

Strategies to Meaningfully Engage Youth in Program Design, Implementation, and Evaluation

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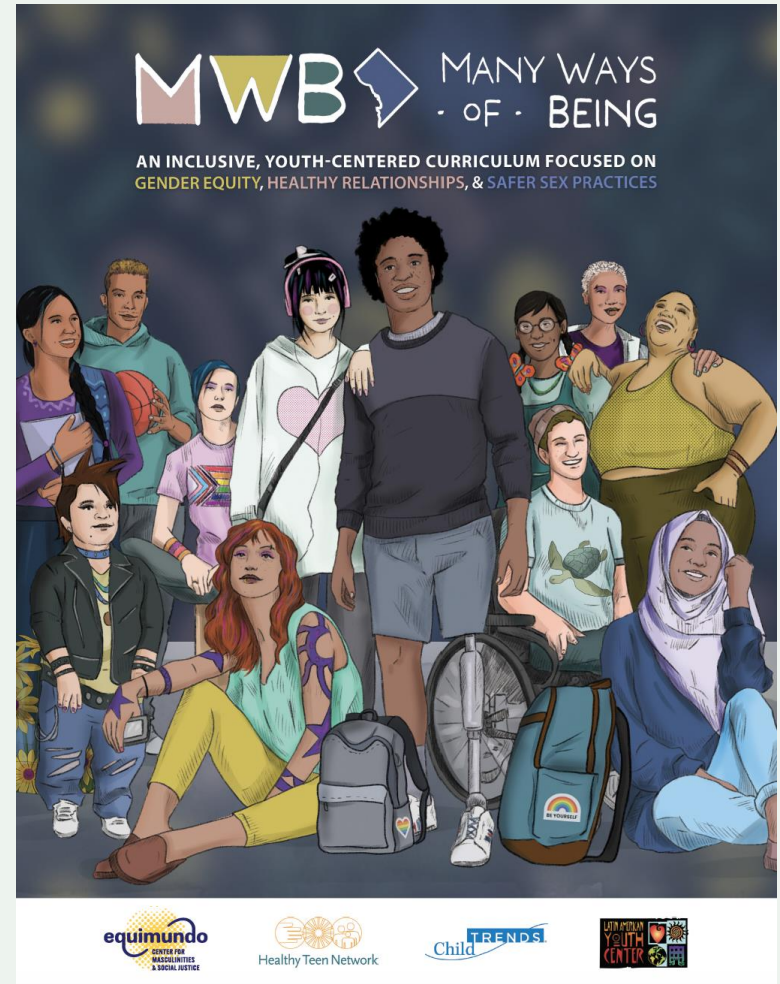
Forum Objectives

After viewing this presentation, participants will be able to....

- articulate three characteristics of meaningful youth engagement.
- identify at least three ways they can incorporate youth voice in the design of their program.
- identify at least one way they can incorporate youth voice in the implementation of their program.
- identify at least two ways they can incorporate youth voice in the evaluation of their program.

A Short Intro of MWB

- *Many Ways of Being* (MWB) is a curriculum for young people of **all gender identities**, **ages 15 to 19**, comprised of eight 2-hour sessions or 16 1-hour sessions.
- The program's overall goal is to reduce incidence of **sexually transmitted infection (STIs)** and **unplanned pregnancy** and promote **healthy, consensual, and violence-free relationships** among youth.
- Developed to be implemented in school settings from 2022 – 2025, with a complementary **digital engagement** Instagram component

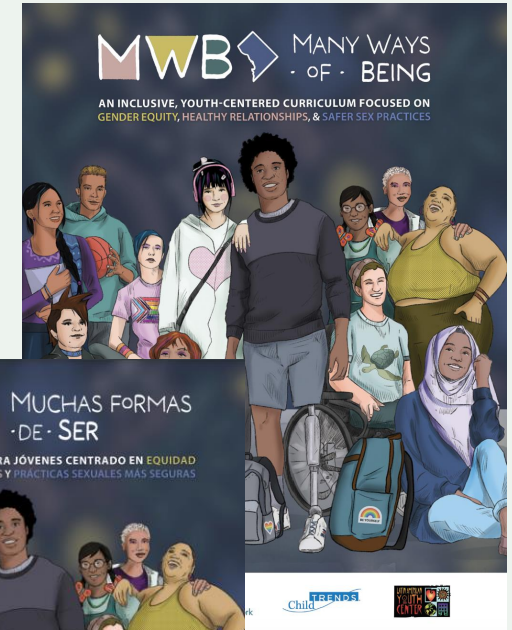
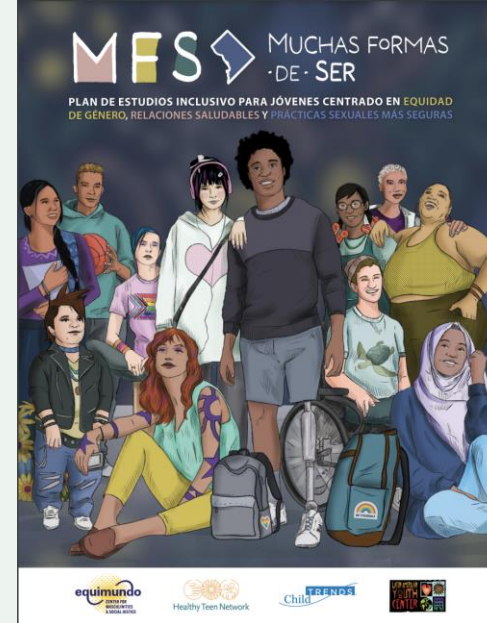


