



Webinar Transcript
**Working with Community Advisory Groups and Youth Leadership Councils:
Basics, Best Practices, and a Bit More**

Operator: Welcome and thank you for standing by. At this time all lines have been placed in a listen-only mode until the question and answer session. At that time if you'd like to ask a question please press Star 1. Today's call is being recorded. If anyone has any objections you may disconnect at this time. I would now like to turn the call over to Jaclyn Ruiz. Thank you. You may begin.

Jaclyn Ruiz: Thank you and thank you everybody for joining us on today's Webinar. It's the first Webinar I think we've had since the funding of the new cohort so I'm very excited about it. Today we're going to be talking about working with community advisory groups and youth leadership councils, what the basics are, some best practices and a bit more.

Just a bit of a disclaimer that the views expressed in this Webinar do not reflect any official policies of the Office of Adolescent Health or the US Department of Health and Human Services nor does the mention of any trade names, commercial practices, or organizations imply endorsement by the government and any statements expressed here by the presenters are those of the presenters and do not necessarily reflect the views of the Office of Adolescent Health or the US Department of Health and Human Services.

So I just want to introduce our presenters for today. My name is Jaclyn Ruiz. I am a Public Health Advisor Project Officer at the Office of Adolescent Health. We have Brandon Stratford with us. He is from Child Trends and he is going to be helping us facilitate today's call. So he'll be going over some of the logistics and helping with the questions and answers. And then our two main presenters are Tom Klaus and Robyn McLymont which I hope I pronounce that correctly. I'm sorry Robyn.

Tom Klaus has - Tom Klaus is a nonprofit organizational leader and has nearly 25 years of experience in the field of teen pregnancy prevention. His experience includes the development and national replication of an evidence-informed school-based program in 23 states successfully leading a statewide teen pregnancy prevention organization through a restructuring and turnaround process ensuring a stability -- I'm sorry you can tell it's late in the East Coast -- ensuring its stability and vitality as an effective and thriving organization and providing teen-pregnancy-prevention-related training and technical assistance to state and federal public agencies and private nonprofit organizations throughout the United States.

From 2005 to 2013 he was a Director of Capacity Building and Sustainability at Advocates for Youth in Washington DC and in this role he served as a Project Director and Technical Assistance Provider for coalition building, community mobilization and sustainability in the CDC-funded Promoting Science-Based Approaches through Getting to Outcomes projects and integrating services, programs and strategies through community-wide initiatives which was actually a jointly funded OAH CDC program that occurred from 2010 to 2015. He's also going to be our trainer for an upcoming regional training event that I think we'll be doing a plug of later in

her presentation but just wanted to share that. Robyn McLymont, am I saying that right Robyn? I want to make sure I'm getting your name right.

Robyn McLymont: You are. You've done a great job with that last name.

Jaclyn Ruiz: Thank you. So for the past 20 years Robyn has dedicated her professional career to serving youth and families. Across her professional career she's been a teacher, a trainer, a program manager and a director. Currently she is working at OIC of South Florida Youth and Family Services Division as the Division Director, working with families, middle school, high school and college students as well as youth in the Juvenile Justice and Child Welfare program. As I mentioned, she oversees the teen pregnancy prevention program at OIC in addition to multiple in-school and out-of-school-time youth programs. And she is – she's been there since 2012 and is overjoyed with the opportunity to serve Broward County, Florida residents in this second round of TPP programming.

Just as a note she was funded under the original - the first cohort that was the 2010 to 2015 grant program. And as I mentioned she was refunded in the second go around. Sorry, that was a lot. So I will now pass it over to Brandon to sort of go over our agenda and any housekeeping items (unintelligible).

Brandon Stratford: All right thanks (Jackie). So I'm just going to do a very quick run through of what to expect today. And also I'm going to start off by letting you know that there are several resources that have been uploaded to the WebEx platform that are available for you all to download. So in order to do that if you go up to the File tab up at the top in the left corner you should get a drop-down menu that includes Save As. And I believe that that will - that should allow you to download the products that have been uploaded for you all. he they include several samples of different documents that you might want to

use in terms of permissions for royalties and things like that that our presenter Tom Klaus has provided as well as the guidance from the OAH which (Jackie) will go over in just a bit.

So we're going to finish up with introductions and then we'll move on to (Jackie) is going to share a little bit more about the OAH expectations for Community Advisory Groups and Youth Leadership Councils then she'll turn it over to Tom who's going to share some of his experience and knowledge and then we'll go to Robyn for her grantee perspective. At the end we'll have a Q&A so there will be an opportunity for you all to ask questions.

I will also want to stress also that you can type your questions into the Q&A box. And we also have a chat feature. So if you have a question that you would like for everyone to see feel free to type that into the Chat box and click Everyone if you want everyone to see it. Please don't click Everyone if you don't want everyone to see it. You can also select a specific person that you want to send the message to. So that's two ways that you can get your questions or comments out. And then at the end you'll also be able to ask a question on the phone line.

So if you have any questions on all of that just put it in the chat and we will try to respond to it because I want to be able to move along with our agenda. And so I'm going to let everybody know what our objectives for today are. By the end of the presentation you should be able to identify at least one strategy for planning a Community Advisory Group and/or Youth Leadership Council. You should also be able to identify at least one strategy for implementing your CAG or YLC, one strategy for maintaining that over time. And you should also be able to identify appropriate OAH resources as well as be able to describe and understand the expectations that OAH has related to community advisory groups and YLCs.

