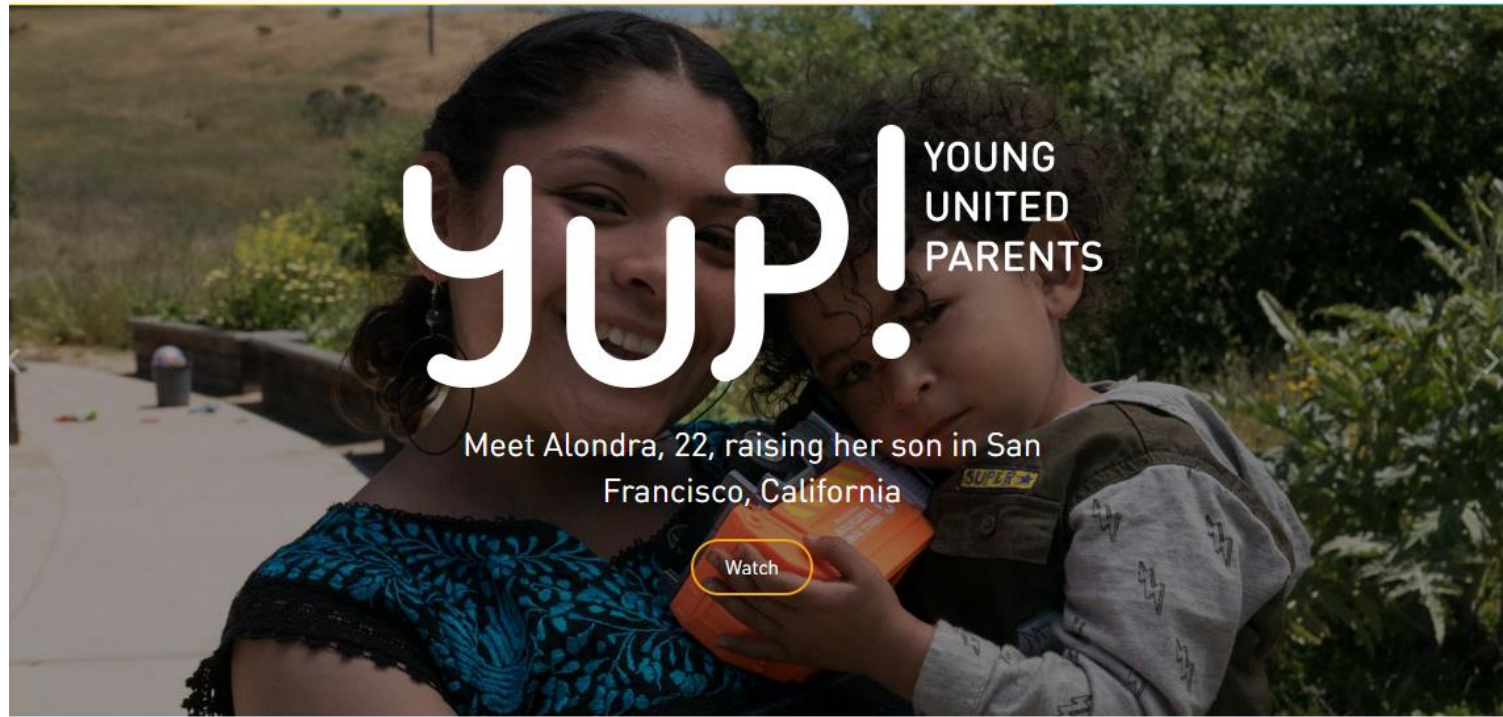


PaLS Overview



The Program

Young United Parents!



YUP!

YOUNG UNITED PARENTS

Meet Alondra, 22, raising her son in San Francisco, California

Watch

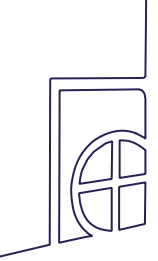
MAY IS SEX ED FOR ALL MONTH

Sex Ed For All Month raises awareness of the need for sex education for all young people across the country. Too often, many young people are denied the sexual health information, education, and access to healthcare they need to live



Study Design

- Rigorous evaluation of YUP!'s effectiveness on sexual behaviors associated with pregnancy
 - **Primary study outcomes for PaLS** are use of effective, non-barrier contraceptive methods and frequency having vaginal sex without a condom.
 - Randomized Control Trial
- Enrollment goal: 1,400 study participants
 - 700 participants randomly assigned to Guided YUP!
 - 700 participants randomly assigned to MyPlate (control)
- Remote study & intervention



Study Eligibility Criteria

- Parenting biological female aged 15-20
- Not currently pregnant or trying to get pregnant
- Report having vaginal sex at least one time in past three months
- Fluent in English (be able to read and comprehend the online intervention materials, which are currently available only in English)
- Own or have access to a personal device with internet access



Participant Recruitment

Online Advertisements

Most successful method

- Facebook & Instagram
 - ~77% of enrolled
- Google
 - ~6% of enrolled
- YouTube
 - 0% of enrolled
- Reddit
 - 0% of enrolled

