Communicating the Value of Your TPP Program

This job aid is designed to help Teen Pregnancy Prevention (TPP) programs pinpoint their value proposition—in other words, how their services provide value to the youth they serve. Once you define your TPP program's value, you can then market more effectively to potential youth participants, parents/caregivers, and partners.

Follow the steps below to:
1. **Define the needs of the youth you serve**
2. **Map your program to their needs**
3. **Identify your value sweet spot**
4. **Draft your value proposition**
5. **Communicate your value**

Step 1: Define youth needs

Define the gains, pains, and goals of the youth you serve. Hearing directly from diverse youth who broadly represent the population you serve is the best way to identify this information. You can think of this as an opportunity to meet the Youth Voice & Action grant expectation to engage youth.

- **Gains** make youth happy or save them time and effort.
- **Pains** are annoying, difficult, or troubling for youth.
- **Goals** are what youth are trying to do, problems they are trying to solve, and needs they wish to satisfy.

Step 2: Map your program to youth needs

Create a value map that shows how your program addresses the gains, pains, and goals of the youth you serve.

- **Gain creators** are the ways in which your program creates gains for youth.
- **Pain relievers** are the ways in which your program relieves the pains of youth.
- **Program services** are the services you provide that create gain and relieve pain, ultimately creating value for youth.

Example value map:

Youth needs	← map to →	Your program
Gains • *Feeling confident* • *Learning skills* • *Getting trustworthy sexual and health knowledge*	← map to →	**Gain creators** • *Building confidence* • *Providing job and leadership training* • *Sharing trustworthy information*
Pains • *Not having enough time for extracurriculars* • *Not knowing where to go with questions about sexual and reproductive health* • *Feeling bored*	← map to →	**Pain relievers** • *Offering program during school hours* • *Providing a safe space to talk about sex and healthy relationships* • *Having activities that youth find fun and engaging*
Goals • *Feel happy and stable* • *Feel good in their bodies* • *Build healthy relationships*	← map to →	**Program services** • *Address mental health in your curriculum* • *Address healthy food and physical activity in your curriculum* • *Have educators whom youth can relate to*

YOUR VALUE MAP: WHAT YOU OFFER THAT YOUTH NEED

Youth needs	← map to →	Your program
Gains	← map to →	**Gain creators**
Pains	← map to →	**Pain relievers**
Goals	← map to →	**Program services**

Step 3: Identify your value sweet spot

Your value sweet spot is a combination of:

- What you offer that youth need (see Step 2 above)
- What you offer that is unique—meaning that youth can't get these gains or relieve these pains elsewhere

For each gain creator, pain reliever, and program service you noted in Step 2, think about how unique that offering is. If it isn't very unique, add it to the top left box on the table below. If it is unique, add it to the top right box—this box is your value sweet spot.

When identifying which attributes of your program are unique, consider "competitors" that fulfill the same youth needs that you fulfill. Then note these competitors in parentheses in the "not unique" box in the table below. Competitors may include:

- Other similar programs or organizations in your community
- Other activities that compete for youth's time and attention

Example value sweet spot table:

	Not unique	Unique (value sweet spot)
What you offer that youth need	• *Information about healthy food and physical activity (competitors: health class)* • *Activities that youth find fun and engaging (competitors: phones, hanging out with friends, etc.)*	• *Building confidence* • *Job and leadership training* • *School credit* • *Program during school hours (doesn't interfere with extracurriculars)* • *Safe space to talk about sex and healthy relationships* • *Educators whom youth can relate to* • *Trustworthy information about sexual and reproductive health*

YOUR VALUE SWEET SPOT TABLE

	Not unique	Unique (value sweet spot)
What you offer that youth need		

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Step 4: Draft your value proposition

Now that you have identified your value sweet spot, you can draft your value proposition. A value proposition is a simple statement that captures the unique value you provide. Your value proposition should make it clear to <u>any audience</u> why they should participate or partner with your program instead of the competition.

When drafting your value proposition, emphasize the program offerings listed in the "unique" box of the table above (your value sweet spot). Share this value proposition with staff and make sure they understand why youth value your program and what sets you apart.

Example value proposition:

> *Our program gives youth an opportunity to learn from educators they relate to about life topics that matter to them: sex, healthy relationships, confidence, leadership, and career building. All while earning school credit during school hours, so they don't need to sacrifice the other things they care about.*

YOUR VALUE PROPOSITION

Step 5: Communicate your value

Now that you have crafted your value proposition, you can use it as a jumping off point to develop messages tailored to each of your audiences, including program participants, parents/caregivers, and partners. Incorporate these messages into your communication strategy; ultimately, make sure your value is showcased front and center anywhere you market, including your website, social media channels, and pitch presentations.