

Retaining Latino Families in a Teen Pregnancy Prevention Program: Challenges, Success, and Lessons Learned

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Alfredo Hernandez and Shai Fuxman
Education Development Center



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Administration on Children, Youth and Families
Family And Youth Services Bureau
Adolescent Pregnancy Prevention Program



Disclaimer

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Acknowledgment

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Learning Objectives

By the end of the session, participants will be able to:

- Describe obstacles and challenges to retaining Latino families and families from other minority populations engaged in teen pregnancy prevention and other health programs
- Identify and discuss general approaches to retaining Latino families and families from other minority populations engaged in teen pregnancy prevention and other health programs.
- Identify and discuss specific strategies and techniques for retaining Latino families and families from other minority populations in teen pregnancy prevention and other health programs.

What Does Research Say about Retention?

Challenges to recruiting participants to and retaining participants in health studies through community outreach are well documented...

(Eakin et al, 2007; Gillis et al, 2001)

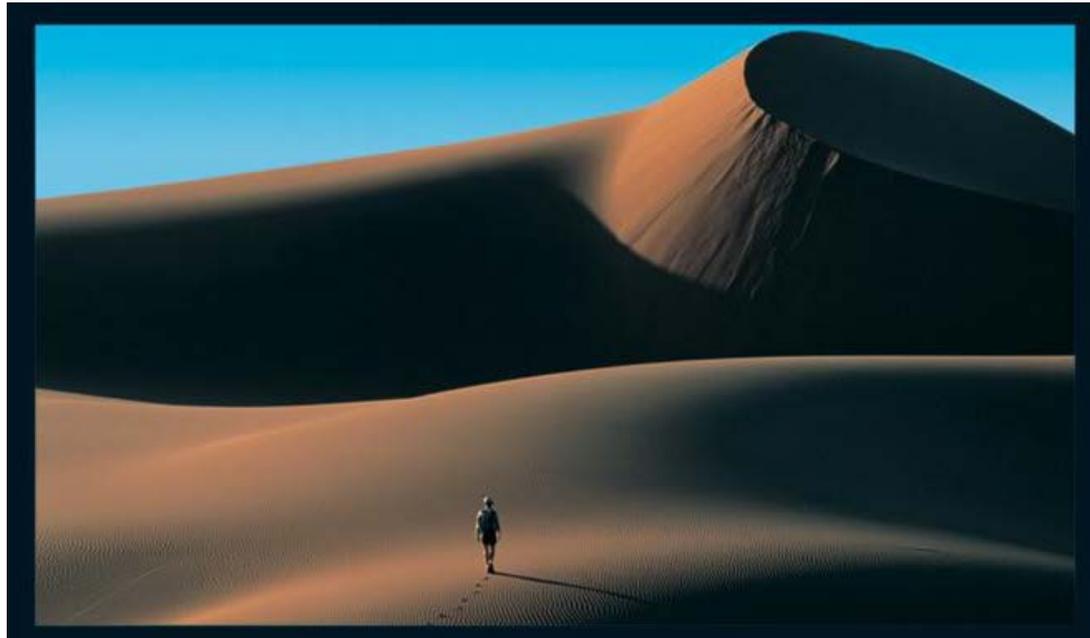


Photo Source: Google Images

Barriers

- Logistical challenges
- Time availability
- Mobility
- Embarrassment/discomfort with content
- Cumbersome protocols



Photo Source: Google Images

What works?

- Face-to-face recruitment
- Intensive follow-up and contact with subjects (e.g., regular telephone reminders)
- Having the same interviewers or field staff over time
- Having staff from the targeted community



Photo Source: Google Images

What works?

- Logistical considerations including timing for interventions/data collection
- Timely incentive payments
- Engaging clinicians, community-based organizations, and other community stakeholders
- Interaction with participants such as through greeting cards



Photo Source: Google Images

DEVELOPING OUR RETENTION APPROACH

6 Question Approach

1. Who is being targeted?
2. Where is the appropriate place and when is the appropriate time?
3. When should retention be done?
4. What messages should be delivered?
5. How should the message be delivered?
6. Who are the most appropriate people to conduct retention?

