

PREVENTION FIRST 



PARTICIPANT GUIDE

YOUTH CHAMPION RECRUITMENT AND RETENTION TRAINING

Funding provided in whole or in part by the Illinois Department of Human Services,
Division of Substance Use Prevention and Recovery through a grant from the Substance
Abuse and Mental Health Service Administration

Youth Champion Adult Recruitment Training

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PREVENTION FIRST

Prevention First is a nonprofit dedicated to preventing teen drug use before it starts. Since 1980, Prevention First has provided training, technical assistance and resource materials to thousands of schools, community groups, parents and youth.

We specialize in building the capacity of practitioners to develop strategic plans to address local substance abuse prevention needs, select and implement the best programs, curricula and strategies designed to promote social and emotional health and prevent substance abuse, and develop and implement media and communication campaigns designed to educate the public.

Prevention First is primarily funded by the Illinois Department of Human Services Division of Substance Use Prevention and Recovery. Additional funding is provided by the Illinois Department of Corrections, Illinois Department of Transportation and through private foundations and individual donations.

OUR VISION

Prevention First is the leading organization for knowledge-building and the dissemination of evidence-based prevention strategies. We believe that evidence-based approaches are the most effective paths to building communities and proactively support health and well-being.

OUR MISSION

Prevention First advances efforts to promote healthy behaviors and prevent substance misuse in every community through a variety of evidence-based and collaborative approaches, including training, support, and public awareness.

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Training Overview

Course Description

This webinar provides participants with an overview of meaningful youth engagement, strategies to recruit and retain youth in programs, and steps to evaluate recruitment efforts. Participants will have the opportunity to learn from each other through group discussions and be provided tools necessary to recruit youth for the Youth Champion program and other meaningful youth leadership opportunities.

Learning Objectives

Upon completion of this training series, participants will be able to:

- Define meaningful engagement
- Recognize the Spectrum of Adult Attitudes
- Define recruitment
- Recognize barriers, benefits, and competition to youth engagement
- Identify steps to recruitment
- Define retention
- Recognize principles of retention

Outline Course Contents

- Training Introduction
- Meaningful Engagement
- Steps to Recruitment
- Retention

Intended Audience

This course is intended for Teen Pregnancy Prevention site projects that will be implementing the Youth Champion Program.

Prerequisites

None.

Completion Time

The length of this webinar is 2hours and 40 minutes.

Course Completion

Participants will complete a webinar evaluation.

YOUTH CHAMPION RECRUITMENT TRAINING

INTRODUCTION

Meaningful Engagement

Youth engagement is about empowering all young people as valuable partners in addressing and making decisions about issues that affect them personally and/or that they believe to be necessary. (Ontario Centre of Excellence)

Benefits to the Program

Youth	
Adults	
Organizations	
Communities	

Target Potential Volunteers

The Spectrum of Adult Attitudes

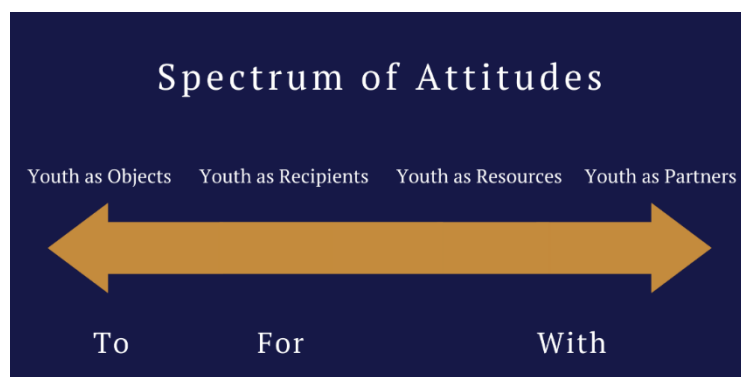


Youth as Objects: Adults exercise arbitrary and almost absolute power over young people. Programs and activities are TO youth.

Youth as Recipients: Adults assess needs, administer treatments, execute solutions, and analyze results with no youth feedback based on an adult's belief that it is in the best interest of youth.

Youth as Resources: Adults value the role played by young people in providing feedback for projects to be designed, implemented, and assessed. Programs and activities are FOR and WITH youth.

Youth as Partners: Youth and adults share decision-making power equally. Programs and activities are WITH youth.



Adultism

"Adultism" as prejudice or discrimination against young people as a group. (Merriam Webster).

