



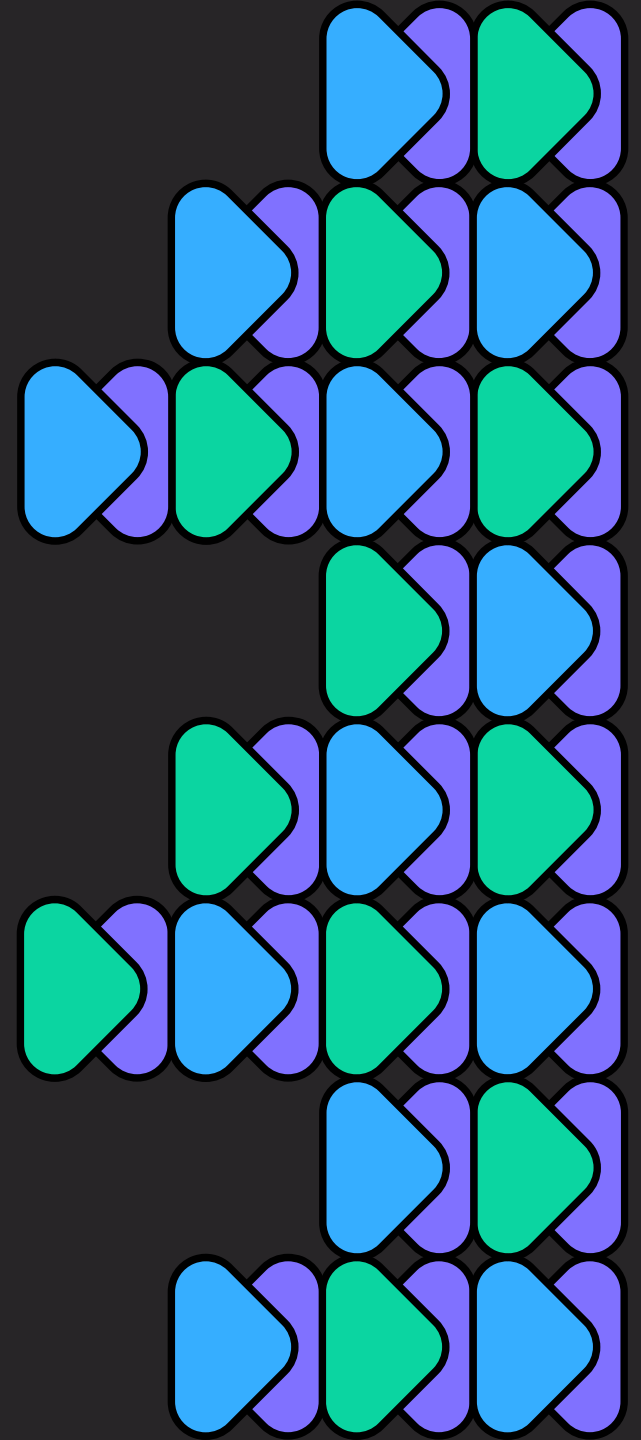
Recruitment of California Youth in Foster Care

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(FYSB) Adolescent Pregnancy Prevention Program Grantee Conference



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Learning Objectives

1. Identify at least **two recruitment strategies** for PREP programs involving youth in foster care.
2. List 2-3 action steps for **navigating common challenges** related to participant recruitment.
3. Discuss the **role of relationships and trusted networks** in recruitment with youth in foster care.

Presentation Focus

- Next4You Overview
- Recruitment philosophies
- Recruitment vignettes

Recruitment - It's a Team Effort!

Recruitment Consultants



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Independent Consultant

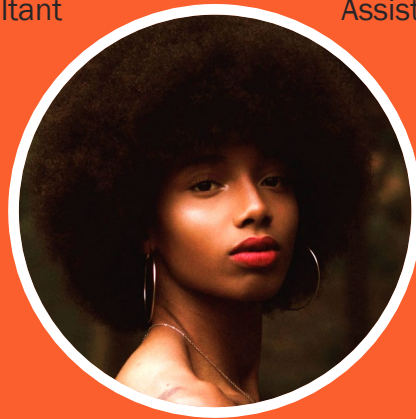


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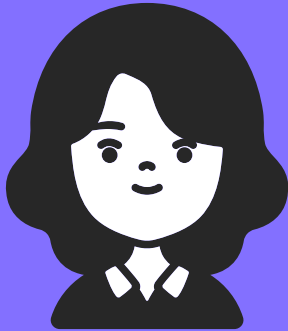
What is Next4You?

