

2024 ADOLESCENT PREGNANCY  
PREVENTION GRANTEE CONFERENCE



BUILDING BRIGHTER FUTURES  
WITH TODAY'S YOUTH LEADERS

JUNE 25-27 | SAN FRANCISCO, CA



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# Youth Challenge Program

**An alternative for young men to get empowered, educated, and equipped**

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Deidra Jessie-Hill, MSHCM  
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# Disclaimer

The views expressed in written training materials, publications, or presentations by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government

# Objectives

- By the end of this forum, participants will be able to:
  - Identify at least one new recruitment strategy;
  - Identify best practices to support participant recruitment and retention
  - Takeaways

# 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™



# 100 Black Men of Baton Rouge

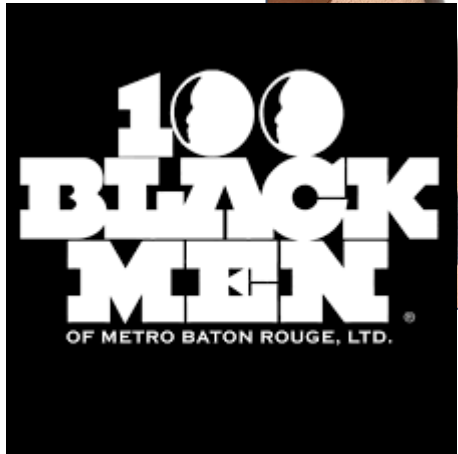


Program Director

Wise Guys Program

Michelle Taylor  
Program Assistant

A.V. Mitchell  
Program Facilitator



# 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?

- Unsuccessful Strategies - Recruiting at residential complexes

Were there any strategies that worked better than expected

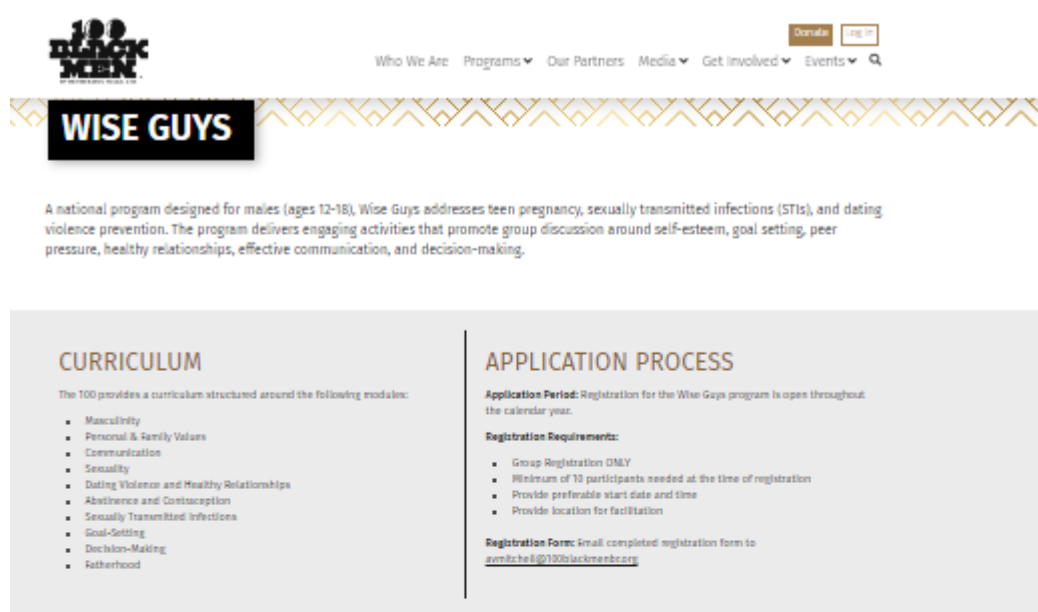
- Best Strategies - Connected with groups that showed collective commitment

# The Youth Challenge Program in Carville, Louisiana





# Recruitment Strategies



The screenshot shows the website for 100 Black Men of Metro Baton Rouge. At the top, there is a navigation menu with links for 'Who We Are', 'Programs', 'Our Partners', 'Media', 'Get Involved', and 'Events'. A 'Donate' button and a 'Log In' link are also visible. The main heading is 'WISE GUYS'. Below this, a paragraph describes the program as a national initiative for males aged 12-18, focusing on teen pregnancy, STIs, and dating violence prevention. The page is divided into two columns: 'CURRICULUM' and 'APPLICATION PROCESS'. The curriculum lists topics like Masculinity, Personal & Family Values, Communication, Sexuality, Dating Violence, Abstinence, STIs, Goal-Setting, Decision-Making, and Fatherhood. The application process section includes details on the application period, registration requirements (group registration only, minimum 10 participants), and registration form instructions.

## GALLERY



FOR MORE INFORMATION: [PROGRAMS@100BLACKMENBR.ORG](mailto:PROGRAMS@100BLACKMENBR.ORG)



## 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
- Healthy Relationships
- Goal Setting
- Effective Communication
- Peer Pressure
- 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](mailto:info@100blackmenbr.org) or call (225) 356-9444.



