# **TPP Program Recruitment and Retention Action Planning TemplateLogo: RHNTC Reproductive Health National Training Center.**

This template is designed to help Teen Pregnancy Prevention (TPP) programs leverage learnings from the Improving TPP Program Reach through Recruitment and Retention Toolkit and identify action steps that will strengthen their recruitment and retention efforts.

Fill out this template after reviewing and/or implementing the toolkit’s steps and resources. Then share your responses with OPA, either by uploading the completed template as a standalone plan or by integrating it into your implementation plan. Use the completed recruitment and retention plan, along with your implementation plan, to guide your recruitment and retention activities.

| **Toolkit section** | **What have you learned from reviewing or implementing the steps and resources in each section?** | **What actions can you take to incorporate these learnings into your program?** | **What resources (people, time, technology, etc.) will you need?** | **Notes/next steps** |
| --- | --- | --- | --- | --- |
| **Section 1:**  Gather input from youth, parents/ caregivers, and the community | *Example: Listening sessions with youth and parents revealed that parents perceive the program as age inappropriate.*  [Fill in what your program has learned here] | *Example: Adapt language in marketing materials.*  [Fill in what actions your program can take here] | *Example: Time to adapt messages and materials, time to disseminate updated messages and materials.*  [Fill in what resources your program needs here] | *Example: Meet with a senior facilitator to review materials using CDC’s* [*Health Education Curriculum Education Analysis Tool*](https://www.cdc.gov/healthyyouth/hecat/index.htm) *(HECAT) as a guide.*  [Fill in your program’s notes/next steps here] |
| **Section 2:**  Use human-centered design to strengthen your program | *Example: Completing the equity framework worksheet revealed the ways that, despite our best intentions, we still perpetuate inequities (e.g., by holding our program during school only, we neglect potential participants who are transient and unable to attend school regularly.)*  [Fill in what your program has learned here] | *Example: Work with implementation partners to identify opportunities to integrate our program into the school day.*  [Fill in what actions your program can take here] | *Example: Time to strategize with implementation partners, time to adapt messages and materials.*  [Fill in what resources your program needs here] | [Fill in your program’s notes/next steps here] |
| **Section 3:**  Develop engaging and relevant recruitment messages | *Example: Completing the digital channel assessment and reviewing the digital channels resource revealed that there are other channels we should be using to connect with youth.*  [Fill in what your program has learned here] | *Example: Create Instagram and TikTok accounts, and determine a schedule for outreaching to youth using these platforms.*  [Fill in what actions your program can take here] | *Example: Time, effort, and expertise to develop and disseminate messages through these new channels.*  [Fill in what resources your program needs here] | [Fill in your program’s notes/next steps here] |
| **Section 4:**  Provide meaningful support to retain participants | *Example: After reviewing the resource on employing and retaining facilitation staff, we realized that our existing approach to hiring isn’t leading us to get applicants that are the best fit.*  [Fill in what your program has learned here] | *Example: Work with relevant community groups (like local community colleges) to recruit passionate facilitators with an interest in education and youth development.*  [Fill in what actions your program can take here] | *Example: Time and effort to develop/revisit relationships with relevant community groups and to rework the job description for facilitation staff.*  [Fill in what resources your program needs here] | [Fill in your program’s notes/next steps here] |