



Kimberly Broomfield-Massey, Ph.D.  
**EMSTAR Research, Inc.**

Keri Pridgeon, MPH  
Shequita Foster, MPA  
**Center for Black Women's  
Wellness, Inc.**

Christyl Wilson, BS  
Scot Seitz, BS  
**Georgia State University**

# Looking Out For The Youth

Advantages of Youth Involvement in  
Implementing a Community Level Intervention

**HHS TPP Conference | Bridging the Gaps: Eliminating  
Disparities in Teen Pregnancy and Sexual Health  
June 4-6, 2014**

*The views expressed in written training materials, publications, or presentations by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.*

**We would like to acknowledge our funding agency:**

Office of Adolescent Health

Grant Number: TPIA000027-01-01

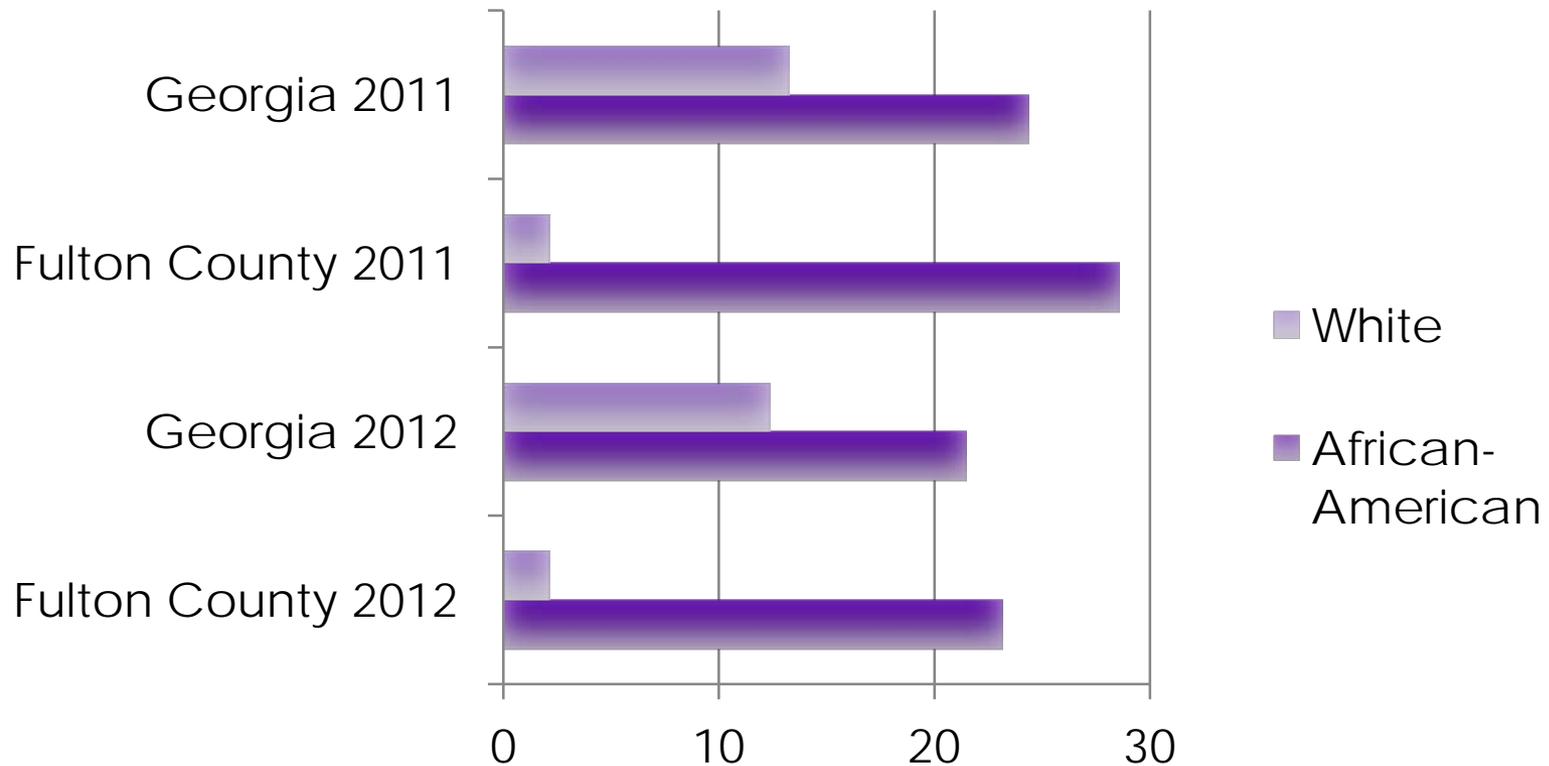
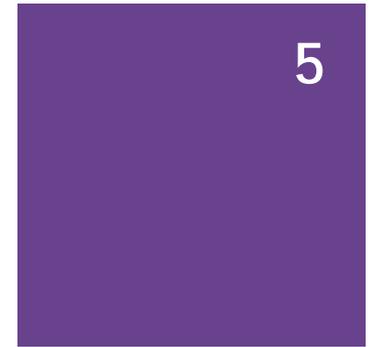
# Presentation Objectives