Where Can I find MWB?

The curriculum is free and available for download on the Equimundo website.

It is available in English and Spanish: <https://www.equimundo.org/resources/many-ways-of-being-curriculum/>

SCAN ME



What comes to mind when you hear...

Meaningful Youth Participation?

“A practice by engaging directly with young people, as both participants and leaders, in the development of programs geared toward addressing their sexual and reproductive health needs. It **shares power with young people, recognizing them as experts regarding their own needs and priorities** while also strengthening their leadership/workforce capacities. ”

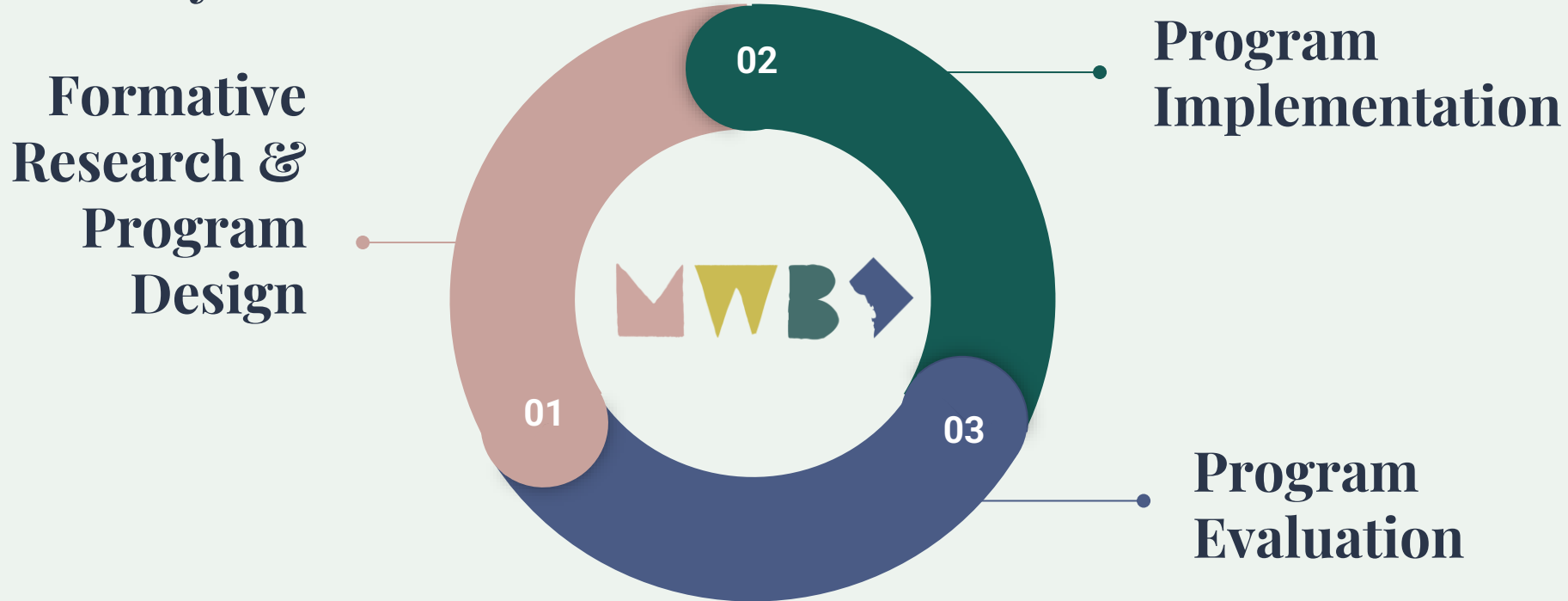
-USAID MOMENTUM Project



Meaningful Youth Participation in Practice



Making an intervention that resonates with youth



Formative Research & Program Design

Formative Research: Asking What They Want & Need

- Virtual Listening Sessions using a private Facebook group
- Recruitment through social media posts, texts, and posters at LAYC

We need your help! We're creating a new education program. That's why we want to hear your real, unfiltered thoughts on gender norms, relationships, sex education, and more. Oh, one more thing: answer a few questions in a Facebook group and you'll get \$50!