 **BUMP - Enabling Research** Sponsored ·  

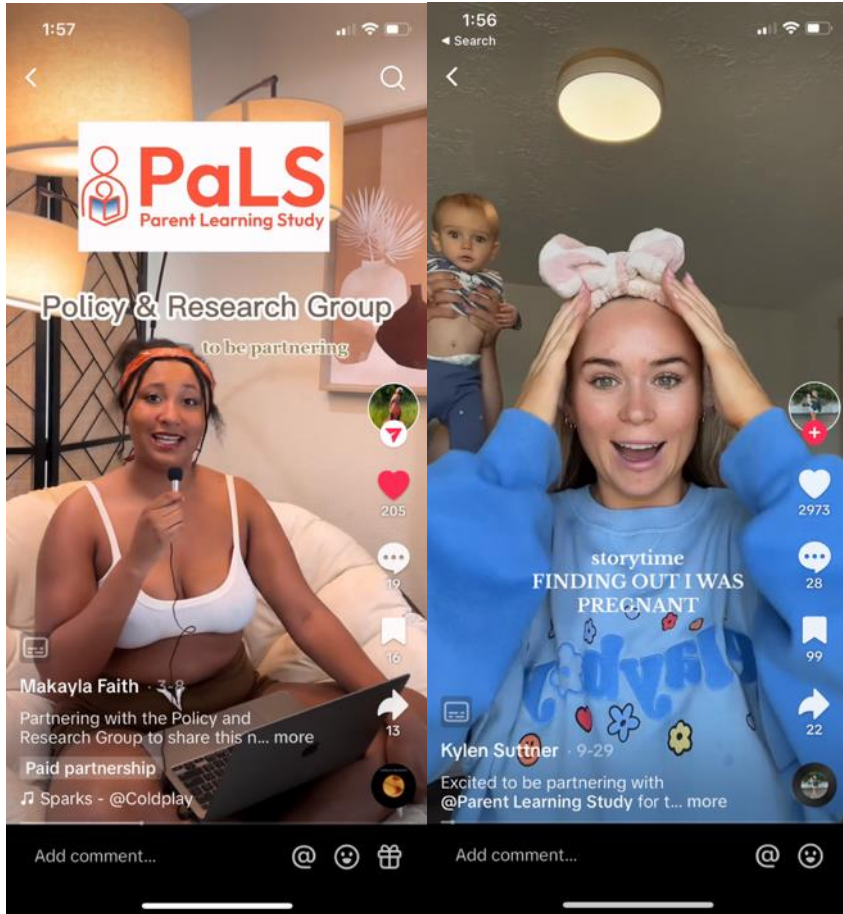
Join a paid virtual health study for young moms. Receive up to \$275 in gift cards and help support other young parents!



parent-learning-study.org
Young mothers needed
Compensation provided [Learn more](#)

 Like  Comment  Share

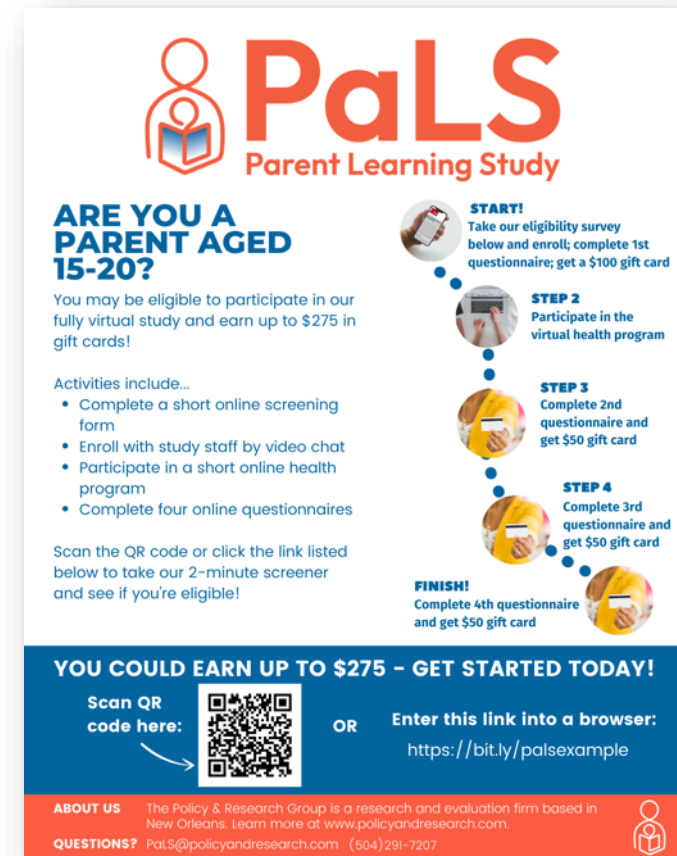
TikTok Influencers



- Influencers who are young mothers
 - Content that aligns with PaLS values
- Audience that includes target population
- Varying levels of success
- ~2% of enrolled

Partner Organizations

- Continuously seeking partnerships with organizations that serve our focus population
- The goal of all recruitment efforts is to direct interested individuals to an online PaLS eligibility screening form
- Methods
 - Posters & flyers
 - Share recruitment messages on website or social media
 - Email/text/call/portal messages
 - Varies depending on partner capabilities & preferences
- ~6% of enrolled



PaLS
Parent Learning Study

ARE YOU A PARENT AGED 15-20?

You may be eligible to participate in our fully virtual study and earn up to \$275 in gift cards!

Activities include...

- Complete a short online screening form
- Enroll with study staff by video chat
- Participate in a short online health program
- Complete four online questionnaires

Scan the QR code or click the link listed below to take our 2-minute screener and see if you're eligible!

START! Take our eligibility survey below and enroll; complete 1st questionnaire; get a \$100 gift card


STEP 2 Participate in the virtual health program

STEP 3 Complete 2nd questionnaire and get \$50 gift card

STEP 4 Complete 3rd questionnaire and get \$50 gift card

FINISH! Complete 4th questionnaire and get \$50 gift card

YOU COULD EARN UP TO \$275 - GET STARTED TODAY!

Scan QR code here:  OR Enter this link into a browser: <https://bit.ly/palsexample>

ABOUT US The Policy & Research Group is a research and evaluation firm based in New Orleans. Learn more at www.policyandresearch.com.

QUESTIONS? PaLS@policyandresearch.com (504) 291-7207



Participant Retention



Retention Strategies

- Incentives
- Monthly check-in contacts & reminders
- Holiday & Birthday messages
- Locator form updates
 - During enrollment
 - 8 months after enrollment
 - 11 months after enrollment



It's time to update your Locator Form!

Completing this form takes only a few minutes and helps ensure that we can continue to keep in touch with you for the remainder of your time in the study! You will receive a \$10 gift card for completing this form; please fill it out as completely as possible.

The information you provide will remain confidential. We will contact people listed on this form ONLY if we're not able to reach you directly, using your personal information. If we need to contact people listed on this form, we will not tell them any information about you except that you are participating in a health program and listed them as a contact.

