

Social Development Strategy Building Protection

A Recruitment and Engagement Strategy

As you enter:

Enter drawing for one
FREE entry to the virtual
SDS Workshop Series!

Place your business card
in the box in the back.

Workshop series provided
by C4CTC several times a
year.



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Let's get to know one another a bit!

Please raise your hand

- Coalition Coordinator
- Coalition Member
- Prevention Staff
- Other



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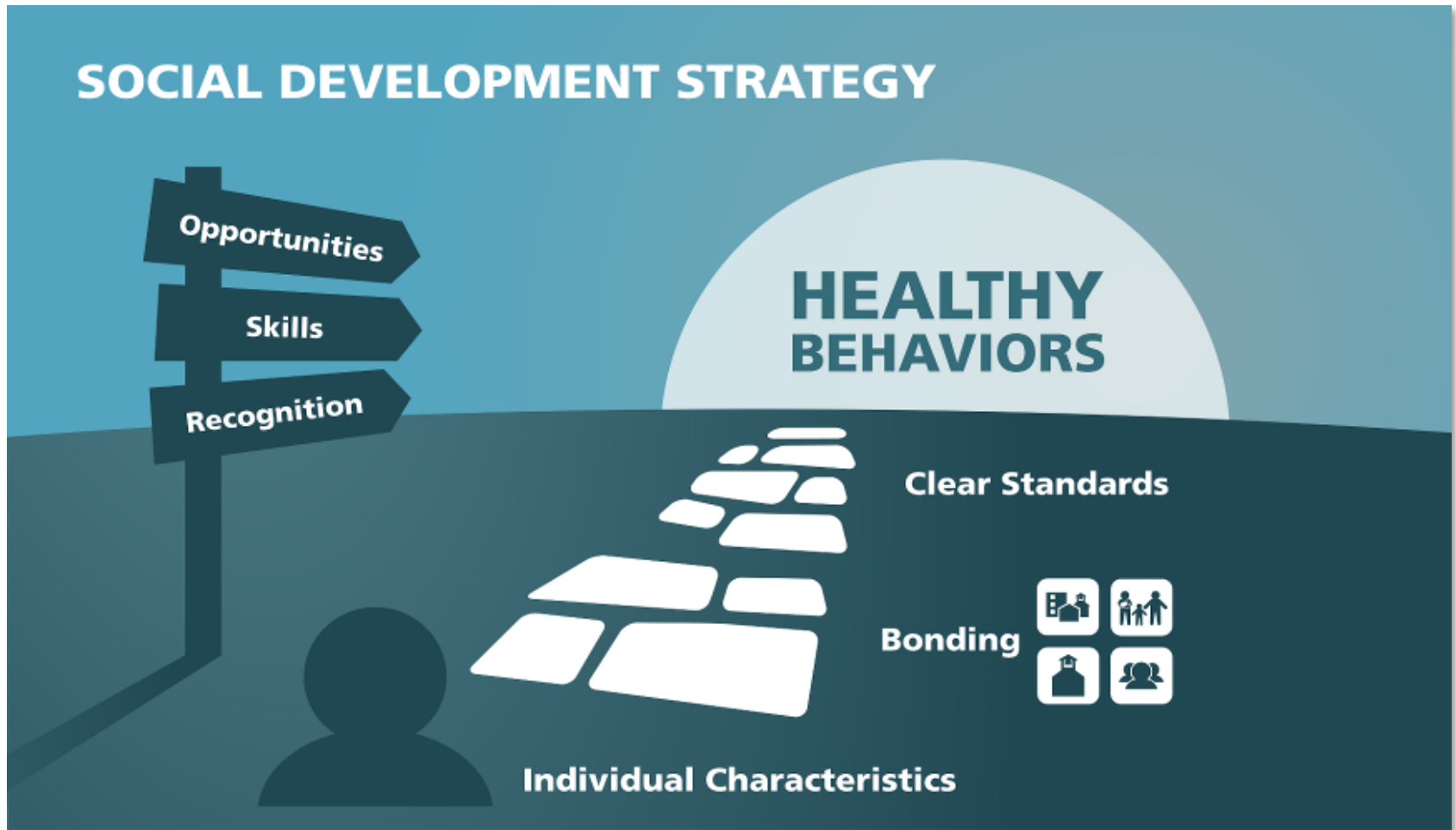
SOCIAL DEVELOPMENT STRATEGY