- ✓ **Explain** how the THP Leadership Council (LOFTY Crew) operates to provide *additional benefit* to the youth and to the community.
- ✓ **Identify** at least 3 advantages of utilizing *youth as leaders* to promote healthy sexual behavior.
- ✓ **Generate ideas** about activities or events that could be implemented by a peer-led council to *promote positive messages* about sexual health, teen pregnancy prevention or STD risk reduction.

# Agenda

- I. Teen Health Project
- II. Teen Health Leadership Council
- III. Evaluation Findings
  - I. THP
  - II. Teen Health Leadership Council
- IV. Brainstorming Activity
- V. Questions

# Teen Pregnancy Disparities in Fulton County, Georgia



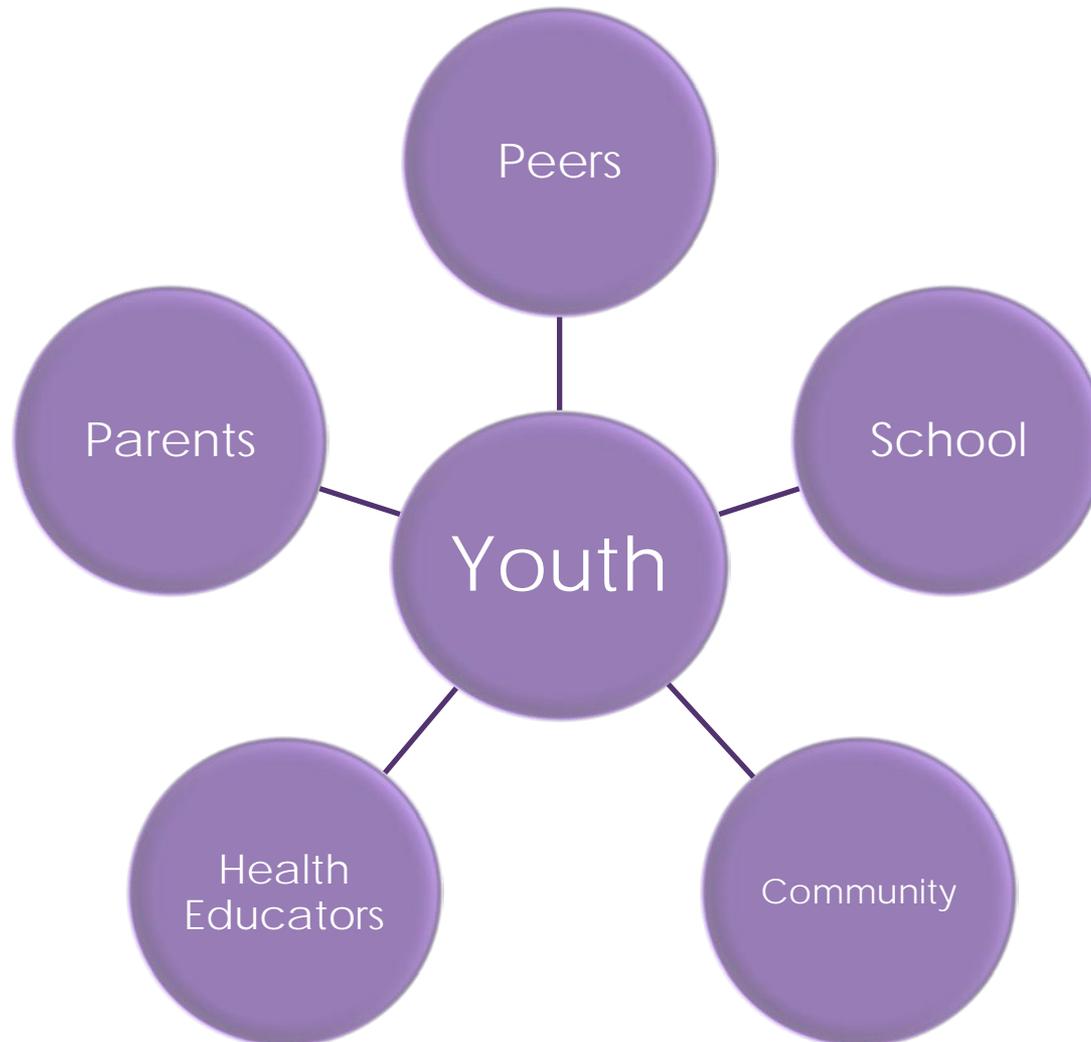
# Teen Health Project

- OAH Teen Pregnancy Prevention Replication of Evidence-Based Programs (Tier 1)
  