YOUR PERSONAL INFORMATION

First name *	<input type="text"/>
Last name *	<input type="text"/>
Date of birth *	<input type="text" value="mm/dd/yyyy"/>
Cell phone	<input type="text"/>
Home phone	<input type="text"/>
Other phone	<input type="text"/>



Retention Tips & Tricks

- Use participant's preferred contact method
- Collect social media handles & alternate contacts
 - Helpful if participant's phone number changes
 - Social media unlikely to change, participant can access without a phone plan
- Make messages personal & friendly, use names and emojis when appropriate
- If participant is unresponsive
 - Try different contact methods & times of day
 - Contact participant's alternate contacts



Participant Program Participation

In partnership with Sentient Research

- PaLS staff
 - Emphasize during enrollment that the program ask is minimal
 - 5-10 minutes a day
 - Research coordinators message participants who have not participated in program during first two weeks
- YUP!
 - Raffle incentive for participating in intervention
 - YUP! sends automatic daily messages to participants
 - YUP! mentors reach out regularly to participants



Retention & Participation Challenges

- Young parents are very busy
 - Even a brief time commitment is a big ask
- Some participants don't want to share social media/alt. contacts
- Constant follow-ups can be time intensive for research coordinators
- Study staff can't push program participation too much
 - Don't want to hurt study integrity



Takeaways & Recommendations

- Try a range of strategies
 - For both recruitment & retention
- Recruit through online advertisements, if feasible
 - Effective way of reaching youth outside of organizations
- Be flexible but persistent with participants
 - Monthly communications
 - Consistent reminders of important study dates
 - Locator form updates throughout study period



Questions?



The Policy & Research Group

New Orleans | Seattle

Thank you!

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JOIN A LOUISIANA YOUTH EDUCATION PROGRAM

Around the state of Louisiana, there are youth programs offered to support teens and adolescents in social skills, healthy relationships, and sex education.

Adolescent-Focused Programming



ADMINISTRATION FOR
CHILDREN & FAMILIES
Administration on Children, Youth and Families

