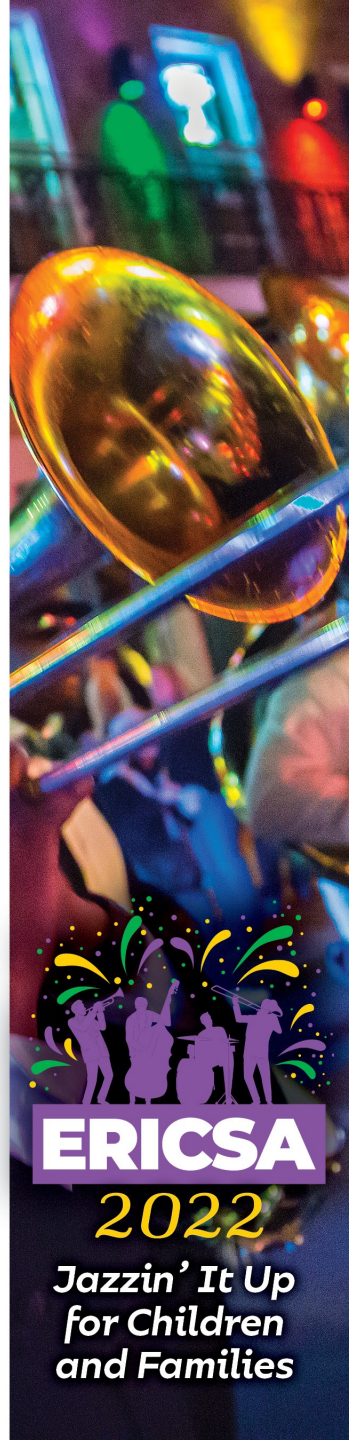


OCSE Responsible Parenting Grant: Reality Show About Creating, Launching, and Tracking Results

Jo Ann Lee

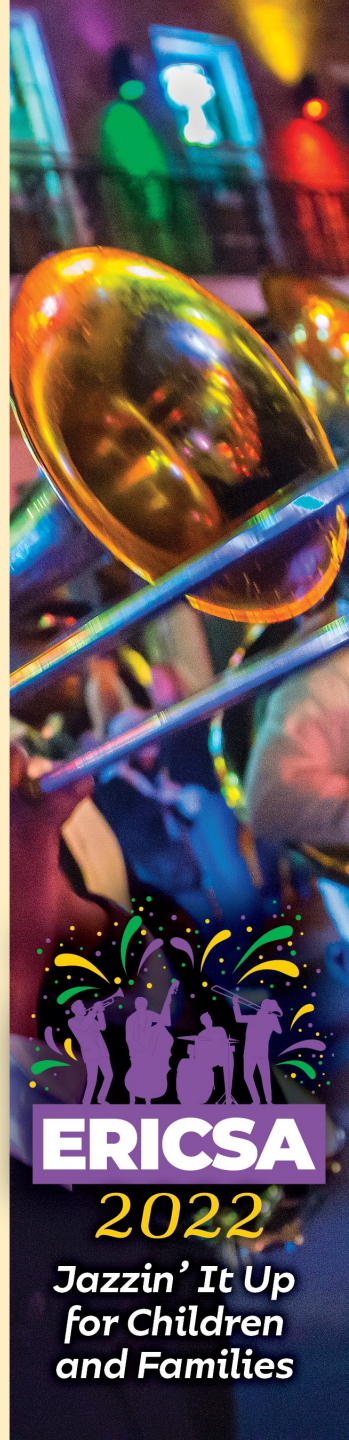
John Ginwright

Armon R. Perry, Ph.D., MSW

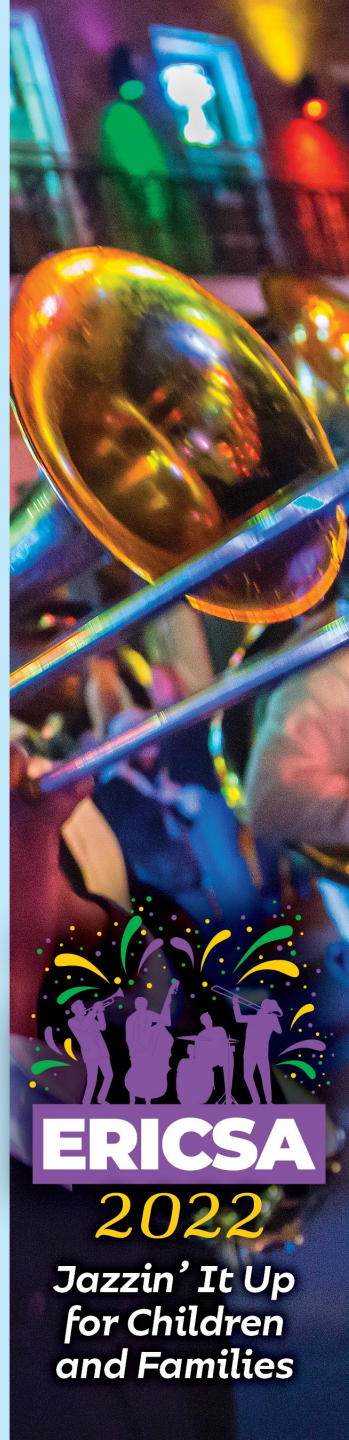


Agenda

- Individual Program Introductions/Descriptions
- Lessons Learned from Program Conceptualization, Implementation and Evaluation
- Tips for New Grantees
- Q & A



Empower You (Kentucky)



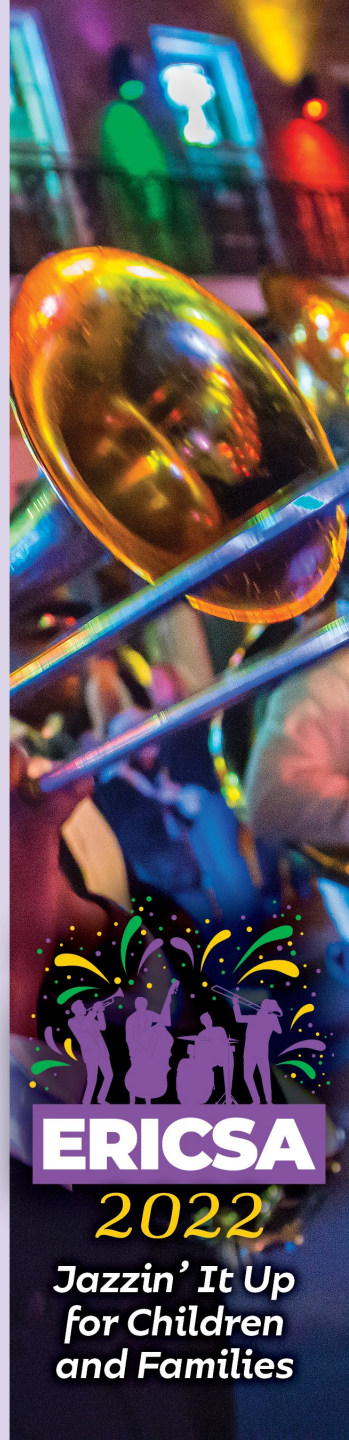
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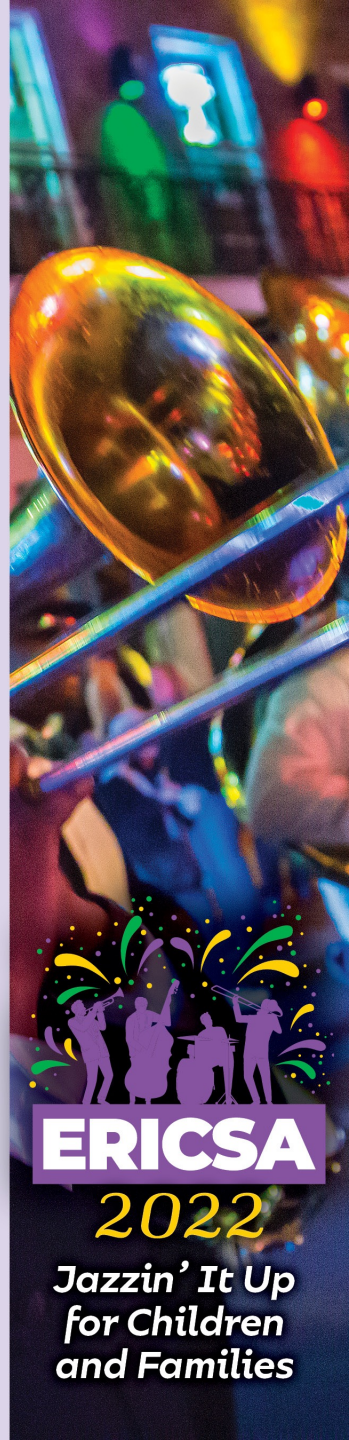
Empower You