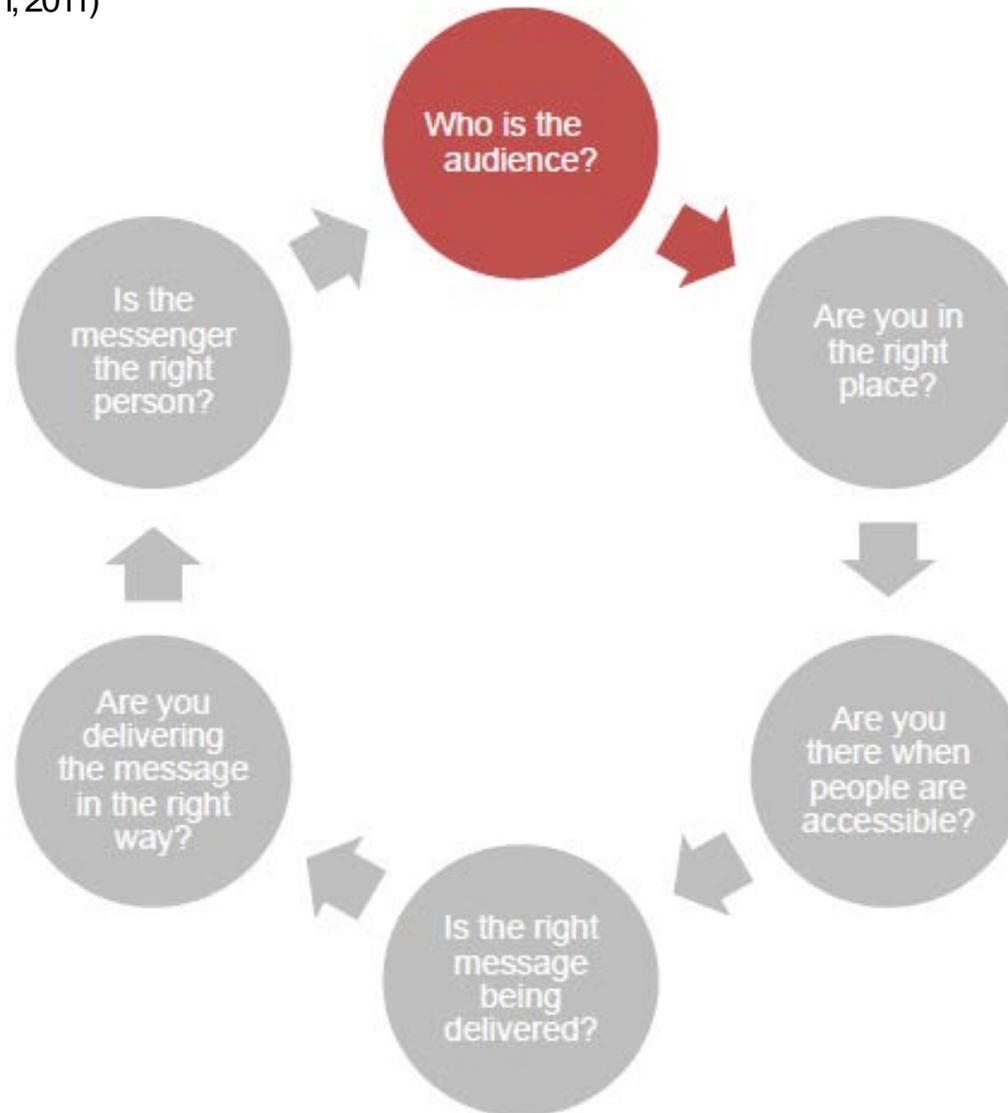
(Based on Collins & Duncan, 2011)



Photo Source: Google Images

6 Question Approach

(Based on Collins & Duncan, 2011)



Being Culturally Competent...

What does that mean for me?

Being **Culturally Competent** means *knowing* what you know about your community and the population you are serving while not making *assumptions* about a particular client/person.



