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Dear Alpha Brothers:



The “Just Say No” platitudes of the last decade-and-a-half have made no significant dent in the numbers of young people who are deciding to have sex. Teen pregnancy, with its personal, medical, social and economic consequences, continues at unacceptably high rates in this nation. There has to be a better way. The decision about whether or not to become sexually active is a big one, and can seriously affect the lives of young men and women.

Since 1980, Alpha Phi Alpha fraternity and the March of Dimes have been working together to help our young men make the right decisions about the complex issues surrounding sexuality. Project Alpha has expanded from the Iota Delta Lambda Chapter in Chicago, to become a national program implemented in each of our chapters.

This project is where we make clear our expectations of young men. While we respect their right to make their own choices about sexuality, we expect them to behave responsibly and always to protect themselves. Delaying sexual intercourse or choosing to be abstinent is a safe, healthy decision, which needs to be celebrated. Mentors must support and encourage young people to continue this responsible behavior. At the same time, the project addresses safe sex and contraceptive issues for young people who choose to have sex.

Young African-American males face many challenges as they grow into manhood; they’ve often been described as an “endangered species.” While the racism inherent within many American institutions is undeniable, our community must also admit that we have brought some of the current conditions upon ourselves.



Too often, youth suffer from a lack of leadership. As we have taken advantage of the gains won during the civil rights movement and have moved up the economic ladder, too many of us have forgotten to reach a hand back to help others uplift themselves. Project Alpha is just one way that we can continue to change our communities for the better, from the inside out.

We value all of our young brothers and the vast potential, which they possess. That is why we must help them escape the trap of poverty, by helping them make informed and responsible decisions about childbearing. At the same time, by working to give all babies a healthy start in life, with caring, committed, mature parents, we assure the future strength of our communities.

The men of Alpha Phi Alpha fraternity are committed to helping the next generation of young brothers live healthy, productive and smart lives. Through this unique mentoring program, they can improve their quality of life and learn how to be caring and supportive partners to the sisters in our communities.

Sincerely,

Bro. John L Colbert
National Project Alpha Coordinator

Background

Defining the Problem

Dealing with issues of sexuality is not an easy task. Yet the situation in which we find ourselves and our young people cries out for intervention and leadership. Teenagers today face critical decisions about their relationships and their sexuality. Studies have shown that whether we adults like it or not, young people are exposed to and are engaging in sexual encounters at younger and younger ages:

- Most first-time sexual encounters take place in the time window between the end of the school day and the arrival home from work of a parenting adult; they occur when there is no adult in the home, between 3 and 6 p.m.
- A study by the Centers for Disease Control and Prevention (CDC) found that by twelfth grade, approximately three out of four high school students have already become sexually active.
- Another CDC project indicated that one out of four sexually active teens either has or has had a sexually transmitted disease.
- More than one quarter of teen relationships exhibit some form of emotional or physical abuse.
- Using alcohol and drugs makes it easier to fall into at-risk sexual behavior; their use by teens has continued unabated.

These facts are grim. What is even more critical is that African-Americans and other people of color are disproportionately affected by sexually transmitted diseases (STDs) and pregnancy. A look at even a few facts paints a stark picture:

- African-American teens account for 78% of all gonorrhea cases among people ages 15-19; they make up 96% of all adolescent cases of syphilis.
- African-American teens are more likely than White or Latino youth to have had sexual intercourse at an earlier age; they also tend to have had more partners.
- Latina and African-American teenage girls are more than twice as likely as Whites to become mothers before age 20.
- African-American youth make up 46% of all adolescent AIDS cases; they are more likely to have contracted the virus through sexual activity. Of all young men who become fathers before age 18, forty percent of them will never graduate from high school, limiting life chances for both themselves and their offspring.
- Unwed teen mothers are more likely to suffer from depression and loneliness, as a result of having too much responsibility too soon.

Background

Attitudes Toward Sexuality Among Young Males

Teens are exhibiting more at-risk behavior. Since they feel disenfranchised by “the system” and see no real future for themselves at America’s table, they have taken to living for the moment, grabbing all the fun and pleasure they can, while they still can. Since young people feel their future is being determined by forces outside of their control, they instead are focusing their energies and attention on close relationships with their friends and peers – with an emphasis on intimate relationships. These are the people, not society-at-large, which youth perceive will come through for them when the going gets tough.