So to start off we have a quick poll just to get to know everybody a little bit better and get a better sense of your familiarity with Youth Leadership Councils and Community Advisory Groups. So we're going to - you should see a poll over on the right-hand side of your screen. So if you all could go ahead and take we'll give about 20 or 30 seconds for folks to respond and that will give our presenters a little bit more information about where you are in your experience with implementing, planning and implementing Community Advisory Groups and Youth Leadership Councils.

Jaclyn Ruiz: And Brandon while people are doing the poll just wanted to point out somebody mentioned something about the documents not being available for download. So you gave instructions for that right? I didn't miss it.

Brandon Stratford: I did. So I am going to look into that while our presenters are presenting because it looks like the system might have changed a bit since the last time we used it.

Jaclyn Ruiz: And I will save for any of the documents that we are sharing you can feel free to email me. My email address is jaclynruiz@hhs.gov or your project officer who will relay that information to me if you need access to any of the handouts we're doing. The PowerPoint presentation will be made available on OAH Web site and on max.gov. The handouts that are sampled are little more complicated so you might just need to contact me directly to get that.

Brandon Stratford: All right so we're going to go ahead and close the poll so we can take a look at our results. And in the meantime I am going to go ahead and pass it back to (Jackie) who is going to talk a little bit more about OAH's expectation while we summarize everybody's results from the polls.

Jaclyn Ruiz: Sounds good. So some of this stuff if you guys were at the TPP Tier 1 orientation will be pretty repetitive so I apologize but we thought it might be helpful to refresh your memory in terms of what the expectations are for Community Advisory Groups and Youth Leadership Councils.

So in the FOA especially for the Tier 1, specifically for the Tier 1B grantees, you are expected to implement the strategies that are outlined in the Strategies Guided by Best Practices for Community Mobilization over the life of your grant.

The nice thing about having Tom on this call is that that is a document by Advocates for Youth and he used to be there so he can help sort of guide us through that not only on today's call but mostly – more importantly at the regional training that he has planned later this year. You are also expected to establish or work with an existing Community Advisory Group and Youth Leadership Council to lead the community mobilization efforts.

As we mentioned it does not - you do not have to create a brand-new Community Advisory Group or Youth Leadership Council if one already exists because of formal work you've been doing in teen pregnancy prevention or within your community. But you do need to have a Community Advisory Group and a Youth Leadership Council established for the community mobilization efforts. The Youth Leadership Council should be representative of your target population and really should make - and should ensure that there's meaningful opportunities for authentic participation and decision making by the youth. It's critical that the youths are engaged to ensure that the programs that you're implementing and the strategy that you're using are relevant and a good fit for the needs of the community.

The Community Advisory Group should include representation from key community champions and decision makers that work to prevent teen pregnancy and promote healthy adolescent development. And we encourage you to think beyond the traditional partners and engage those partners that also have an impact on teen pregnancy prevention but may not have a primary focus on such prevention. Examples include those in education, juvenile justice, transportation, housing, et cetera.

So we expect that it's probably going to be a lot of leg work from the very beginning in terms of your Community Advisory Groups and Youth Leadership Council. So something that we recommend is making sure that you have a designated person consistently and regularly working with your Community Advisory Group to ensure that there's efficient continuity in terms of participation and engagement. They should assist and advise in the assessment and the planning and design and the evaluation of the overall TPP program. I'm sorry so your Community Advisory Group should assist and advise in the assessment, planning, design, implementation, and evaluation of your overall TPP program.

You want people who are going to be participating on a frequent basis obviously. You may want them engaged in any project trainings as appropriate so professional development opportunities for your Community Advisory Group. And if you're having multiple Community Advisory Groups, an opportunity for them to work collaboratively together is also important. The person that you have as a designated sort of Community Advisory Group liaison obviously should also, probably, it would make sense for them to be the same person that would work with your Youth Leadership Council to coordinate the community mobilization efforts in that aspect.

As I mentioned your Youth Leadership Council will play a vital role in the community mobilization efforts. They provide a direct link to the youth in your community and will ensure that your EBP that's selected and implemented are relevant and good fits for - a good fit for the need of your community.

In terms of your Community Advisory Group and Youth Leadership Council we do want to make sure that there is a representative of the Youth Leadership Council on your Community Advisory Group. And so however the structured formats are for your Community Advisory Group and your Youth Leadership Council we do want to see that there is some sort of interaction that is occurring between your Community Advisory Group and Youth Leadership Council.

What I'm going to try to do really quickly is just share the handouts that - oh, I don't think they're there. I'm sorry Brandon did - were you able to upload the handouts from the - from OAH that outlined the Community Advisory Group Youth Leadership Council and the different characteristics? I don't see them and that's fine.

Brandon Stratford: There should - I'm trying to bring up a file right now and it doesn't seem to be showing.

Jaclyn Ruiz: Okay. I see what you're...

Brandon Stratford: It's blank.

Jaclyn Ruiz: Okay. Sorry everyone, bear with us. We tried using - this is our first attempt at using WebEx because we know Live Meeting has been such an issue for other

grantees in the past and we're hoping this would be a little more technologically friendly for everybody. Oh, there it is.

Brandon Stratford: Great.

Jaclyn Ruiz: Yes. Okay so this is – oh, there they are. Okay great. So there are three documents that you can currently find on max.gov in - on the Teen Pregnancy Prevention Home page under Program Guidance. One clearly sort of defines what the OAH expectations are around your Community Advisory Group and here is sort of what it looks like just for the – for saving same time I'm not going to go through it. There's another one that looks very much the same but for Youth Leadership Councils. And then finally we sort of did just a – oh, let me see if I can - I wonder if there's a way to – oh, sorry I was going through this chart Brandon. And I'm - I feel like I can't rotate it. Oh wait I can. Oh wait, that's the wrong way. Sorry please bear with me while I rotate this the correct way. Okay perfect.

