

# Making Room at the Table: Recruiting, Retaining, and Engaging Youth and Young Adults

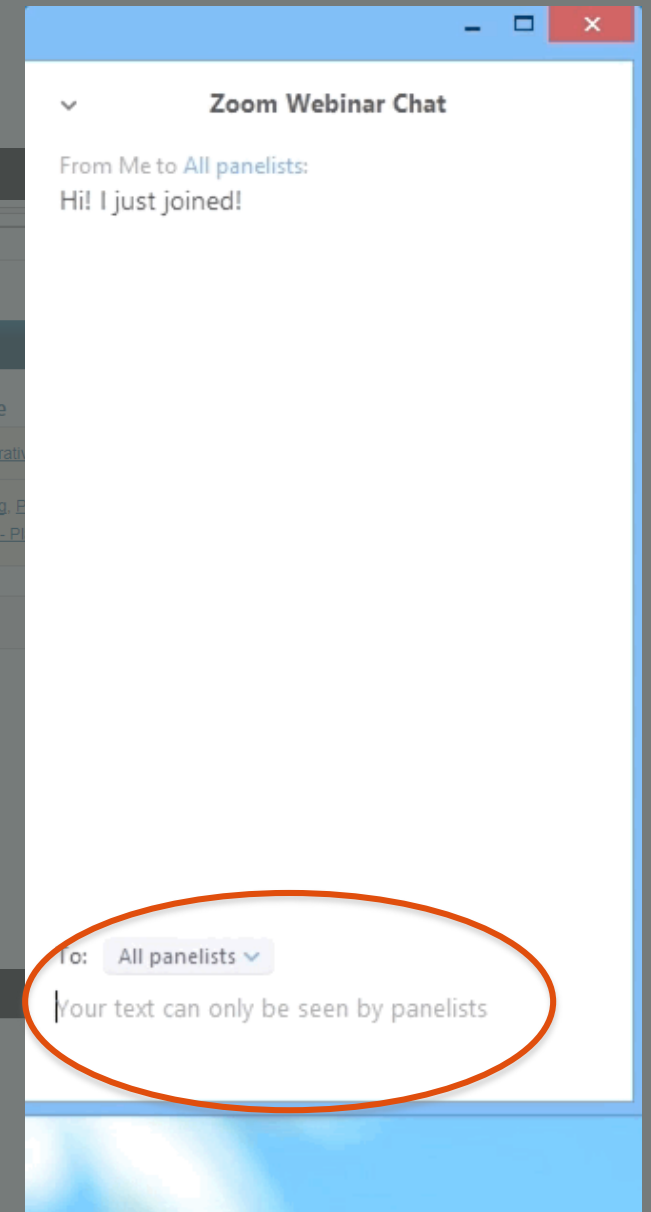
Venton Hill-Jones (Southern Black Policy and Advocacy Network; Member, Ryan White Planning Council of the Dallas Area)

Michelle V. Dawson (Planning CHATT)



# How to Ask a Question

- Attendees are in **listen-only** mode.
- If you have a question, **use the chat box at the lower-right of your screen to chat with the presenter.**
- You may also **email questions to [planningCHATT@jsi.com](mailto:planningCHATT@jsi.com) after the webinar.**



# Can You Hear Us?



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**Call-in number:** +1 646 558 8656 or +1 720 707 2699

**Webinar ID:** 197 031 216

# Agenda

- ▶ Welcome & Introductions
- ▶ State of Planning councils/Planning bodies
- ▶ Strategies to recruit and retain youth/young adults
- ▶ Strategies for inter-generational harmony
- ▶ Resources
- ▶ Questions and answers

# Objectives

By the end of the webinar, you will be able to:

- ▶ Have a strengthened understanding the value of a multi-generational PC/PB
- ▶ Identify strategies to recruit youth/young adults to your PC/PB
- ▶ Identify strategies to engage and retain youth/young adults in PC/PB activities
- ▶ Identify strategies for multi-generational harmony in PC/PB operations

# Planning CHATT: A HRSA-supported Cooperative Agreement (U69HA30795)



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# PLANNING CHATT

Community HIV/AIDS  
Technical Assistance & Training

# Community HIV/AIDS Technical Assistance and Training (Planning CHATT) Project

- ▶ Planning CHATT builds the capacity of Ryan White HIV/AIDS Program (RWHAP) Part A planning councils/planning bodies and planning bodies (PC/PB) across the U.S.
- ▶ Our goal is to help PC/PB to meet legislative requirements, strengthen consumer engagement, and increase the involvement of community providers in HIV service delivery planning.