Next4You is an interactive website for foster youth that was co-designed with young adults who have lived experience in foster care.



- 6 self-paced modules
- Micro lessons and mini videos
- Completely online

Who can take part?



Age 16-19 current or former* foster youth

**Need to have been in foster care on or after your 13th birthday*

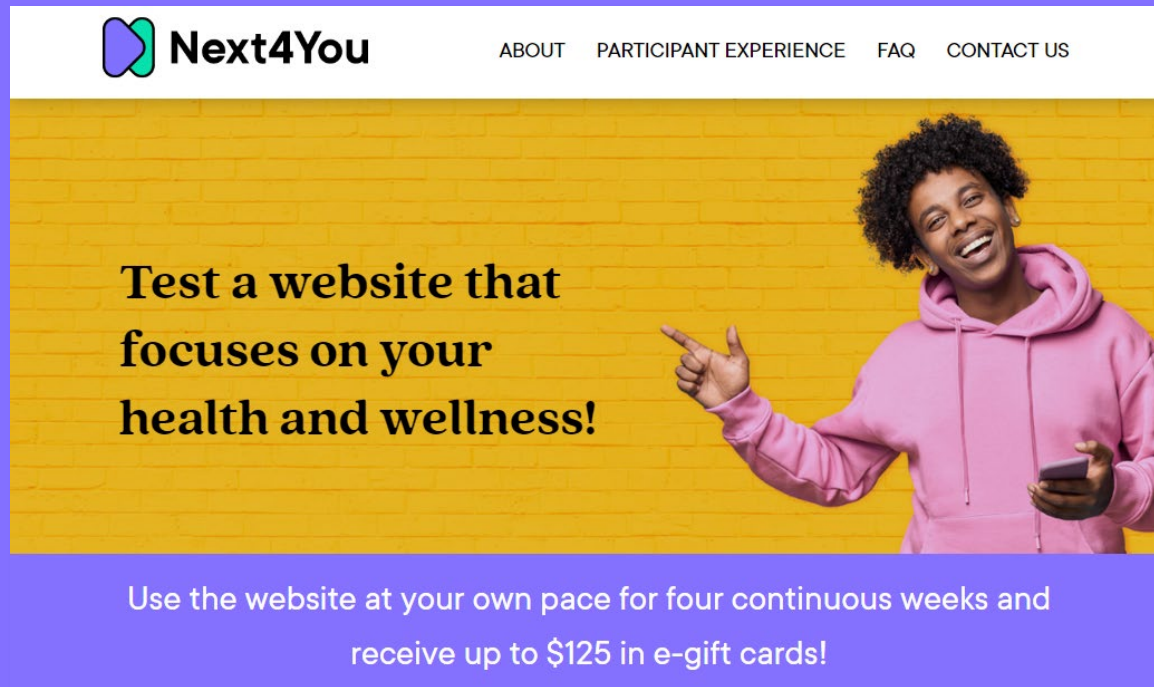


Resides in California



Have access to a cellular or Wi-Fi-enabled device, like a phone, tablet or laptop

Youth-friendly recruitment materials



The screenshot shows the top navigation bar of the Next4You website. The logo is on the left, followed by links for 'ABOUT', 'PARTICIPANT EXPERIENCE', 'FAQ', and 'CONTACT US'. Below the navigation is a large yellow banner with a young woman in a pink hoodie pointing towards the text. The text reads: 'Test a website that focuses on your health and wellness!'. Below the banner is a purple bar with white text: 'Use the website at your own pace for four continuous weeks and receive up to \$125 in e-gift cards!'.