- Community-level Intervention
  - 6-hour youth focused curriculum
  - 1.5 hour parent session
  - Follow Up Session
  - **Teen Health Leadership Council**

# THP Sample Activity



# Spheres of Influence



# Demographics

## Teen Health Project

- **556** youth served to date
- **97.5%** African-American (*non-Latino*)
- Ages
  - Average Age: 15.7
  - Age Range: 12 - 19
- Gender
  - 70% Female

## Leadership Council

- **83** participants to date
- **99%** African- American (*non-Latino*)
- Age
  - Average Age: 16.3
  - Age Range: 12 - 19
- Gender
  - 57% Female

# Leadership Council L.O.F.T.Y Crew

## ■ Purpose

- Plan and participate in community activities to promote HIV & Teen Pregnancy Prevention

## ■ Who?

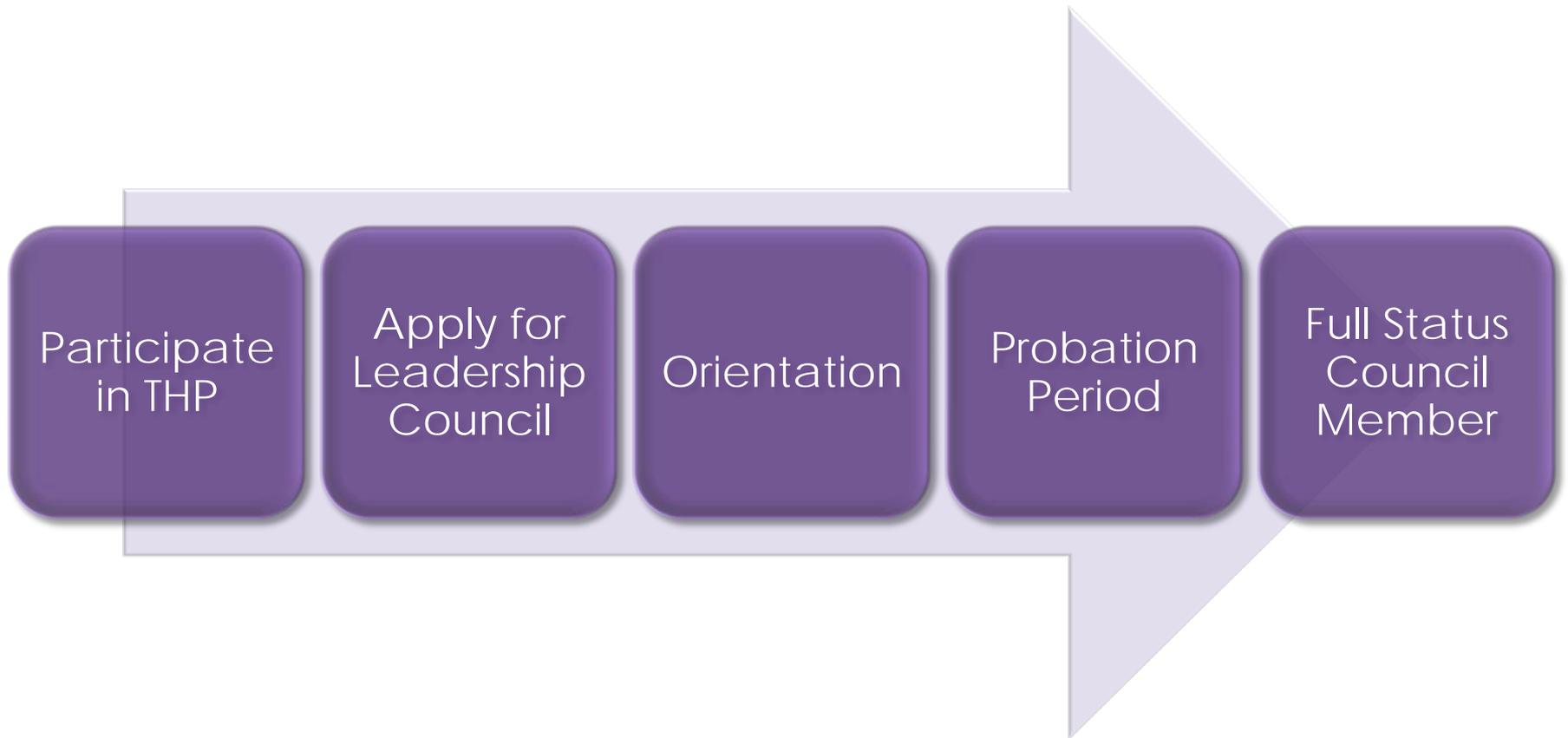
- THP participants that display leadership