To determine which topics and issues should be of immediate concern to Project Alpha, MEE (Motivational Educational Entertainment) Productions Inc. conducted a series of focus groups with young, African-American males in urban, suburban and rural environments across the country. During these candid, thoughtful encounters, African-American males continually expressed their struggles with sexuality issues. They are often overwhelmed with questions and not sure whom to ask. They need and deserve a program like Project Alpha, which will reflect their varying view points, provide information to answer their questions and present opportunities for open, honest discussion about the issues of most concern. The following issues are most pressing for young males:

HIV/AIDS and other STDs

Even though many youth know about the existence of the virus and other STDs, they are not sure how to incorporate this information into healthy lifestyles and relationships. Others are unsure about how STDs are transmitted, incubation periods, or how to get confidential testing and counseling.

Peer Pressure

This is a critical factor in many teens’ decisions to have sex, use drugs and alcohol, and engage in other at-risk behaviors. Around sex, the belief is that “everybody is doing it” and that others are starting sexual activity as early as ages 9-14.

Condom Use

Even though most teens understand and recognize the importance of condom use, they have concerns about how to use condoms properly, possible breakage, interruption of foreplay, etc. Some males show off condoms to their peers as indicators that they are sexually active, but refuse to use them when engaged with their partners.

Consequences of Sexual Activity

Most males say that they did not want to get an STD or get a girl pregnant; many feel that they are not ready or able to take care of a child. Some express a concern that an unintended pregnancy could derail their goals and dreams.

Abstinence/Virginity

Being a virgin and abstaining from sex are perceived to be unpopular, leading to pressure and criticism. Virginity is something most males are ashamed of. Even though teens can articulate the benefits of abstaining from sex, they often express little or no commitment to doing so.

Manhood

There is much confusion about the true definition of what it means to “be a man.” Many youth feel that intimacy can lead to a loss of control and threaten their manhood. Young males need information which helps them to understand manhood, respect their partners and develop healthy intimate relationships.

“Playing the Game”

Young males and females are doing little open, honest communication within their relationships. The game-playing that is seen as necessary to avoid being taken advantage of impedes much-needed dialogue between the sexes.

Relationships

What distinguishes a healthy relationship from an unhealthy one? Some youth feel that it means “being in control” of their partners at all times. How long should you know a female before you contemplate a sexual relationship? How do you make the decision about a first-time sexual experience? These are questions that many young males need answered.

Project Alpha is designed to address most of these issues!

Background

How Does Project Alpha Help Youth?

Project Alpha seeks to create a safe environment where young men can learn about and explore their sexuality, manhood and relationship issues. This provides the foundation for reaching the program's three goals:

- a. Sharing Knowledge - combating ignorance and fear with factual information
- b. Changing Attitudes - providing motivation toward positive changes in sexual behavior
- c. Providing Skills - creating a sense of empowerment and self-esteem

Within the program, there should be a positive atmosphere of encouragement, so young men will leave the session(s) feeling good about who they are. They should also feel empowered to ask the questions on their mind and steer the direction of the discussions, topics, and activities. Youth should be encouraged to bring up topics that they want to learn more about.

Another important aspect is that the project allows youth to speak out to their peers and the adult mentors about issues of concern. It becomes a two-way process: youth learn and explore their value systems and crucial issues with adults and also they get to share their feelings with each other. Looking at all sides of an issue (both positive and negative) gives young men the skills and knowledge to make good decisions about "doing the right thing." Project Alpha helps young people understand the "choices, decisions, consequences and responsibility" decision-making process:

Choices →

Decisions →

Consequences →

Responsibility →

Young people are faced with a variety of *choices* which leads to decisions. Each *decision* carries different *consequences* that ultimately determine what *responsibility* should be taken.

This understanding will complement the skills-building and allow youth to be effective when they return to their respective communities.



Background

Purpose of This Guide

This *Project Alpha Implementation Guide* is intended to help you successfully implement Project Alpha conferences, which will be relevant to and reflect the interests and needs of the young men in your community. The Guide incorporates the experiences garnered over the past 18 years of running the program, along with the latest in cutting-edge qualitative research, that identifies the issues of greatest concern and interest to our audience.

Throughout the Guide, we have provided background and statistical information which will inform the Project Alpha Coordinator's preliminary fact-finding. This Guide is not intended to fully educate you on the myriad and complex issues, which surround adolescent sexuality and teen pregnancy. Therefore, the final section provides additional resources available for further information and research. Understanding that some of the Coordinators will be managing such a project for the first time, the Guide includes detailed information on how to plan and carry out a successful Project Alpha conference.