Next4You ABOUT PARTICIPANT EXPERIENCE FAQ CONTACT US

Test a website that focuses on your health and wellness!

Use the website at your own pace for four continuous weeks and receive up to \$125 in e-gift cards!



The flyer features a young woman with teal hair wearing headphones and looking at her phone. The text on the right side of the flyer provides details about the study, including the topics covered and the incentive offered.

Next4You: A Health and Wellness Digital Study

Next4You is an **interactive website that was co-designed with youth who have lived experience in foster care**. Includes topics such as:

- Sexual Health
- Healthy Relationships
- Respect for Self and Partners
- Information for Transitioning Out of the Foster Care System


Receive **up to \$315** in e-gift cards for full participation in our study and make a difference for foster youth throughout California!

Study site: <https://next4youstudy.org>

Next4You

Ways to partner

Test a website
that focuses on your health and wellness!




Take 3 surveys and use website for four continuous weeks to receive up to \$315 in e-gift cards!

- ✓ Eligibility
- ✦ Age 16-19
- ✦ Current or former foster youth*
- ✦ Lives in California.
- ✦ Has access to a cellular or Wi-Fi-enabled device, like a phone, tablet or laptop.

**Need to have been in foster care on or after your 13th birthday*

What would youth do?

Step 1
Screener & Consent  Complete screener to assess eligibility and provide consent (no parent or guardian consent needed)


Step 2
Complete Survey #1
Survey takes about 20 minutes
E-GIFT CARD: \$40

Step 3
Use Website for 4 weeks
Earn points for completing lessons (range from 2-8 activities).
E-GIFT CARD: Up to \$125 based on points earned

Step 4
Complete Survey #2
Survey takes about 20 minutes
E-GIFT CARD: \$60

Step 5
Complete Survey #3
Survey takes about 20 minutes
E-GIFT CARD: \$60

4 MONTHS AFTER SURVEY #1 6 MONTHS AFTER SURVEY #2

 **Interested?**
Visit next4youstudy.org for more information when you are ready to begin!

Questions?
Contact next4youstudy@etr.org or text (831) 440-2241

Group recruitment sessions

- Can be virtual or in-person
- Next4You staff will lead or co-host with agency
- Food and drinks will be provided

Individual outreach

- Site staff can individually promote the study to their youth
- Flyers will be provided
- Direct youth to Next4You staff if they have questions

Ways to partner

Community events/ conferences

- Can be virtual or in-person
- Next4You staff can table or provide a booth during the event/ conference

Referrals

- Help refer other agencies to Next4You



Pair-Share



If you are involved in direct recruitment,

- Share one aspect of the youth recruitment process that feels gratifying for you.

*If you are **not** involved in direct recruitment,*

- Share what comes to mind for you when you think of youth recruitment.