## ■ What?

- Youth-driven
- Leadership
- Positive Impact



# L.O.F.T.Y Crew Recruitment Process



# L.O.F.T.Y Crew Requirements

- 90 minutes per week/6 months
- Attendance
- Professional appearance
- Appropriate behavior *at all times*
- Respect
- Active participation



# L.O.F.T.Y Crew

## Motto

“The **L.O.F.T.Y Crew** is not just a group of teens informing other teens about safe sex. We are **leaders encouraging** teens to do the **right** thing, make the right decisions and lead them on to **success**. We are –  
Looking Out for the Youth”

# L.O.F.T.Y Crew Activities

2012

CBS  
commercial

Designed  
Logos for  
LOFTY Crew

CBWW Family  
Health Expo

2013

60 second  
PSA

Basketball  
Tournament

CBWW Family  
Health Expo

2014

Short film &  
premiere

HIV Testing at  
Clark Atlanta

CBWW Family  
Health Expo

# L.O.F.T.Y Crew Social Media

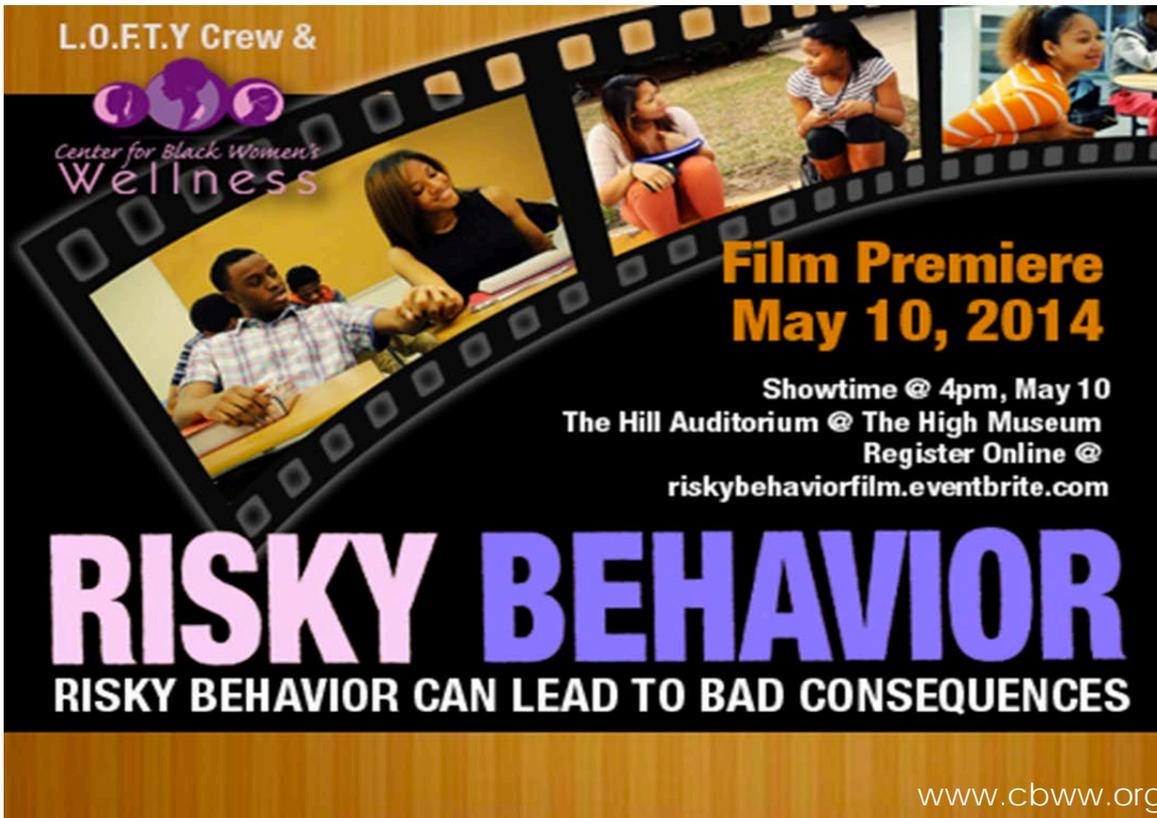


[www.cbww.org](http://www.cbww.org)