LAYC • PROMUNDO • HEALTHY TEEN NETWORK
FEBRUARY 1-3, 2022
VIRTUAL LISTENING SESSION

**SHARE YOUR
THOUGHTS
AND GET
\$50**

We want to hear your real, unfiltered thoughts on gender norms, relationships, sex education, and more.

Join our virtual listening session in a private Facebook group. You'll post, like, and vote for about 30 minutes every day for three days – and get a \$50 gift card for full participation.

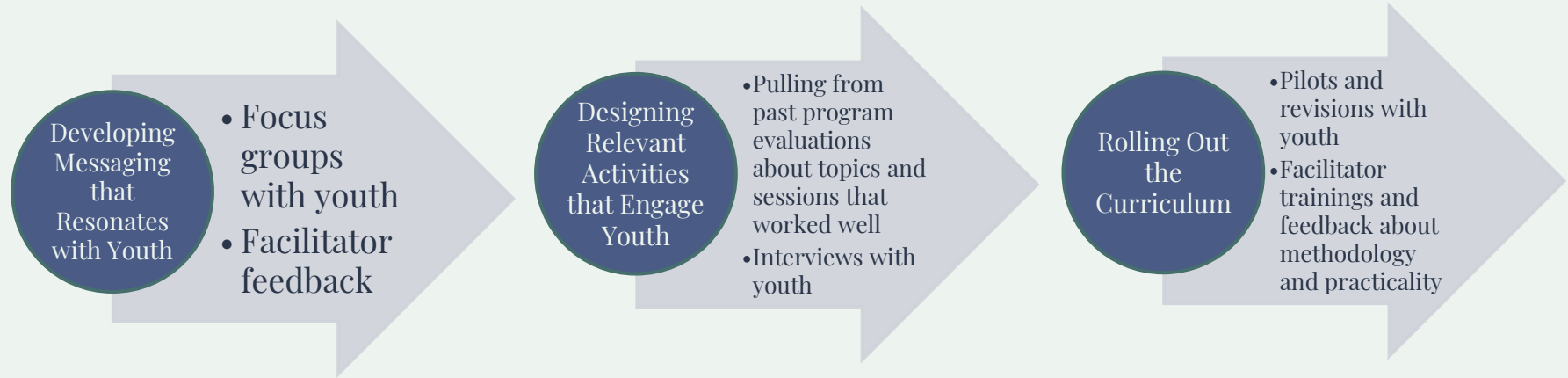
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What did we ask about?



An iterative process of curriculum design and validation



Program Implementation



Establishing a Cadre of Peer Ambassadors

- Ambassadors are **inspiring youth and key connections** who wanted to be more involved in their community.
- Ambassadors run and assist with **recruitment events, community presentations, class reminders, and graduations.**

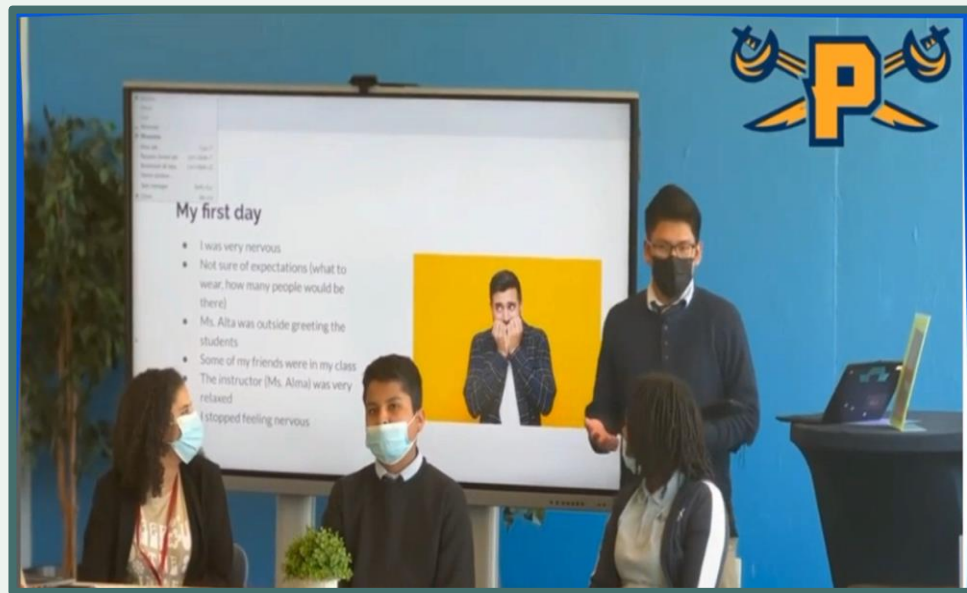


Photo credit: LAYC

What are the benefits of the Peer Ambassadors?