- Healthy relationship, parent education, child support education and economic mobility intervention
- 150 adolescents and/or young parents ages 16-24
- Funded by the USHHS, Office of Child Support Enforcement
- Partnership between KY Cabinet and UofL Kent School of Social Work



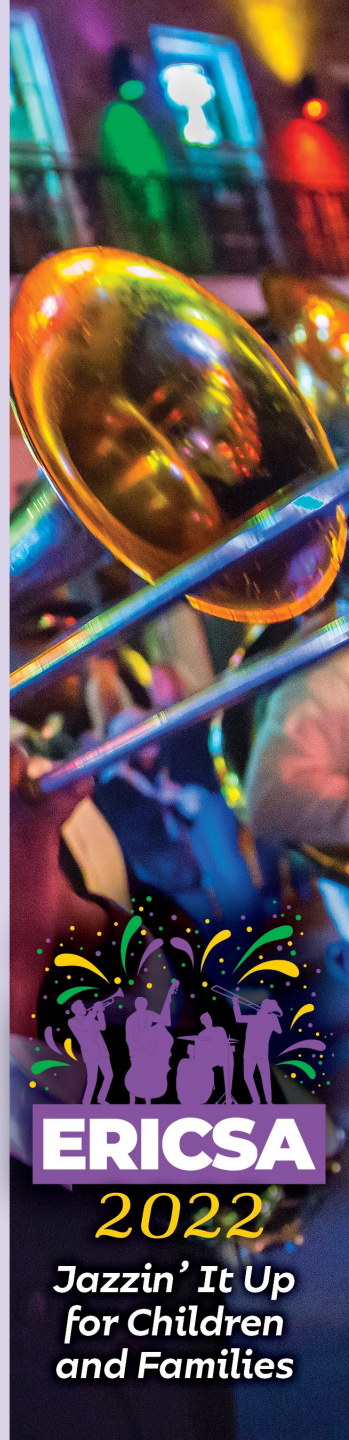
Empower You-Curriculum Plan

- Re:Mix
 - 10 modules
 - 10 total hours
 - Content focused on healthy relationships, decision making, contraception, and infection prevention
- PAPA
 - 10 modules
 - 10 total hours
 - Content focused on the legal, emotional and financial implications of parenting



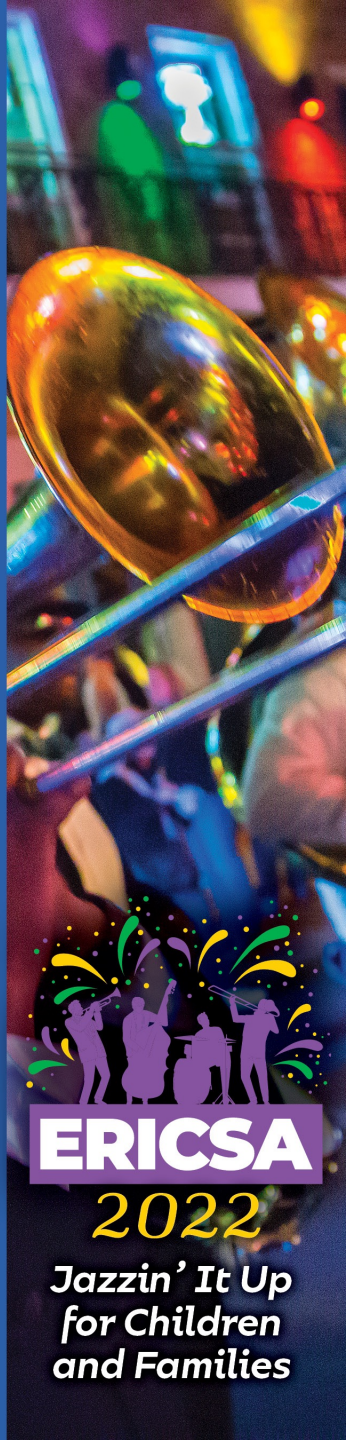
Empower You-Curriculum Plan

- Curricula content delivered by trained co-facilitators with assistance from peer mentors
- Curricula content delivered through a combination of:
 - Facilitated presentations and discussions
 - Illuminating enrichment digital content (videos, memes, gifs, social media stories)
 - Storytelling
 - Peer education
 - Networking activities



Empower You- Success Coaching

- Up to 6 months in duration
- Initial assessment including Strengths Finders
- Collaborative case planning focused on vocational/career planning to post secondary education



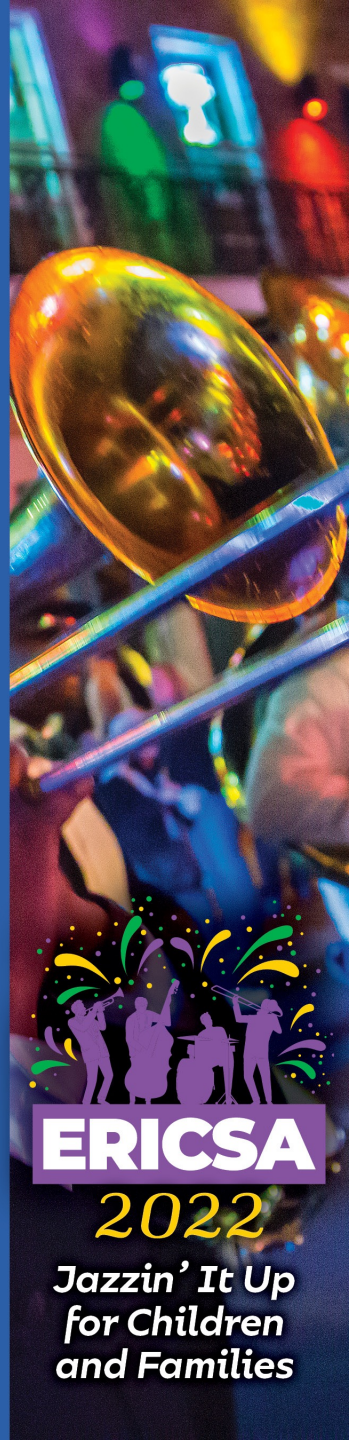
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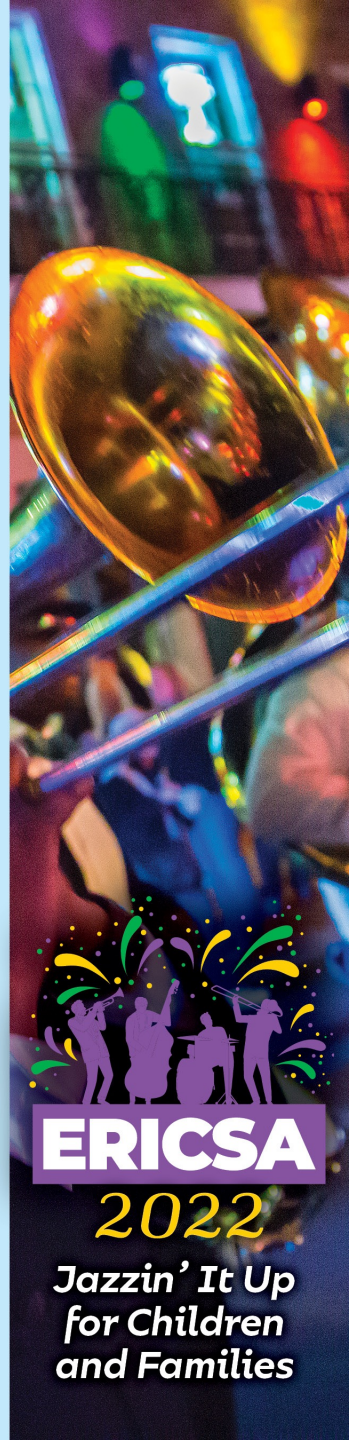
Empower You- Community Partners

- Key Organizational Partners:
 - Healthy Start
 - Jefferson County Public Schools
 - The Neighborhood Place
 - Louisville Urban League
 - Healthy Babies Louisville
 - Jefferson County Technical College
 - Seven Counties
 - Play Cousins Collective