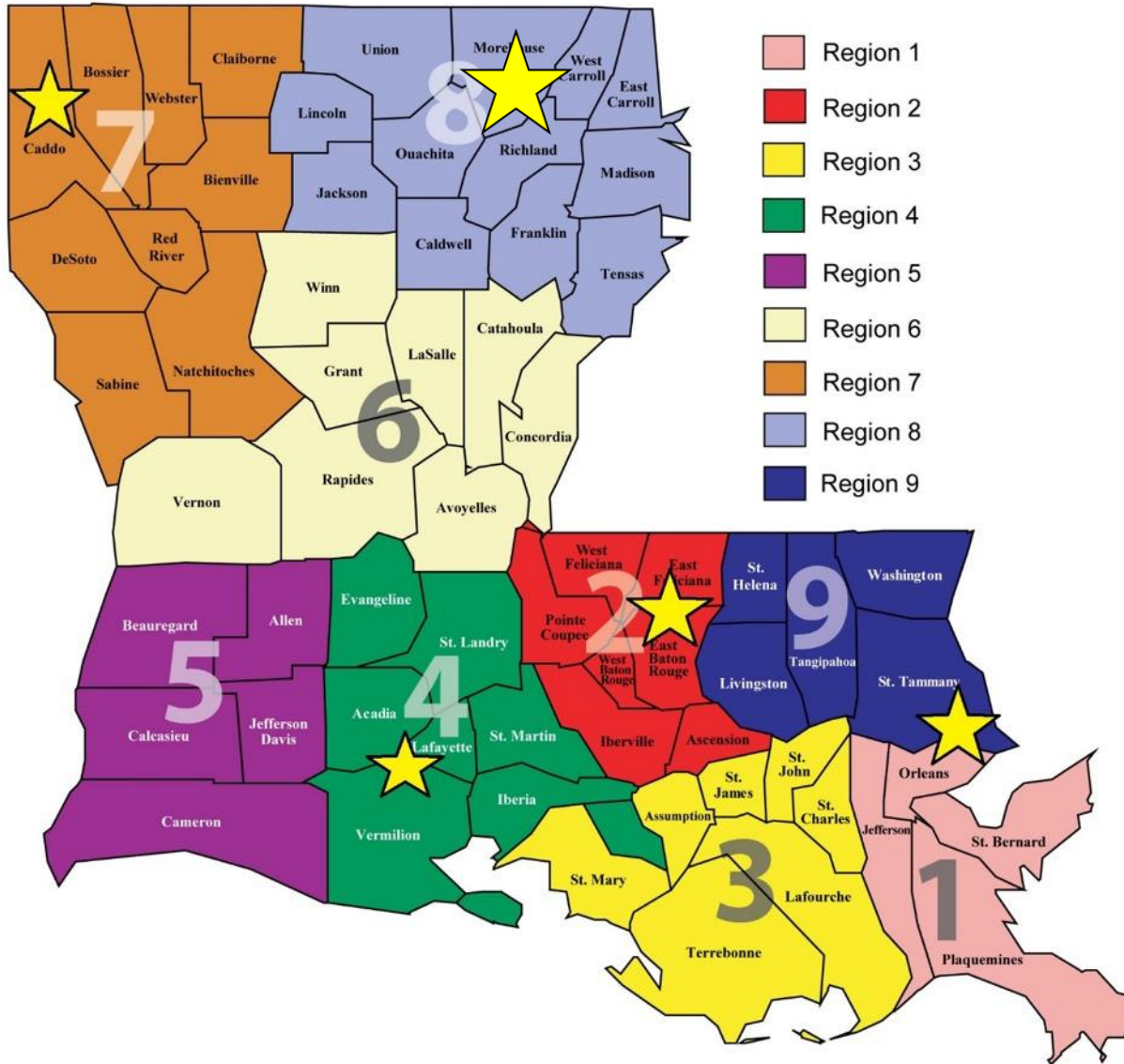
FYSB Family & Youth
Services Bureau



BART =
Becoming a Responsible Teen
An HIV Risk-Reduction
Program for Adolescents

WISE GUYS
A BETTER PATH TO MANHOOD™

PREP Sites



Region 1:
Heroes of New Orleans

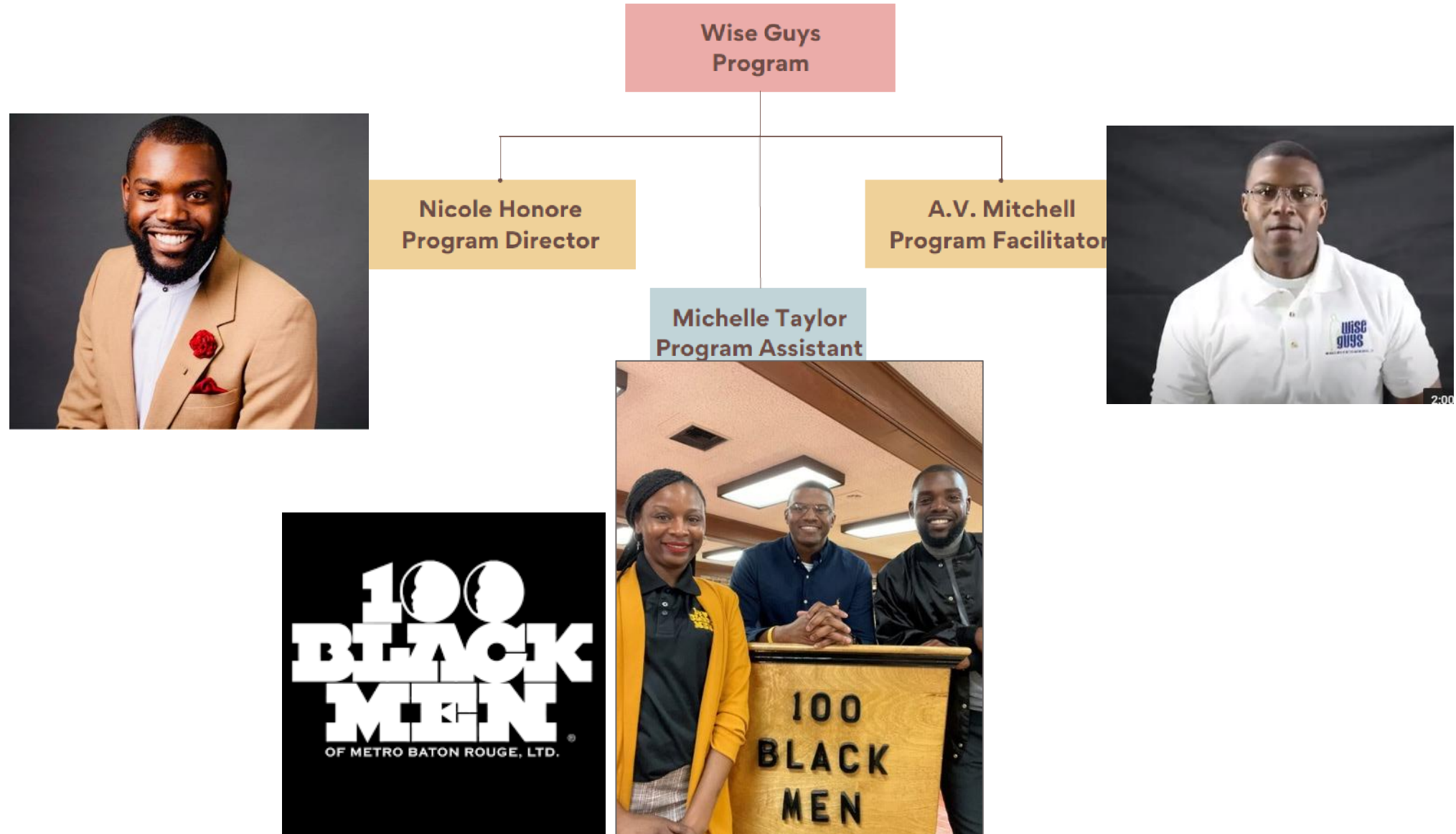
Region 2:
100 Black Men of BR
Metro Health Center

Region 4:
Acadiana CARES

Region 7:
Oasis Outreach Center

Region 8:
*new contractor

100 Black Men of Baton Rouge



Focus on Recruitment Strategies

How do you recruit your participants?

- Alternative Education Programs
- Community Centers
- Residential Complexes
- Summer Camps

What has been most successful?

Alternative Education Programs

Are there any strategies that you tried, but didn't work?

Recruiting at residential complexes

Were there any strategies that worked better than expected?

Connected with groups that showed collective commitment

The Youth Challenge Program in Carville, Louisiana



Recruitment Strategies

[Be The Change
Cut 5 \(1\).mp4 -
Google Drive](#)



100 Black Men of Metro Baton Rouge
WISE GUYS PROGRAM

Wise Guys®, a national program designed for males (ages 12-18), addresses teen pregnancy, sexually transmitted infections (STIs) and dating violence prevention. In partnership with 100 Black Men of Metro Baton Rouge, the 5-week program curriculum delivers engaging activities that promote group discussion surrounding topics such as:

- Self-esteem
- Goal Setting
- Peer Pressure
- Healthy Relationships
- Effective Communication
- Decision-making

One hour sessions are conducted twice a week and led by trained facilitator(s). Youth who successfully complete the program earn certification and a monetary stipend.

For additional information, email info@100blackmenbr.org or call (225) 356-9444.



How Do We Engage Young Men?

