

Recruiting & Retaining Youth: Voices from the Field

ACT for Youth
January 26, 2021

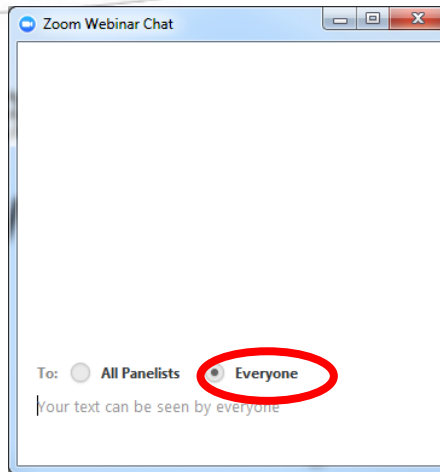


Housekeeping



Experiencing delays?

Try closing out the other programs running on your computer



Questions?

Use chat function. Post to Everyone.



Audio.

You control the volume.
Please mute yourself during the presentation.

Objectives

- ◆ Identify some of the barriers to youth participation in CAPP/PREP/SRAE programs
- ◆ Discuss factors to consider when developing a recruitment & retention plan
- ◆ Identify strategies for increasing youth recruitment and retention in CAPP/PREP/SRAE programs
- ◆ Voices from the field
- ◆ Identify recruitment resources

Recruiting Youth for CAPP, PREP, SRAE

ANONYMOUS POLL: How
would you rate your experiences
having to recruit youth for
CAPP/PREP/SRAE?

A: Great, have no problem
getting/retaining kids

B: Hit or miss

C: We can get them in the door,
but we can't keep them

D: It's really challenging
recruiting & retaining kids!



Why Aren't They Coming to Your Program? Barriers to Program Participation

- 💧 **COVID – Zoom fatigue, lack of privacy, limited access to technology, illness**
- 💧 Youth may have after-school jobs
- 💧 Youth may be involved in other after-school activities (clubs, sports, etc.) incl. a similar program that's competing w/yours
- 💧 Youth have family demands that prevent them from participating in the programs
- 💧 There may be a cultural difference between the program participants & program staff
- 💧 Transportation (particularly for programs in rural areas)
- 💧 Issues of safety depending on the location of the site

What's Keeping Some Youth from Participating in CAPP/PREP?

- ◆ Content: Some are uncomfortable with the subject
- ◆ Activities: Varying levels of engagement
- ◆ Too many sessions
- ◆ Curriculum is hetero-normative

Anything Missed?

Any there other challenges you've noted in recruiting or retaining youth in your CAPP/PREP/SRAE programs? Please comment in the the chat box.

Things to Consider

- ◆ A youth recruitment & retention strategy should be intentional and planned out with staff before the program year starts to take advantage of “down time”
- ◆ Recruitment & retention can be challenging when trying to engage vulnerable populations, but this is also the population that’s most in need of and served by CAPP/PREP/SRAE, so creative strategies must be employed

Things to Consider (cont'd)

- ◆ Meet teens "where they are," whether that's a physical location convenient and familiar to them or through texting or social media.
- ◆ Cultural Competency – Be mindful of the group that you are targeting and how to be sensitive and welcoming to a wide cross-section of participants.

Parents

While evidence-based programs can provide critical information and skills, many programs are fairly short in duration and might only be offered one or two times over the course of several years. Parents, on the other hand can serve as an ongoing resource, and one that is always available.

Overall closeness between parents and their children, shared activities, parental presence in the home, and parental caring and concern are all associated with a reduced risk of early sex and pregnancy.

In a 2010 survey, 46% of teens reported that parents are most influential when it comes to their decisions about sex.



What About
Social Media &
Youth?

How to Use Social Media to Recruit & Retain Youth

- Youth want on-demand, on-the-go information (e.g. using their cell for phone, text & internet).
- Young people use social media to connect to with others
- Youth are drawn to multimedia

Strategies for Success

Family & Stakeholders

- Involve family members & support networks (e.g. guardians, grandparents, siblings, partners, etc.)
- Involve additional stakeholders and members of the targeted community in recruiting youth

Site/ Community

- Strategically choose sites where the program will be held (e.g. select sites that have a clear understanding of the nature of CAPP/PREP/SRAE programming)
- Link the program to an existing institution with a reputation in the community you are targeting

Staff/ Organization

- Address participants' basic needs and give incentives if possible
- Hire and train culturally sensitive staff who are both diverse, but also reflective of the youth in the program

Strategies for Success

USE YOUR YOUTH

- Have existing youth from your program recruit new youth @ youth conferences, special events, via PSAs on You Tube
- Poll your youth to ask them what would encourage more youth to join

BRANDING/ MESSAGE

- Make sure your promotional materials are youth-friendly (colorful, interesting font, images of diverse youth, etc.)
- Use social media to recruit/reach reach youth (e.g. have youth be able to “like” your Facebook page, as well as notify them about meetings via social networking)

MAINTAIN STAFF

- Retention rates are higher when participants interact with the same staff members throughout the course of the program.
- Good relationships are not only important for retention, but also for the success of the program.

Insight from CAPP Providers

- ◆ Emily Arpino, PP Hudson Peconic
- ◆ Dannell Wilson, Community Healthcare Network
- ◆ Sona & Gianne, Staten Island University Hospital
- ◆ Ed Reyes, Children's Village

Questions/Sharing

Feel free to ask questions or share any of your own successful strategies for recruiting and/or retaining youth in your program



What's Available? Recruitment & Retention Resources

- ◆ http://www.actforyouth.net/sexual_health/community/srae/ebp.cfm
- ◆ [A Guide To Youth Recruitment Final.pdf](#)
(youthmovenational.org)
- ◆ http://www.hhs.gov/ash/oah/oah-initiatives/teen_pregnancy/training/tip_sheets/parental-engagement-508.pdf
- ◆ [Using Social Media to Engage Youth \(hhs.gov\)](#)

Contact