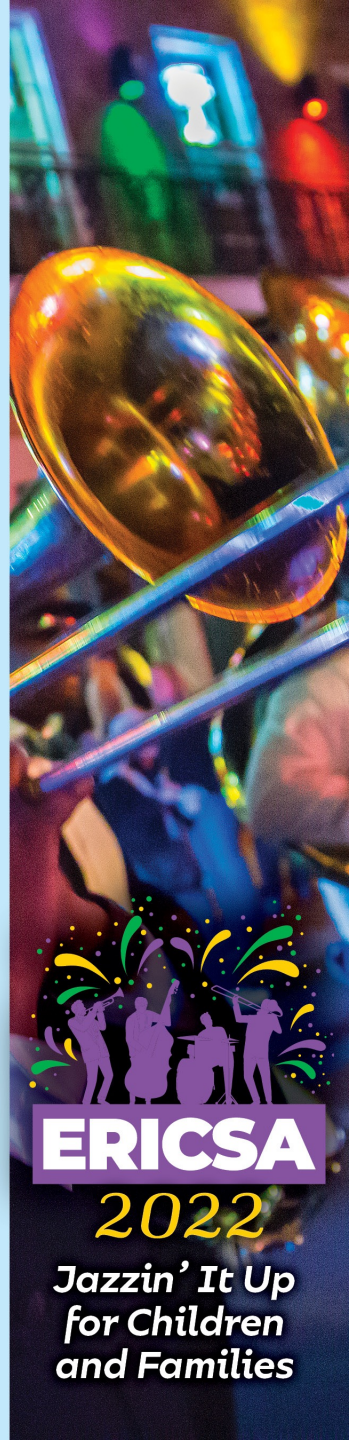
Empower You-Evaluation

- How does providing youth and young adults with an intervention featuring group based child support and healthy relationship workshops, as well as individualized success coaching and peer mentoring impact their knowledge of the legal and financial implications of parenting?
- How does providing youth and young adults with an intervention featuring group based child support and healthy relationship workshops, as well as individualized success coaching and peer mentoring impact their attitudes toward postponing future parenting until they complete their education and enter into marriage?
- How does providing youth and young adults with an intervention featuring group based child support and healthy relationship workshops, as well as individualized success coaching and peer mentoring impact their post high school educational or career development plans?



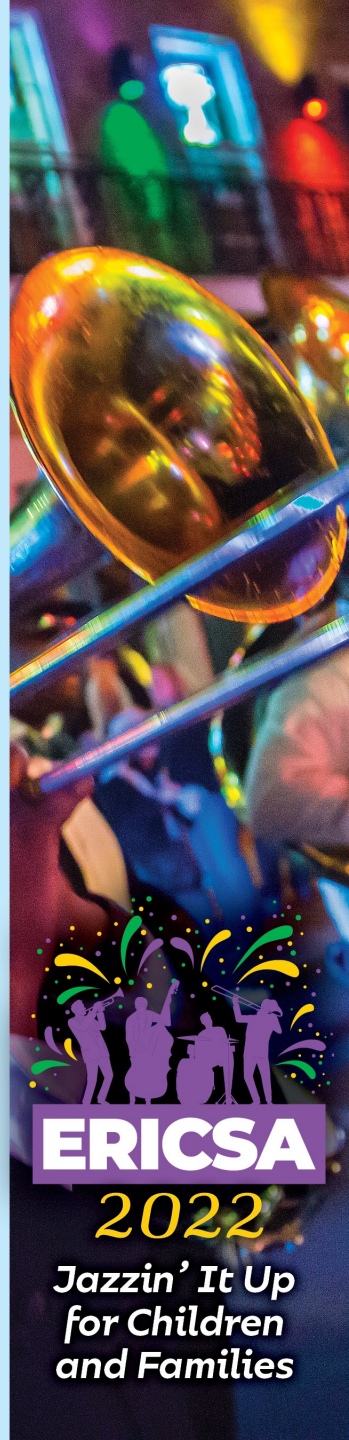
Empower You-Evaluation

- Mixed methods (Shadish, Cook and Campbell, 2002)
- Quantitative
 - Papa Survey, Re:Mix Survey (knowledge and attitude questions)
 - Future orientation
 - Social support network
 - Process evaluation (satisfaction, skills, fidelity, facilitator alliance, group cohesion)
 - Performance measures (workshop attendance, success coaching attendance and engagement, referral appointment follow up rate)
 - Descriptive stats, Repeated Measures ANOVA, Reliable Change Index Analyses, Hierarchical Regression Analyses
 - Pre, Post, 3, 6, 12 month data collection waves (collected via electronic tablets & Qualtrics)



Empower You-Evaluation

- Qualitative
 - Individual in depth interviews (at post, 6 months and 12 months)
 - Semi-structured interview script
 - Audio recorded (Audio memos)
 - Transcribed verbatim (Rev.com)
 - Phenomenological approach to data analysis (Creswell, 1998)



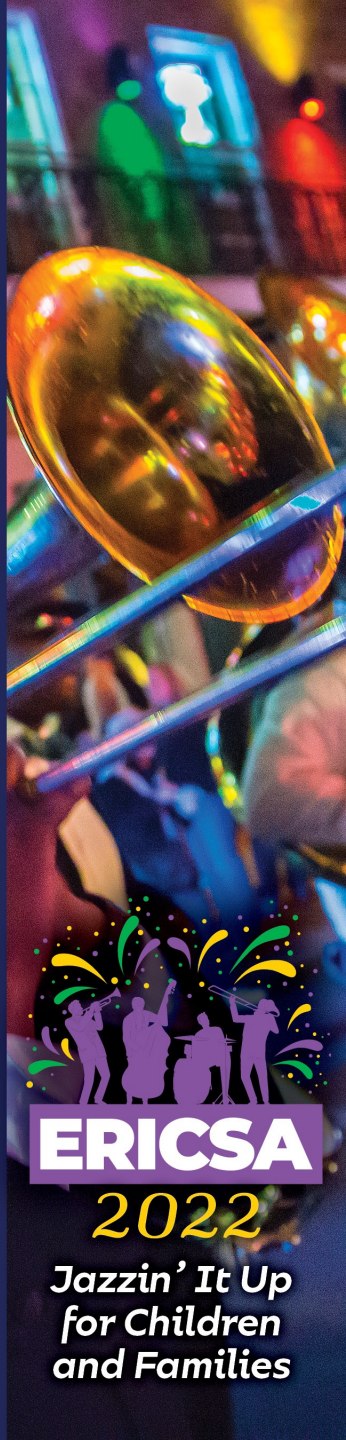
Empower You-Lessons Learned

Focus Groups

- Many youth only consider vaginal intercourse to be sex
- Youth and their parents may be more amenable to sexual health education than healthy relationship education
- Youth distinguish from relationships:
 - Situationships
 - Talking
 - Hiking
 - Entanglements

Workshop Cohorts

- Content on consent may be triggering
- Language from curricula and evaluation may need to be modified for non-binary participants
- Many youth have social networks, but not many have social capital
- Authenticity + Receptivity = Credibility



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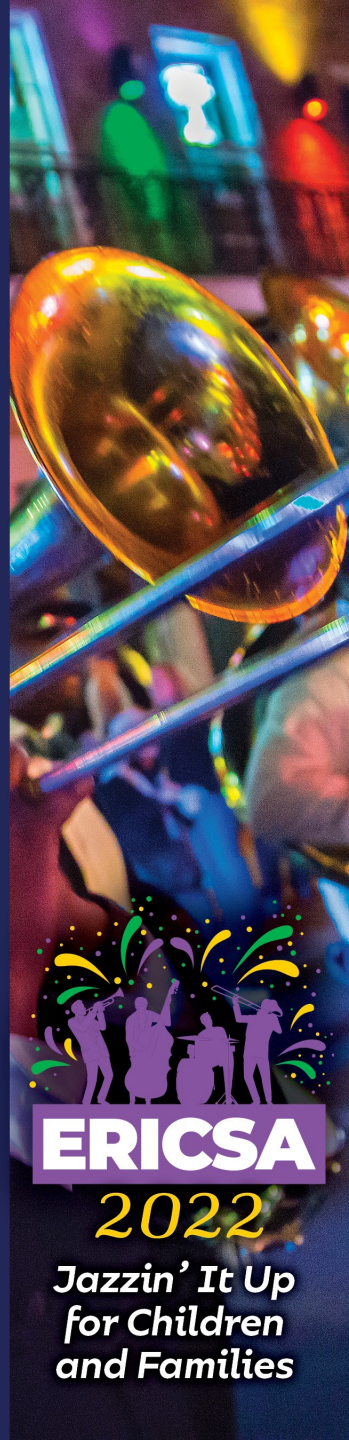
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Empower You- Lessons Learned

"I'm looking forward to learning and growing but I want to maintain my identity. So many times when young people are given opportunities to learn, they end up losing themselves."