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The SDS as theory



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The SDS as story



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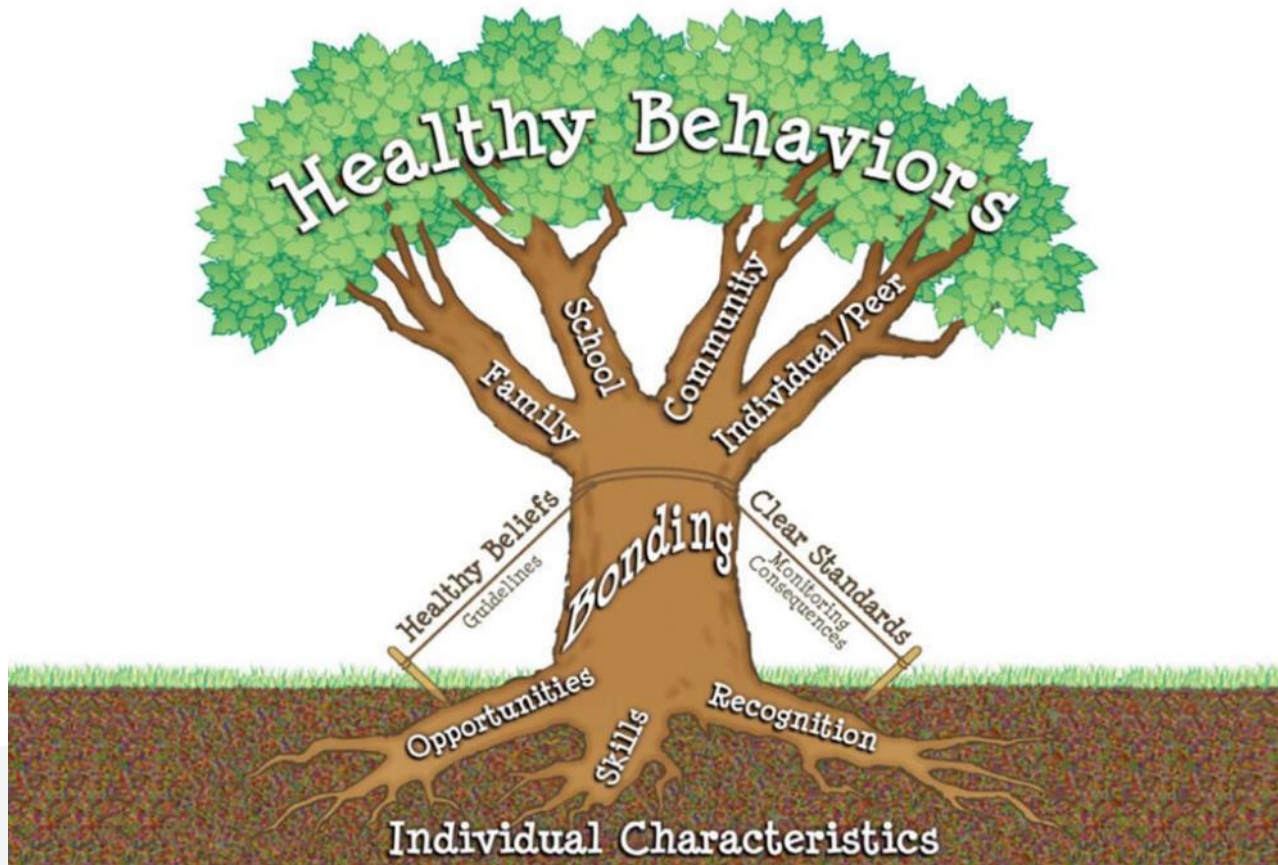
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The SDS components

Component	Where in the story?
Opportunities	Take care of the classroom Gerbil
Skills	How to care for the Gerbil (feed, water)
Recognition	Verbally and applause with the class present
Bonding	Connected to the teacher and class
Healthy Beliefs and Clear Standards	Reading; Doing assignments given by teacher
Healthy Behaviors	Completing tasks on time; studying
Individual Characteristics	How he would feel recognized



How we know SDS builds protection?