And then here's just a chart that we thought would be sort of a handy-dandy cheat sheet for grantees to have that compares or sort of gives a quick first overview of what our expectations are for the Community Advisory Group and the Youth Leadership Council. All of these like I said are on max.gov.

If for some reason you have issues getting them please feel free like I said to reach out to your project officers. They have access to it or I did put my email I think in the – I'll make sure to put it in the chat so that if anybody needs it can go ahead and get it. That's all I have to say about OAH expectations because I know we're going to have a lot of great best practices and strategies from our speakers so I will head it over to Tom.

Tom Klaus: All right thank you so much Jackie and Brandon. And Robyn it's delightful to be on the call with you today as well as the rest of the grantees. So with that we're going to plunge right on ahead. So by way of introduction to this section I want to acknowledge that the CAGs and the YLCs come in all shapes, sizes and cover different geographic areas. Some are local and some are going to be in projects that are crossing counties and even states which creates a level of complication in fact for the grantees in trying to manage the CAGs and their YLCs.

But there's a couple of thoughts I'd like you to keep in mind as I move through this part of the presentation today. First it's important to consider whether it is more reasonable and time- and cost-effective to have a single CAG or YLC that brings together members from throughout the whole region periodically or whether it is better to have multiple CAGs and YLCs organized by and working more regularly in specific local geographical areas. Now the best practice actually here is the one that's going to fit best for with your staffing, your budget and the focus of your grant program.

Secondly the idea that I'd like you to keep in mind is consider whether you need staff dedicated to one or either of these groups. Now Jackie already raised that possibility in her part of the presentation and I think it's a very important question for you to consider. In some TPP initiatives that have previously convened CAG's and YLCs they - many have had staff dedicated to working with these groups. In some cases it's been a community mobilizer that's worked with both groups and in other cases it's been a staff member who've been dedicated to managing and facilitating the YLC only. Whichever way you go either has budget implications that need to be considered with regard to salaries, benefits and expenses related to travel and convening.

So in planning your Community Advisory Groups and your Youth Leadership Councils it is important to achieve clarity in four areas. The first one we're going to look at is the clarity of purpose. To mobilize means to bring people together for action. And the CAG and the YLC are to lead the community mobilization in your community as you just heard Jackie say in terms of OAH expectations. Now the reason we mobilize is to create a community environment that makes it easier to implement evidence-based programs, create youth friendly clinical services and make good referrals for care.

So successful community mobilization requires the CAG and the YLC work effectively with one another as well as with the grantee. And for this reason it's important that the CAG and YLC members know at the very beginning that their primary role is to lead and participate in those community mobilization efforts.

I'm having just a slight lag time here in the movement of the slides. I apologize for that. I don't know why. The second area of clarity has to do with the focus of each of the different groups, that is where does the CAG in the YLC channel its energy and what does each of the groups do? In many ways the mobilization work of both groups is very much the same. They raise awareness, they inform, they educate, they build support, and they persuade others to support the work. What is different has to do with the composition of the groups and on whom they focus their community mobilization efforts.

The CAGs are largely comprised of adults and they focus on other adult community stakeholders. The YLCs are comprised of youth and they focus on youth stakeholders. And that includes all the young people in the schools where your YLC members may be attending and also in faith communities, in foster care settings, and other types of settings within the community that your YLC members come from.

A third area of clarity for CAGs and YLCs is with regard to membership specifically who are the best members for those groups. Now both groups need to be comprised of change agents. These are respected people whose opinions, ideas and thinking matters to other people. Now what do we mean more specifically by change agents? My friend (Paul Born) of the Tamarack Institute likes to put it this way. He says a change agent is a person who if they invited ten people to a meeting at least seven of them would show up. Now I know that what he's talking about here is a little bit of a judgment call to make a determination about who it is that has that kind of clout but it can be made when we observe and get to know people and understand how they interact with others.

Informing the CAGs it's also important to include diverse sectors of the community which include business, funders, faith community, and public agencies. Now those public agencies that it is very important to include also are those more unlikely partners in teen pregnancy prevention, particularly those that are working with very vulnerable youths. These include organizations and agencies that are working in foster care or juvenile justice, young families, child welfare and with LGBTQ youth as well.

In forming the YLCs its many times very tempting to recruit the most extroverted polished young people who seem to have it all together in so many ways. But please do not overlook those people who do not fit that particular profile. A deep caring and adaptation about an issue can often trump other qualities. So be sure to include young people in your YLC who have a deep interest and passion for the issue even if they do not appear to be in other ways the perfect candidate. And unless your program is only working in schools you're going to need to find a way to recruit out of school youth as well. And this could be very challenging to do. In fact an entire another

Webinar could be done just on that particular topic. But let me offer one suggestion very quickly and that is use a social networking strategy. In social networking you use the existing relationships you have with an individual young person to be introduced to other out-of-school youths in their social network for the purpose of building relationships with them and recruiting them to become involved. They can take a little bit more time but it can certainly be very effective.