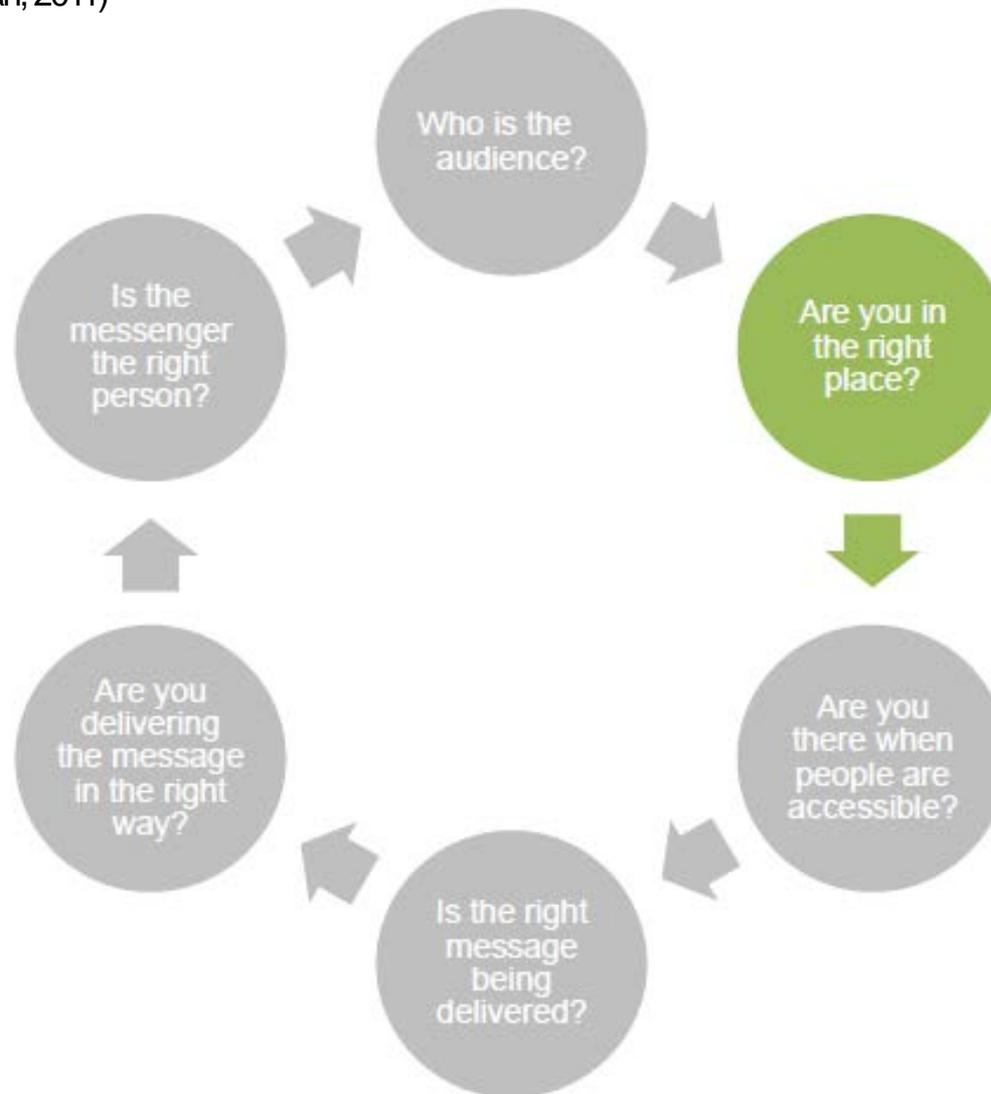
Definition

CULTURAL COMPETENCE is a defined standard of quality by which all practices take place.

CULTURAL RESPONSIVENESS refers to how those standards are applied “in the moment”.