-Empower You Participant



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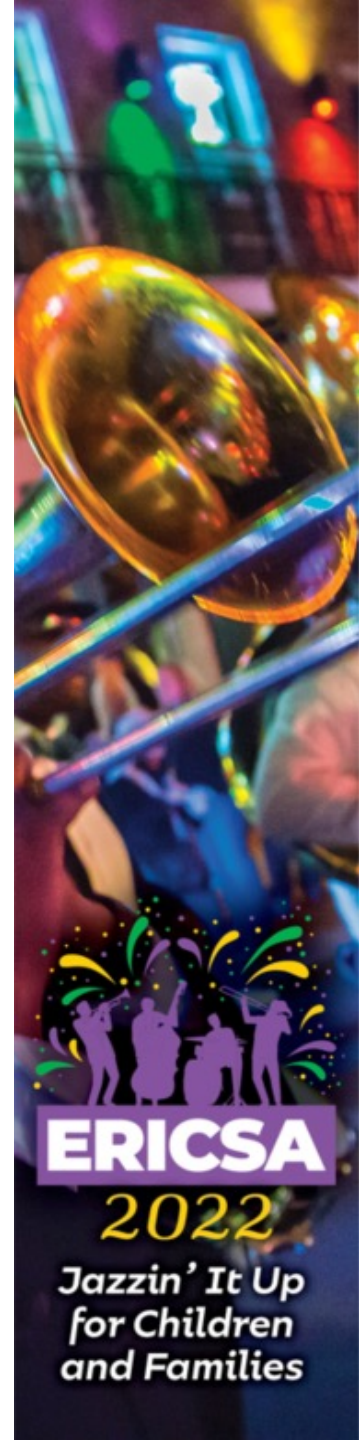
Future Leaders/Parenthood Can Wait

Who We Are

The Missouri Child Support agency was established in 1977. The Child Support program's responsibilities include community awareness, locating parents, establishing paternity and establishing and enforcing child and medical support orders.

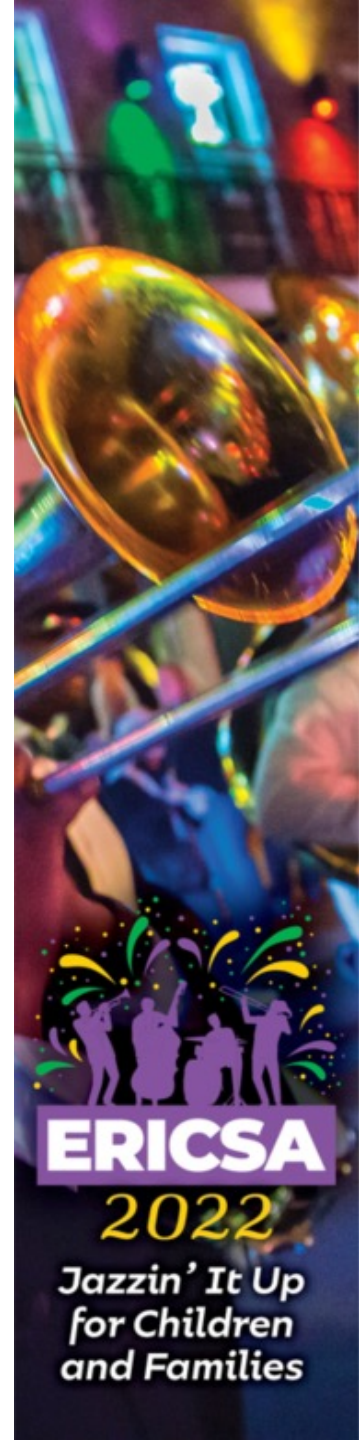
The Path to My Success website and the two pre-parenthood grants are an integral part of the agency's community awareness initiatives. The Missouri Child Support Program has an innovative approach to working with clients through the Child Support Outreach Unit.

In December 2015, the Child Support Outreach Unit was created to address systemic issues with clients such as poverty and difficult family relationships to enhance the services offered by the Missouri Child Support Program. This approach is built on establishing relationships with community partners to assist and educate Missouri families about the Child Support program.



- Designed primarily for middle schools students, 6th – 8th grade
- Reach 2,500 students
- Traditional school setting
- Leadership Institute
- Economics For Success

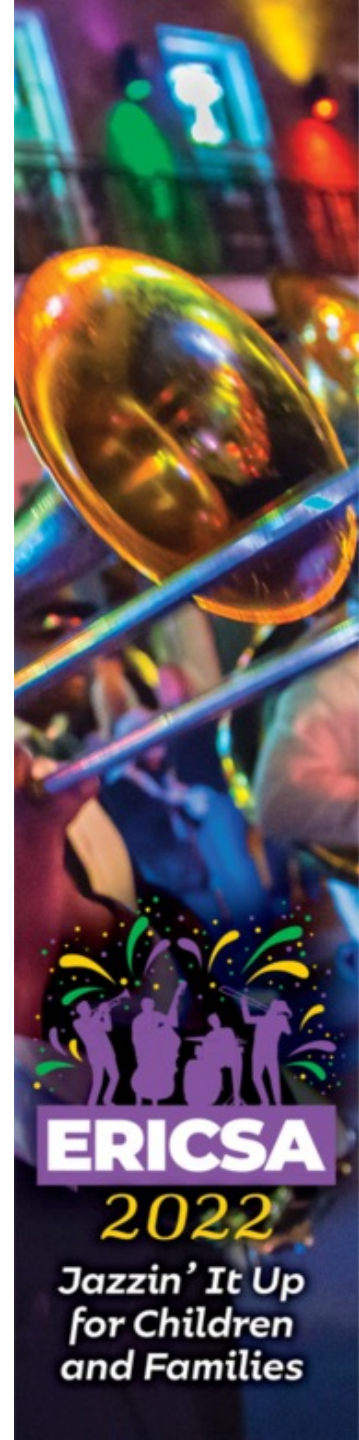
- Designed primarily for high school students, 9th – 12 grade
- Alternative Schools and Division of Youth Services (DYS)
- Reach 1,250 students
- Mentoring Plan after curriculum's end
- Curriculum designed for students and students with children
- Personal Finance 2.0



Overview

The Parenthood Can Wait Program provides activities and curriculum designed for youth in high school. Approximately 1,250 at-risk teens enrolled in alternative schools or who are in the custody of the Department of Youth Services (DYS) participate in the program.

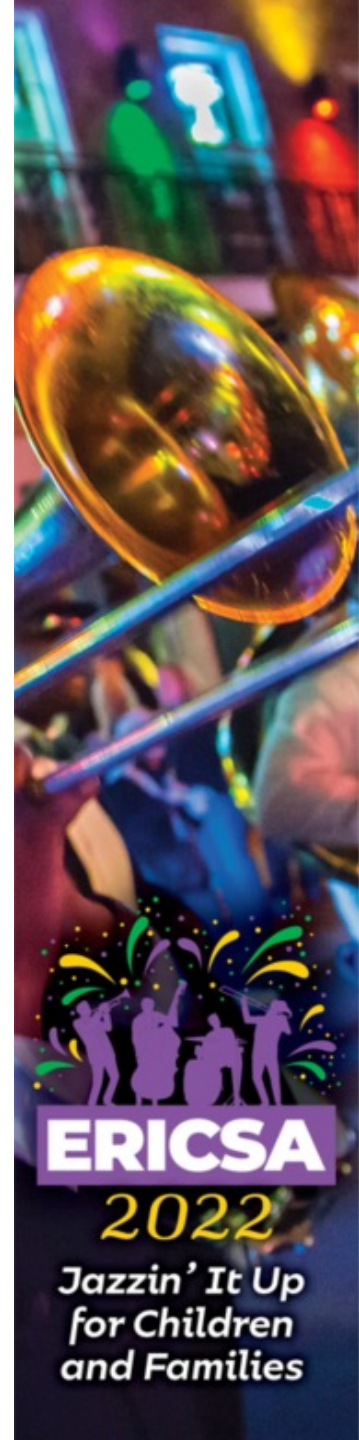
The program offers various parenthood curricula, independent living skills, child support education, financial literacy, and mentoring services to help youth gain invaluable information, knowledge, and skills necessary to become self-sufficient and maintain healthy relationships through adulthood.