What Adults Need to Learn

- Relationship Boundaries
- Not Knowing is Okay
- Benefit to Adults
- Defined Role
- Diversity/Cultural Sensitivity

What Youth Need to Learn

- Organizational Decision Making
- Topic Area Knowledge
- Effective Communication
- Confidence and Assertiveness
- Openness to Other Perspectives
- Diversity/Cultural Sensitivity

Adapted: Engaging Youth: A How-to-Guide for Creating Opportunities of Young People to Participate, Lead and Succeed. Reach A program of Sierra Health Foundation

Authentic Engagement Standards

- 1.** Youth are respected, appreciated, and trusted and feel valued, protected, and secure.
- 2.** Youth know they are working in an environment that encourages their involvement and are engaged in a meaningful way.
- 3.** Youth voice is heard and considered valuable.
- 4.** Youth can be engaged in the decision-making process, be allowed to make decisions, build leadership skills, and see contributions come to fruition.
- 5.** Youth are encouraged to contribute to all aspects of the engagement opportunity.
- 6.** Youth see actual change and progress due to their input and contribution.

Adapted Source: *Authentic Youth Engagement: Youth-Adult Partnerships, John Casey Youth Opportunities Initiative*

Recruitment

Defining Recruitment

Recruitment is: Enlisting, screening, recognizing, and choosing the appropriate youth for your program. It is important to think of recruitment and retention from the perspective of a youth. Organizational marketing materials

Consider the following:

- What is competing with youth attention and time?
- Is your recruitment targeted?
- Effective communication with parents/guardians is essential to support your project.

Benefits, Barriers, and Competition of Youth Involvement

It is important to acknowledge barriers, benefits, and competition for young people you hope to recruit:

Barriers- reasons youth are unable to participate and/or continue in your program. Examples:

- Family responsibilities (e.g., must care for younger siblings, must work to contribute to family income, etc.)
- Cultural norms do not support participation in programs that focus on specific issues
- Transportation
- Lack of parental support
- Lack of peer acceptance
- Not sure how to get involved
- Lack of interest in the topic area/issue
- No clear understanding of what they will gain in participating

Benefits- reasons why youth might want to participate in your program. Examples:

- Dedicated time with peers
- A variety of fun activities
- Improved communication and negotiation skills
- Increased knowledge of the topic area
- Supportive community (adults and peers)
- Learn more about issues that are important to or affect them
- Knowing they are making a difference
- Spending time more productively
- Drive to success or achievements
- Looking to build their resume or college application

Competition- activities or events that compete with your program.

Examples:

- Hanging out with friends in an unstructured environment.
- Peer groups are engaging in the behaviors you're trying to prevent
- Extra-curricular activities
- Organizations that may stigmatize program efforts

Source: *Recruitment and Retention of Teens for T.P.P.: A Social Marketing Approach*

Recruitment Plan



Develop Recruitment Timeline

Sample Timeline

Activity	Time Period
Nomination Period Opens	12 weeks before the start of the program (based on a three-week application period)
Nomination Period Closes	9 weeks before the start of the program
First Round of Review	8 weeks before the start of the program
Second Round of Reviews	6 weeks before the start of the program
Final Review and Selection	5 weeks before the start of the program
Applicant Notification	4 weeks before the start of the program
Member Packet Sent (see information below)	3 weeks before the start of the program
Collect Member Forms	2 weeks before the start of the program
Orientation	2 weeks before the start of the program
Program Launch	

Adapted: *GenerationOn. Game Changers: Establishing a Youth Advisory Council*

Activity: Establish Timeline

Timeline: When will this recruitment effort take place?	
Activity	Dates
Nomination Period Open	
Nomination Review- First Round	
Nomination Review- Second Round, if applicable	
Nomination Review and Interviews	
Applicant Selection and Notification	
Member Packet Sent	
Collect Member Forms	
Orientation	
Program Launch	

Develop Recruitment Message

To develop your recruitment message, you must determine the following information to include:

- Program Purpose: What is the reason for your program? What is your program doing? Who and how does the program impact youth, community members, etc.?
- Criteria to Participate
- Responsibilities and Activities
- Benefits to Participating
- Goals or Success of Program

Identify Program Purpose

Your purpose statement should communicate reason for your program. In 90 seconds or less, make your point. What is your program doing? Who and how does the program impact youth, community members, etc.?



Elevator Speech

Establish Criteria

Age/Grade Level: Determine the most appropriate age/grade level for the topic and activities required.

Academic Requirements: Determine if there are academic requirements. Be mindful that letter grade alone doesn't necessarily indicate potential, talent, or creativity. It is important to consider a young person who has average grades and other factors outside of academics.

Leadership and Volunteer Experience: Determine leadership, service, and volunteer experience. Do these skills and experience add value to the work you are doing in your program?