# Webinar Presenters



**Venton C. Hill-Jones**

CEO, Southern Black Policy and Advocacy Network; Member, Ryan White Planning Council of the Dallas Area



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T/TA Coordinator, Planning CHATT

## Special Thanks to:

- ▶ Venton Hill-Jones
- ▶ Daniel Driffin, THRIVE-SS
- ▶ Austin Department of Public Health
- ▶ Trina Scott, Kaiser Family Foundation

# Today's HIV/AIDS Epidemic

- ▶ In 2017, youth aged 13 to 24 made up 21% (8,164) of the 38,739 new HIV diagnoses in the United States and dependent areas.
- ▶ Youth with HIV are the least likely of any age group to be linked to care in a timely manner and have a suppressed viral load.

## For Every 100 Youth With HIV In 2015:



received  
some  
HIV care



were  
retained  
in care



were virally  
suppressed

# Who is a Youth or Young Adult?

## TYPICAL DESCRIPTIONS OF YOUNG PEOPLE

- ▶ **Adolescents:** 13-19 years
- ▶ **Young adults:** 20-24 years

## TODAY'S DEFINITION OF YOUTH AND YOUNG ADULT

- ▶ **Youth:** 13-19 years
- ▶ **Young Adult:** 20-35 years

# Established in 2001: The Worldview of an 18 Year Old Person

Selected from Marist Mindset List, available at:  
<https://www.marist.edu/mindset-list>





**September 11 has always been a historical event.**



**Nearly half of their  
generation is composed  
of people of color.**





An aerial photograph of a Martian canyon system. The left side of the image shows a large, deep canyon with a prominent blue-shaded area, likely representing a water table or a specific mineral deposit. The right side shows a more rugged, brownish-orange canyon system. The overall terrain is rugged and shows signs of erosion.

