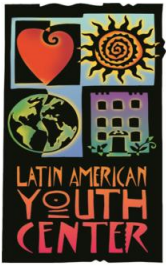


Latin American Youth Center's Promotor Pathway®



A New Model for Youth Development

LAYC's Promotores reconnect disconnected and disengaged youth to services that enable them to succeed academically, obtain long-term employment, and to live healthy and productive lives.



About the Latin American Youth Center (LAYC)



- ❖ Multi-service organization serving the DC region for 50 years
- ❖ Focus on positive youth development
- ❖ Service areas include:
 - ❖ Educational Enhancement
 - ❖ Workforce
 - ❖ Housing
 - ❖ Mental Health and Substance Abuse Treatment
 - ❖ Intensive Case Management
- ❖ Founded 4 Charter Schools
- ❖ Serving DC, Prince George's County, and Montgomery County Maryland

Promotor Pathway: What We Do – Youth Voice

[Promotor Pathway- A New Model for Youth Development](#)



LAYC's Promotor Pathway®: Making Connections for our Youth

There are an estimated **9,000 low income *disconnected* youth** in the DC area, lacking a high school credential, stable employment, and facing multiple obstacles in their transition to adulthood.

In 2007, LAYC began to explore and research the best way to serve these high need youth in a lasting and impactful way.

We discovered a common thread; **a lasting relationship with a caring adult.**

"I can go to Jasmin with anything. I trust her completely to help me with whatever I need"

-Current LAYC youth, age 14

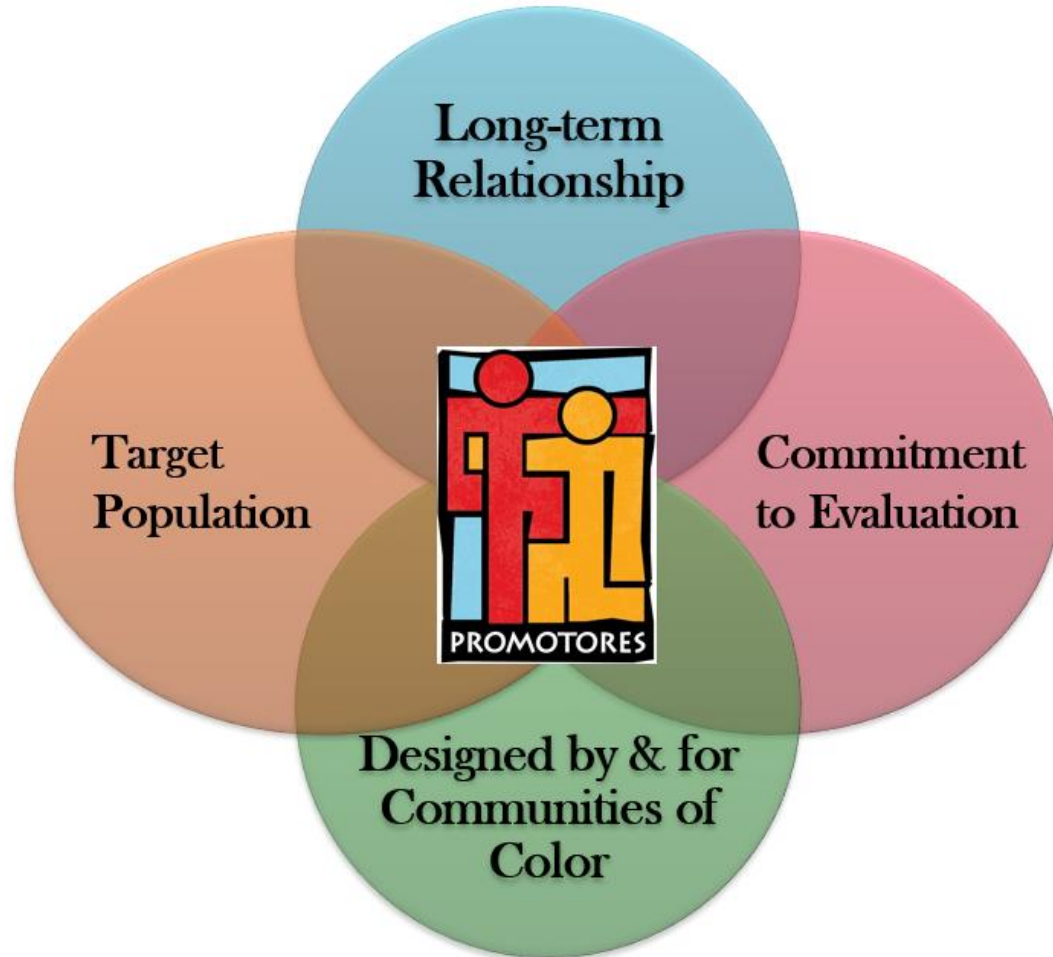
"I would be on the streets if it wasn't for Pibe at the LAYC"

