Packaging and Disseminating IYG

Dr. Susan R. Tortolero
University of Texas Prevention Research Center
2013
It’s Your Game...Keep it Real (IYG)  
(www.itsyourgame.org)

7th- and 8th-grade curricula

- Primary message: abstinence from sexual behavior
- Secondary: risk reduction
- 12 lessons each grade level

Multiple modalities

- Classroom lessons (role play, discussion)
- Journaling
- Individualized computer-based component
- Selected activities tailored by gender, sexual experience


Scientist or Salesman?
Considerations

- Distributor?
- Training?
- Pricing?
- Capacity?
- Copyright
- Mission?
- Technical Assistance?
IYG developers are researchers
Considerations for giving IYG to a distributor

Advantages
- Eliminates upfront costs
- Marketing
- Packaging
- Staffing
- Pricing

Disadvantages
- Transferring rights
- Technical assistance
- Lose control
- Staffing expertise
- Expertise
CAPACITY
Training

- Required or not
- Who delivers
- Mode (in person, online)
- Place (onsite, geographically convenient, etc)
- Frequency (as requested, set time)
- Pricing (don’t forget incidentals)
- TOT
Documentation

- Basic description of program (core components)
- Acceptable adaptations
- Training manual
- Marketing material
Dealing with controversy