# How Do We Engage Young Men at YCP?

Facilitator must 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

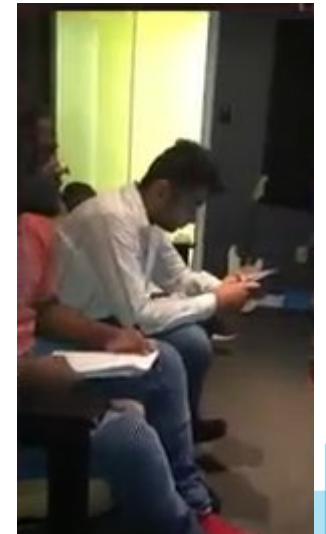
GIVE Compliments  
(Celebrate their successes)

GIVE Incentives for youth participation

# Be The Change Video



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



# Focus on Retention

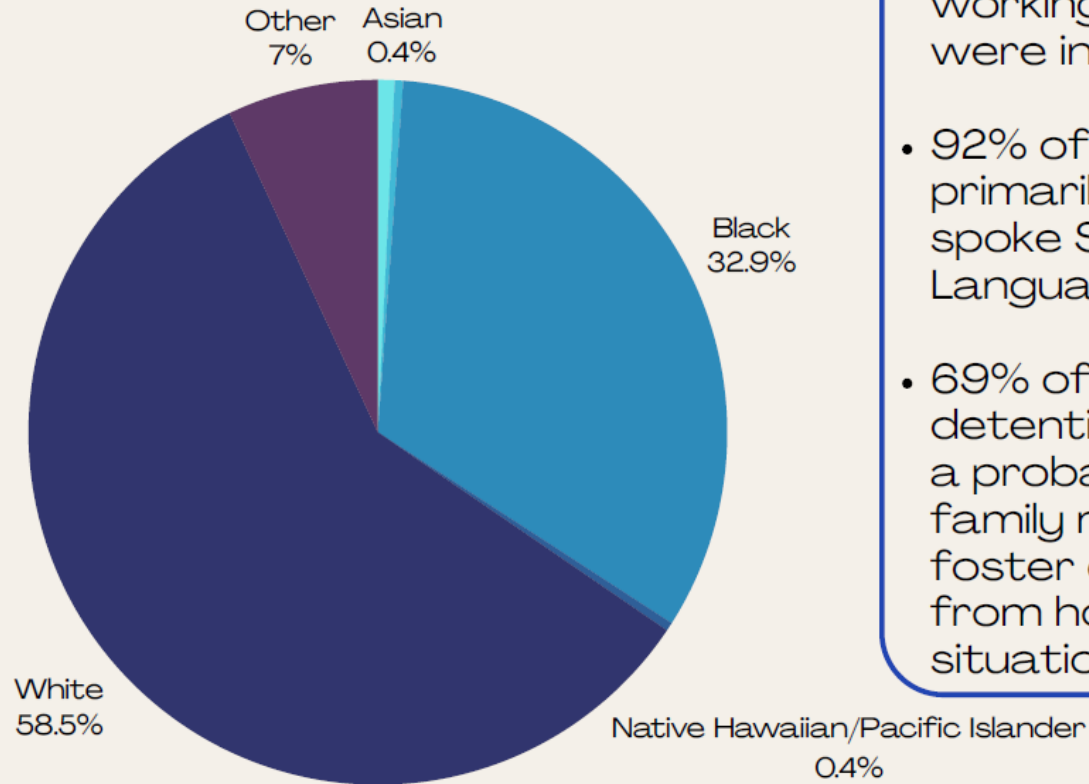
What has been most effective at keeping youth engaged?	How do you adjust your programming based on youth engagement?	How do you support your facilitators in keeping youth engaged?
Ensuring that youth have a voice regardless of perspective or behavior	Low Engagement - content is taught in an active environment 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 in studio, podcast room with 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		



# 100 Black Men of Baton Rouge

## Wise Guys

### Participant Race



### Fast Facts

- Most (53%) participants were working towards a GED, 36% were in high school.
- 92% of participants spoke primarily English at home. Others spoke Spanish, American Sign Language, Japanese, and Russian.
- 69% of participants lived in juvenile detention or under supervision by a probation officer, 26% lived with family members, and <10% lived in foster care with a family, moving from home to home, or another situation.

Number of Participants	Attendance
261	100%

### Participant Sex



# 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.

Shift Program Demographic

Multiple Facilitators

PROVIDE  
Honest and accurate information

DO NO HARM

Attendance

Balance Abstinence and Contraception  
*dialogues*

Be non-judgmental

Use stories and role plays that are realistic and reflect current culture

If I don't know the answer,  
I'll get the answer

# 100 Black Men of Baton Rouge

## How did participants feel about the program?

### Wise Guys

304 responses

Participants wanted the community to know that they felt the Wise Guys program is very beneficial and worthwhile to participate in, saying it helped them grow, learn, and better themselves and they felt that the program educators genuinely wanted them to succeed.

"It's good program, I love it. Everyone should do it to get the experience."

"It helped me get out of depression"

"Dude speaks facts"

#### Strengths

- Participants emphasized they liked all aspects of the program
- Lesson topics
- Wisdom, respectfulness, and engagement of educator
- Informative and relatable lessons
- Inclusive
- Motivational talks
- Open communication
- Snacks
- Life skills

#### Weaknesses

- Lack of participation or listening by other participants
- More variety of information
- Disruptive behavior
- Lessons at night on weekdays
- Quality consistency
- Gift card limitations

#### Ways to Improve

- Occur more frequently and for longer periods
- More snacks/food
- Field trips
- More discussions on preventing STIs and managing stress



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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>