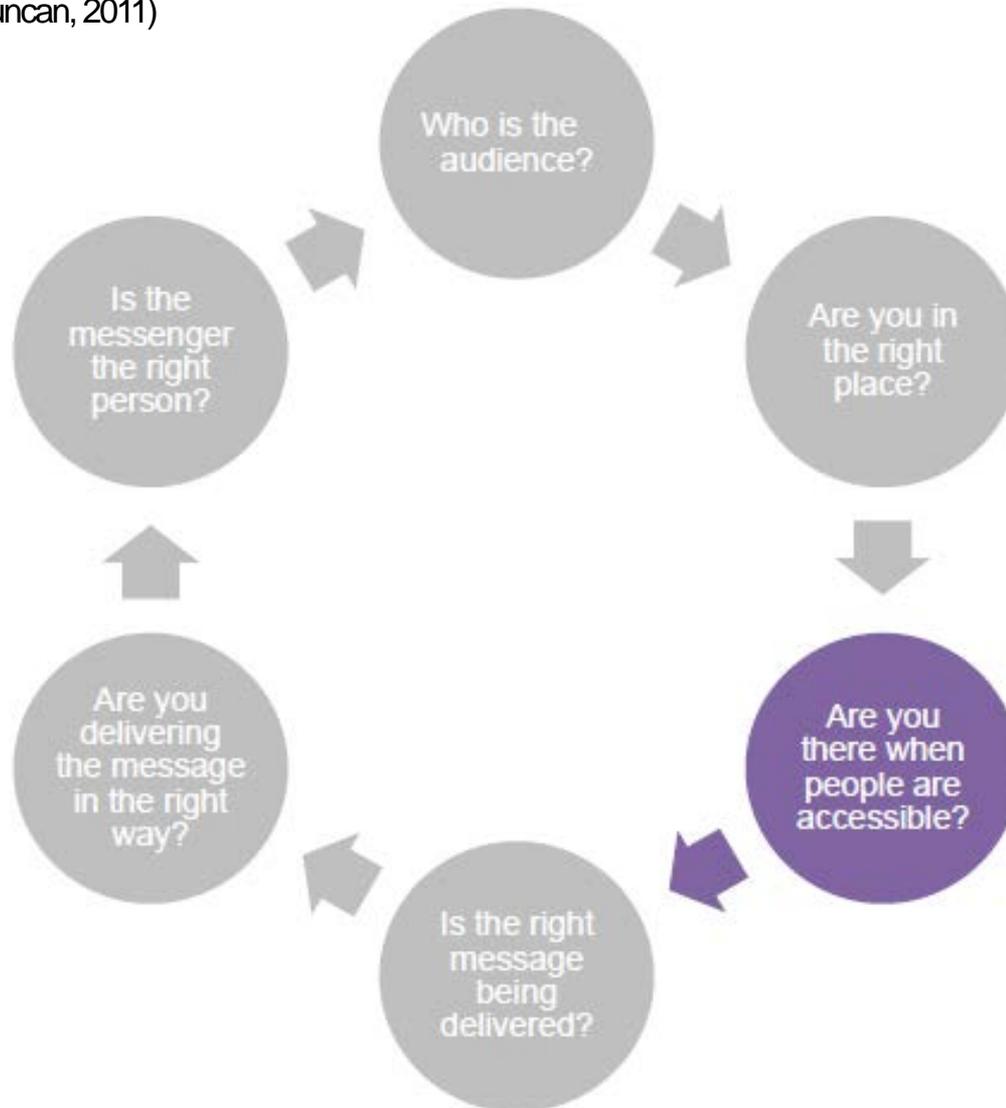
6 Question Approach