# L.O.F.T.Y Crew "The Choice is Yours" PSA



# L.O.F.T.Y Crew Short Film Trailer



L.O.F.T.Y Crew &  
Center for Black Women's  
Wellness

**Film Premiere  
May 10, 2014**

Showtime @ 4pm, May 10  
The Hill Auditorium @ The High Museum  
Register Online @  
[riskybehaviorfilm.eventbrite.com](http://riskybehaviorfilm.eventbrite.com)

**RISKY BEHAVIOR**  
RISKY BEHAVIOR CAN LEAD TO BAD CONSEQUENCES

[www.cbww.org](http://www.cbww.org)



Arthur Ratliff Photography

# Teen Health Project Evaluation: Findings

- From Baseline to Post-Test, THP Participants report significantly fewer:
  - Sexual encounters
  - Sexual encounters without condoms
  - Sexual encounters without birth control

# Teen Health Project Evaluation: Findings

- From Baseline to Post-Test, THP Participants report significantly greater:
  - Greater intentions to use condoms
  - Greater intentions to use birth control

# Are LOFTY participants different at post-test?

- No
  - Findings are consistent across ALL THP participants
- Analyses indicate:
  - No significant differences at post-test
  - No significant differences in changes over time

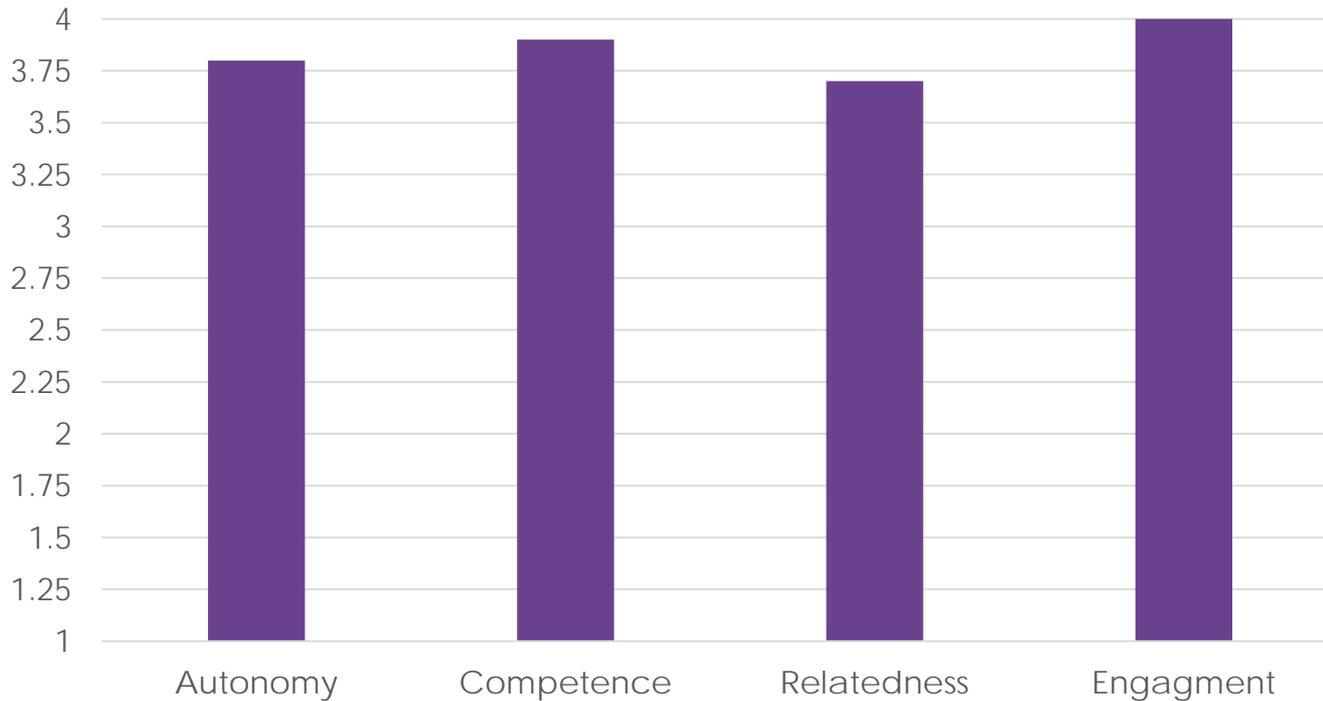


# L.O.F.T.Y. Crew Evaluation: Perceived Impact

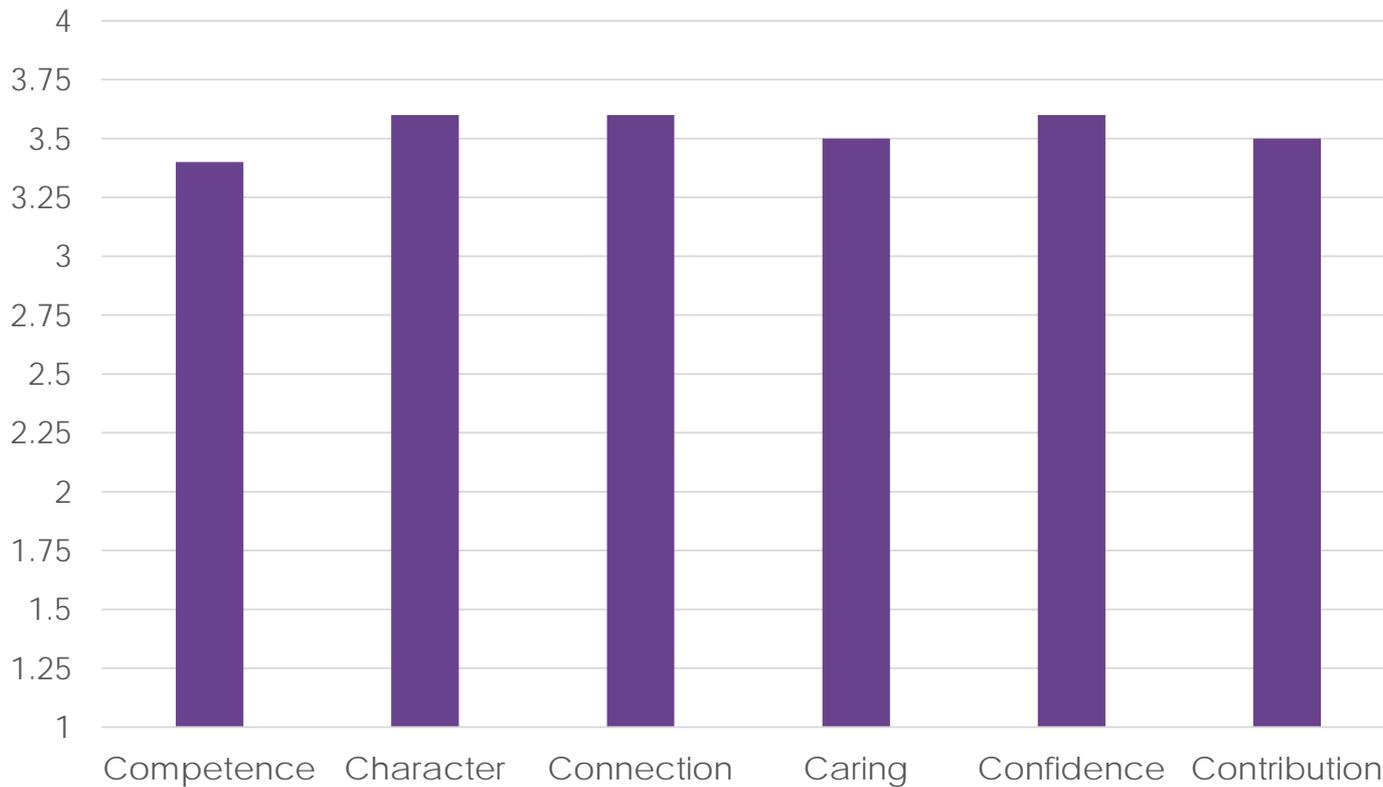
- Personal Experience
  - Autonomy within LOFTY
  - Competence within LOFTY
  - Relatedness with LOFTY participants and staff
  - Participant Engagement in LOFTY
- 5C's
- Participant Satisfaction
- Perceived Program Efficacy

# L.O.F.T.Y. Crew Evaluation: Personal Experience

Experience at L.O.F.T.Y.