The final area of clarity that we want to be concerned with in the planning stage has to do with taking the first steps of the CAG and the YLC. For the YLC you may wish to have an application process. The application can be as simple as having them provide their contact information or as complicated as you want it to be including asking them to write an essay about why they want to be on the YLC and providing references. In all cases though there needs to be some releases that are prepared in advance for young people in particular to sign or for their parents or guardians to sign depending upon the age of the young people that you are involving in the YLC. Now we've included a lot of samples of these releases and other important documents for you to download as a part of this Webinar. And if you go to the ribbon at the top as you were directed by Brandon earlier you should be able to either download those through the save as feature or perhaps one by one for each of the items at the top of your screen there.

So building capacity for YLC members needs to be an important part of their experience on the YLC. Overtime it will be important to provide training on topics such as Sex Ed 101, answering difficult sexuality questions from friends, listening skills, public speaking, persuasive speaking and so on. In the first meeting agenda for both the CAG and the YLC it tends to look pretty similar. That first meeting of these groups needs to include introduction so that people get to know one another, and orientation to the project or the

program that you are undertaking as a grantee to give them a clear understanding of what it's all about, and introduction to the program or project goals and objectives, a discussion of the community mobilization purpose or function of the CAG and YLC.

And then also to take some time to create a basic structure. Would you for example have a chair or co-chairs, would you set up committees? Regarding the structure I recommend typically that you create enough structure to be able to do the work efficiently and effectively as well as to involve everyone. But please remember that simply being assigned to a committee is not necessarily involvement.

Now speaking of orientation both the CAG and the YLC will need to be oriented not only to their tasks, they will need to be oriented to the need for teen pregnancy prevention because again part of their role is community mobilization and taking messages about teen pregnancy out to the broader community so that orientation to the need for teen pregnancy prevention is not however a once and done kind of thing. It's an ongoing process because group membership will likely change in both the CAG and the YLC and there will always be a need to keep motivating current members to grasp the importance of teen pregnancy prevention.

Typically there have been two very powerful ways the groups have used to motivate members in terms of their understanding of the necessity for teen pregnancy prevention. And both have to do with focusing on aspects of the cost of teen pregnancy. One approach is to focus on the financial cost of teen pregnancy to a community and the individuals that are impacted by it and the savings when the teen pregnancy prevention is successful. A second focus on cost looks at the personal stories and case studies that illustrate the social,

education, economic and overall life impact of teen pregnancy for young families and their children as well.

Well at this point we're going to move into questions regarding implementation of your CAG and your YLC. When it comes to implementation there are several questions that I am frequently asked. Now to be honest none of those questions have answers that are straightforward as you might like. But let's look at one of those common questions how big should our groups be? The optimal size for the CAG and the YLC is ultimately what works best for you. You will almost always be trying to balance the issue of size to achieve both effectiveness and the depth of thought and ideas you need to create quality ideas and interactions within the community that come out of having a very diverse group.

You'll also need sufficient and consistent participation from members of both groups to be - so that they are viable and to become more visible as entities within their communities. So there is no really clear cut answer. The optimal sizes that we have observed for both the CAGs and the YLCs among the CAGs we've observed anywhere from ten to 20. For the YLCs we've observed anywhere from seven to 15. So remember that the YLC size can also be complicated because involvement can be affected by age, their level of a young person's involvement in their school if they are still in school and also the availability of transportation for them to participate in meetings.

Another question that comes up has to do with meeting frequency. And so meeting frequency is one of those things that needs to be aligned with what works best for your participants and your grant. If you meet too often you're going to risk burning out members, especially if your meetings are not focused or well run and do not allow for meaningful involvement of the

participants. And if you don't meet enough then you risk having a powerless and effective group.

Previously I've observed when working with the CDC teen pregnancy prevention grantees who were also required to have YLC type groups that some found it was more important for the youths to meet more frequently. This tended to create a greater team sense and for many young people the group became a very significant peer group and social circle. So again no easy answers to this. Some CAGs meet anywhere from monthly to quarterly and many CA - YLCs excuse me, will meet weekly to monthly. Again what works best for your young people for your participants in the CAG tends to be the best practice in this case.

Now with both the CAGs and the YLCs meeting locations and times are an important implementation consideration. Research that I've done with a colleague on community mobilization groups like CAGs and YLCs found that meeting locations and time were consistently the biggest complicating factors for involving both adults and young people. So we have come to recommend that you consider who it is you most want to have as participants and then adapt the location and time to accommodate those individuals.

Many grantees want to also have youth members of their CAG or have a YLC representative on the CAG. And of course Jackie mentioned earlier that that's an expectation of OAH as well. And it's extraordinarily admirable for a group to want to do that but it does come with a cost and some complications. First I believe you need to have at least three young people so they feel more empowered to participate in the CAG meetings.

I know OAH requires one. I'd like to suggest that you have at least three young people they could come into your CAG because I think that they will

feel more comfortable and empowered to enact. And then secondly you need to be willing to accommodate the location and schedule to allow youth to participate more easily. These may not be particularly comfortable to CAG members but it is part of the cost of youth participation if that is something that they genuinely desire.

Now this slide provides a very short list of community mobilization tasks that can be undertaken by CAGs and YLCs. It is not exhaustive by any means but it offers a very basic answer to the frequently asked question what does the group do to actually mobilize the community? Now at the very heart of the work of the CAGs and YLCs is community mobilization. But here's an important heads up with regard to the community mobilization limitations of these two groups.

Our research also found that these kinds of groups are usually less effective in their mobilization efforts with media and elected officials. YLC type groups members are very effective in their peer groups but they have a much more difficult time engaging school and elected officials. An overall both groups are - seem to be more comfortable mobilizing people within their existing networks so it's boundary crossing, going outside of that familiar social network, that familiar network of contacts. It's a real challenge for many groups within CAGs and YLCs is what we're finding.