Guiding philosophies



Intentionality



Prioritizing Youth

Intentionality

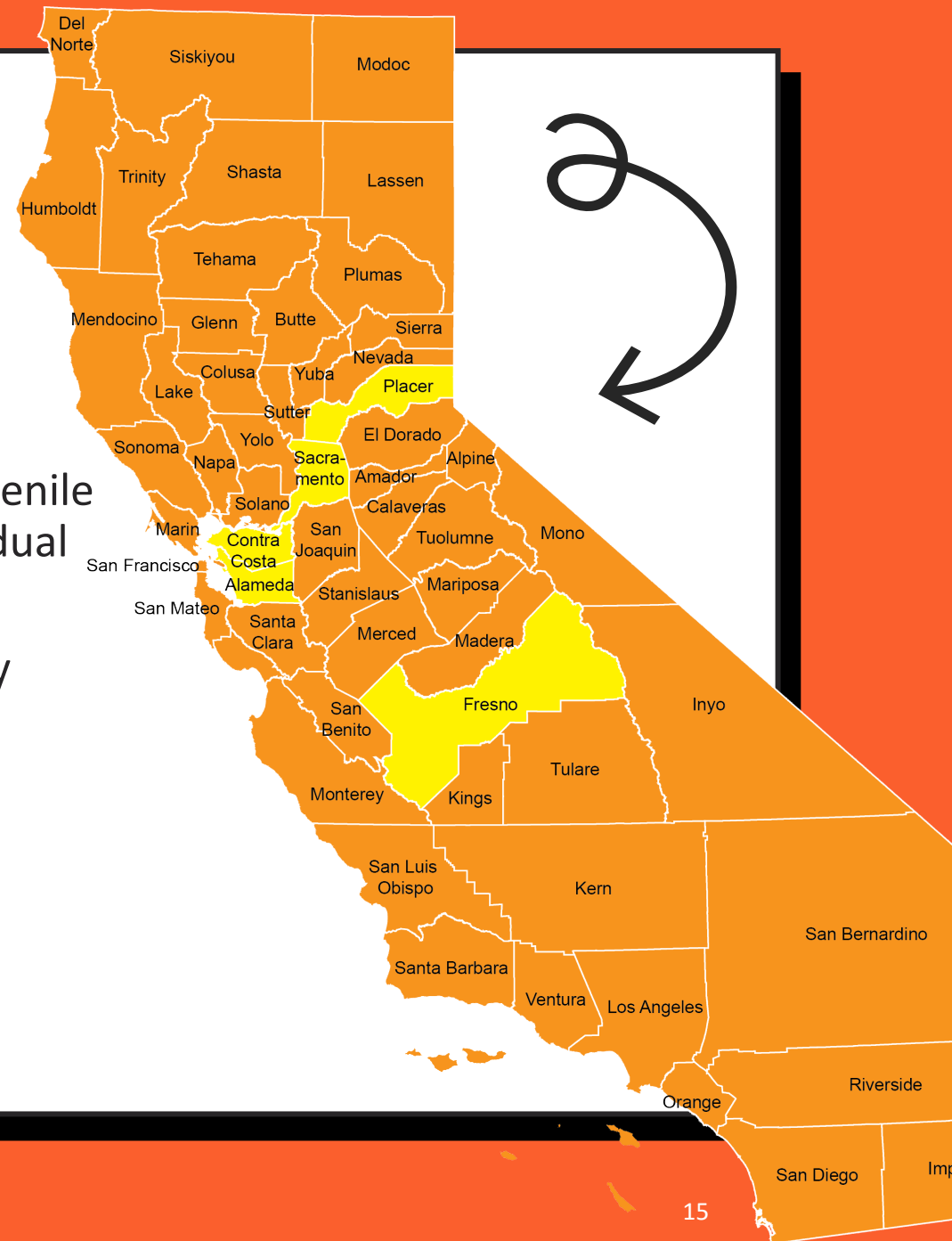
What this looks like:

- Direct contact
- Relationships
(The Trust Trifecta)
- Adaptable and flexible
- Organizational culture



Recruitment Vignette 1

- **Independent Living Services Programs (ILSP)** is a state funded program that provides housing, education, and employment services to youth in the foster care and juvenile justice system. ILSP differ by county and required individual outreach
- ILSP was a major target for our project as the youth they serve meet the eligibility requirements of the study
- Our engagement of ILSP differed based on their organizational structure and needs



Prioritizing youth



What this looks like:

- Working with youth-led organizations
- Peer mentors as recruitment ambassadors
- Centering the experience of youth participants
- Ensuring trusted adults are involved, and prioritizing lived experience



Audience Share

Share your experience working with organizations that are youth-led.

Recruitment Vignette 2

- **California Youth Connection:** California Youth Connection (CYC), is a youth-led organization that develops and grows leaders who empower each other and our communities to transform the foster care and intersecting systems through community-led organizing, legislative, policy, and practice change
- CYC members within the recruitment team





Successes

- Direct enrollment through a trusted adult or with a recruitment team member thus maintaining study integrity.
- Developing relationships with agencies and meeting them where they're at.
- Having physical presence throughout CA: Bay Area, Fresno and SoCal.



Challenges

- Avoided social media recruitment so enrollment is slow.
- Managing staff and leadership transitions, competing schedules and availabilities.
- Agencies' bureaucracy and the time it took to get MOUs signed.



Contact Us



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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>



Thanks!



Next4You

an **etr.** project