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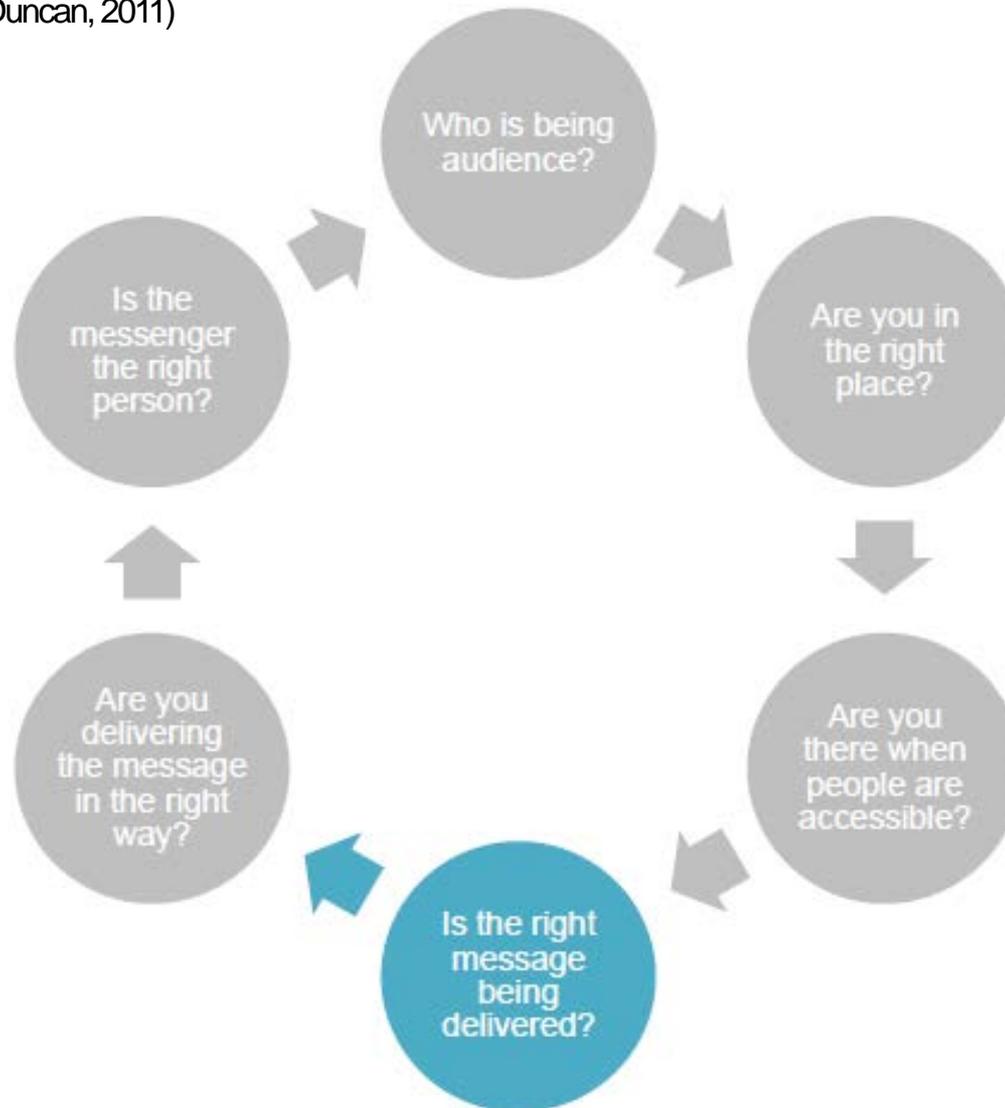
6 Question Approach