**The Mars Odyssey has  
always been checking out  
the water supply for their  
future visits to Mars.**





**Only two-thirds of this generation identify as exclusively heterosexual.**





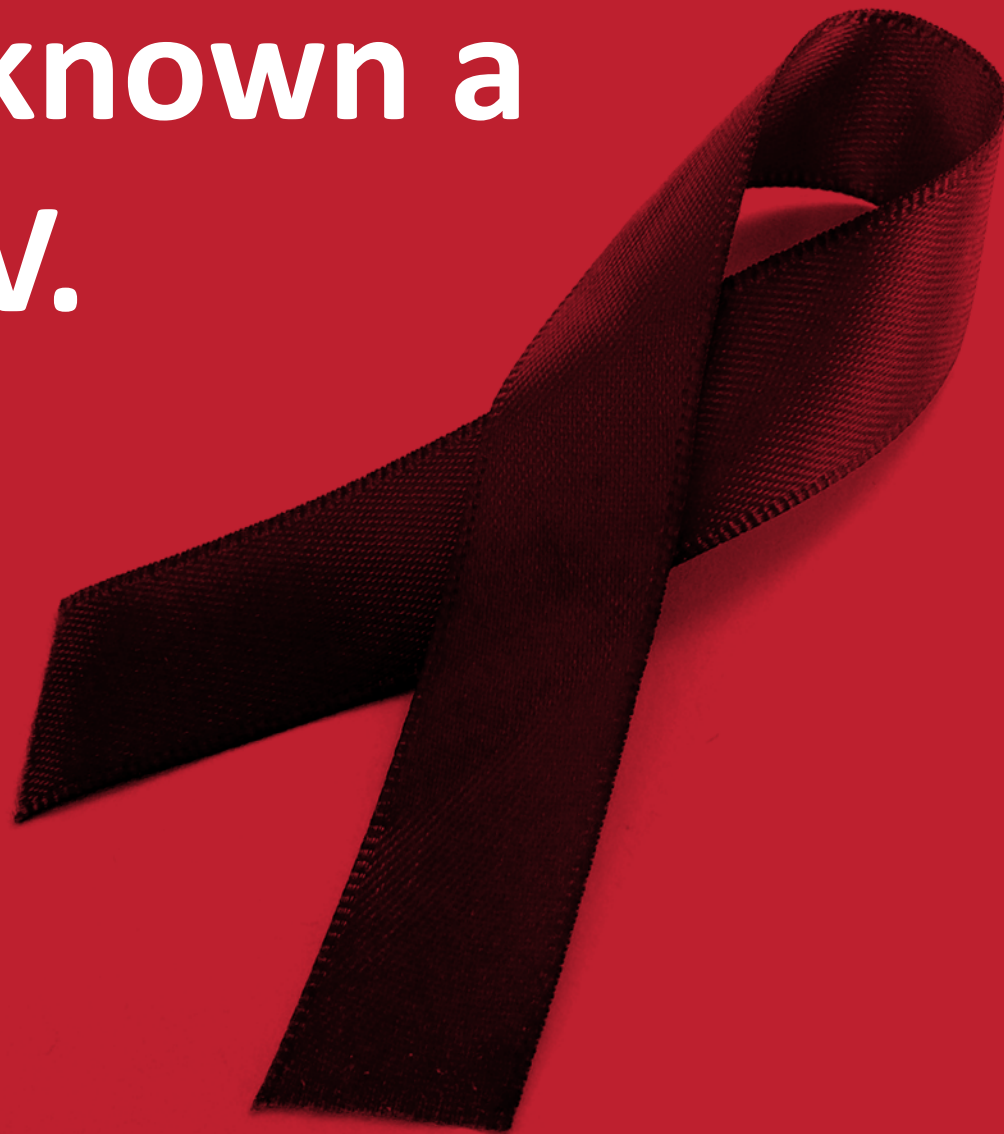
**They have witnessed two African-American Secretaries of State, the election of a black President, Disney's first black Princess, and the rise of the Black Lives Matter movement.**

There have always been  
“smartwatches.”





**They have never known a  
world without HIV.**



## Poll 2: How old are your PC/PB Co-Chairs

- ▶ Tell us, into what age group does your youngest PC/PB Co-Chair fall?
  - Younger than 20
  - 20s
  - 30s
  - 40s
  - 50s
  - 60s
  - 70s+

# Planning Council Membership is Not Reflective of Today's Epidemic

Across six jurisdictions with the highest percentage of youth/young adult membership on PC/PB, only **two** have a membership composition where more than 30% are **younger than 39 years old**.

# Value of a Multigenerational PC/PB

- ▶ Reflectiveness of the epidemic - need to meet the needs of everyone in our community (people who are aging with HIV, people who are young/newly infected)
- ▶ Community memory
- ▶ Sustainability of the PC/PB
- ▶ Response to the epidemic has changed, and Y/YA can help to ensure the uptake of new interventions

# Core Tasks of Planning Councils and Planning Bodies

- ▶ Determine service needs
- ▶ Establish “priorities for the allocation of funds”
- ▶ Provide guidance to the recipient on “how best to meet these priorities”
- ▶ Help ensure coordination of RWHAP and other services, including prevention



# Recruiting Youth and Young Adults



# Intentionality

Make it an intentional priority to have meaningful involvement of youth/YA—involvement of youth/young adults needs to be an intrinsic value of the PC

- ▶ Set goals
- ▶ Track progress over time



# Review Your Current Recruitment Activities

- ▶ Who develops your materials?
- ▶ What do the materials look like?
- ▶ Where do you advertise?
- ▶ What language do you use?
- ▶ Where do you recruit?
- ▶ When do you recruit?
- ▶ Who does the outreach and recruitment?