- Former LAYC youth, age 24

"The LAYC is a place where people can find someone like themselves who can inspire them to make something of themselves"

-Current LAYC youth, age 19

LAYC's Promotor Pathway®: Making Connections for our Youth – Key Components of Promotor Pathway



Promotor Pathway: Addressing the needs of our most At-Risk Youth

Target Youth

- Low-income youth, ages 14-24, who live in neighborhoods that are substantially Latino and African-American and exhibit a substantial combination of risk factors

Service Description

- LAYC will match high-need youth with a “Promotor”
- Promotores will focus on relationship building and will be expected to work with youth long term, with a minimum of 2 years, and averaging 4-6 years.
- Promotores will be generalists, providing service coordination across various programs to address multiple needs

Expected Benefits

- Achieve positive outcomes – across academics, employment, and healthy behaviors
- A powerful model for other youth-serving organizations to learn from and replicate
- Significant return on investment for government and other funders

Promotor Pathway: Who We Serve

LAYC developed a measurement tool of 30 Yes or No questions to screen youth for risk factors

- **Primary risk factors for youth (Youth with these characteristics will definitely receive a Promotor):**
 - Housing issues or homeless
 - Victim of violence
 - Substance abuse issues
 - Mental health issues
 - Criminal justice involvement

- **Secondary risk factors for youth (Youth with these characteristics will likely receive a Promotor):**
 - Held back a grade or failing classes
 - Has recently been suspended
 - Unemployed or existing job does not support self or family
 - Ongoing childcare responsibilities within the family
 - Close friend or family member convicted of a crime or in a gang
 - Exhibits some mental health concerns (e.g. depression, anger)

Promotor Pathway:

