



# RHEY News & Tools: Recruitment and Retention of Diverse Youth

Summer 2013

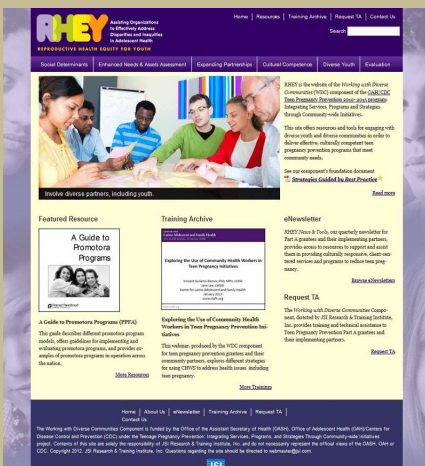
Dear Colleagues,

The resources we have gathered for this issue of *RHEY News & Tools* present perspectives on recruitment and retention of youth in teen pregnancy prevention programming, with particular attention to strategies for reaching youth who often are not reached with traditional programming. We hope the information you find here will help you successfully address questions you face in reaching and engaging the teens in your community with effective prevention programs; questions such as: What will engage and retain marginalized youth in evidence-based programs? Where should the programs take place? How can we keep teens engaged in our programs and implement them with fidelity?

The resources presented here focus primarily on recruitment and retention in out-of-school

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Check out the **RHEY Website** for more resources related to **Diverse Youth, Expanding Partnerships** and much more!



**IN THIS ISSUE**  
**Featured Tool**  
**SC Campaign to Prevent Teen Pregnancy Recruitment and**

programs. (See [Teen Pregnancy Prevention: Exploring Out-of-School Approaches](#) for an excellent basic overview). You will find tools and strategies that promote positive youth development in programming that goes beyond providing health information, and advice that accentuates the importance of developing strong community linkages and referral networks for teens and their parents to address their basic needs. A recurring message is that strategies must be developed and continuously refined to meet the specific needs of the youth and the community you are trying to reach. Whenever possible, involving these youth, their parents, and other community members in program planning and building peer leadership opportunities into your programs can go a long way in meeting those needs.

In the spirit of collaboration,

Myriam Hernandez Jennings  
JSI Research & Training Institute, Inc.



## Featured Tool

### [Recruitment and Retention Planning Tool](#)

*South Carolina Campaign to Prevent Teen Pregnancy, May 2013*

**Try Now** -- Use this tool, developed by the SC Campaign to Prevent Teen Pregnancy, to plan strategies to assist in

### [Retention Planning Tool](#)

#### Featured Articles

[Why Teens Are Not Involved in Out-of-School Time Programs: The Youth Perspective](#)

[Recruiting and Retaining Older African American and Hispanic Boys in After-School Programs: What We Know and What We Still Need to Learn](#)

[Recruitment and Retention in Youth Development Programming](#)

#### Featured Website

[Recruitment, Retention and Engagement](#)

#### Featured Training

[Rules of Engagement: Participant Recruitment and Retention](#)

#### Also of Interest

[Recommendations for High School Out-of-School Time Programs Fortified by Teen Perspectives and Experiences](#)

## Featured Website

[Recruitment, Retention and Engagement](#)

*Office of Adolescent Health*

This section of the OAH's Teen Pregnancy

recruitment and retention of youth. In addition, please reference the supplemental document, [Tips for Participant Recruitment and Retention](#), for proven effective methods of recruitment and retention.

## Featured Articles

### [Why Teens Are Not Involved in Out-of-School Time Programs: The Youth Perspective](#)

*Child Trends Research-to-Results Brief, July 2009*

Based on a roundtable discussion with Washington, D.C. youth ages 13-18, this brief presents the teen viewpoint on 3 key issues: 1) why youth don't attend programs, 2) how to get youth to show up, and 3) what youth want in programs.

### [Recruiting and Retaining Older African American and Hispanic Boys in After-School Programs: What We Know and What We Still Need to Learn](#)

*Kauh T.J. Public/Private Ventures (P/PV) Groundwork Series. 2010.*

Based on a study of 10 programs identified as successful in recruiting and retaining middle- and high-school-aged African American and Hispanic males, this report summarizes effective recruitment and retention strategies and makes practical recommendations for after-school programs, intermediaries and researchers.



### [Recruitment and Retention in Youth](#)

Prevention Resource Center focused on recruitment, retention and engagement offers a wealth of training resources in the form of toolkits, webinars, presentations, and fact sheets.



## Featured Training

### [Rules of Engagement: Participant Recruitment and Retention](#)

*Office of Adolescent Health*

Read the [transcript](#) or listen to the [audio](#) and view the [slides](#) from this informative and practical presentation of successful strategies for recruiting and engaging youth in out-of-school time programs. A case study provides concrete examples of recruitment and retention efforts that incorporate positive youth development.

## [Development Programming](#)

*Anderson-Butcher D. The Prevention Researcher, Vol 12(2). 2005*

This article focuses on the factors that motivate teens to participate and remain involved in programs, including the availability of opportunities, the interest and relevance of activities, and the degree to which programs enable youth to experience competence, autonomy and relatedness.

## Also of Interest

### [Recommendations for High School Out-of-School Time Programs Fortified by Teen Perspectives and Experiences](#)

*Our Community's Children, March, 2013.*

This report, recommended by a CDC Teen Pregnancy Prevention *grantee*, features the voices of youth participants in out-of-school-time programs in one city. The appended tools for surveying youth and program staff can be especially helpful for identifying recruitment and retention strategies as well as strengths and weaknesses of existing programs.



***"Nothing about us, without us"***



JSI Research & Training Institute, Inc. We welcome your feedback at [RHEY@jsi.com](mailto:RHEY@jsi.com)

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*RHEY News & Tools* is published by JSI Research & Training Institute's Working with Diverse Communities Component, part of the Teenage Pregnancy Prevention: Integrating Services, Programs, and Strategies Through Community-wide Initiatives project, funded by the Office of the Assistant Secretary of Health (OASH), Office of Adolescent Health (OAH)/Centers for Disease Control and Prevention (CDC) under the President's Teen Pregnancy Prevention Initiative (TPPI).