The implications of these findings are that the CAG and YLC members need to have the capacity built with regard to crossing boundaries to mobilize groups and other sectors. And they will need to be nudged every now and then to do so.

So at this point we're going to take another quick poll. And so Sam I'm going to have you get ready. Sam is our poll guy here. How confident are you that

you can create a Youth Leadership Council that will be effective in community mobilization? Are you very confident, somewhat confident, a little confident or not at all confident? We're going to give you about 30 seconds. I was thinking about humming the Jeopardy song but I don't think I will. I don't think that would be highly appreciated by anyone out there. But I will encourage you to take just a moment to look through that question, look at the responses and go ahead and indicate your response. We're going to give you just a few more seconds without me humming the Jeopardy song and then we're going to go to the next slide and in a couple of seconds we will see the responses.

So it looks like Sam has cut off the poll and so we probably will see those answers popping up in just a second. So we're going to go ahead to the next and final section of my presentation: maintaining your CAG and YLC. And so in this last section that I'll be doing today we want to look at the challenge and opportunity that are presented in terms of managing your - these two groups.

I want to take a second and go over to the poll and highlight those results there. So looking at that we had pretty good participation in this poll. We had 59 participants. There are 24 folks that I guess really wanted me to hum the Jeopardy song. We have 11 out of 57 to say that they're very confident. We have 15 out of 57 the say they're somewhat confident. We have five out of 57 that are a little confident and two out of 57 that are not at all confident.

So very good. It looks like we have a nice variety of experience of people working with the YLCs and some great things that we can do to help raise the confidence level of some of you that are meeting that. And also what I see here is a great opportunity for some peer learning when we get together in May in those community mobilization meetings as well.

So one of the ways we maintain our community mobilization groups is to remember that value matters to people when they are giving their time in their effort to a cause. And so quid pro quo or the sense of getting something for something is an important idea to remember to maintaining both of these groups and sustaining their participation. You would like your CAG and your YLC members to be active participants and coworkers in community mobilization. They need in turn to feel there is value in their participation.

Now the slide says there are five tips for adding value to sustain participation in the CAGs and YLCs and I realize last night that this was a typo. It's actually this is the first of the five tips. My apologies. One of the ways you can add value for your participants is to regularly share the successes as well as the challenges of your program. And by share I mean more than simply tell them about it. Help them to see and understand how they have contributed themselves to the success of the work that is going forward, including those times when they have resolved the challenges.

I just was actually at the community action team meeting earlier this afternoon and I've got to tell you the facilitators of that meeting did an amazing job of saying to the Community Action Group that they work with -- they happen to call it a CAT but the CAG -- they did an amazing job of saying to them, you know, we could not be having the success we're having, we couldn't be doing what we're doing without you. And the energy that was in the room with this group of folks was absolutely magnificent. So my kudos to those folks and the appreciation for the folks that turned out here in Buffalo for those meetings.

So the next piece in terms of maintaining -- whoops, sorry about that, went to quick, got to go back. There we are. All right I'm fighting with the slide thing here. There we go. So members also want to feel like they're accomplishing something. So a second factor for maintaining your CAG and YLC is to make

sure you have a clearly articulated goals and clear objectives that members understand so that they know when they're actually making progress together. Early on it's very important to become crystal clear what your group's purpose and goals are for community mobilization, set them high enough to make the group stretch a bit yet still achievable in the life of the project.

And by the way one of the things that I think is very important to do with your meetings if you want to try to carry over the momentum from one meeting to the next is to actually finish one meeting with strong assignments, identify next steps and then expectations for the next meeting for the group so they know how to prepare.

The saying "nothing succeeds like success" reminds us that success is in fact contagious. Therefore as our groups begin their community mobilization efforts they will need some early wins to sustain their energy, enthusiasm and commitment. Early success as you can see on this slide builds confidence, strengthens commitment, builds enthusiasm and minimizes frustration. Look I know we are all familiar with the concept of smart, S-M-A-R-T objectives. And you know that the R in that framework stands for reachable and sometimes realistic. Well let's also let the R be a reminder to us that we help our groups right community mobilization objectives that are quickly reachable in the first few months or even the first year of the work because those quick and early wins are important in terms of building confidence for them to move forward.

In each meeting it's important also to create opportunities for people to get to know one another. Here's an inconvenient truth about these groups. Most people do not participate in these kinds of groups because they believe so deeply in the cause. In fact they participate because of the connections they have with other people. How many times have you yourself said, "I don't

really want to go to that meeting but I want to go to see so and-so because they're my friend and I really have a nice connection with them and I really hope that they're going to be there as well?" For this reason we need in each meeting to give people the opportunity to build new connections and deepen in existing ones. One of the ways that you're going to do this is to structure a time in your meetings for people to interact one on one or in small group exercises. The opportunities then will build the connections that are the glue for maintaining your groups.

All right and so my final slide here as a result of the connections people often begin to share their stories of why they were involved in the issue of teen pregnancy. Interestingly enough when we form groups like this we tend to default to the idea that people are involved because of their work since we usually populate them with professionals and providers. We do not often ask about other reasons. For example, I've been in the field of teen pregnancy prevention for 25 years and almost never has anyone ever asked me why I'm in this work? If they did they would learn that my mother was a teen mom who felt that her life was ruined by having an unplanned pregnancy. And with each subsequent child she had her bitterness and anger grew over the loss of life she believed she might've had. And she blamed each of her four children in turn. It forever affected our relationship with her.