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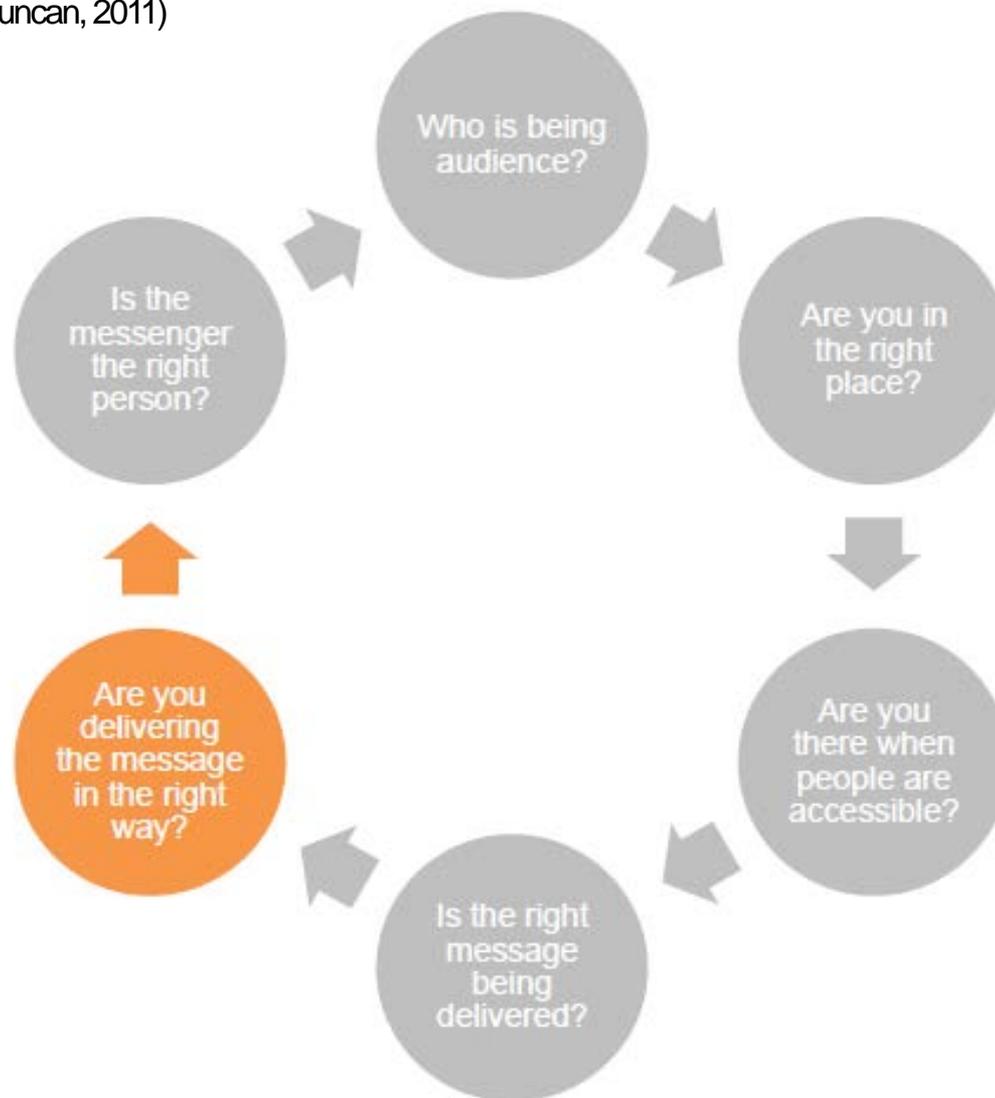
6 Question Approach