Overview

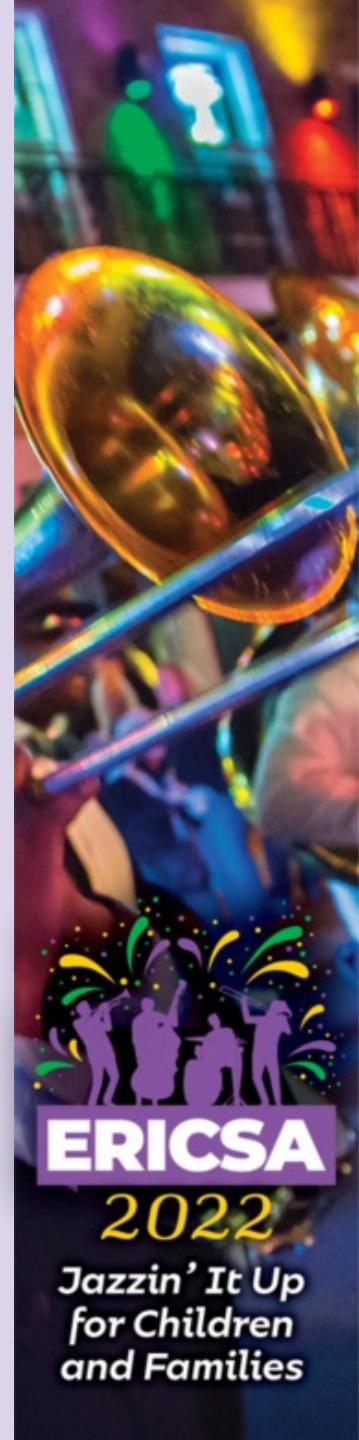
The Future Leaders program help youth build knowledge and skills, as well as access to resources to help them achieve life goals, economic mobility, and become responsible parents. The Future Leaders program provides activities and curriculum designed for 7th and 8th grade youth.

Approximately 2,500 students from ten urban and rural school districts around Missouri will participate in the program. Making the curriculum available to a variety of schools, large and small, urban and rural, is important to the grant's sustainability.



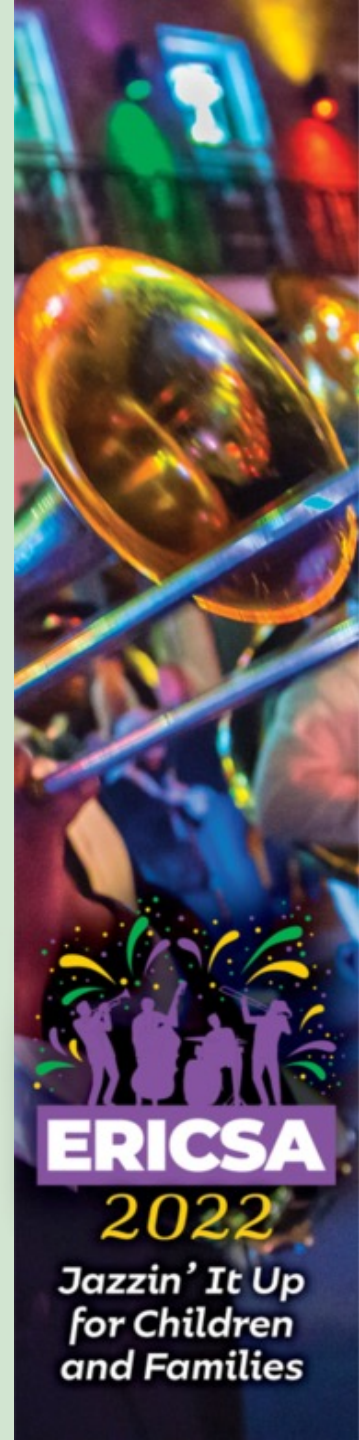
A Different Way of Communicating

We have taken an approach of reaching students where they are today. While teaching program information in the traditional method, we are also extending past the classroom setting and into their social interactive environment.



MONTHLY NEWSLETTER

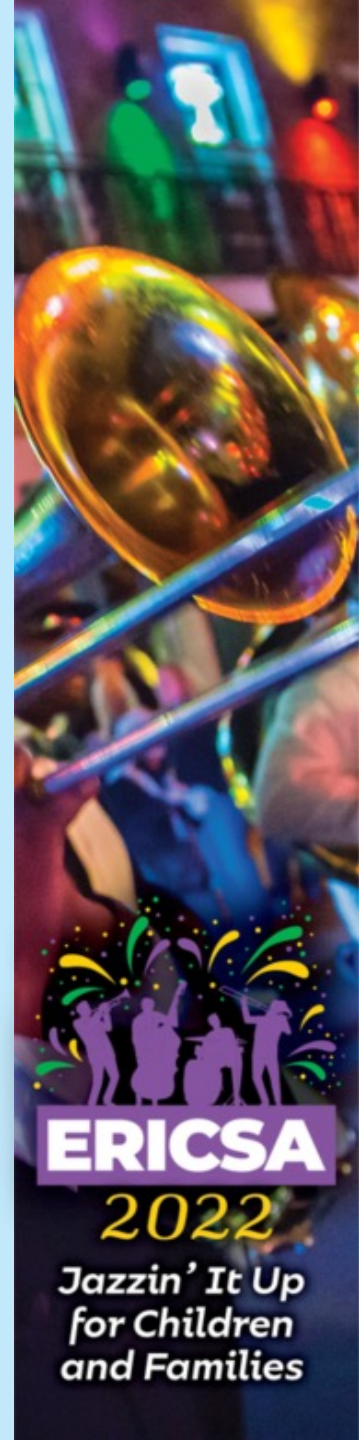
SUBSCRIBE TODAY
PATHTOMYSUCCESS.COM



FACILITATOR GUIDE

The Missouri Charting the Course programs provide facilitator guides for all 26 personal development modules it offers. Facilitator guides provide critical information needed to successfully deliver program information. Each program facilitator guide includes:

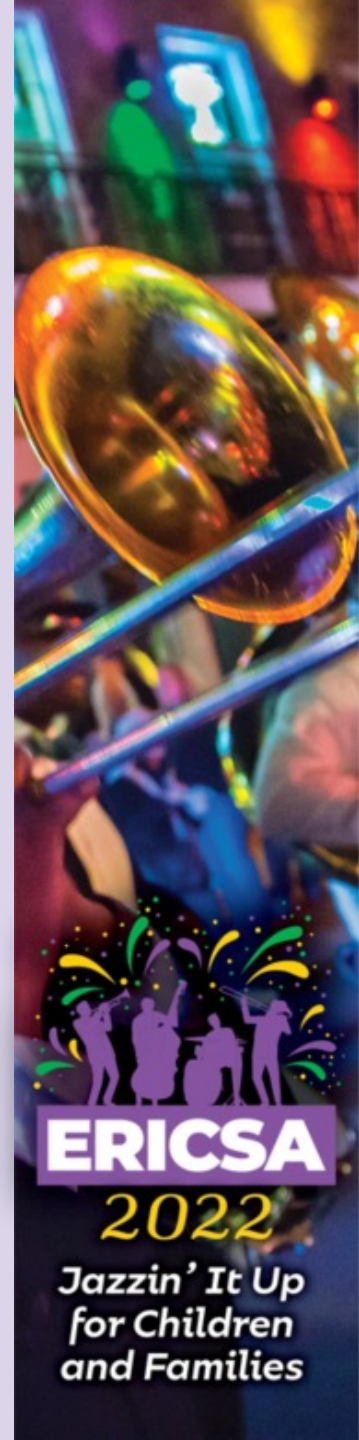
- Program background, mission and vision
- Facilitator expectations and resources
- Classroom management and engagement
- Canvas LMS instructions
- Course overview and objectives
- Presentation time allotments
- Presentation instructions
- Talking and discussion points
- Student activities
- Supplemental activities



STUDENT PLANNERS

Student planners are provided to all participating schools students. Student planners serve as a supplemental textbook to the program information for students and facilitators to reference and complete activities during class time. Student planners include:

- Full 12 month calendar
- Program quotes
- Educational pages related to program information
- Keywords used in the modules
- Information directly from the program modules
- Student activities