The *Project Alpha Implementation Guide* is one component of a packet of materials available from the national offices of Alpha Phi Alpha Fraternity and the March of Dimes. Other components of the packet include:

Project Alpha Curriculum and Activities Guide

Supports the youth video and provides strategies to help facilitate meaningful and informed discussions with young males. It includes information and talking points on issues that will be addressed during the Project Alpha conference. It also contains a collection of activities, role-plays and exercises to engender thought and discussion in small-group settings.

S.T.A.T.S.: Sex, Teens, AIDS - Take 'Em Serious Video

A custom-designed twenty minute videotaped docu-drama highlighting issues of concern to young African-American males.

Implementing Project Alpha In Your Chapter

A short video for Project Alpha Coordinators, which is designed to help them communicate the key components of the program to young males and other community gatekeepers.

As an overview, please review all of these materials thoroughly before you begin planning the conference.

Communicating With Youth: Being a Strong Alpha Leader

How To Communicate With Youth

Project Alpha Program Coordinators and other Alpha brothers must remember that problems with young people reflect problems with adults. To effectively communicate with youth, one must do two things: 1) develop a program that incorporates the key components of young people's lifestyle and culture and relates to them on their terms; and 2) acknowledge and accept where youth are, where adults are, and where adults want youth to be.

Any program is much more likely to reach and influence youth if it recognizes that young people seek opportunities to have fun, interact with their peers, be real and communicate using both their personal style and peer group language. Breaks for food, relaxation and the opportunity for young males to share their creativity should be interwoven into the program.

Young males between the ages of 12-15 are not a homogeneous group. Their backgrounds, life experiences, decision-making processes, and desires help to shape who they are and create a range of differences and similarities. It is important to remember that young males participating in Project Alpha will vary widely in their knowledge of sexual issues, ability to understand information, attention span, and maturity.

Whenever you are communicating with young people about sensitive topics like sex, it is important to create a safe environment where they openly will be able to express their thoughts and feelings. Here are a few tips to keep in mind when working with young males in Project Alpha:

The Goals:

Before any discussion takes place, work with the participants to set and/or clarify the goals (or expectations) of the discussion. This will reinforce the importance of young males listening to and learning from their peers. You want to make sure everyone is showing respect.

The Facts:

Make sure you familiarize yourself with the key facts about the topics you will be discussing. The materials developed for Project Alpha provide a lot of useful information to help you discuss various sexuality topics with the audience.

The Culture:

Take the time to absorb what is happening with young males by listening to the music they enjoy, watching their favorite movies, reading their favorite magazines, etc. The way to know what to listen to, watch or read is by asking young males that you know (i.e., son, cousin, nephew, church member, student). This will help you to better understand youth culture. Furthermore, you can examine your feelings about the preferences of youth.

The Audience:

Think about your audience and what their needs are. Who are they? What world view and life experiences will they bring to the discussion? What are the unhealthy influences they deal with each day of their lives? Participants' beliefs, values and cultural background may affect how they receive the information you are presenting.

The Self-Audit:

Do an anxiety self-audit. Think back to when you were a young male struggling with some of these same issues. What were some of your biggest worries and how did you address them? Who did you talk to? How influential were your friends? Did you make any mistakes?

Finally, remember that young people use many styles of communication. Slang, humor and debate are tools they find useful and powerful. Program Coordinators and other Alpha brothers should not be "put off" by this, but accept it as a form of youth communication. We want not only to reach, but influence the young males in our communities.

Communicating With Youth: Being a Strong Alpha Leader

Mentoring Is A Part Of Project Alpha

Every adult who participates in Project Alpha should be a positive role model. This does not mean that only those who have made no mistakes in their lives should be mentors; a more important criteria is whether they have learned from their mistakes. Mentoring can provide a young man with the encouragement he needs to make positive decisions. Mentoring can build a rapport between the Alpha brothers and their young male participants. A key benefit for adult mentors is the opportunity to gain accurate insight into the worldview, attitudes, daily realities, interests and abilities of youth.

Being a mentor means giving support and approval to young male participants who are helpful or show progress during the program's discussions and activities. A willingness by adult mentors to make adjustments or minor changes to the program will not only be a convincing statement of support to youth, but also will help create an open and safe environment for all participants.