Diversity: Ultimately, the program will be most successful when youth of different experiences, backgrounds, and interests are involved. Consider a goal to recruit a cross-section of young people that represent different race, age, gender, and socio-economic backgrounds, talents, skills, and interests.

Transportation: Determine if the youth are responsible for their own transportation. If they aren't what will be the plan to get them? If yes, how will you address the any issues they might have in getting there?

Attendance Requirements: Often youth are busy, especially those who participate in multiple programs. It is important to note attendance requirements and/or expectations.

Adapted: *Generation On. Game Changers: Establishing a Youth Advisory Council.*

Define Responsibilities and Activities

Establishing a balance between both adults and youth is required to create a basis for a successful program. Outlining responsibilities and activities for both youth and adults involved in the program is essential.

<h2>Youth Roles and Responsibilities</h2> <ul style="list-style-type: none">• Attend and participate in all meetings and designated activities• Assist in implementation of YC activities• Assist in recruitment efforts as needed• Assist in the retention and evaluation of the YC program, if applicable• Other?	<h2>Adult Roles and Responsibilities</h2> <ul style="list-style-type: none">• Build a safe environment for YC to meaningfully engage• Recruit YC• Clarify YC roles, expectations, and activities• Coordinate YC meetings, activities, and events, with YC input and guidance• Provide food/snacks for meetings, if applicable• Communicate meeting and activity logistics with YC• Train YC on roles, responsibilities, topics, etc.• Provide support and address any issues that arise• Other?
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Activities

Determine activities and tasks to complete the activities required. This will help focus your time and efforts and determine training for YC.

	<h2>Activities</h2> <ul style="list-style-type: none"><input type="checkbox"/> Assist in Focus Groups<input type="checkbox"/> Provide Support in Environmental Assessments<input type="checkbox"/> Serve as Leaders in Spreading the Word about the TPP/YC Program on Social Media<input type="checkbox"/> Attend the Youth Champion Celebration
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Determine Number of Recruits

The minimum and maximum number of youth:

- The goal is to have enough participants to serve the intent, functions, and responsibilities of the program and encourage diverse opinions and discussion.
- Account for available staff and program structure to ensure the number of recruits is manageable.
- It's essential to recruit extra youth in case there are scheduling conflicts and availability.

Reflection

Activity: Creating the Message

Develop Recruitment Message: Determine best way to share the program in a way that will motivate, excited, and interest youth.	
Program Purpose:	
Criteria: requirements to participate.	Responsibilities: what are the roles and expectations?
Activities: what will they be doing?	Benefits: what they will get out of participating in the program.
Goals or Success: share outcomes and success of the program up to this point.	Number of Recruits:
Message:	

Make the Appeal

Recruitment success isn't a one-time thing. It is the result of constant efforts to make your program available to those who want to learn and be a part of something like it. Anything that attracts positive attention helps to attract new recruits. Some ways to do this are:

1. Use the school newspaper or agency newsletter- in print or online. Run a regular blog post on new volunteer opportunities and suggest occasional articles about newsworthy projects or profiles of student volunteers.
2. Send succinct, visually appealing emails.
3. Keep social media fresh and updated, using photos and links to blogs telling the stories of your organizations and the success of volunteers.
4. Produce content that has the likelihood to go viral: a short video, a cute photo with text overlay and an inspiring quote from someone who is well known. (Remember, always make sure there is a clear "next step" like a web address).
5. Set up a bulletin board in a high traffic area of the school or community, people notice these.
6. Keep people who make referrals (such as counselors, social workers, administrators, and teachers) informed and up to date on the program so they feel some ownership. Have something tangible (or digital) for them to share/spread.
7. Use previous and current volunteers as much as possible in any activities, particularly in making presentations to classes or youth groups. They will be the most credible recruiters.
8. SWAG (Stuff We All Get) has its place and time. Think about specific type of SWAG that no other organizations in your area is using.
9. Use social media (Twitter, Facebook YouTube, SnapChat, TikTok, etc.) consistently with high quality and current content. Social media management is also the perfect task for a volunteer or an intern- especially one who, themselves, is an active social media user.

Source: *United Way. Volunteer Engagement, Ready Set Go Guide.*

Recruitment Locations

Location Ideas

Activity: Making the Appeal

Make the Appeal: How will you market the opportunity?	
Appeal Strategy	Materials Needed
Resources needed	Location
Network: Points of Contact	
Personal Contacts	School Contacts
Community Contacts	Organizational Contacts
Other	Notes

Selecting Your Team

Nomination



Self-Nomination: A youth can apply to the program by submitting an online application (application example provided). If they decide to apply themselves, a recommendation should still be required. (recommendation form example provided).