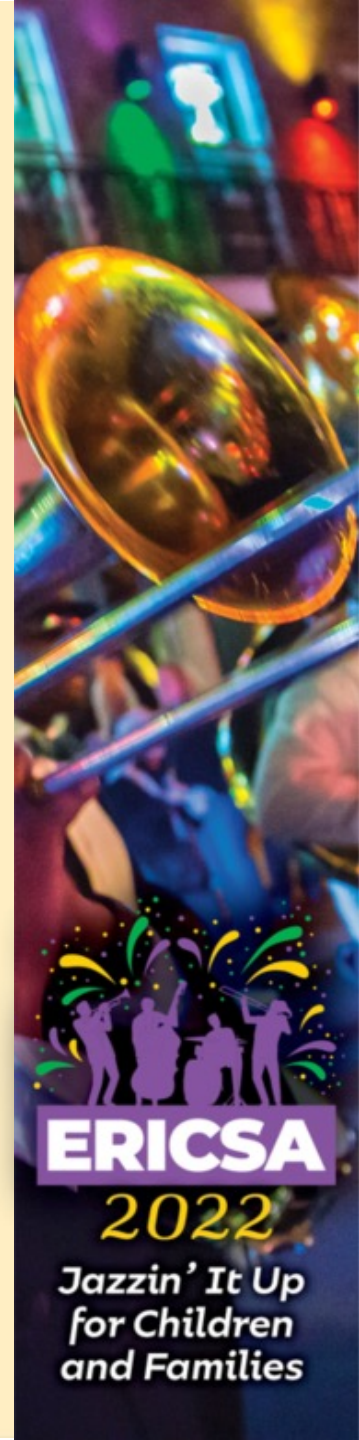


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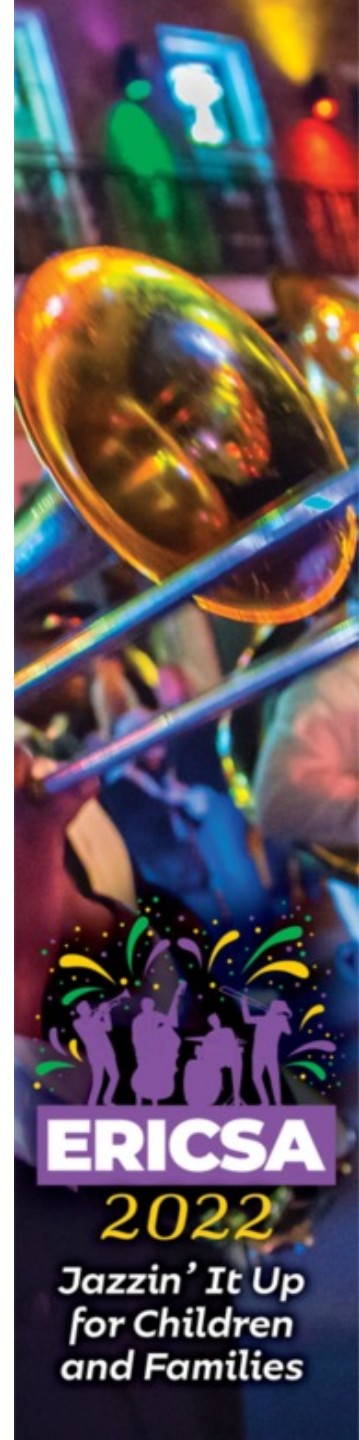
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MARKETING MATERIALS



WWW.PATHTOMYSUCCESS.COM

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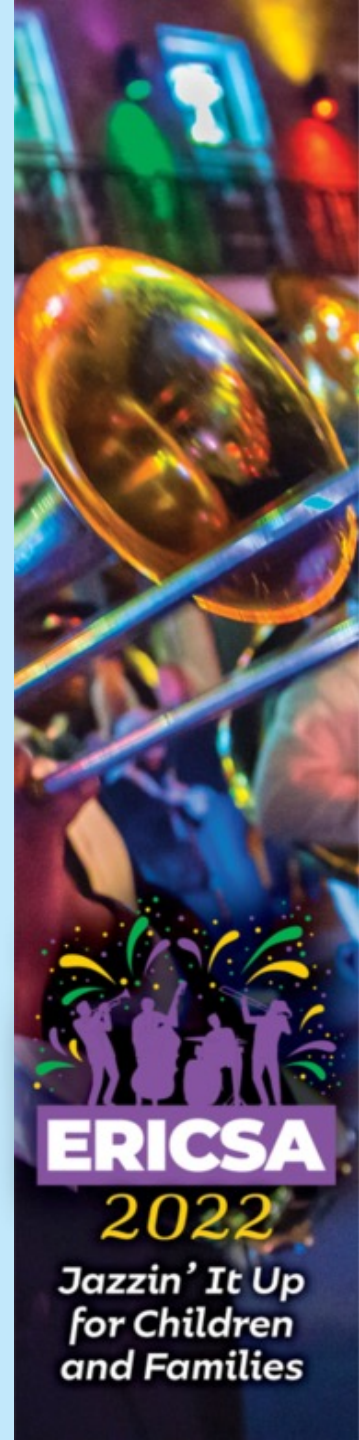


Website Statistics

Page Views	Visitors
300,000	75,000

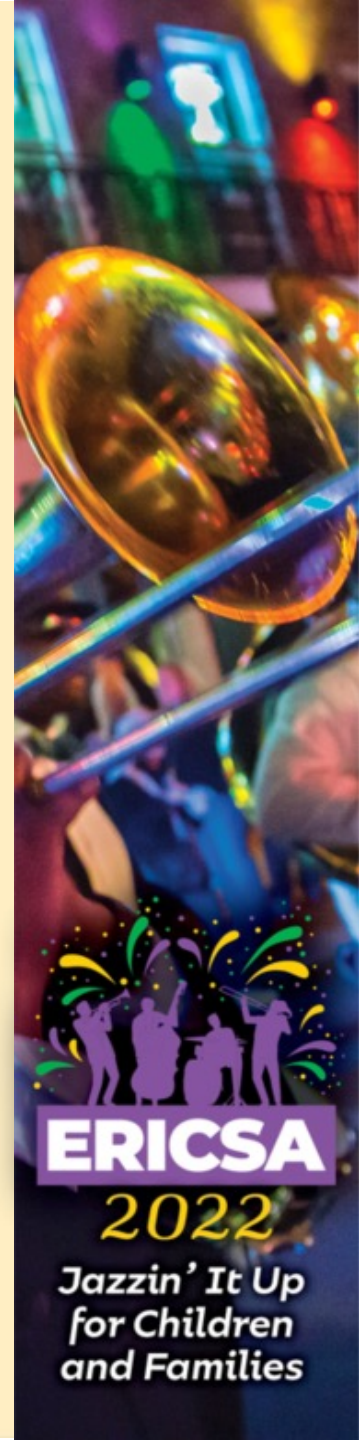
Referrals

Twitter	36,000
Facebook	36,000
Instagram	24,000
Search Engine	24,143



Currently, BuzzFeed quizzes are popular with all types of teens.

When a student clicks on one of our social media promotions, the student is directed to a BuzzFeed quiz to complete regarding program topics such as goals, friendships and leadership.



Social Media Campaign

The Future Leaders and Parenthood Can Wait social media campaign commenced in February 2022 and we have already earned more than 3 million digital impressions and 24,000 clicks across all social media platforms. We're eager to see this campaign progress further as we continue to promote the other course topics in the Future Leaders and Parenthood Can Wait programming.

We are excited to see how the April-June topics will perform and add to this campaign's success. We will also see a final rotation of topics in the month of July, which will run July-September.