Interaction between adult mentors and youth participants can lead to friendships that will last a lifetime. Mentors should be willing and available to:

- be a good listener;
- talk to young people not at them;
- serve as a resource person, trouble-shooter and problem-solver;
- explain any concepts and processes that may come up;
- take the opportunity to brief youth attendees and their parents or guardians before the program;
- share their home, work and pager numbers;
- provide transportation to any youth who needs it; and
- serve as a liaison to other Alpha brothers and community members.

The Project Coordinator's Role

The role of the Project Coordinator is to take the lead in managing the chapter's Project Alpha conference. Each Coordinator must be a committed man who enthusiastically approaches the tasks at hand and is ready to organize himself and his chapter to present the best conference possible. It is essential that all Coordinators be willing to devote the time necessary to ensure a positive experience for everyone involved. A successful Coordinator will be one who thoroughly prepares himself by reading and reviewing all of this project's materials. This is a must, so that you as the Coordinator will understand the project, be able to answer any questions and address the needs of your team members and participants.

Being the Coordinator does not mean that you have to do all of the work yourself. Instead, each Coordinator should be prepared to delegate tasks to various team members. Everyone on your team and in the chapter will be looking to you for your leadership. When your brothers ask you what they can do to help, be prepared to give them a task.

The Coordinator also is responsible for making sure that the local March of Dimes chapter is aware of your activities and is invited to be an active partner in your conference. It is important for Coordinators to foster the Alpha Phi Alpha and March of Dimes partnership on the local level.

The Coordinator is accountable for all forms and reports being put in the chapter files and forwarded to the fraternity's national office and the March of Dimes national office.

Overview of the Project Alpha Curriculum

Session Topics

The *Project Alpha Curriculum and Activities Guide* also includes activities and exercises that can be used in each session. Each activity is designed to make the discussion more interactive, creative and open.

Project Alpha revolves around the use of the S.T.A.T.S. video. As discussed earlier, this video, supported by the *Project Alpha Curriculum and Activities Guide*, which will help Alpha brothers to discuss and reinforce the project's key messages. The *Project Alpha Curriculum and Activities Guide* includes five sessions that focus on the following topics:

- Session I: Responsibility, Respect and the Role of Young Males in Relationships
- Session II: Adolescent Pregnancy and Fatherhood
- Session III: Protecting Yourself and Your Partner
- Session IV: Sexually Transmitted Diseases
- Session V: Intimate Violence in Relationships

Expert Speakers

During the process of organizing your conference, you will select from a set of program models presented in this guide. Each model includes recommendations on the topics to discuss during the conference. Including speakers in your conference has been suggested in each model. This means identifying speakers who are experts on a particular topic area.

In your community, there are a number of individuals who can serve as speakers. Because this is a project that addresses youth sexuality issues, you will want to recruit such professionals as: health care providers who specialize in adolescent health; an infectious disease doctor; an HIV/AIDS case worker; a health department employee whose work focuses on sexually transmitted diseases; social workers or counselors; or youth-service providers who work with teens on a regular basis. All of these experts will be able to present factual information and answer specific questions. We suggest that each speaker is given twenty minutes to present his information.

Facilitators

During your conference, you will need to identify facilitators to serve as group leaders for the conference, present sessions from the curriculum, and lead and monitor small group activities. Facilitators need to be comfortable relating to young males, willing to draw on their own experiences, and able to keep control of the discussion and bring it back on track if necessary.

For small group activities, you need one facilitator for every five participants. Alpha brothers can serve as facilitators. Brothers who are in college definitely should serve as facilitators, because they are not that far removed from the issues dealt with by teens in the program. In addition, the youth will see them as credible.

The Project Coordinator may choose to serve as a facilitator, but does not have to. In addition to using Alpha brothers, enlisting facilitators from outside the chapter is a way to enhance partnerships with community peers. Facilitators may include youth-service providers from various community-based organizations, sports coaches, outstanding teachers, college-age mentors and others.

Implementing Project Alpha

Overview of Tasks

Take care to involve your committee members in this process. You will find that they have a wealth of ideas and resources to contribute making your job much easier.