**How could you improve?**

# What Can We Change? Recruitment Strategies

- ▶ Make changes to recruitment efforts
- ▶ Enable and empower youth and young adults who are currently involved to guide recruitment efforts
- ▶ Consider:
  - What language should be used?
    - ▶ Who are the different groups of young people? How do you tailor to the groups?
  - What imagery should be used?
  - Where should we recruit?

# Where Do I Find Young People?

- ▶ Youth-oriented service providers
- ▶ Drop-in spots
- ▶ Local colleges/universities
- ▶ Hang out spots
- ▶ With other young people!

# How Do I Talk to Young People?

- ▶ Language (e.g. not using “consumer”)
- ▶ Frame PC/PB involvement in the context of the current milieu
  - Frame HIV as a part of health/wellness
  - Link involvement in community HIV/AIDS planning to social justice and community activism

# Challenges of Recruitment

- ▶ Knowing “how to find” and “how to talk to” youth when you have very few on your PC/PB
- ▶ Youth/Young Adult’s stage of life affects their perceived availability to make a long-term commitment
- ▶ Youth/Young Adults perceive their experience as intellectual property, and want to be compensated

# Engaging and Retaining Youth and Young Adults





**Recruitment is only as  
successful as engagement  
and retention!**



# Strategies for Success

- ▶ Find and engage a Y/YA Champion
- ▶ Use language that frames HIV in the context of health and wellness
- ▶ Meeting times
  - Allow for flexibility in modality of attendance
  - Limit meetings



# Strategies for Success

- ▶ Employ/engage young people as interns and staff
  - Pay whenever possible
  - Provide volunteer/community service hours
- ▶ Incentivize engagement with PC/PB with something demonstrable
  - Supported attendance at conference (e.g. USCA or state conference on HIV)
  - Legislation drafted or passed
  - Documentary/other type of completed project

# Strategies for Success

- ▶ Offer specialized training before important PC/PB events describing:
  - What the activity is
  - Context for the activity
  - Process steps involved
- ▶ Formal/Informal mentorship by more experienced members
  - Of PC operations
  - Of working in a public health policy space
  - Peer-to-peer

# Strategies for Success

- ▶ Have conversations at the Chair/Co-Chair level
- ▶ Empower Y/YA voice
  - Leadership by young adults
  - Leadership training
- ▶ Meaningful involvement
  - Discover areas of interest to the young person and put them in those roles
  - Put in decision-making roles
  - Separate councils/committees

# Models of Youth Engagement

- ▶ Youth Advisory Committee/Youth Caucus (subcommittee)
- ▶ Separate Youth Council (equal to the regular council)
- ▶ General membership in PC
- ▶ “At-large” membership prior to full membership

# Multigenerational Planning Council/Planning Body





A red brick wall featuring three arched windows with corrugated metal covers. Below the windows, the phrase "Together, We Create!" is painted in a stylized, black Gothic font on a white background. To the left, a mural depicts a hand in a red sleeve holding a pencil, positioned as if about to write the text.

Together, We Create!



# Strategies for Multi-Generational Harmony

- ▶ Establish respect
- ▶ Be flexible and accommodating
- ▶ Avoid stereotyping
- ▶ Learn from one another
- ▶ Tailor your communication style
- ▶ Don't overlook similarities—find “intergenerational common ground”

## In the Chat

- ▶ What type of assistance would be beneficial to help implement the strategies you have heard today?

Home » Help » Technical Assistance Directory » Planning CHATT

# Planning Community HIV/AIDS Technical Assistance and Training



The Community HIV/AIDS Technical Assistance and Training for Planning project (Planning CHATT) builds the capacity of Ryan White HIV/AIDS Program Part A planning councils and planning bodies (PC/PB) across the U.S. to fulfill their legislative responsibilities, strengthen consumer engagement, and

[Planning CHATT Home](#)

[List of Planning Councils](#)

[www.targetHIV.org/planning-CHATT](http://www.targetHIV.org/planning-CHATT)

# Thank You

**Please complete the evaluation!**

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