

Raw, Real Talk on Everything Young Parenting: The YUP! Podcast

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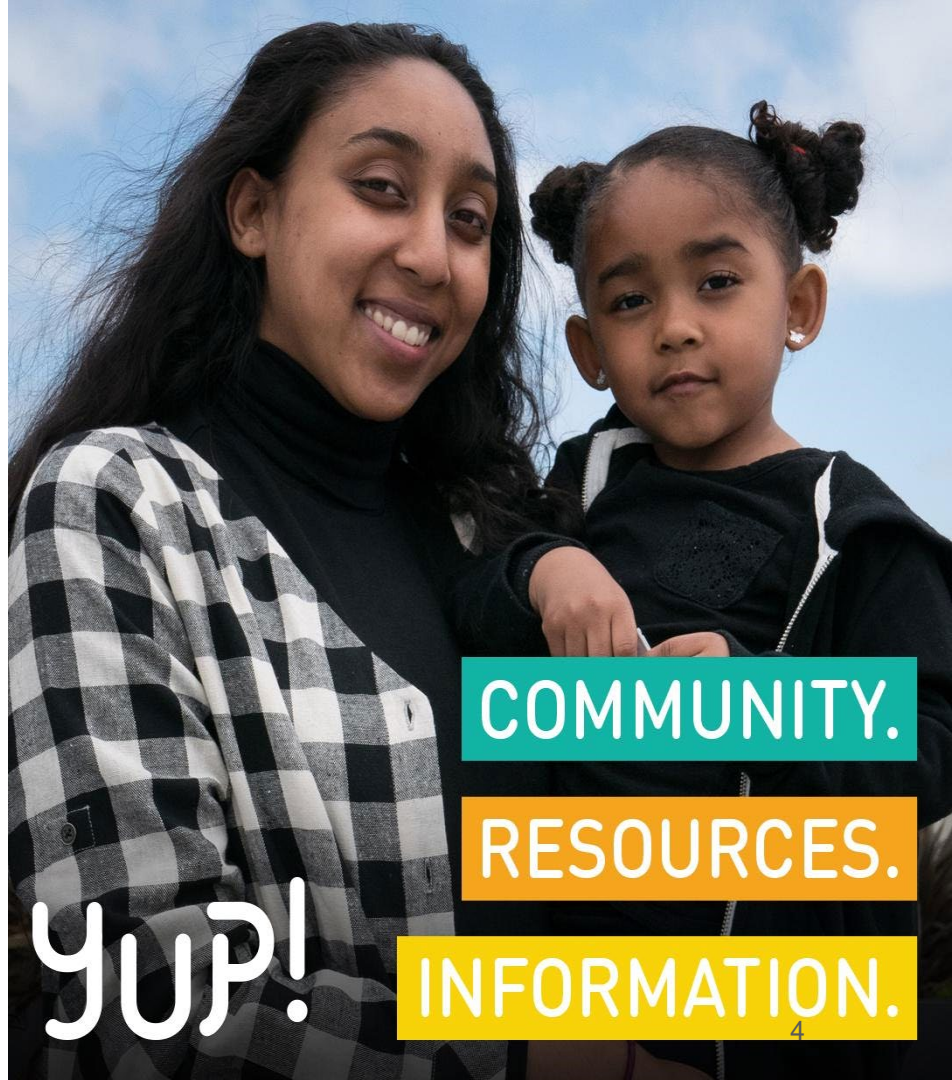
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- Policy and Research Group, #90AP2692-01-00

After viewing this presentation, participants will be able to:

- Identify three challenges faced by young parents
- Understand how young parents can be engaged to help develop and lead programs
- Describe the steps to launch a podcast

What is YUP!?

- A free mobile health website co-created with young parents to support young parents
- Videos and articles made by young parents and experts
- Easy to use goal tool
- Profiles, discussions, and community features
- Daily affirmations and tips



COMMUNITY.

RESOURCES.

INFORMATION.

yup!

What are the unique experiences and challenges of young parents?



PollEv.com/brandybrown566



Findings from our research with young parents

Young
parents...

1. are proud, strong, and resilient
2. have often experienced ACEs and traumas
3. are goal oriented and motivated
4. have different levels of support
5. often experience social isolation and stigma
6. want to learn and get support from other young parents
7. actively seek out information on parenting
8. want more information about sexual and reproductive health
9. need programs that engage young fathers *and* mothers

Why did we create the YUP! podcast?

- To highlight the unique experiences and challenges faced by young parents
- To humanize and destigmatize the experiences of young parents
- To create more “live” interactions with the YUP! Community
- Currently no podcasts for young parents exist (let alone, created by them)



Developing Podcast Topics

- Hear from your target audience when developing topics
- Identify guests who have experience with the topics



Current and Future Podcast Topics

- Pregnancy
- Birth story
- Mom guilt
- Parenting after being in foster care
- Family Planning
- Single Parenting
- Parenting while in school
- Co-parenting
- Dating
- Agency partnerships
- Overstimulation
- And more!

Steps to Starting a Podcast

Draft Goals

- What do you want to achieve with the podcast?
- Who is the target audience?
- How will you differentiate your podcast from the many other podcasts in the market?