Ad schedule

January - March

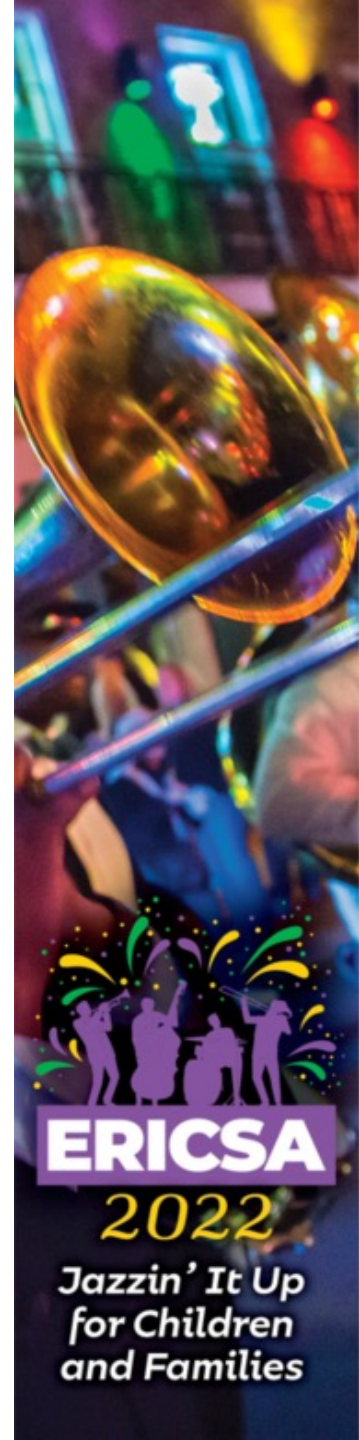
- Goals and Sense of Purpose

April - June

- Learning to Lead and Needs and Wants

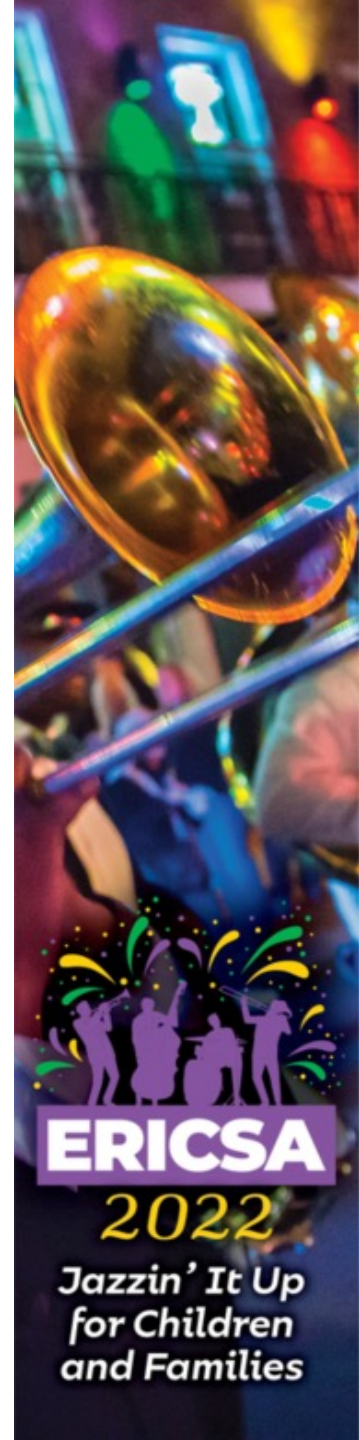
July - September

- Friendships and Financial Responsibilities



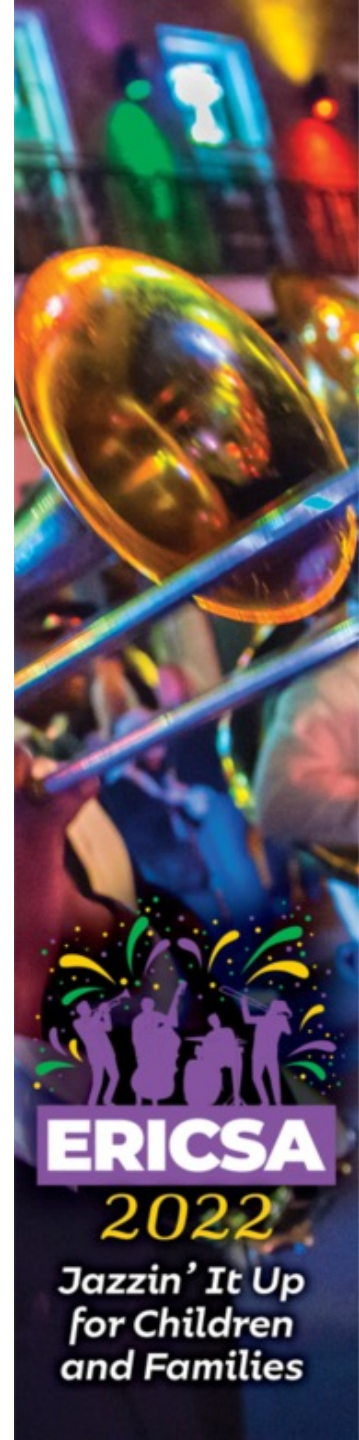
Future Leaders and Parenthood Can Wait utilize YouTube as another avenue to reach teens through video.

Other than search engines, YouTube is the most visited website teens are using today. Utilizing video content is an effective way to reach our target audience.



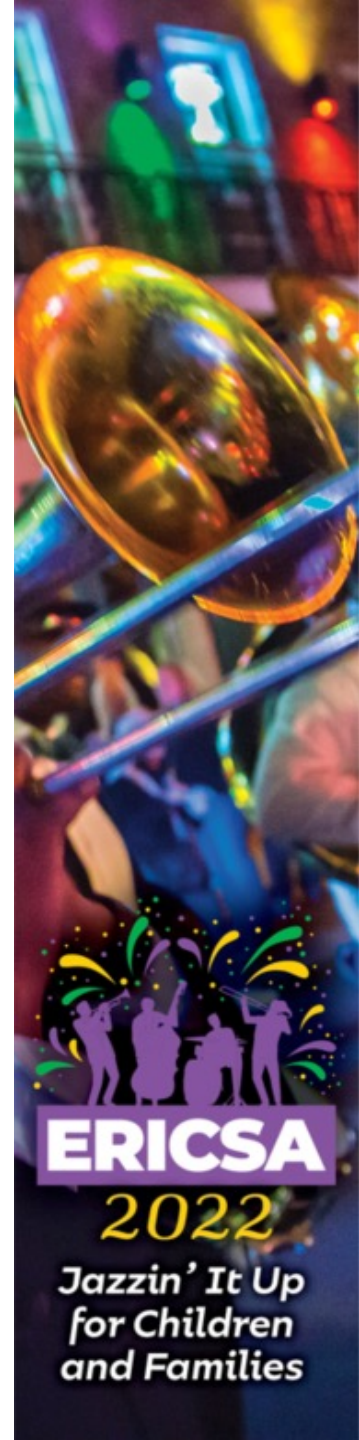
A 1.00% click-through rate on Google is outstanding, nearly 3 times higher than industry averages, and we're seeing that our ads promoting sense of purpose and achievement performed slightly better on the platform.

Average CTR Across Industries: 0.35%



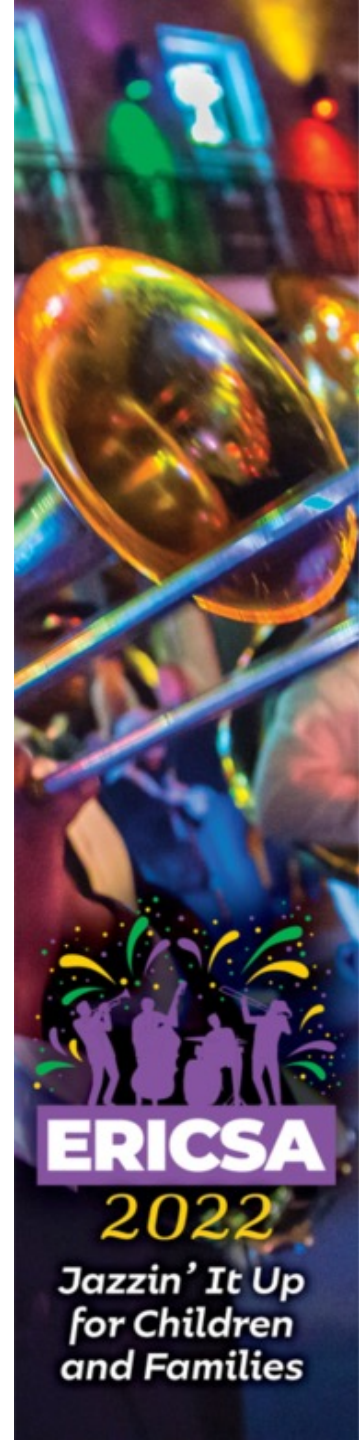
600,000+ impressions in only 2 months is spectacular; furthermore, a click-through rate over 1.00% is very desirable for a successful campaign and puts us right on-par with industry averages. Again, our content revolving around sense of purpose and achievement is performing minutely better than our goals content on the platform.

