



PROMISE TA Center Newsletter January 2015  
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# **How to Build Recruitment and Engagement of Low-income Populations**

The goal of this research project was to document service provider and researcher (a) methods of recruitment, (b) assessment of what works and does not work, (c) barriers, (d) resources needed for success, and (e) retention strategies. The report includes a discussion on recruitment, use of incentives, challenges, as well as retention and communication strategies. 247 service providers and 65 researchers across North America took part in the study.

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## **The Impact of Social Media on Children, Adolescents, and Families**

Using social media websites is among the most common activity of today's children and adolescents. For this reason, it is important that parents become aware of the nature of social media sites, given that all of them are healthy environment for children and adolescents.

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## **Outreach, Recruitment, and Engagement**

Youth development is the process by which youth make the transition from childhood to adulthood. All youth have essential needs that must be met if they are to make this transition successfully. These needs fall into 5 categories: mental health, physical health, civic and social involvement, intellectual health, and employability. Effective youth services programs. Effective youth services programs meet the needs of youth in each of those 5 categories.

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## **Parent Power: Tips for Engaging Parents**

Parents and other trusted adults can have an important role to play in helping teens. Program providers have a unique opportunity to reach parents and encourage them to take steps at home to support the lessons their teens have learned through the program. This tip sheet will provide information about the parents' essential role in preventing teen pregnancy along with strategies for engaging parents.

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