Develop a Plan

- How much will it cost?
- Who are potential partners?
- What platforms will you use to record, edit, and post episodes?
- How long will each episode be and how often will you post them?



Podcast Checklist

- Find a recording platform (i.e Riverside)
- Gather equipment (mic, computer, lighting, etc.)
- Create a name/tag line
- Develop an intro/outro
- Identify topics
- Invite guests
- Prepare talking points
- Record and edit!
- Develop promotional plan



Challenges

- Technical difficulties!
- Storage of large files
- Internet connection and video quality
- Guest sound quality
- Keeping the recording conversational and redirecting guests
- Editing takes time

Lessons Learned

- Trust yourself!
- Be flexible and allow conversation to flow
- Always be prepared with guiding questions
- Record on a platform that can recover lost recordings
- Bloopers are okay!

Meet the Hosts



Brandy Brown, MPH, MSW

YUP! Program Coordinator

Parent at 21



Divine Justice Hilliard, BA

YUP! mentor

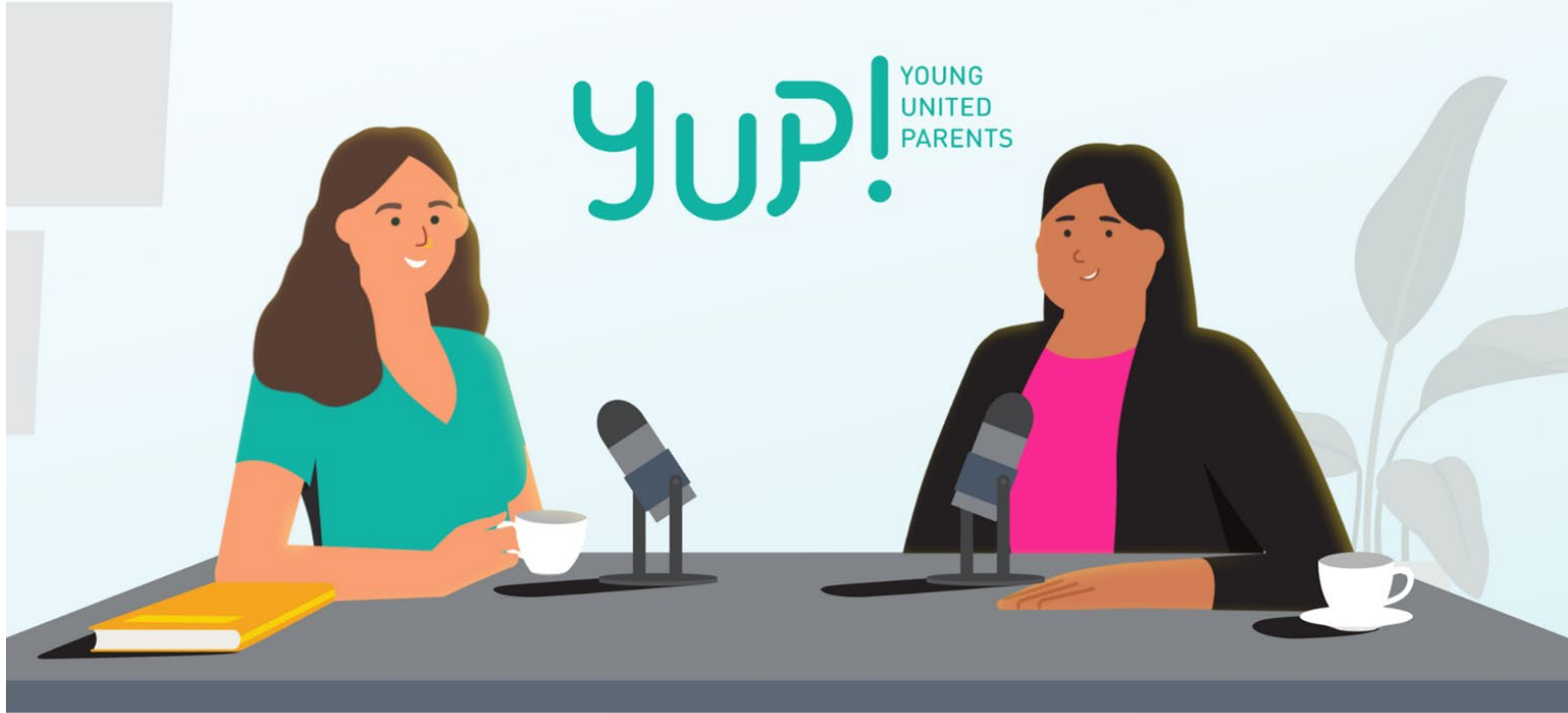
Parent at 16

Let's watch a teaser!



RAW, REAL TALK ON EVERYTHING YOUNG PARENTING
Find us on your favorite podcast platform!

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“ When I first found out I was going to be a dad, I thought it was the end of the world. But then I found out it was just the beginning of a new world. ”

- Pablo, 20 years old, Los Angeles, CA
2 sons; 4 years & 4 months

Session Evaluation

Please complete a brief evaluation form for all workshop, forum and networking sessions by scanning the following QR code or visiting the following link:

<https://bit.ly/2024Evaluations>

