

## Implementation

- ✓ **Delivery Mode**
  - Camp – residential
  - Camp - day camp in summer
  - School release days (holiday breaks, etc.)
  - In school
  - Out of school
  - After school
  - Partner with other organization (Y, Girls Inc., Parks and Rec., Boys & Girls Clubs, Scouts, church youth groups, current partner groups, etc.)
  
- ✓ **Reaching 10 teaching contact hours**
  - Incorporate into classroom settings
  - Use avenues that make it easy
  - Provide no incentives until all hours, including evaluation, completed
  
- ✓ **Incorporating youth and adults as partners**
  - Eliminate excuses for not participating
  - Collaborate with schools to get students released to teach
  - Programming when students are available
  
- ✓ **Promotion and Marketing**
  - Utilize available pieces
  - Church bulletins, organizations newsletters
  - Email/Websites
  - Direct contact with youth organizations
  - Attend teacher in-services, organization conferences, boards and councils
  - Pull-up banners, table throws, Health Rocks! badges
  - Youth interviews
  - Media packets
  
- ✓ **Incentives**
  - Kits to instructors
  - Provide food/snacks
  - Money to school/classroom/teacher for reaching certain number of youth
  - Equipment for instructors classrooms
  - For students – t-shirt/tote/something they want
  
- ✓ **Partner Inclusion**
  - Share key webinars with them
  - Provide necessary training
  - Recognition
  - Maintain regular (not intrusive) contact
  
- ✓ **Partner Accountability**
  - Mini-grants – half of money comes at beginning, half at end
  - Memorandums of Understanding

- Frequent contact
- Identify partner benefits
- Create a schedule that each partner/organization agrees on (serves as a guide for the program and an unofficial MOU)
- Provide a course outline including objectives, etc.

## **Evaluation**

- ✓ **Getting evaluation surveys back**
  - Communicate importance of evaluation
  - Share ways to use the data (e.g, to fulfill reporting, present to stakeholders)
  - Encourage program staff to find ways to complete evaluation requirements
  - Incorporate evaluation surveys as part of the lessons
  - Build in time during refreshments
  - Track attendance to know which youth completed 10 hours
  - Provide assistance to youth (individually or as a group) to complete the survey
  - Use a variety of methods (paper-pencil, computer, iPads) based on accessibility of tools and age of youth
  - When administering survey, participants cover pre-column and complete post-column, then cover post-column and complete pre-column
- ✓ **Tracking monthly reach**
  - Plan who will monitor reach and who will complete monthly survey
  - Even with no additional information or new numbers, still complete the report
- ✓ **Compliance**
  - Create spreadsheet or reporting method (ie Survey Monkey) for sites to use in reporting
  - Regularly monitor compliance to procedures
  - Maintain contact through monthly phone calls or emails to sites
- ✓ **Data entry**
  - Allow ample time to enter surveys
  - Enter monthly
  - Hiring students to enter surveys

## **Fund Development**

- ✓ **Identifying potential partners**
  - Partners who want the similar outcomes as Health Rocks! (insurance companies, hospitals, medical groups, etc.)
  - Share identified partners with other states
- ✓ **Asking for dollars**
  - 15 second elevator speech
  - Identify key partners to serve as advocates
- ✓ **Sharing need and successes**
  - Focus on benefit to them
  - Communicate data pertaining to the need (e.g., national, state, and local level data on substance use)
  - Share evaluation data on impact of Health Rocks!
  - Forward success stories to other states