I've been in this field for most of my career now because I know just how important it is for a child to feel welcomed and wanted. And while many children of young families and teen parents do feel welcome and wanted this is not true for every one of them. So if you're going to give people the opportunity to share their stories though make sure you have set up group agreements that include confidentiality. Thank you for your time and attention. At this point I'm going to turn it right back to Brandon.

Brandon Stratford: All right thanks Tom. And in order to not lose any time I'm just going to pass it over to Robyn and Robyn I'll take care of your slides if you just want to take care of the information.

Robyn McLymont: Okay great Brandon. Thank you so much. First I want to say thank you to OAH for inviting me to participate in this Webinar and thanks to Tom for the great strategies that he just provided to all of us. I was surely taking some notes and look forward to being able to share some of the strategies with my team here.

I am from OIC of South Florida and we are a community-based workforce development agency. We work with adults and youths in especially very vulnerable communities in the South Florida area. So this programming is especially important to us. We see the need for teen pregnancy prevention really through our clients and them reaching out to us and saying, "If I have the opportunity to receive teen pregnancy prevention information I might have been able to dedicate more time to reaching my career goals and aspirations.?" And that was really propelled the agency and to going into this initiative.

I'm the director of our youth and family services program. And really at the core of all of our youth programs is protective factors in being able to incorporate positive youth development. We've been delivering teen pregnancy prevention since 2004. And this is our second round of TPP funding. So we're very excited with this opportunity to be able to continue the good work that we started back in 2010.

When it comes to our teen pregnancy prevention program we've titled it Project PAUSE. We thought we come up with a really snappy name that would appeal to the community. And PAUSE stands for prevention first and foremost, preventing pregnancy and the contraction of STDs, AIDS, and HIV.

So much of the work we do is with young people and we want to make sure that they're able to achieve their academic and personal goals through our program, that they understand the risks associated with unprotected sex. And of course if they succeed in their endeavors and they undertake that commitment to educate their community.

Our CAG, when it comes to the CAG and the YLC portion of our programming, it's something that we were fortunate to get up and going in the first round of TPP programming. We truly recognize the value of it. For this round we have worked together to come up with a much more structured format in how we do this. When it comes to the CAG recruitment we brainstormed on where we would find participants. And some of the things that we came up with were program partners first and foremost. We had great relationships with organizations that were supporting us in delivering the TPP program so wherever - who best excuse me, to be a part of the CAG but our program partners.

Our board members--as a non-profit, we had a wealth of knowledgeable and educated and very socially connected individuals on our board. So it was extremely important for us to ensure that they would be able to participate in the CAG and provide somewhat of a different perspective. We have members who are attorneys, members who are in for-profit organizations and companies so what they contribute is somewhat out-of-the-box for us but it allows us to see things in a different perspective.

Of course it's important for us to connect with the school PTAs that we deliver the programming to, school districts, health department and doing community needs assessment. When we do those we find opportunities for us to connect with people we may not have originally thought of. So when we've done some needs assessments we've realized you know what, it was important

for us to connect with a housing development. And that's what we've done this round is worked with a particular Section 8 housing development. And we have people who live in that particular development on our CAG as well as the folks who manage that particular property. And committees and workgroups that we already sit on. And I'll talk a little bit more about that and how you can bring those into the fold for CAG.

So our CAGs grew out of our involvement really in four local committees. And that's what I just mentioned briefly in that last slide. And our involvement in four communities as far back as 2010 really gave us the bright idea let's bring them into the fold and be members of our CAG. So we had a committee that we were on that focused on HIV-AIDS. Another one that we participated on with the health department which had a strong focus on teen parents, a positive youth development committee which was comprised of 30 plus agencies within Broward County Florida that were delivering youth services and an organization in Broward County that's dedicated to educating the community on LGBT issues. That was another organization that we worked with and that's connected with the school district.

So our participation in those groups really allowed us the opportunity to engage all of those members and create a focus for those areas. So we knew that each of these areas was important to the members and we were able to connect what was important to them to the TPP program. So our CAG now is made up of members from these four different groups and we've committed to making sure that we focus time in these areas that's so important to them and that also connect to our program.

When it came to a YLC development, we started back in 2012. And we knew that there was something we were looking for. We had an outcome in mind. We wanted to make sure that we were developing youth leaders. Funding

comes and funding goes but making sure that we were educating and developing young people to continue teen pregnancy prevention was extremely important. And that was our outcome. How can we equip young people with the skills that they need to continuously impact their communities in a positive way and spread the message of STI prevention, teen pregnancy prevention beyond TPP OAH funding? So that was our outcome. That's what we started with.

The YLC recruitment and retention, as I mentioned, we started back in 2012 and it consists of TPP alumni. What we've noticed is once we're able to begin to deliver the TPP program we've got really engaged students. And they were looking for something to do after the program was over. We came up with YLC, let's get the youths together with that outcome in mind. So once we are able to kind of hook them with teen pregnancy prevention education we know that they are wanting to continue with something in the same regards so it works great to have the TPP participants who've already gone through as part of your YLC.

Now the participants of course dedicate time outside of the school day. And they're working primarily with their school or within their community to really impact it. And so we deliver training to them to support them in being able to do so whether it be public speaking, we've worked with the Anti-Defamation League to get them properly trained in how they can deal with conflict resolution and again working on communicating their issues and their concerns with people who might not be so like-minded. The members of course were equipped with all of those things.