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Research on the social development strategy

Research studies:

- Community Youth Development Study (CYDS)
- Seattle Social Development Project (SSDP)

Compared an experimental group (that received an intervention that provided opportunities, skills and recognition) to a control group

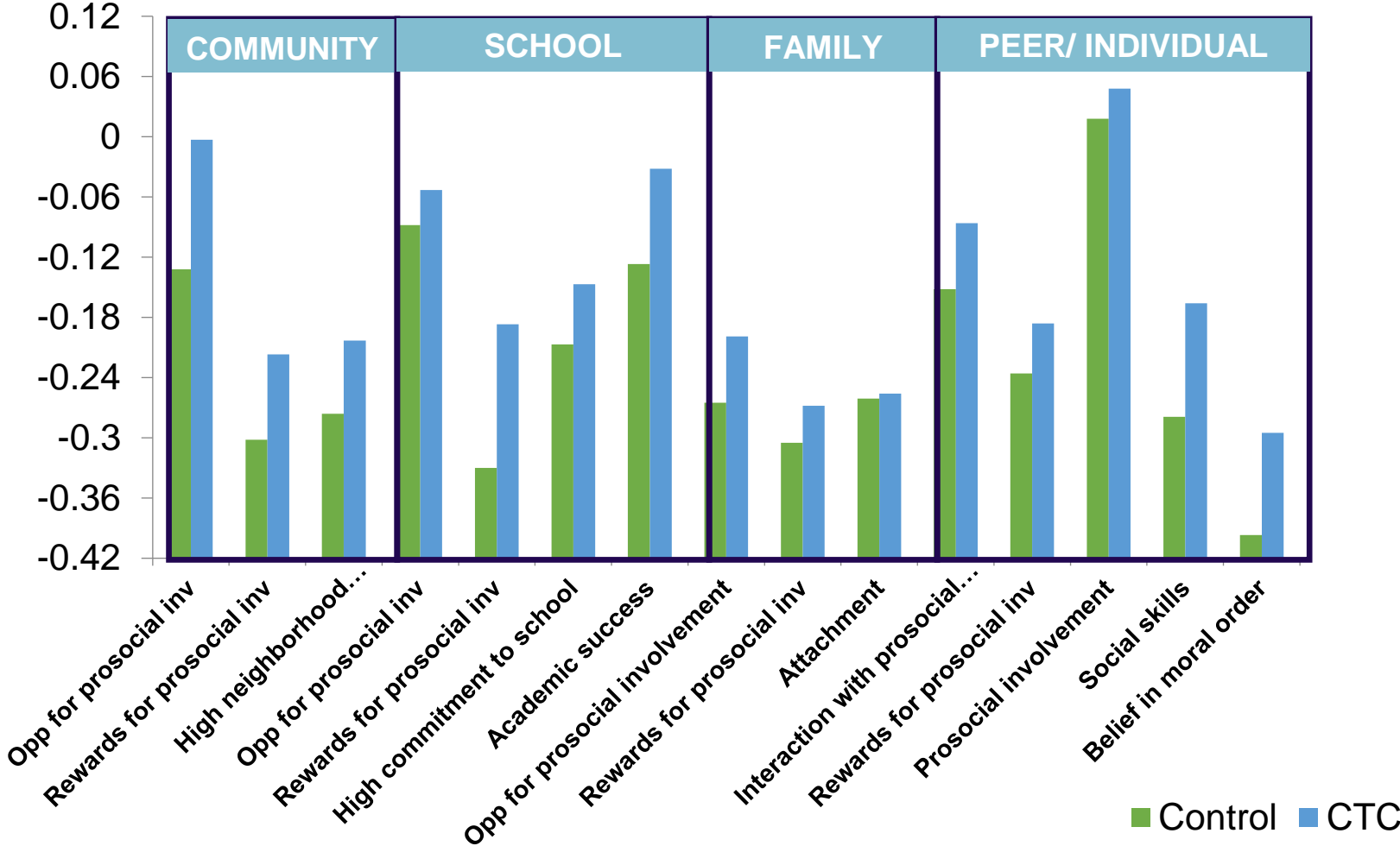
Followed children over time (longitudinal study)