BE Authentic

Motivated, self-starters,
have a passion for youth,
appeal to your desired
demographic and can pivot
in high stress situations

BE Positive

Understand these young
men are not the product of
the environment, show
them what life can look
like when making right
decisions

BE Energetic

They must also be
able to handle
conflict resolution
with ease

GIVE Handshakes

Positive Youth Development
(Treat them as Young Men)
Peer Support, Mentoring

GIVE Compliments

Celebrate their successes

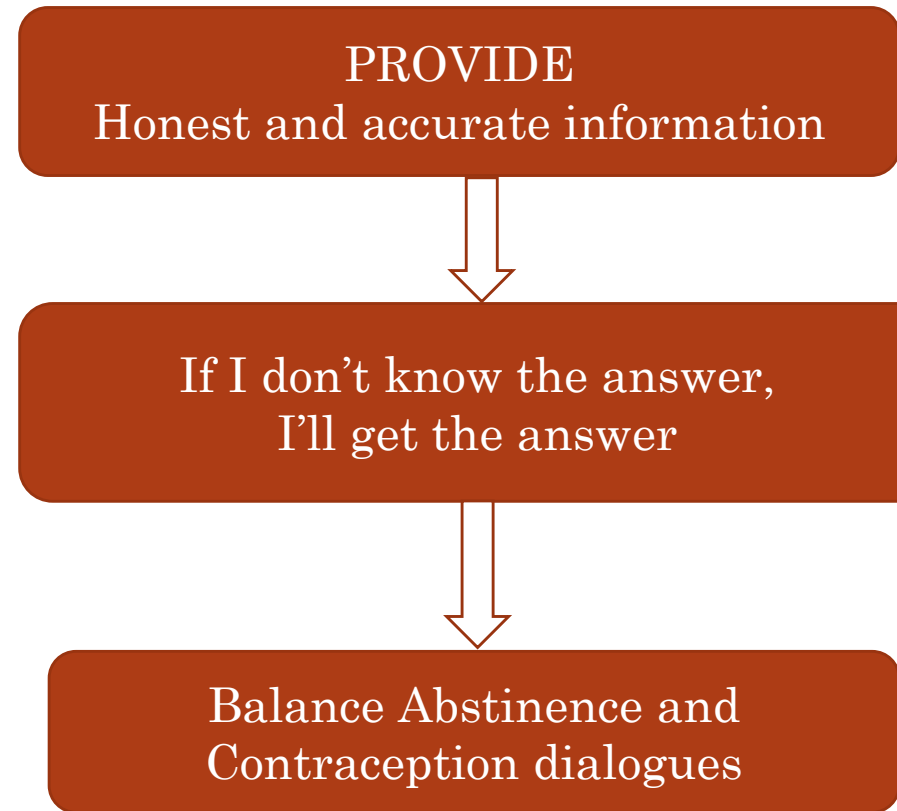
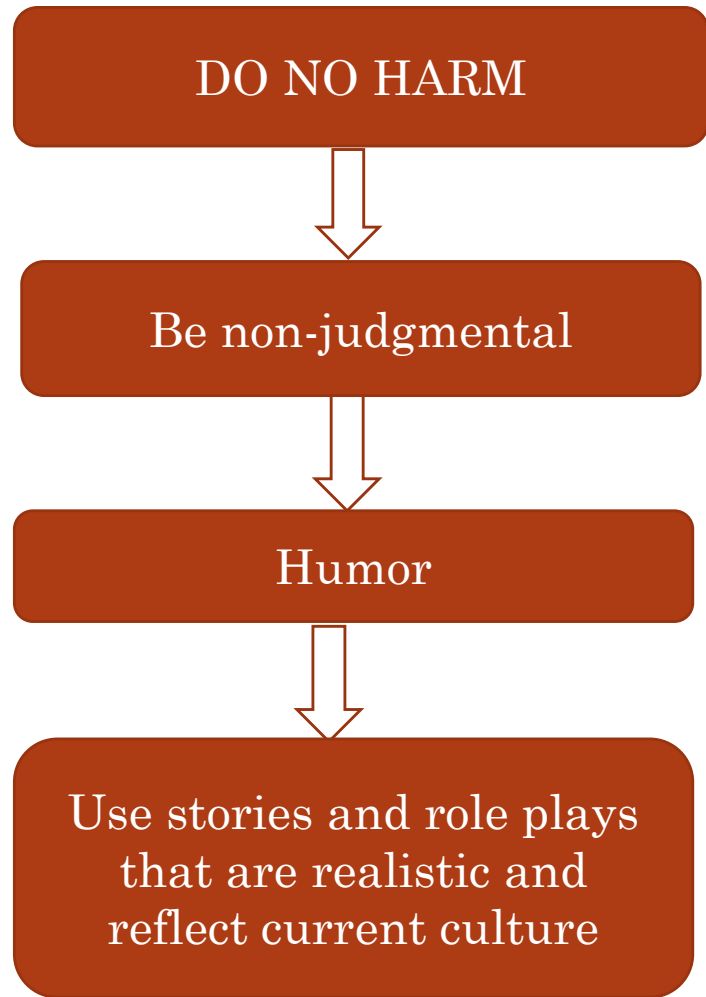
GIVE Incentives

Recognize youth
participation

Focus on Retention

What has been most effective at keeping youth engaged?	How do you adjust your programming based on youth engagement?	How do you support your facilitators in keeping youth engaged?
Ensuring that youth have a voice regardless of perspective or behavior	Low Engagement - content is taught in an active environment such as a basketball court or active environment to stimulate interest	Being available when necessary
A work reward is a work repeated	High Engagement - content is taught when an emphasis on conversations and consistent feedback	Using CAB Meetings as think tanks for ideas and improvement
Relevant illustrations of content	Excessive Engagement - content is slowed down, participants may be spaced out, content will call for more self-reflection and listening	
Snacks		
Retention & Graduation SWAG Duffel Bags, Hooded Sweatshirts, Hygiene Kits, T-shirts		

Lessons Learned



Identify community partners that have common goals and shared outcomes. Ensure that partnerships are mutually beneficial. Be sure to communicate the expected attendance and timeframe of your course work.