Your success as Project Alpha Coordinator is very important to the overall success of the program. These steps will help to ensure that the Project Alpha objectives are met. As the Project Alpha Coordinator, you will need to manage the implementation of the following activities:

1. Educate yourself and the members of your chapter, to both the issues youth face in your community and the Project Alpha program.
2. Organize your Project Alpha implementation team. Include co-sponsoring organizations, if appropriate, and the local March of Dimes chapter. In most instances, your Project Alpha conference will be implemented by your chapter's Education Committee, Community Outreach/Involvement Committee or National Programs Committee. Hold an orientation for your Project Alpha committee. Review the various program materials, to give everyone a sense of the purpose of the conference and the work involved.
3. Select a Project Alpha conference agenda from one of the models shown in this Guide. The program can, and probably will, be modified as you go along.
4. Identify the major tasks to be carried out, both in the program items and in conference support. The tasks list in *Appendix A* will help you determine who will be responsible for what, the resources needed and the target dates for completing all tasks.
5. Develop a work program and timetable, outlining:
 - a) major work areas;
 - b) tasks in each area;
 - c) the person(s) responsible for each task; and
 - d) deadlines for each task.
6. Set up a system to monitor progress. This may include periodic committee meetings, with sub-committees reporting on their progress. Pay particular attention to progress in areas like recruiting youngsters, speakers and/or co-sponsors, because they tend to be more time-consuming than others. Schedule a final pre-conference meeting to gauge progress and make alternate plans, if necessary, to complete any unfinished tasks.
7. Publicize your program activities by placing local announcements or distributing press releases to local newspapers, and television and radio stations.
8. Implement your Project Alpha conference.
9. Conduct a post-conference critique and evaluation. This session should include group members, representatives of co-sponsoring agencies and others who helped with the conference. Note program highlights, what went right, what went wrong, and what items to add or delete from future conference planning.
10. Continue to work with co-sponsoring agencies to facilitate community-based follow-up activities. The co-sponsoring agencies should take the lead in this process, but the group should be a catalyst and support agent.
11. File a post-conference report with the appropriate agencies, including a) the Alpha Phi Alpha Fraternity National Office; b) your local March of Dimes chapter; and c) other conference supporters.

Implementing Project Alpha

How To Put Your Team Together

First, get the brothers of your chapter involved. Make a presentation at the chapter meeting. Share the objectives of Project Alpha, show the video, discuss the other materials and ask for volunteers.

Second, involving young men from the target group in planning and implementing Project Alpha is essential. They will provide critical linkages with their peers, families and communities. Youth also should be included in various roles throughout the workshop. For example, they can give a welcome address, introduce guest speakers or provide entertainment.

Third, outreach also should be made to contacts in organizations, agencies and institutions that have committed, ongoing relationships with young people. They will provide an important infrastructure through which to network, assist with recruiting participants, and conduct follow-up activities.

Selecting A Program Model

As Project Alpha Coordinator, you should choose the program model which will work best for your chapter. Feel free to contact brothers from other chapters to discuss their experiences in this area and to help you generate ideas for your own conference.

The number of days that you present Project Alpha is up to you. Many chapters have conducted the conference in one day. Though one-day conferences limit the amount of information which can be presented, they can be more economical and allow you to serve a larger population of youth. Two-day or retreat-type conferences require more time and money, yet allow room for an initial period of suspicion and apathy to be overcome, as participants warm up to the subject matter, each other and the brothers. Using the program's warm-up exercises and the S.T.A.T.S. video can serve to shorten that transitional period considerably, even in a one-day session.

Another option is to conduct Project Alpha over the course of several weeks. For instance, if you implemented the project over five weeks, you could focus on one session per week. If you conduct your conference over several weeks, you will want to choose either model #1 or model #2 as the basis for your agenda.

During your conference, it is a good idea to consider reactor panels, which allow participants to give immediate impressions of the conference and activities. Remember that small-group discussions, which provide in-depth opportunities for participants to explore their group and individual values, will enhance your conference. Again, it is important that the program be structured to encourage young men who show leadership potential to help identify ways to get the positive messages back to their peers, families and communities.

When selecting a model, consider what is feasible, given your financial resources, the amount of support you can count on from your fraternity brothers and the surrounding community, along with the level of your organization's commitment to other programs in the near future. All models are designed to help you run a successful program and address the most pertinent topics, in the amount of time available. Sample models are presented:

Implementing Project Alpha

Selecting A Program Model

Model #1 - One Day (Saturday/8:00 a.m.-3:00 p.m.)