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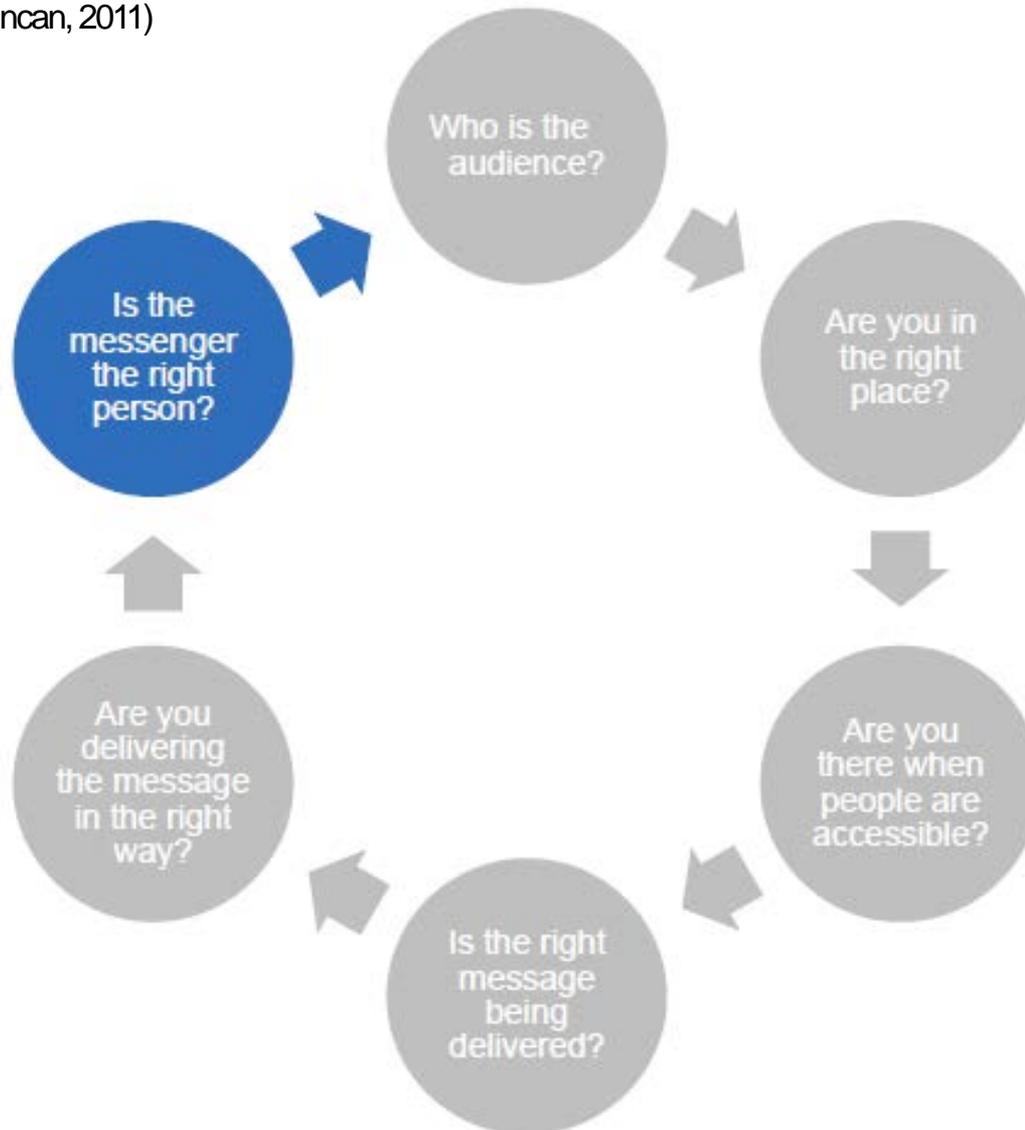
6 Question Approach

(Based on Collins & Duncan, 2011)



6 Question Approach

(Based on Collins & Duncan, 2011)



Activity

- In small groups, select a TPP intervention
- Use six questions to develop retention plan using handout

MORE THAN A DREAM

¡Cuidate!



Photo Source: Stock Photo

- Culturally-based youth curriculum designed to address sexual risks
- Uses cultural beliefs in a positive way to frame both abstinence and condom use
- Intervention goals:
 - Increase skills and self efficacy in negotiating abstinence and condom use
 - Increase abstinence
 - Increase condom use
- Consists of six 60-minute modules delivered to small groups

Salud y Éxito/Health and Success

- Evidence-based program that helps parents:
 - Monitor and set rules for their children's behavior
 - Communicate proactively about the importance of delayed sexual initiation
 - Support youth from the threshold of adolescence into high school years.
- Delivered through CDs with short, bilingual stories



SPECIFIC APPROACHES

Retention Calls

- Every eight weeks
- Used to update information, answer questions about study, and develop relationship
- Important to get as much contact information (including from friend) as possible early in the study



Photo Source: Google Images

Greeting and Birthday Cards

- Develop sense of community
- Builds trust
- Need to ensure that they do not overwhelm participants
- Importance of cultural competence



Building Relationship

- Respectful meaningful relationship with the parents and their community
- Partnership development
- Parent liaisons



Photo Source: Google Images

Other Lessons Learned

- Encourage participants to come in groups
- Organize social events
- Develop your interventions brand

More Than a Dream



Más que un sueño

Questions



Photo Source: Google Images

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Contact Information

Alfredo Hernandez
Education Development Center
ahernandez@edc.org
617-618-2385

Shai Fuxman
Education Development Center
sfuxman@edc.org
617-618-2406