Average CTR Across Industries: 1.00%



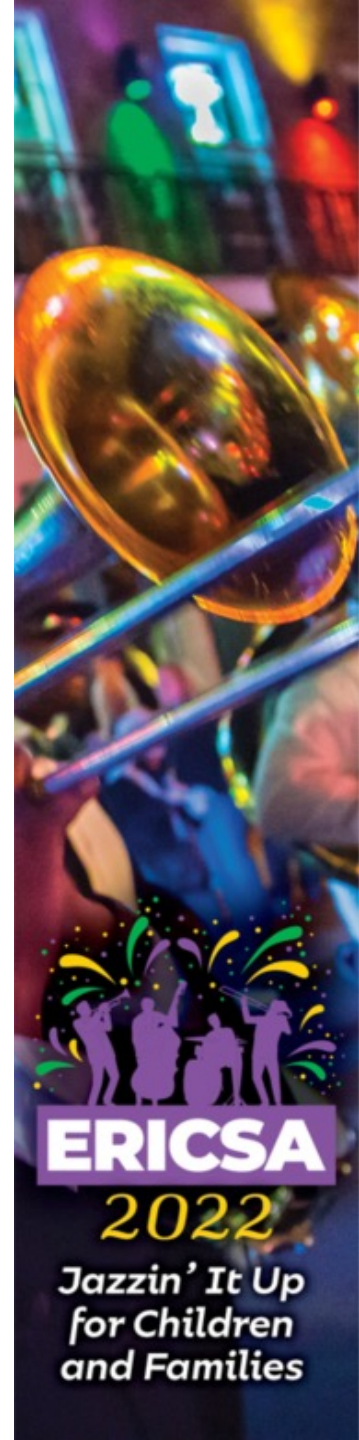
We are seeing great performance with impressions and clicks; a click-through rate of 0.96% is slightly lower than industry averages but still very impressive considering the "swipe" centric culture of the SnapChat platform; curiously, our goals content is outperforming our sense of purpose and achievement content by a long shot.

Average CTR Across Industries: 1.00%



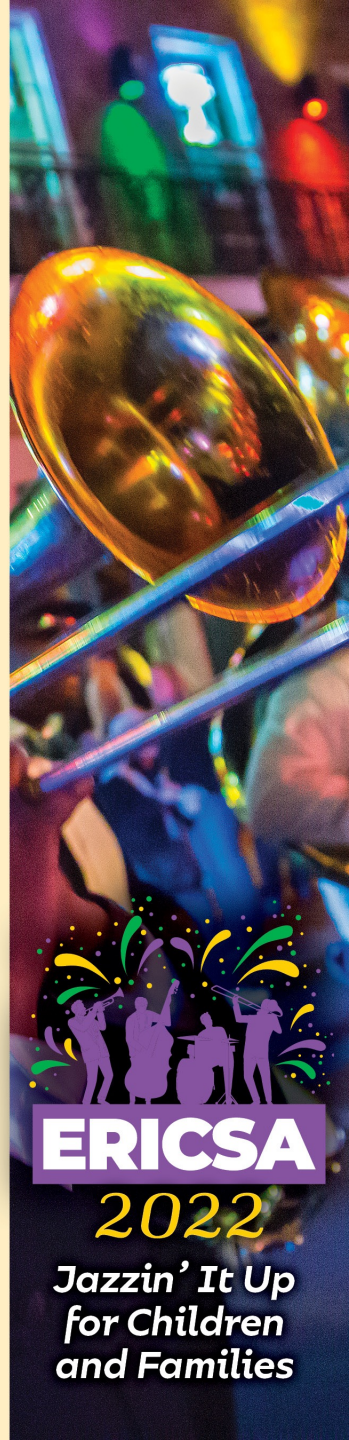
Instagram rounds out our digital campaign with more than 743,000 impressions; while a 0.13% click-through rate might seem low compared to our other platforms, it's helpful to remember that industry average click-through rate is only 0.22% and that our target audience is younger than the average Instagram user.

Average CTR Across Industries: 0.22%



Acknowledgement

- Funding for this project was provided by the United States Department of Health and Human Services, Administration for Children and Families, Office of Child Support Enforcement, grant number 90FD0238.
- Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the United States Department of Health and Human Services, Administration for Children and Families.



Questions or Comments

Jo Ann Lee
Iowa State University
jlee@iastate.edu

John Ginwright
Missouri Department of Social Services
John.B.Ginwright@dss.mo.gov

Armon R. Perry, Ph.D., MSW
University of Louisville
armon.perry@louisville.edu

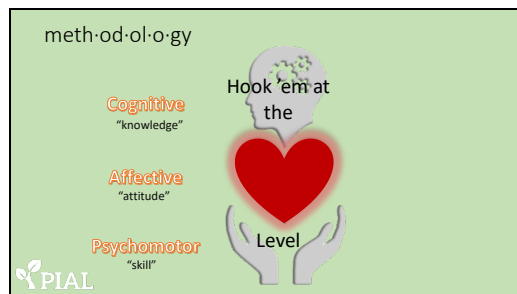
Slide 1



Slide 2



Slide 3

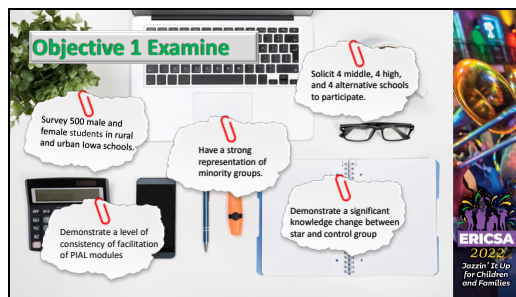




Slide 7



Slide 8



Slide 9

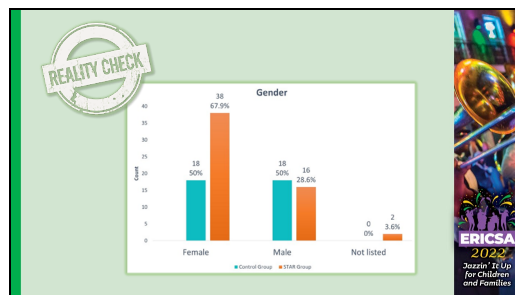




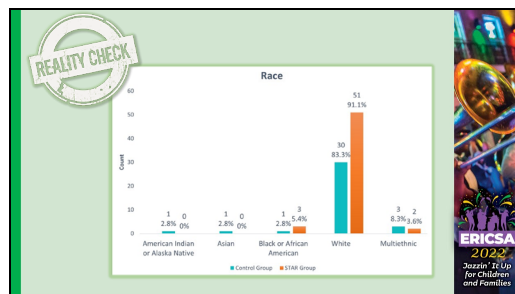
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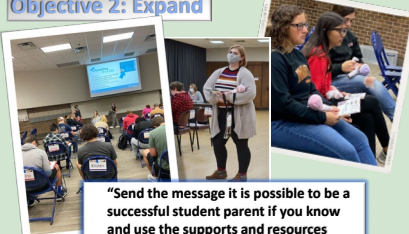
Slide 12



For more information contact: pial@iastate.edu

Slide 13

Objective 2: Expand



"Send the message it is possible to be a successful student parent if you know and use the supports and resources available."

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Slide 14

REALITY CHECK

We completely freaked them out!

74%
 would if they became a parent

"How likely is it that the following situations would cause you to withdraw from class or from this college?"

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Slide 15

Success



what people think it looks like

Success

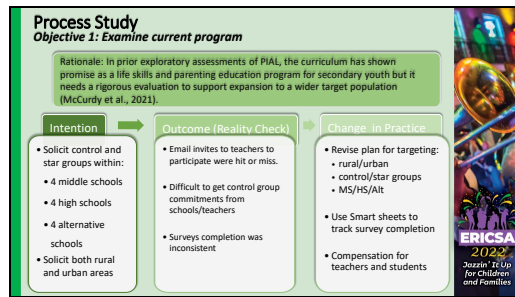


what it actually looks like

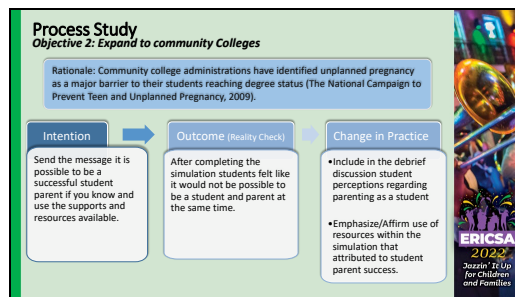
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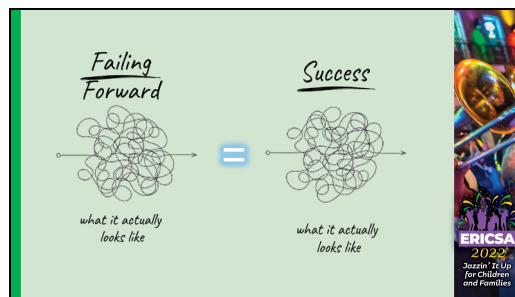
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Slide 17



Slide 18





For more information contact: pial@iastate.edu

Slide 19





For more information contact: pial@iastate.edu