Morning Session (AM)

- 8:00 - 9:00 Registration & Continental Breakfast
- 9:00 - 9:10 Welcome
- 9:10 - 9:30 Introductions -
Warm-Up Activity A - Hi! My Name Is...(1)
- 9:30 - 10:00 Conference Goals & Ground Rules
- 10:00 - 11:00 Presentation of S.T.A.T.S. Video
(Show it Twice)
- 11:00 - 11:15 Morning Break
- 11:15 - 11:40 Session I - Responsibility, Respect and
the Role of Young Males in Relationships
- 11:40 - 12:00 Small Group Activity - Male Responsibility
in Relationships

Afternoon Session (PM)

- 12:00 - 1:00 Lunch
- 1:00 - 1:20 Guest Speaker (HIV/AIDS Expert)
- 1:20 - 1:45 Session IV - Sexually
Transmitted Diseases
- 1:45 - 2:15 Small Group Activity - STD Facts
- 2:15 - 2:35 Small Group Activity - HIV Facts
- 2:35 - 2:45 Next Steps Discussion
- 2:45 - 3:00 Closing and Conference Evaluations

**In this model, we recommend that you focus the discussion on male responsibility in relationships, HIV/AIDS and other STDs. However, you do have the flexibility to replace these topics with other sessions if they are more important in your community.*

Model #2 - One Day (Saturday/8:00 a.m.-3:00 p.m.)

Morning Session (AM)

- 8:00 - 9:00 Registration & Continental Breakfast
- 9:00 - 9:10 Welcome
- 9:10 - 9:30 Introductions - Warm Up Activity B -
Hi! My Name Is...(2)
- 9:30 - 10:00 Conference Goals & Ground Rules
- 10:00 - 10:20 Guest Speaker (Adolescent Health
Expert)
- 10:20 - 10:35 Morning Break
- 10:35 - 11:35 Presentation of S.T.A.T.S. Video
(Show It Twice)
- 11:35 - 12:00 Session I - Responsibility, Respect
and the Role of Young Males
in Relationships

Afternoon Session (PM)

- 12:00 - 12:20 Small Group Activity -
Male Responsibility in Relationships
- 12:20 - 12:30 Afternoon Overview
- 12:30 - 1:30 Lunch
- 1:30 - 1:55 Session IV - Sexually
Transmitted Diseases
- 1:55 - 2:15 Guest Speaker (HIV/AIDS Expert)
- 2:15 - 2:45 Small Group Activity - STD Facts
- 2:45 - 3:00 Next Steps Discussion
- 3:00 - 3:15 Closing
- 3:15 - 3:30 Conference Evaluations

**In this model we recommend that you focus the discussion on male responsibility in relationships, HIV/AIDS and other STDs. However, you do have the flexibility to replace these topics with other sessions if they are more important in your community.*

Implementing Project Alpha

Selecting A Program Model

Model #3 - Two Day (Friday-4:00-9:00 p.m./Saturday 8:30 a.m.-5:30 p.m.) *No*

Overnight Accommodations

Afternoon/Evening Session (PM)

4:00 - 5:00	Registration (with Snacks)
5:00 - 5:10	Welcome
5:10 - 5:30	Introductions - Warm Up Activity A - Hi! My Name Is...(1)
5:30 - 6:00	Conference Goals & Ground Rules
6:00 - 6:20	Guest Speaker (Adolescent Health Expert)
6:20 - 6:45	Presentation of S.T.A.T.S. Video (Show It Once)
6:45 - 7:10	Session I - Responsibility, Respect and the Role of Young Males in Relationships
7:10 - 7:30	Small Group Activity - Recipe For A Healthy Relationship
7:30 - 8:15	Dinner & Games
8:15 - 8:45	Youth Reactor Panel
8:45 - 9:00	Closing & Overview of Day 2

Morning Session (AM)

8:30 - 9:00	Continental Breakfast
9:00 - 9:15	Overview of Day 2
9:15 - 9:45	Presentation of S.T.A.T.S. Video (Show It Once)
9:45 - 10:45	Session II - Adolescent Pregnancy and Fatherhood
10:45 - 11:00	Morning Break
11:00 - 11:30	Small Group Activity (Goals and Dreams)
11:30 - 11:50	Guest Speaker (Pregnancy Prevention Expert)
11:50 - 12:00	Small Group Activity - What's the First Symptom of Pregnancy, HIV or an STD?