01 The Ambassadors

Leadership skills, confidence, gift cards, and fun!

02 The Community

Changing things they think are important (stereotypes, workforces, attitudes/beliefs in family)

03 The Program

Increased retention rates and recruitment numbers, strengthened partnerships



Photo credit: LAYC



Photo credit: LAYC

Program Implementation: Listening to Youth Voices



Accessibility and Representation (disability, language, identity)

- Adapting handouts and facilitations for students with disabilities and language preferences
- Intersectional examples and storylines



Building Retention Strategies for participation

- Ensuring the session times work with their schedules and school events
- Establishing incentive structures that attract youth (community service vs monetary). Incentivizing youth for participation and perfect attendance.
- Trying new facilitation strategies for active and consistent participation and communication with youth



Ensuring Parental and School Support/Mitigating Backlash

- Balancing the need for parental consent (vs assent) and speaking with parents about the program
- Having the students talk with the teachers and admin about the benefits of the program

Program Evaluation

Cognitive Interviewing

- Engaged 6 youth to test pre/post survey items to make sure the questions were understandable and resonated with youth
- This improves the quality and responsiveness of survey results

“Can you tell me in your own words what this question is asking?”

“Do you think any part of this question would be hard for teens your age to understand or answer?”

How did you decide between the response options (e.g., strongly agree, agree, disagree, strongly disagree)?

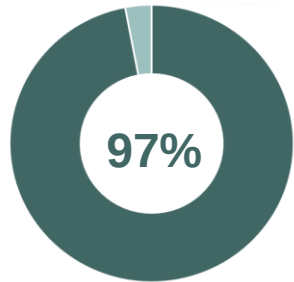
Updating the survey to capture youth voice

- Asset-based approach to survey measures
 - Consistent use of contraception
 - E.g. If you had vaginal sex in the past 3 months, how often did you or a partner use a condom?
- Reproductive empowerment
 - E.g. “If I had a romantic partner, I would feel comfortable talking about whether I want to have sex with them.”
- Sexual agency
 - E.g. “How often did you communicate what you liked, disliked, or wanted to try with your sexual partner...”
- Translation to Spanish

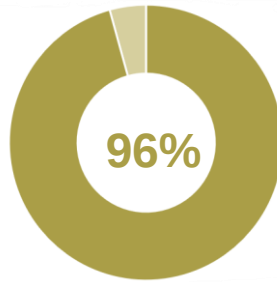


Post-test survey feedback

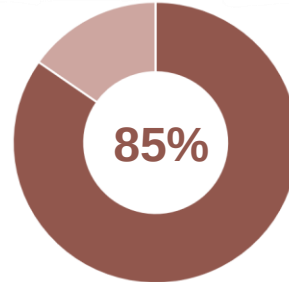
- Youth perceptions of the curriculum and implementation are collected on the post-test survey



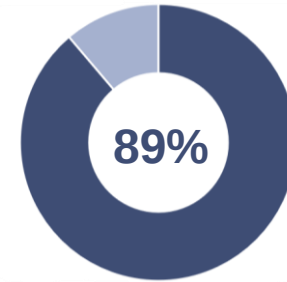
would "definitely" or "probably" recommend the program to a friend



agreed or strongly agreed that they liked and trusted their facilitators



agreed the discussions/activities helped them learn program lessons "most" or "all" of the time



felt respected as a person "most" or "all" of the time

Focus Groups

“I think that self-love is also an important topic that can be addressed with teenagers...”

“[I want to learn more] about how to treat others who have suffered traumas, or when they tell you about them, how to help”

“It was something new—a new experience that I wanted to learn about, and I did learn about it thanks to the program”

“It was important to me to learn about which contraceptive methods protect you from what ...”

“[The facilitator] was a great teacher because the energy [they] gave us in the mornings was like ‘oh, this person loves teaching’”

Future youth engagement – Data Walk



- The evaluation team will be engaging LAYC Youth Ambassadors in a Data Walk to gather their insights and interpretations on our findings.
- Data walks will take place in small focus groups and will involve a researcher walking the focus group participants through the impact evaluation results.
- Can ultimately result in dissemination that more meaningful to youth and their communities.

Audience Input / Q&A

What **promising practices** are you currently using (or considering) to increase youth involvement at each stage of your intervention?

Any questions for us?

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Session Evaluation

Please complete a brief evaluation form for all workshop, forum and networking sessions by scanning the following QR code or visiting the following link:

<https://bit.ly/2024Evaluations>