Adult Nomination: An adult leader can nominate a youth because they have demonstrated strong leadership abilities and feel they would be an asset to your program. Note: If it is an adult nomination, it is important to ask if the youth is aware, they have been nominated before contact is made. (example provided).

Peer Nomination: A peer feels that they would be a great addition to the program and has the leadership skills required. Note: Just like an adult leader nomination, it is important to ask if the nominee is aware, she has been nominated. (example provided).

Interview

The interviewer should make the young person feel comfortable. An interviewee shouldn't be grilled, but allowed to comfortably talk about the skills, interests, and interest in the program.

Topic	Potential Questions
Introductions	<ul style="list-style-type: none"> • Share name and job title • Explain your role and part of the program
Purpose of the interview	<ul style="list-style-type: none"> • Review the candidate's application • Confirm details of the application provided • Ask clarifying questions regarding answers provided on the application
Gather additional information	<ul style="list-style-type: none"> • Ask why the youth wants to be a part of the YC program and what they hope to gain from participation • Ask about relevant experience or skills. <ul style="list-style-type: none"> • Sample question: What skills do you have that would be an asset to this program? • Understand the youth's experience with or beliefs about the topic area • Determine why the youth believes they are a good fit for this opportunity
Share next steps	<ul style="list-style-type: none"> • Provide information on selection process (i.e., information on follow-up interviews, timeframe for when candidates can expect to hear back from organization etc.) • Explain any training provided prior to the position starting
Any questions	<ul style="list-style-type: none"> • Allow youth an opportunity to ask you questions about the position, the responsibilities associated with the position, and the organization in general

Scoring

Throughout the interviews, a scoring sheet will be completed for each applicant. The scoring sheet will ensure consistency in the selection process to give all youth a balanced opportunity. (Example Provided)

Selection Meeting

Throughout the interviews, a scoring sheet will be completed for each applicant. The scoring sheet will ensure consistency in the selection process to give all youth a balanced opportunity. (Example Provided)

Notification

Throughout the interviews, a scoring sheet will be completed for each applicant. The scoring sheet will ensure consistency in the selection process to give all youth a balanced opportunity. (Example Provided) Downloadable templates are provided. Feel free to cut and paste to fit your needs.

- Letters of Acceptance and Declination (examples provided)
- YC New Member Packet Checklist, can include the following
 - Program Overview- example provided
 - Job Description- example provided
 - Youth Paperwork- Social Media Form- example provided
 - Parent /Guardian
 - Program Overview
 - Job Description
 - Consent and Organization Paperwork- Other required paperwork by your organization for youth participation. (examples provided)
- YC Publicity Checklist
 - Create a press release- example provided
 - Post on organization website(s) and social media
 - Notify local news outlets and schools

Orientation Training

2. Training- Topic / Activity Training- public speaking, media training, focus group, environmental scanning, etc.

Topic/Activity Training

3. Supervising Youth- Supervision, particularly for young people, is essential for volunteer programs. It offers a formal one on one connection opportunity and improves retention in the program. Supervisors also act as mentors and role models, create a partnership, and help promote the growth and skills of their leadership. It is essential for those in charge to have the time, resources, and interest to contribute to this vital part of the effort.

Note: Make sure to check with your agency/organization about liability, insurance, background checks, etc. as it pertains to supervising youth.

Principles of Retention



Adapted: *Recruiting and Retaining Young Leaders, School-Based Health Alliance*

YOUTH CHAMPION RECRUITMENT TRAINING

RECRUITMENT PLAN

(Organization Name) Youth Champion Recruitment Plan

Timeline: When will this recruitment effort take place?	
Activity	Dates
Nomination Period Open	
Nomination Review- First Round	
Nomination Review- Second Round, if applicable	
Nomination Review and Interviews	
Applicant Selection and Notification	
Member Packet Sent	
Collect Member Forms	
Orientation	
Program Launch	
Develop Recruitment Message: Determine best way to share the program in a way that will motivate, excited, and interest youth.	
Program Purpose	
Criteria: requirements to participate.	Responsibilities: what are the roles and expectations?
Activities: what will they be doing?	Benefits: what they will get out of participating in the program.
Goals or Success: share outcomes and success of the program up to this point.	Number of Recruits:
Message:	

YOUTH CHAMPION RECRUITMENT TRAINING

Make the Appeal: How will you market the opportunity?	
Appeal Strategy	Materials Needed
Resources needed	Location
Network: Points of Contact	
Personal Contacts	School Contacts
Community Contacts	Organizational Contacts
Other	

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