YLC recruitment and retention also depends upon recruiting the right folks. And I like how Tom mentioned you needed to have a diverse group. Certainly we always had the young people who were very much on that trajectory of

going to college, doing well academically. But we knew that at the heart of the programming that we do we needed to get those who might not have such an academic focus. So we offer a variety of different things, incentives that really speak to students who might not be on that same trajectory. We have evening meetings with meals. We work very diligently to engage with the parents through phone calls, emails and text messages to really get them involved. And we have some parents who sit in at our meetings sometimes.

Letters of recommendation, we are always available to support our students if they need that in regards to a job or a college application. We also are connected with a local agency where we do community service. And so many of our students need community service hours. So that's a real incentive for them also to participate. We provide internship opportunities in the summer for our YLC members and that's certainly a big plus in getting them to continue on with us. And as I mentioned earlier there's a personal development that they receive. Our youth leadership is comprised of elected officers so we can have that structure there and its youth driven. We do have one particular person who's dedicated to our CAG and our YLC but that person works to empower the group to really set the focus so that it's not directed from the adult but again its youth driven.

Setting meeting goals, very important with the CAG and the YLC. Of course Tom mentioned about the regularly scheduled meetings. What works for us is a monthly meeting. If our YLC or the CAG is in the process of putting together a mobilization event they may meet more often but typically we keep the meetings to once a month. We have our agendas and our sign in sheets and we do have minutes because we want to keep everything really focused.

I'm going back to the SMART goals of course that Tom mentioned earlier. And that allows the group again to have a very laser dedicated focus because

we know that sometimes when we get together things can spin out and before you know it we're focusing on something that's miles down the road from what we initially started talking about. So really working to make sure that you set those goals for your CAG and your YLC. And one of the things that helped us was the Getting to Outcomes Book. And that particular book has a host of templates, it has great information on being able to set goals, set objectives, how to carry things out. So it's been a real great tool for us to make sure that we stay focused and on track when it comes to meeting some of the objectives that the CAG or YLC has set.

And evaluate the committee's progress. Our outside evaluator supports us in this. Sometimes it's good to have someone who's not so deeply connected to the YLC or CAG to take a look and provide you with some good feedback.

And probably about two weeks ago we were able to have a visit by our evaluator who conducted some focus groups with our YLC and our CAG and was able to give us some good feedback on where we need to go. So it's really important to take a moment to have someone come in and evaluate your progress so that you can have that continuous quality improvement piece there.

When it comes to YLCs before we go to any questions again there is no particular right fit but there's certainly some great strategies that I believe that was shared here today. And when it comes to establishing your YLCs one of the things I did want to mention before we end you do not have to have one YLC group or one CAG. In Broward County, Florida we're a large county and communities are spread out. So currently we have three YLC groups and we have a CAG that's very representative of the entire county. So think about the logistics and making sure that you're able to have meetings that work with where your YLC groups live.

For us and one of the incentives I didn't mention which is so important to this piece is the transportation. We've been able to provide our youth with bus passes and provide parents with gas cards to support with carpools. So that was really important for us. Again really dedicating time to setting and establishing goals and making sure that those YLCs are youth driven and evaluating your process. Thank you so much.

Brandon Stratford: All right thanks Robyn. So I see we're getting close to the end of our time together today. So if you have any questions please make sure to type them into the Q&A box. I will say that there were a couple that came in. I will take a little bit of time to let the presenters address these questions and then I'll move into sharing the feedback survey with you all. And while we're doing that I'm going to put up the save the date for the in person trainings that are going to be happening.

So Tom and Robyn we did get one specific question which was really about the application and interview process. Somebody was concerned that it could be a kind of alienating experience for some vulnerable youths. And so they just wanted to hear if that was a barrier or a challenge that you had heard of and if you have any strategies for making sure that that application process doesn't alienate those youths that might be put off by it.

Tom Klaus: Brandon this is Tom. I was just actually tapping a note out to Andy because I think it's important to know whether the vulnerable youths are actually under the care of an agency or if they are living independently and they are not – they're not under an agency's care because if they're under an agency's care that is going to be protocols or on confidentiality that they're going to need to work with that may actually prohibit the use of an application process. And in fact there may be concerns within that young person's case file that the best

you could do is really work off of recommendations of the agency leaders or the young person's caseworker.

Brandon Stratford: So Andy says that the folks he's thinking of were living independently. So do you have any thoughts around just youth in general who might be more reticent to apply or might feel kind of put off by this whole application process?

Tom Klaus: I would suggest in that case make it as simple as possible and focus on spending some young time with that young person and get to know that person and make an assessment in that regard.

Robyn do you have any – do you do - have any thoughts on that?

Robyn McLymont: What - we do is an application and an interview, and I would agree with you Tom with making sure that you build a good rapport. I know that often an application or having to write something out can be a little bit daunting to some of our young people. But when you establish a good rapport with a group I think that they feel comfortable in letting you know that they're interested in something and maybe some of their concerns with it.

We've had young people who have reached out to us and said that they wanted to be a part of the YLC and so we've gone through just the interview portion as opposed to having a full set of questions in an application. Really our application piece just lets us get a sense of where they're at and where there representing as far as the in a county and how we can get a hold of them and good contact in emergency information.

Jaclyn Ruiz: And this is Jaclyn. I just want - I know we're at time but if the presenters don't mind maybe just staying five minutes over and if anybody that wants to

stay in the Webinar can stay five minutes over and we'll take a few more questions for answers. Is that okay Tom and Robyn?