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CYDS: 8th Grade Protective Factors



Effects of the SSSDP intervention

END OF 2ND GRADE,

- girls less self-destructive
 - boys less aggressive
- (Hawkins et al., 1991)*

BY THE START OF 5TH GRADE

- less initiation of alcohol
 - less initiation of delinquency
 - better family management
 - better family communication
 - better family involvement
 - higher attachment to family
 - higher school rewards
 - higher school bonding
- (Hawkins et al., 1992)*

BY AGE 18

- less heavy alcohol use
 - less lifetime violence
 - less lifetime sexual activity
 - fewer lifetime sex partners
 - higher school bonding
 - higher school achievement
 - less school misbehavior
- (Hawkins et al., 1999)*

6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39

BY AGE 21

- better emotional and mental health
 - better functioning at school or work
 - more likely to be high school graduate
 - more likely to be attending college
 - less likely to have criminal record
- (Hawkins et al., 2005)*

BY AGE 27

- more educational attainment
 - more economic attainment
 - more civic engagement
 - better mental health
 - reduced racial disparities in household income
- (Hawkins et al., 2008)*

BY AGE 39

- Better health maintenance (exercise, sleep, stress management)
 - Better mental health
 - Better overall adult health and success
- (Kosterman et al 2019)*

The SDS in your life

Who helped YOU make it? OR use an example from the present.

1. How did they provide opportunities?
2. What skills did they teach?
3. How did they provide recognition?
4. Were you bonded to them?
5. What standards for healthy behaviors did they want you to follow?



OPPORTUNITIES

SKILLS

RECOGNITION



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SDS as a Recruitment Strategy



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Recruiting Coalition Members & the Community



Steps:

- Identify sectors to recruit
- Identify coalition members to implement SDS activity
- Identify sectors WIIFM
- Pitch the SDS activity (remember WIIFM)



Examples of recruiting using SDS

- Sidewalk Chalk
- Monthly SDS Activities in local School
- Family Dinner Night



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Activity

Groups of 6 people

Work with your group to brainstorm ideas to recruit the following sectors using SDS:

- Business
- Religious or fraternal organizations
- Healthcare

Identify a reporter to share out



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SDS as an Engagement Strategy



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The SDS and Engaging Coalition Members

Bonded coalition members:

- Attend meetings
- Actively participate
- Promote prevention
- Recruit others

Bond coalition members by:

- Providing them **opportunities**
- **Skills** to be successful
- **Recognition** for efforts