Success Story

THE GREATEST IMPACT WE CAN HAVE IS TO HELP OTHERS DISCOVER THEIR OWN POTENTIAL

- The 100 Black Men of Metro Baton Rouge has a mission to create and offer sustainable programs that foster and develop model programs. The Wise Guys program is one such program that contributes to this mission. Young men who participate in the Wise Guys program make a commitment to furthering their education and obtaining their GED upon graduation. Many students have reported that their participation in the Wise Guys program has helped them make better life decisions. After graduating from the Youth Challenge Program and receiving their GED equivalent certificates, these young people are better prepared to enter the workforce upon returning home.
- Our facilitator took a group of young men (former participants from Thrive Charter Academy) into the studio to create a video on their experiences in the Wise Guys program. The name of the video is "Be The Change." The video starts with the facilitator telling of the topics covered in the program, how to get the young men's interest, and invite other organizations to consider having a group of young men participating in Wise Guys. The young men express through rap how they are making a difference and being the change even through unfavorable circumstances.

Questions?



**For more information:
Deidra Jessie-Hill
Adolescent Health Project Coordinator
Louisiana - STD/HIV/Hepatitis Program
Deidra Jessie-Hill@la.gov**



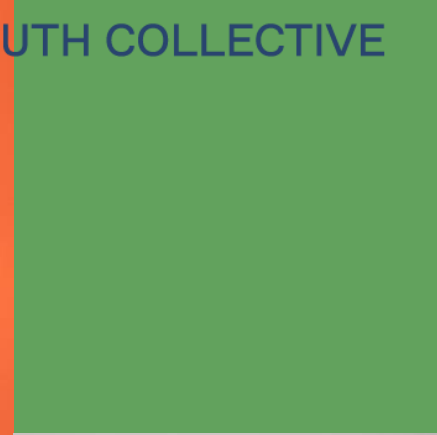


RIVER CITY YOUTH COLLECTIVE

RCYC Resource
Center
5600 Brainerd Road



RIVER CITY YOUTH COLLECTIVE



RIVER CITY YOUTH COLLECTIVE



Partnership

What We Believe

All people should have the right to live stable, healthy, lives. That's why RCYC is committed to supporting youth and young adults in their transition from adolescence to independence.

Who We Are

The RCYC is “for the youth, by the youth.” You have a story and experiences unique to you and it’s up to you to decide what to do with it. Of course, a little help from our friends doesn’t hurt so along with your peers at the RCYC you’ll have friendly, familiar, and supportive faces to help you become the best version of yourself.

Who We Serve

The RCYC programs are available to youth and young adults ages 14-24 who are aging out of foster care, have a history of being in, or at risk of being placed in state custody, or who have experienced childhood physical/sexual abuse or neglect.



RCYC

The Resource Center



RCYC Resource Center is a safe space where youth and young adults can find acceptance, support, and opportunities to learn and grow from and with one another. We serve as a central place for youth to receive assistance as well as interact with others that have recently overcome some of the challenges facing them. Our participants are between the ages of 14-26 years of age. They are currently in foster care, have had some interaction with foster care since age 14, or have aged out of foster care. River City Youth Collective is a community of youth and young adults committed to becoming the best version of themselves.

Opportunity Passport

This Financial Capability Class is designed to introduce youth to Checking & Savings accounts. Once 1st module and entry survey is completed Youth will receive \$100 to open a bank account.

Manhood 2.0

This course focuses on a gender equitable future of Manhood. Helping to create healthier relationships, positive social networks and nonviolent communities.

S.H.E (Sexual Health Education)

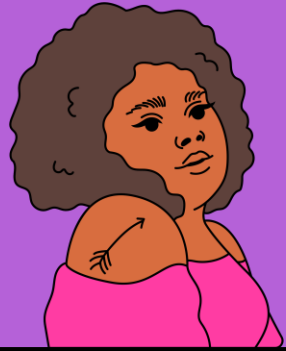
The SHE series is designed to help young people (16-24 years of age) make healthy relationships and sexual choices. Healthy choices will assist them in achieving their education, employment, relationship, and family goals.

PREP Programs

The RCYC Resource Center offers classes in person, virtual and hybrid.

We can also offer tailored classes for small groups and organizations.

SUCCESSFUL Recruitment

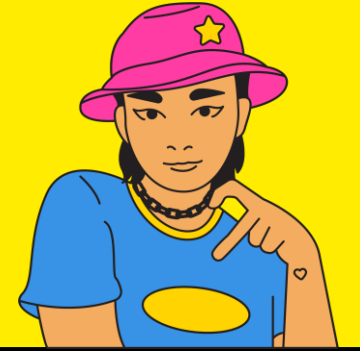
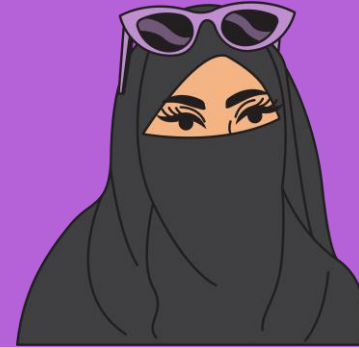


- When recruiting we focus on any audience that interacts with Youth/YA daily. This allows us to cast a wider net to receive referrals.
- We set up tables at community events, and regularly attend community meetings to spread the word about our program.
 - Many community meetings have an email blast list or staff meetings we can speak at to make announcements.
- We participate in Youth/YA roundtables that allow us access to participants with lived experience.
- We also have a Community Partnership Board that meets quarterly.

“RETENTION”

Retention can be tricky when working with youth/YA population. I've learned What works for the 14-16 age group doesn't work for the 17+ age group.

You must be aware of what they already know, what they need to know, and how to communicate it to them in an interesting and engaging way.



ENGAGEMENT

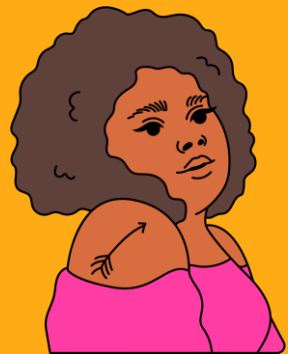


Textedly App

This is a tool I use for communication. Most Youth/YA aren't checking their emails or answering phone calls from number they don't recognize. This app allows me to blast out flyers, surveys and RCYC Link Up Calendar.