Afternoon Session (PM)

12:00 - 1:00	Lunch
1:00 - 1:25	Session III - Protecting Yourself and Your Partner
1:25 - 1:50	Small Group Activity - Using A Condom
1:50 - 2:10	Guest Speaker (HIV/AIDS Expert)
2:10 - 2:35	Session IV - Sexually Transmitted Diseases
2:35 - 3:50	Small Group Activity - STD Facts
3:50 - 4:00	Afternoon Break
4:00 - 4:25	Session V - Intimate Violence in Relationships
4:25 - 5:00	Small Group Activity - Resolutions

Model #4 - Two Day (Friday - 4:30-11:00 p.m./Saturday 8:30 a.m.-5:00 p.m.) Overnight Accommodations

Afternoon/Evening Session (PM)

4:30 - 5:30	Arrive at Conference Site & Check-In
5:30 - 6:00	Registration
6:00 - 6:10	Welcome
6:10 - 6:30	Introductions - Warm Up Activity C - Magazines, Magazines, Magazines
6:30 - 7:00	Conference Goals & Ground Rules
7:00 - 7:45	Dinner & Games
7:45 - 8:05	Guest Speaker (HIV/AIDS Expert)
8:05 - 8:30	Small Group Activity - STD Facts
8:30 - 9:00	Presentation of S.T.A.T.S. Video (Show It Once)
9:00 - 9:15	Closing and Overview of Day 2
9:15 - 10:00	Youth Talent Show
10:00 - 11:00	Free Time/Recreation/Snacks

Morning Session (AM)

8:00 - 9:00	Breakfast
9:00 - 9:15	Overview of Day 2
9:15 - 9:45	Presentation of S.T.A.T.S. Video (Show It Once)
9:45 - 10:10	Session I - Responsibility, Respect and the Role of Young Males in Relationships
10:10 - 10:30	Small Group Activity - Male Responsibility in Relationships
10:30 - 10:45	Morning Break
10:45 - 11:05	Guest Speaker (Adolescent Health Expert)
11:05 - 11:15	Small Group Activity - What's the First Symptom of Pregnancy, HIV or an STD?
11:15 - 11:40	Session II - Adolescent Pregnancy and Fatherhood
11:40 - 12:00	Small Group Activity - Pregnancy and Fatherhood

Afternoon Session (PM)

12:00 - 1:00	Lunch
1:00 - 1:25	Session III - Protecting Yourself and Your Partner
1:25 - 1:35	Small Group Activity - Using A Condom
1:35 - 2:00	Guest Speaker (Intimate Violence Expert)
2:00 - 2:15	Youth Reactor Panel
2:15 - 2:40	Session IV - Sexually Transmitted Diseases
2:40 - 3:00	Small Group Activity - STD Facts
3:00 - 3:20	Small Group Activity - HIV Facts
3:20 - 3:35	Afternoon Break
3:35 - 4:00	Session V - Intimate Violence in Relationships
4:00 - 4:30	Small Group Activity - Agree or Disagree
4:30 - 4:45	Next Steps Discussion
4:45 - 5:00	Closing and Conference Evaluations

Implementing Project Alpha

Planning Your Conference

Once you put together your team and select a program model, it's time to implement your program. Make sure the following tasks are implemented:

- Recruit young males to attend the conference. Each attendee will need to complete a registration form. *See Appendix B for a copy of this form.*
- Working with young males under the age of 18 requires us to be mindful of the importance of protecting the youth, the brothers and Alpha Phi Alpha Fraternity as a whole. Program Coordinators are required to do the following:

Acquire parental/guardian consent forms.

A parental/guardian consent form should be thoroughly discussed with each participant's caretaker, signed by the caretaker, and filed with Project Alpha records. We always want to have the understanding, support and buy-in from parents and guardians regarding their children's participation. Furthermore, their signed consent releases the chapter from any unexpected liabilities in connection with their young person's participation.

See Appendix C for the consent form.

Check emancipated youth guidelines.

Program Coordinators should research and become familiar with the regulations in their state for working with emancipated youth, if relevant. Emancipated youth have been legally released from the supervision of their parents.

Review auto insurance guidelines.

In some instances, Alpha brothers will be asked to use their cars to provide transportation to the program or other related activities. For these cases, potential drivers should make sure their automobile insurance is appropriate for this purpose.

- Identify expert speakers and facilitators to present the sessions and lead small-group activities.
- Review the facilities, equipment, and materials needed to conduct the program:
 - ✓ Meeting facilities
 - ✓ Meal-service facilities
 - ✓ Transportation (cars, bus or subway tokens/passes, taxicab fare)
 - ✓ Equipment (chairs, microphones, overhead projector, screen, television monitor and VCR, cassette and/or CD player)
 - ✓ Supplies and materials (handouts, flip charts, markers, tape, pens, pads)
 - ✓ Emergency and first-aid procedures
- Confirm a suitable facility available to hold your conference. If transportation is needed, identify drivers and hand out their assignments for pickups.
- Develop a budget.
- Determine the follow-up and next steps to be shared with participants, so that your efforts will continue in the community.
- Develop an agenda that includes times, activities and the names of those serving as presenters during the conference. The program models provided in this guide have primarily provided what you need to complete the agenda for your conference. All you need to do is add the names of the presenters.