Examples of engaging coalition members



Presenting at a coalition meeting



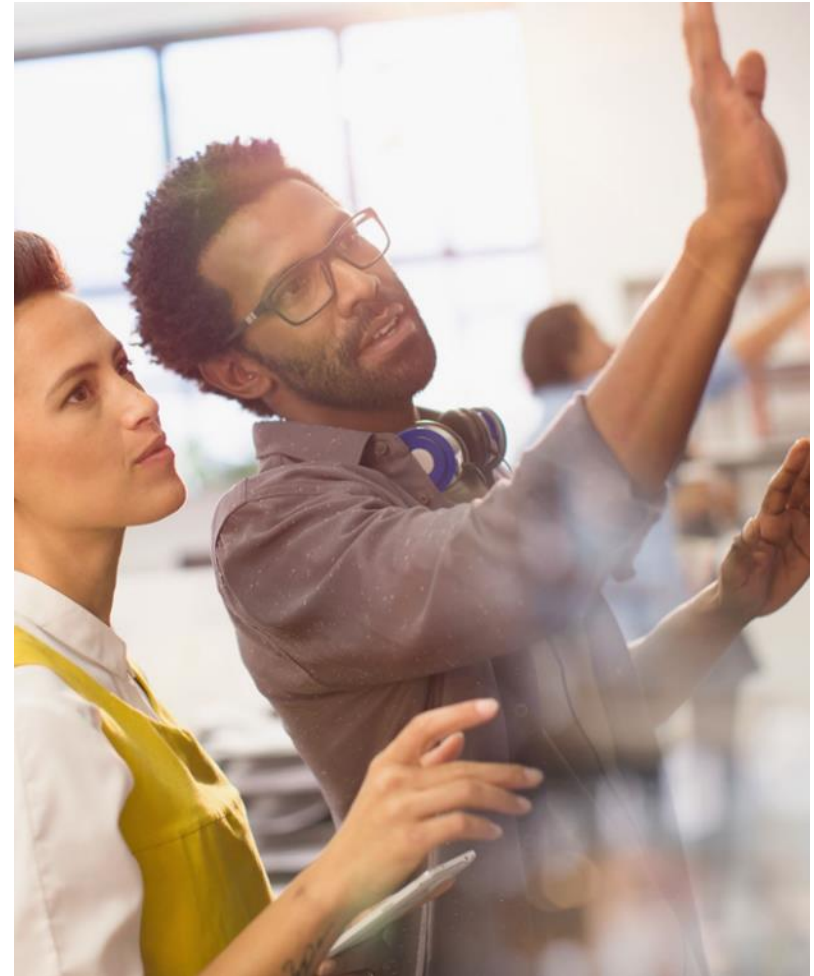
Attending and reporting out on a conference or training opportunity



Facilitate a SDS activity with a sector



Serve on a workgroup and celebrating the action steps completed



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April 24 · 🌐

How to use the #SocialDevelopmentStrategy Example #15:

1. Spring cleaning! Provide your kids the opportunity to go through their clothing and belongings to donate to someone who may need it more than them.
2. Help your child choose an organization to research and donate to.
3. Give recognition for making the choice to donate their gently used clothing, toys, or other belongings!

The Social Development Strategy leads to bonding and clear standards for healthy behaviors.

If you are looking for somewhere local to donate gently used items, consider donating to [Joseph's Coat/Washington Co. Food Pantry](#) or [MCH Auxiliary Closet](#) in Blair to help support our local community.



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Washington Co. is a proactive comm. that collectively empowers yo...

The SDS and Engaging Your Community

- Social Media Posts
- Videos
- SDS Articles
- SDS activity at local events



Social Development Strategy explained



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Tools for implementing SDS

- SDS Workshop Series



Social Development Strategy

This 2 part workshop is designed to help participants to gain a deeper understanding of the SDS model. Session #1 is a prerequisite for #2.

By UW Center for Communities That Care
35 followers

Follow

\$50

Reserve a spot

Location

Online

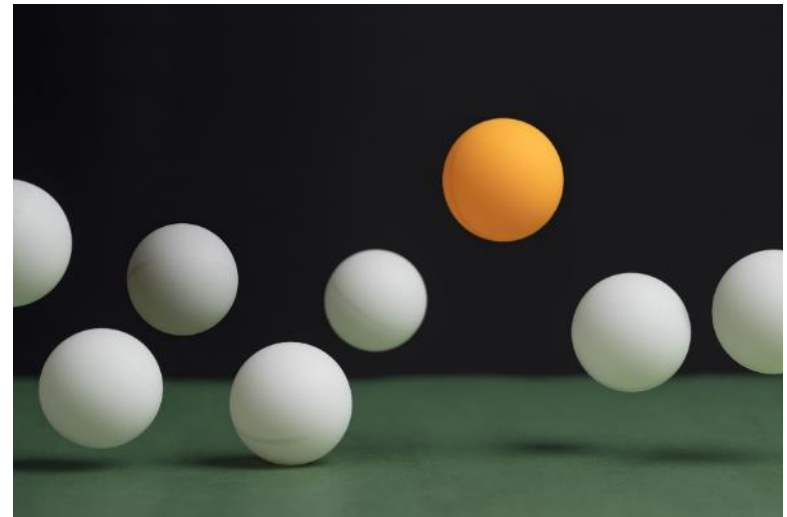
- SDS Community Conversation Kit



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SDS Workshop – Deeper Dive

- Delivered Virtually
- Two 3-hour sessions
- Session 1:
 - Model review
 - How to teach it to others
- Session 2:
 - Examples of SDS in action
 - Community-specific action plan for SDS