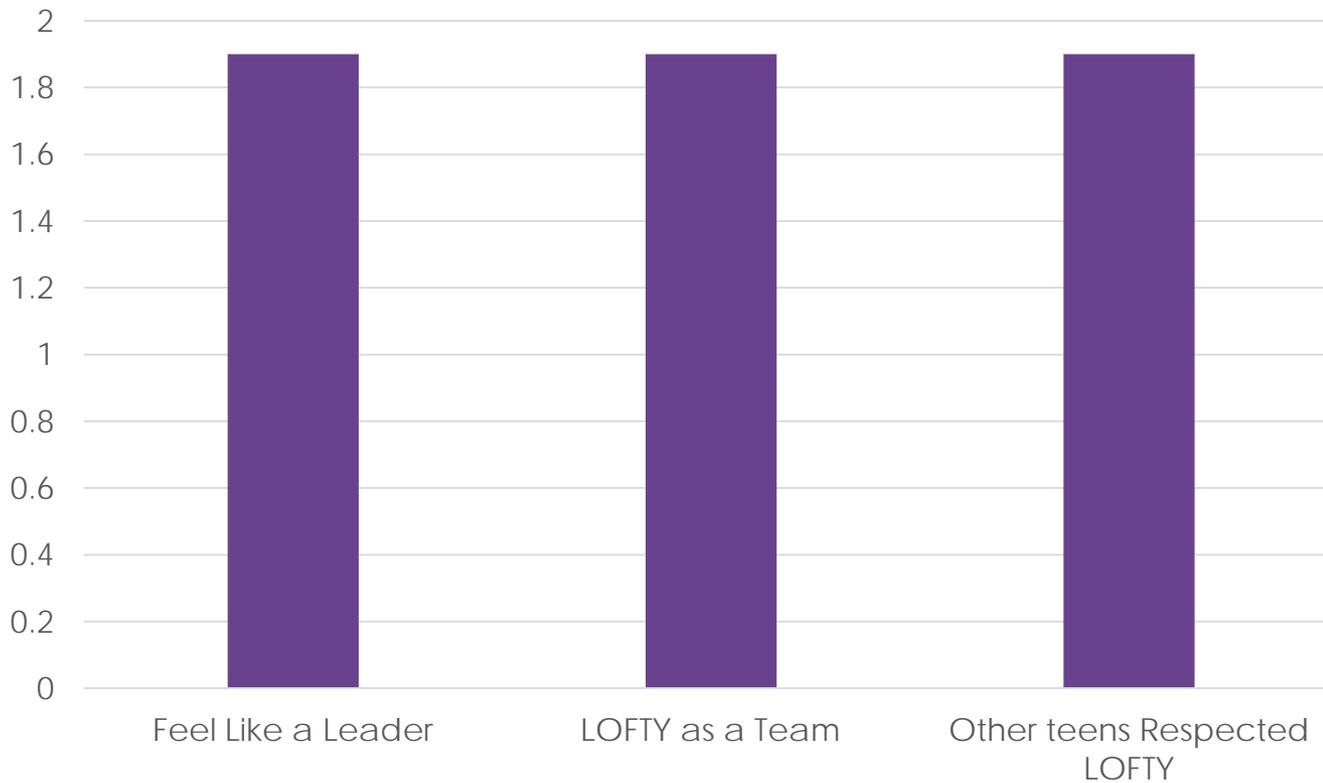
# L.O.F.T.Y. Crew Evaluation: 5 C's (actually 6)