Monthly Link Up

Each month or calendar is filled with opportunities for Youth/YA to connect and engage with each other. We treat engagement just like a class. Scheduling fun activities are a great way to increase engagement.

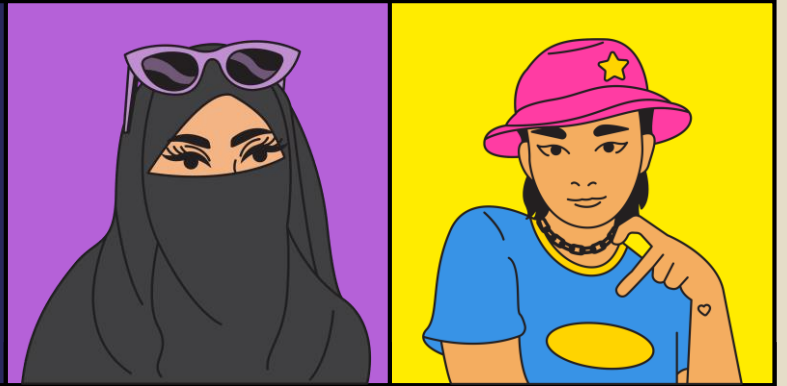


Youth Leadership Panel

This group of young adults use their lived experience aging out of the foster care to help youth who are still in custody.

ENGAGEMENT

- Monthly surveys allow us to gauge interest and availability in real time, Allowing the youth to have a voice in the classes and events we offer really foster authentic engagement.
- Keeping the youth we serve engaged is a challenge at times.
 - By providing opportunities for engagement other than classes, youth feel invested in the programming.
- Knowing how and when to use incentives is another challenge.



R C Y C
Y O U T H L E A D E R S H I P
B O A R D

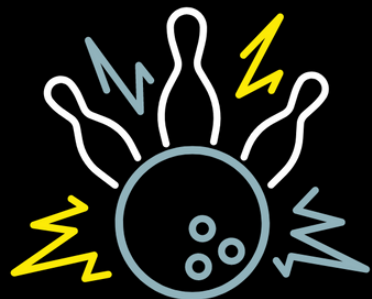
BOWLING KICK OFF EVENT

INTERESTED IN EARNING EXTRA MONEY?

WANT TO USE YOUR VOICE FOR CHANGE?

COME HAVE SOME FUN WHILE

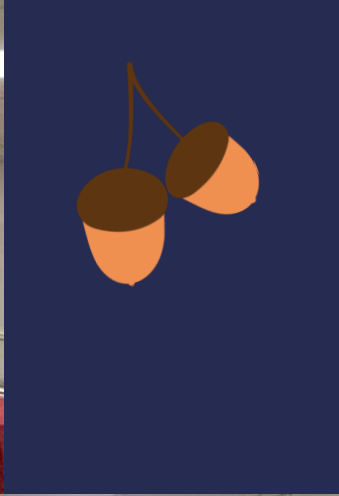
WE DISCUSS THE PURPOSE OF THE RCYC YOUTH LEADERSHIP BOARD



FRIDAY, SEPTEMBER 16, 2022 4PM
SPARETIME BOWLING ALLEY

Must RSVP to Attend
sathalone@partnershipfca.com





Friendsgiving
**ETIQUETTE
 DINNER**
*3 Course Lunch
 Formal Attire*
 Wednesday, November 23rd
 11:30 a.m. to 1 p.m.
 4400 Bonny Oaks Dr
 Chattanooga, TN 37410
 Please RSVP to Sathalone@partnershipfca.com
See you there!



Foster Youth Awareness Day



Community Service

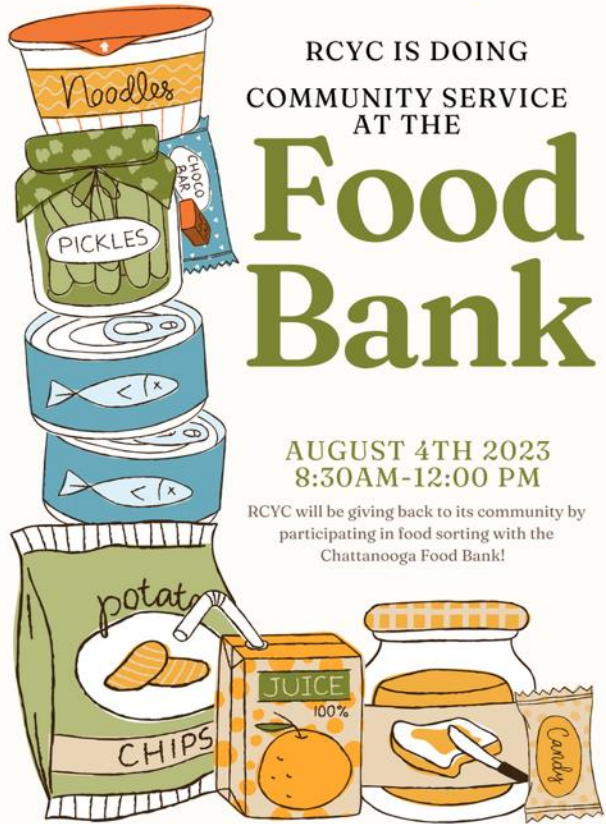


RCYC IS DOING
COMMUNITY SERVICE
AT THE

Food Bank

AUGUST 4TH 2023
8:30AM-12:00 PM

RCYC will be giving back to its community by participating in food sorting with the Chattanooga Food Bank!





PRIMARY INCENTIVES

Are **general** incentives you offer to participants **SIMPLY** for showing up to your program. They understand that if they do X then they will receive Y. This could be a gift card, food, door prizes etc.

SECONDARY INCENTIVES

Are incentives that are **tailored** to the **individual** or **group** you are serving at the time. Different from a primary incentive because it must be earned.

- Participants must be engaged during the class/event to receive the secondary incentive.
- The incentive can be delayed to ensure attendance for the next class/event.