Tom Klaus: I'm good with that.

Brandon Stratford: So I do want to mention real quickly somebody asked about accessing the printable version of the slide. I believe what you can do is now that we have the slides whoop. If you go to File and then select Save As Documents what you'll need to make sure to do is down where it says Save as Type the default for some reason is UCF which I don't think most computers will recognize easily. So you'll just need to make sure to select in that box PDF so that you'll be able to download that to your computer and it should have all the slides for you.

I can't promise but I believe that also if you go to the other files that are up there and do the same thing you should be able to download those but again if you're not able to please be in touch with Jackie and she'll be able to get those to you.

And also going to put up the feedback slide in just a minute. If you have issues accessing anything please put that in the comments because we do use the comments to make things better and if we don't hear about problems we can't fix them. We also like to hear about things that you enjoyed so please make sure to do that also.

Jaclyn Ruiz: So another question came in about how long it should take to recruit members for the YLC and CAG? So I guess how much leg work? Do you want to take that Robyn?

Robyn McLymont: Sure. I think a great time to start well experience for us has been having kind of an ongoing process. But we really focus at the beginning of the school year and for working with the school will focus at the beginning of a programming cycle if it's a community-based center that we're working with.

And then we'll do some ongoing recruitment throughout the year. One of the great strategies that we've incorporated is what we call Lunch Bunch. And at a high school will set up a table will have information out there, we'll have some candy and some treats and incentives for kids. And at that particular time we'll be able to talk a little bit more about the Youth Leadership Council. But typically we try and keep it open throughout the year. And it's flexible enough that if a young person for instance comes in after the YLC's already been established let's say for several months that they can easily begin to participate and have an opportunity to be a part of leadership that next year when they start with the elected officials piece again.

Tom Klaus: I like your response there Robyn to Breanna. And hi Breanna. It's good to see you on the call today. The - it is a process. And I think you're very right in approaching it that way that it is an ongoing process. It's not that recruitment starts and ends. It is something that you push out maybe a little harder and sometimes but it is something that is ongoing because these two groups tend to be fluid. You're going to have members, you're going to lose members. You're always going to have to be replenishing members as well so it's not a static thing. It's very much a process.

Jaclyn Ruiz: And then just really quick I want to see is anybody holding on the call to ask question?

Operator: And at this time if you'd like to ask a question please press Star 1 and please record your name when prompted. Again to ask a question on the phone

please press Star 1 and please record your name when prompted. One moment please.

Jaclyn Ruiz: I just want to see if anybody's on the call. We'll give like...

Operator: And we do have a question from Stan Martin. Your line is open.

Jaclyn Ruiz: Perfect.

Stan Martin: Hello. Yes thank you for taking my question. Jackie, I was wondering if you could speak quickly to how have you engaged youth in the sustainability planning of your project there and what were some of the best practices you might recommend?

Jaclyn Ruiz: I'm assuming you mean Robyn.

Stan Martin: Robyn excuse me.

Jaclyn Ruiz: That's okay. I'm going to head over to Robyn.

Robyn McLymont: No problem. One of the things that we did around sustainability was creating peer educators and going back to knowing we've got to be prepared if this funding source leaves us. And so what better way to prepare the community for that than to make sure that our youths were facilitators. So they've gone through training in a number of different curricula so that they can actually facilitate the programs. And they've had experience working with educators serving as co-facilitators in some of the classrooms at the high schools where we deliver TPP programming.

So again for us that sustainability piece really focused on developing them and TPP-certified peer educators and also letting them know the process in referring someone to community-based organization that might need support or assistance. So they shadowed some of the staff and see what that process looks like who you would need to connect with. And being a part of the CAG they've also had first-hand experience with meeting some of the members of those particular organizations in the community that we refer some of the youth too.

Stan Martin: Thank you.

Tom Klaus: I don't think I can add a thing to that answer. Thank you Robyn. That was great.

Jaclyn Ruiz: And I just want to (unintelligible) there was one question that came in the chat and it was about using virtual meetings especially with the youths. And have you Tom in your work doing this or Robyn ever tried sort of virtual meetings I guess maybe Skype, Google Hangout anything like that to run a YLC meeting?

Tom Klaus: I have not. But I think it's a fascinating idea and I would absolutely love it if folks would want to try that and let us know how it goes. Robyn have you tried using virtual meetings with your groups?

Robyn McLymont: No I haven't. I think that sounds really interesting. We use an application called Kik quite a bit to communicate with one another but as far as using Skype or something similar we haven't. But that sounds really interesting and I think young people would be really engaged to participate in something like that.

Jaclyn Ruiz: All right. Well I want to be respectful because we - we're eight minutes over so thank you both so much for presenting. A plug for Brandon once again please fill out the Survey Monkey. Please let us know what you like, what you didn't like. If - I know that there was a lot of sort of issues. This was our first time using WebEx not as an office but just Brandon and I who have run a lot of these Webinars. So if there is something that didn't work for you that you wanted to be able to utilize and you weren't able to utilize and we sort of thought you could please make sure to let us know so that we can fix those issues and make sure that it's addressed before next Webinar which is planned sometime in June.

And all of those events will be posted for you either you'll get information on the OAH Grantee Digest about it or we also make sure to put it on the max.gov Calendar of Events. Any planned upcoming Webinars you'll always be able to see there as well. So thank you all again and with that I'm just going to go ahead and close out the meeting and we can go ahead and add the recording as well.

Operator: Thank you. This concludes today's conference. You may disconnect at this time.

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