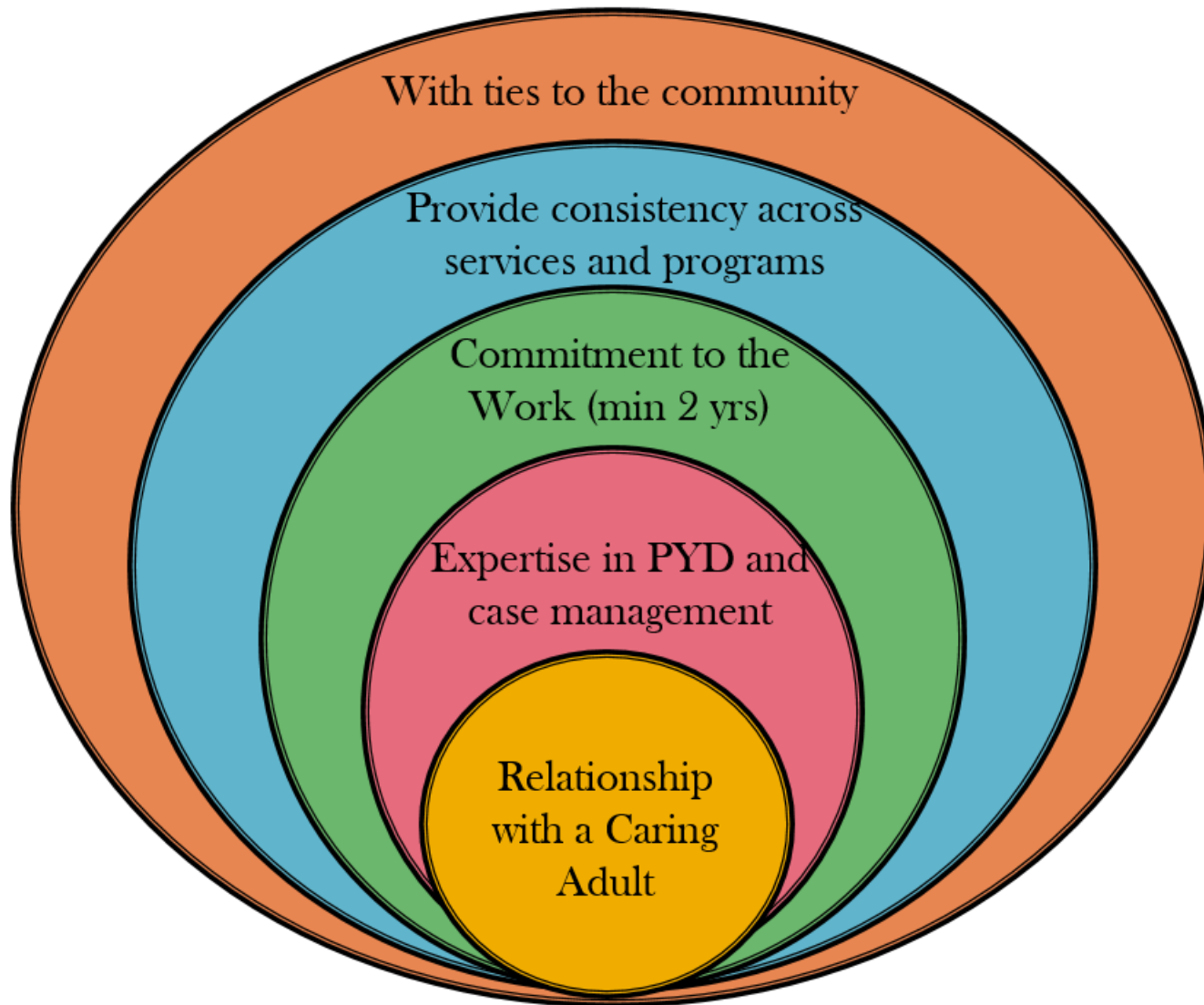
Who We Serve – Risk Screening

1. Did you graduate (receive a diploma) from school or do you have a GED?
2. Are you currently working in a job that provides you with enough earnings to support yourself / family?
3. Do you regularly sleep at the same home?
4. In the past two weeks, have you had to sleep outside, in a shelter, or couch surfed on any night?
5. Have you ever been in the foster care system? (Lived with a foster family, lived in a group home?)
6. Do you have some form of government or official identification? (ID card? Driver's license? Birth certificate?)
7. Do you have health insurance?
8. Do you have a chronic illness or health condition that requires medication or regular treatment?
9. Have you been in any kind of physical fight or harmed during the last six months?
10. Have you witnessed any violence in your home (where you live or stay) in the past six months?

LAYC's Promotor Pathway®: Long-term Relationships: Consistent Support



Promotor Pathway: Key Components to working with Disconnected Youth



LAYC's Promotor Pathway®:

Who We Are - Role of the Promotor

- **Promotores** are LAYC staff who act as youth advocates, intensive case managers, and mentors. *Promotores work intentionally and deliberately to build relationships designed to transform a young person's life.*
- Promotores are **experienced youth workers** with various educational backgrounds, but all with **extensive knowledge** of community resources.
- **Match the diversity of our youth:**
 - 6 are former youth participants
 - 15 are bilingual
 - 9 male & 12 female
 - 5 African American, 2 Afro-Latino and 13 Latino
- Complete intensive initial and ongoing training (approx 30 hrs per year)
- Maintain a **max ratio of 1:20 (25 for in-school Promotores)** to ensure quality services for youth



“I’ve Got Connections”



Promotor Pathway: Role of the Promotor vs. Traditional Case Managers

- **Promotores work across programs to address all youth needs**
 - Traditional case management works with youth in one area or for a single intervention
 - Promotores will continue to work with youth even after they have completed services or programs
- **Promotores will work with youth over an extended period of time**
 - Traditional case management ends after the programmatic intervention, lasting only 6 to 18 months
 - Promotores will work with youth for 2 to 6 years
- **Promotores focus on healthy relationships and trust building**
 - Promotores balance the roles of mentor and case manager to effectively build trust with youth
 - Share in celebrations, small wins, and serve as “personal 911”



Promotor Pathway: Role of the Promotor

Mentoring



**Case
Management**

Mentoring: When a youth is still struggling to identify changes that need to be made in their behavior, a Promotor can focus on building a relationship with the youth and establishing trust. Through the relationship, the youth may be able to identify goals and a desire to change, opening the door to case management.

Case Management: Once a youth is able to identify goals and tasks that need to be completed, the Promotor can focus on accessing resources and making connections for the youth.

Promotor Pathway: What We Do – Long-term Goals

The Promotor Pathway supports youth in making a successful transition to adulthood. We focus on long-term goals including:

- High School/GED Completion
- Post-secondary enrollment
- Vocational / Technical Training Completion
- Employment Placement and Retention
- Healthy Behaviors



Success is defined as youth achievement of stability, connectedness, and self-agency

Promotor Pathway: What We Do – Long-term Goals 2

Needs Assessment & Tracking includes **12** Non-Academic Outcome Areas:

- Job Readiness
- Behavior & Communication
- Risky Sexual Behavior
- Substance Use
- Housing Status
- Ability to Access Community Resources
- Mental Health
- Violence
- Domestic Violence
- Preventative Health
- Legal/Court Involvement
- Parenting

Promotor Pathway: What We Do – Long-term Goals 3

Needs Assessment & Tracking includes 7 Academic Outcome Areas:

- School Attendance
- School Behavior and Engagement
- Academic Progress
- GED completion
- Post-Secondary Enrollment & Completion
- Vocational School Enrollment & Completion
- Youth NOT in school

Promotor Pathway:

What We Do – Sample Structured Case Note used to track progress

Ability to Access Community Resources

Value	Short Name	Description
10	Very Poor	The individual does NOT have the knowledge or the skill to access community resources pertaining to health care, legal services, and government benefits.
20	Poor	The individual has the knowledge but NOT the skill to access community resources pertaining to health care, legal services, and government benefits.
30	Average	The individual has the knowledge and skill to access at least ONE community resource pertaining to health care, legal services, and government benefits.
40	Good	The individual has the knowledge and the skill to access TWO or THREE community resources pertaining to health care, legal services, and government benefits.
50	Excellent	The individual has the knowledge and the skill to access ANY community resources pertaining to health care, legal services, and government benefits.