LESSONS LEARNED



01

Authentic Youth/YA voices are key to a successful program. Youth know how to reach/interact with other youth. Their input is so valuable when creating effective programming.

02

Warm transfers matter!! Following up on referrals can be challenging with younger population. The last thing the youth need is another “program” checking boxes.

03

Under promise and always over deliver!!!!

GETTING STARTED

01

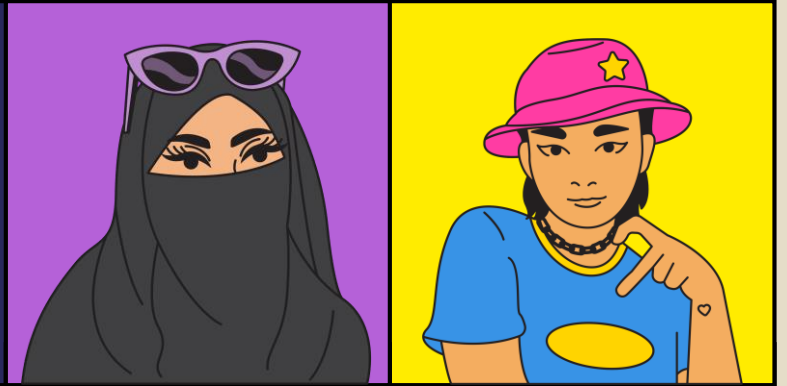
Authentic Youth Engagement. Youth voice/input is so important when creating effective programs. Create a survey or host a Youth/YA focus group to gauge interest and get ideas.

02

Creative Marketing. Connect with your audience where they are. Utilizing social media is a great tool for engagement.

03

Community Partnerships. Connect with your community, there is likely to be an organization doing similar work with a similar audience. Work together!!



Stephanie Athalone



Questions

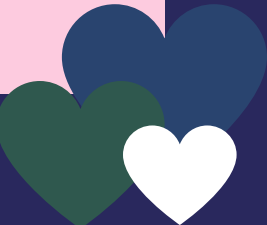
Office hours

**MONDAY-WEDNESDAY
10AM-1PM**

Contact Info

**E: Sathalone@partnershipfca.com
P: 423-260-3798**

*Youth Education
Manager*



In the chat:

- What is one idea that was sparked today?
- What is one step you will take after this webinar to improve your recruitment or retention strategies?



Resources on *The Exchange*

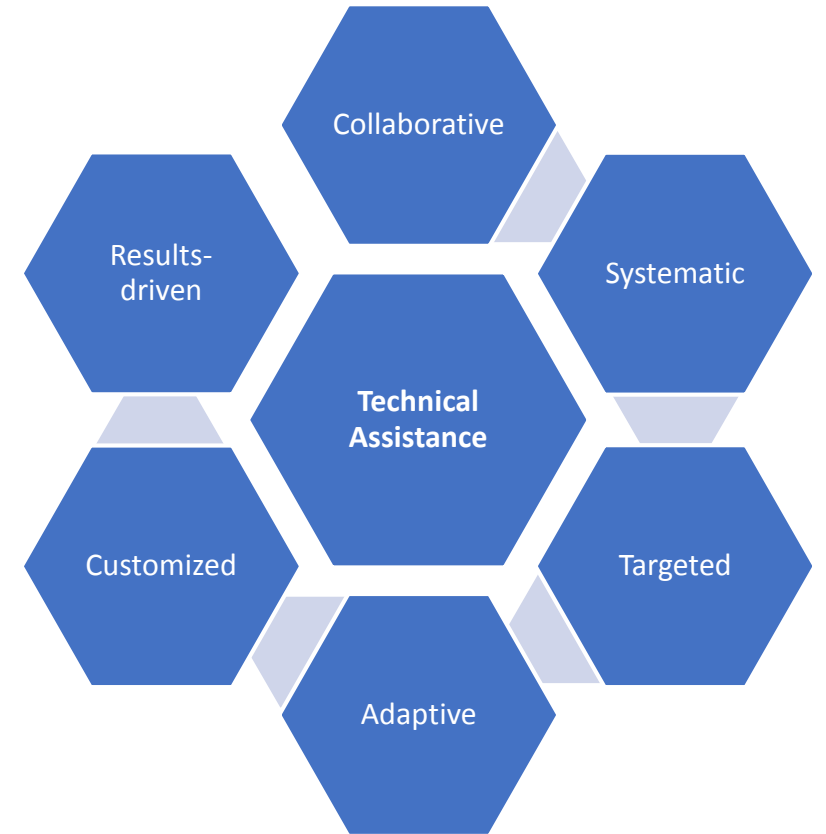
- [Recruitment and Retention Resource Guide](#)
- [Increasing Your Impact: Creating Mutually Beneficial Partnerships with Schools \(Tip Sheet\)](#)
- **Podcasts (Elevate Youth Programming)**
 - [Building and Strengthening Partnerships](#)
 - [Navigating the New Norm](#)
 - [This is a Safe Space: Trauma-informed care](#)
- [Creating Inclusive Spaces for Youth: A Facilitator's Guide to Equity and Inclusion in the Classroom](#)
- [Creating Safe Spaces: Facilitator's Guide to Trauma-Informed Programming](#)

Technical Assistance

- **Want to talk about recruitment and retention one on one?**

RTI International (in partnership with Child Trends, ETR and MEES) provides complimentary Technical Assistance (TA) for PREP grantees.

TA is the process of providing **targeted support** to an organization with a grant related need over an extended period.



If you are interested in working with a TA provider to support program implementation needs, contact your FYSB Project Officer or email us at APPTTA@rti.org

Upcoming TA and Events

We also offer:

- Bi-monthly opportunities to connect with other grantees with the same funding (liaison groups)
- TA Office Hours (next one January 31, 2024)
- Drop in on these sessions to connect with other grantees and TA providers.

Need more information about these offerings? Email us at APPTTA@rti.org

Recruiting Grantee Spotlights

Have a success you want to share with others?

Let us know!

Grantee Spotlight Interest Form