Enter raffle to win a spot for an upcoming workshop



SDS Community Conversation Kit

- Leader Guide
 - Talking Points
 - Activities
 - Video Suggestion
- PPT slides
- Research Briefs

FOLLOW UP QUESTIONS

What healthy and clear standards would you share with the young people in our community?

Ask participants to share examples. If they cannot think of any, or are reluctant to answer, provide the following examples:

If you see a young person littering, pick up the litter and tell them know that you care about the neighborhood and hope he won't litter in the future. If you see a young person picking up litter, you can thank him for keeping the neighborhood clean.

Enforce rules for purchases at a business that you own or work at. For example, if you own or work at a store that sells tobacco and vaping products, you can take special care to ensure that these products are not being sold to minors.

ACTIVITY

Have participants continue the **Building Protection in Everyday Life** activity by answering the fifth question on sharing healthy and clear standards.

Ask that participants take a minute to look over all of their answers when they're finished.

Our conversation is almost done.

I want to thank all of you for your attention and participation.

You now have a personal plan for how to use the Social Development Strategy in your daily life.

If you would like the kit please email me at jhogge53@uw.edu



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SLIDE 15

Make recognition specific and helpful



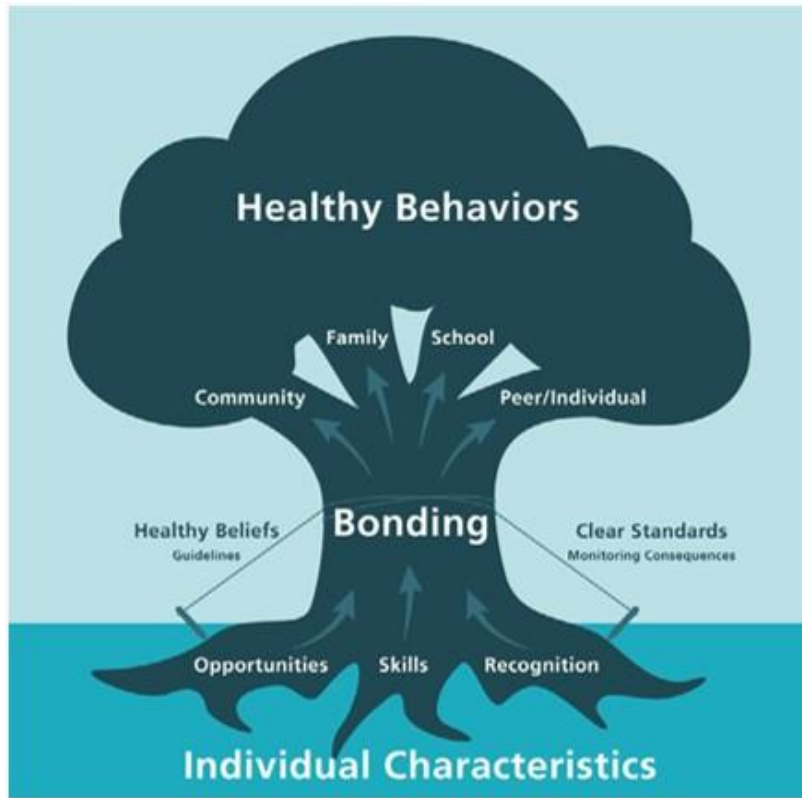
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Who won the FREE SDS Workshop Series



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Wrap up!



What questions or comments do you have about the Social Development Strategy and how to make it come alive in your community?



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