PROMOTOR PATHWAY:

What We Do - Measuring Outcomes

EXTERNAL EVALUATION DESIGN



Promotor Pathway: What We Do - Measuring Outcomes 2

Impact Results

After 18 months, treatment youth were:

- 33% more likely to be Engaged in School
 - After 18 months, 39% of the control group was enrolled in school, a decline in 7% school enrollment from baseline measurements. At 18 months, 52% of the treatment group was enrolled in-school, an increase in 4% from the baseline.
- 33% less likely to have a child
 - In the last year of the study, the control group experienced 48 births compared to 18 births in the treatment group. The treatment group was 33% less likely to have a child.
- 60% less likely to have slept in a shelter or on the streets
 - At 18 months, 23 youth in the control group slept in a shelter in the past six months compared to 5 youth in the treatment group. The treatment group was 60% less likely to have slept in a shelter in the past six months.

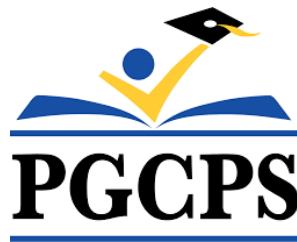
****Phase II of RCT in progress: Follow-up on randomized cohort to gather long-term data, 36-48 months post-baseline to assess lasting impacts into adulthood****

Promotor Pathway®: In School Partnerships

Promotores In Schools since 2014

Partnerships in Prince George's County and DC Public Schools currently support the placement of 18 Promotores in 10 area high schools with the capacity to serve **450 students to and through graduation.**

Promotores work to improve attendance, prevent drop out, and increase school engagement for some of our areas most vulnerable youth. These youth are often on the verge of disconnection and have a variety of risk factors that cannot be quickly addressed.



Promotor Pathway®: Housing Partnerships

Internal Collaboration: Promotor Pathway & Housing Department

- In 2019 Promotor placed within LAYC's Housing Department to provide additional support to youth throughout our housing programs.
- LAYC has eleven housing programs, including an outreach and Drop-in Center, which collectively provide ongoing shelter, support and case management to homeless and runaway youth ages 12-24.

External Collaboration: Promotor Pathway & McKinney-Vento Program

- Starting in the 2017-2018 school year, 4 Promotores placed within Prince George's County Maryland's Public Schools to provide additional support to students identified as homeless through the school system's McKinney-Vento Program.



Promotor Pathway® National Network

With a strong evidence of success, the Promotor Pathway® is prepared to replicate the model in new cities and regions across the country.

1. Growth Strategy

- Identify High Populations of Disconnected or Disengaged Youth
- Seek Strong Community Based Organizations
- Joint Funding Opportunities

2. Network Design

- Community Based Organizations manage implementation of the model with guidance and support from National Office
- Provide Data and Results to National Office

3. The Role of National

- Menu of Services and Training
- Ongoing Technical Assistance
- Data Analysis and Performance Management
- Ensure Quality and Fidelity to the Model



Promotor Pathway® National Network Community Partner Eligibility

Potential Criteria	Description
Clinical skills and supports	<ul style="list-style-type: none"> • Experience delivering clinical services, with credentialed supervisors on staff
Commitment to Evaluation & Data Management capabilities	<ul style="list-style-type: none"> • Demonstrated ability to collect and measure data, access to technology and capacity to align with LAYC's data management tools
Access to & experience with target youth	<ul style="list-style-type: none"> • Work with "high need" youth of color that matches LAYC's target population
Fundraising ability & access to civic leaders	<ul style="list-style-type: none"> • Proven ability to raise private philanthropy & public funds • Leadership is strong and well-respected in community
Strong leadership and organizational capabilities	<ul style="list-style-type: none"> • Organization's budget above a minimal threshold, clean audit, & no sizeable recent deficits • Core organizational capabilities are sound (e.g., finance, HR, development, etc.)
Aligned culture and values	<ul style="list-style-type: none"> • Organization's culture and values are aligned and complementary with those of LAYC, centered on positive youth development

Contact Information

Please visit our website:

www.layc-dc.org

Contact Directly:

- **Shayna Scholnick, LICSW** shayna@layc-dc.org

Promotor Pathway® Director

- **Jaime Roberts** jaime@layc-dc.org

Promotor Pathway® Program Manager