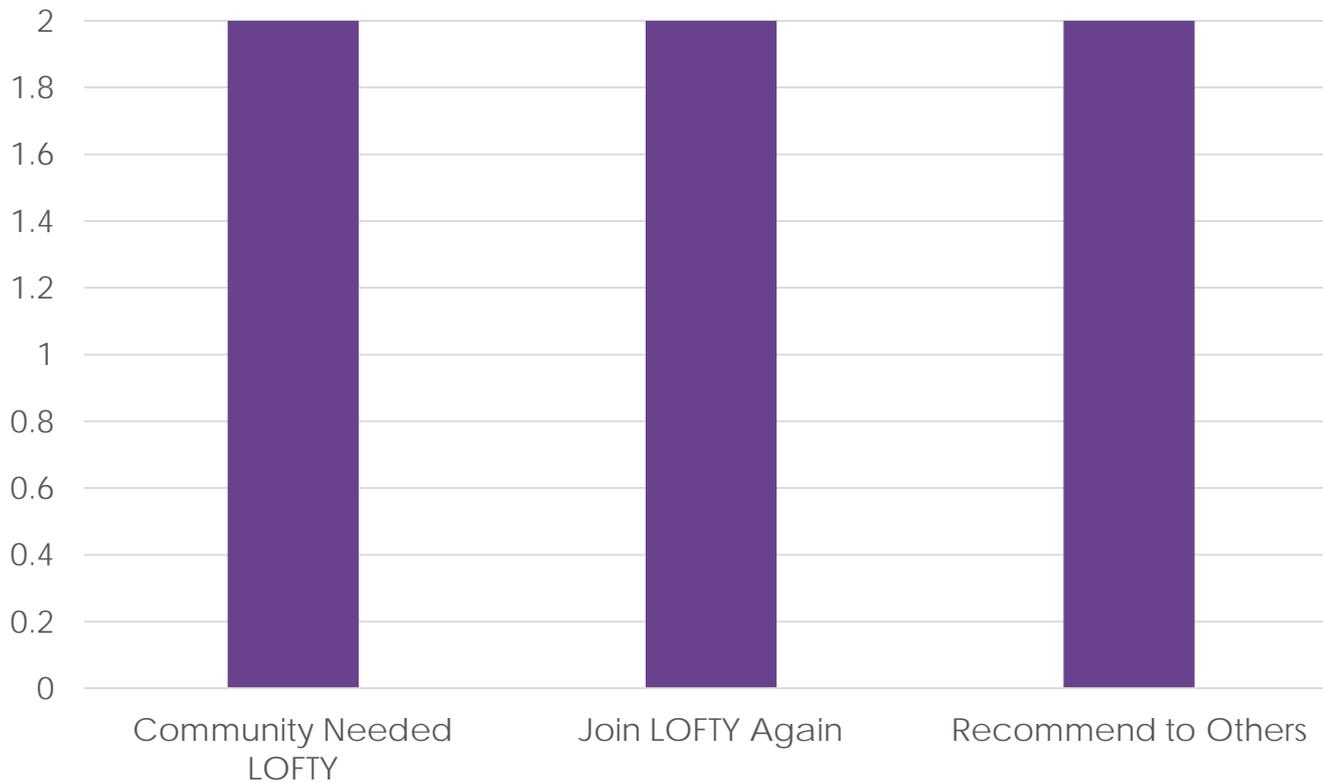
# L.O.F.T.Y. Crew Evaluation: Participant Satisfaction



# L.O.F.T.Y. Crew Evaluation: Participant Satisfaction



# L.O.F.T.Y. Crew Evaluation: Participant Satisfaction



# L.O.F.T.Y Crew Evaluation: Qualitative Data

What  
word  
would  
you use  
to  
describe  
LOFTY?

youth  
 responsibility  
**leadership**  
 exciting creative openness  
 honesty involved  
 cautious integrity  
 safe fun enlightenment  
 reality dedication  
**respect community**  
 prevention educated  
 informative involvement  
 experience confidence  
**LOFTY** enriching

# L.O.F.T.Y Crew Evaluation: Qualitative Data

Why  
did  
you  
decide  
to join  
LOFTY?

“To give back to my younger peers.”

“To help my community.”

“Because we’re leaders.”

“To educate my peers and my community about safe sex.”

# L.O.F.T.Y Crew Evaluation

## Qualitative Data

How  
has  
being in  
LOFTY  
helped  
you?

"I made smarter decisions,"

"I learned communication skills.  
Umm, with my partner and others"

"It just made me more aware"

# L.O.F.T.Y Crew Evaluation Qualitative Data



“Even though we’re in high school we do know what we’re talking about. This is real life for us.”

“It gives us a chance to make our voices heard”

Youth Empowerment

# L.O.F.T.Y Crew

## Hear from a participant!



# Group Activity

- Create groups of 4-6
- Brainstorm activities and events that a Leadership Council in your community could use to disseminate similar messages
- Share



# Q & A



# References

Georgia Department of Public Health: Online analytical statistical information system (2013). [Data table]. Retrieved from <http://oasis.ga.us/oasis/PageDirect.aspx?referer=Preg>.

Sikkema, K. J., Anderson, E. S., Kelly, J. A., Winett, R. A., Gore-Felton, C., Roffman, R. A., & ... Brondino, M. J. (2005). Outcomes of a randomized, controlled community-level HIV prevention intervention for adolescents in low-income housing developments. *Aids*, *19*(14), 1509-1516.  
doi:10.1097/01.aids.0000183128.39701.34

# Contact Information

**Kimberley Broomfield-Massey, Ph.D**

EMSTAR Research, Inc.

[kbroomfield1@gmail.com](mailto:kbroomfield1@gmail.com)

**Keri Pridgeon, MPH**

Center for Black Women's Wellness, Inc.

[kpridgeon@cbww.org](mailto:kpridgeon@cbww.org)

**Christyl Wilson, BS**

Georgia State University

[cywilson2@gmail.com](mailto:cywilson2@gmail.com)

<http://www.cbww.org>