Implementing Project Alpha

Recruiting Speakers and Facilitators

In the section entitled Overview of the **Project Alpha Curriculum**, information was presented on identifying expert speakers and facilitators for your conference. Prior to recruiting speakers and facilitators, review that information. You should also consider the following:

Watch the video as many times as you can.

In the *Curriculum and Activities Guide*, read the character summaries and scene introductions. This way you'll definitely know what's happening in the video.

Be prepared to handle difficult questions from the participants. You don't want them to see you sweat!

Don't forget that you were once this age. Take a moment and think about your teenage years.

Become familiar with the session topics. If need be, gather additional information.

You don't need to have all the answers. It's most important to allow for open discussion.

Don't allow one person or group of persons to dominate the discussion.

Things to Consider When Recruiting Expert Speakers

- 1) It is critical that your speakers be experienced in the topic area. This means they are considered an expert in their field. They are highly knowledgeable on the topic. They have spoken on the topic in similar settings and will be comfortable handling a range of questions. This will help to ensure that they are viewed as credible by the young males. Do not get someone who is preachy or dull. The participants will turn off immediately.
- 2) Since this is an all-male setting, it will be best to identify male speakers rather than female. This will keep participants from becoming shy or feeling uncomfortable about making a comment or asking a question in front of a female, because they do not want to be viewed as not showing her respect.
- 3) Once a speaker has been identified, he should be given a copy of the video and told to watch it before presenting at the conference. This will help in understanding the issues that Project Alpha is addressing and being in one accord with the program and its participants.

Things to Consider When Recruiting Facilitators

- 1) Facilitators are needed in three areas: a) group leader for the conference; b) session presenters; and c) small-group leaders. Remember that for small-group activities, you need one facilitator for every five participants. It will be important to estimate the number of young males attending the conference, so that you can determine the number of facilitators to recruit.
- 2) The Project Coordinator should organize a meeting with all facilitators, so that they can become even more familiar with the video and talking points. The following list of tips should be distributed during the meeting. These tips appear in handout format in *Appendix D*. An expanded version of these tips can be found in the Curriculum and Activities Guide.

Implementing Project Alpha

Recruiting Young Males: Going Beyond The Schools And Churches

Effective recruitment is a priority for this project. It will require going beyond the traditional places where we recruit youth - - churches and schools - - to other community-based resources. It may also be one of the most time-consuming and labor-intensive phases of the Project. Please allow enough time to do a thorough job.

The youth selected should be:

- Teen males, ages 12-15;
- Enrolled in middle school, high school or an alternative program; and
- Respected within their peer group, thereby providing the ability to spread the messages of Project Alpha to other youth.

Recreation centers, youth job-oriented programs, athletic leagues, social-service agencies, and community programs serving youth are all good resources. Young men also may be recruited through institutions and organizations with which they already have ongoing relationships. When identifying participants, avoid relying too heavily on the traditional leadership stereotypes (i.e., straight “A” students, the “good” kids). A good mix of personalities and experiences is what you desire, because then your program will be more reflective of the young males in your community.

In order to enhance follow-up and create an easier logistical process, you can invite local agencies that work directly with youth to serve as co-sponsors of the conference. These agencies can identify and recommend youth participants from their programs, according to the project criteria. They also may participate in conference planning, provide presenters and facilitators, supervise youth during the conference, and conduct follow-up activities.



Implementing Project Alpha

Publicizing Your Program To The Community

It is important for the community to understand what we are trying to accomplish with Project Alpha and be inspired to join us. You may find it useful to send a letter or flyer to community gatekeepers and other program directors to announce your efforts. The local March of Dimes chapter can serve as a valuable resource to help get the word out.

Another way to inform the community is to distribute a press release to the media. If you decide to go this route, remember that you are dealing with very sensitive topics and that getting media coverage should not become a burden to the participants. For instance, a reporter may want to come and cover the conference for a local print publication. At that point, you must answer the following questions: Will the presence of a reporter in the conference make the youth feel uncomfortable? Is it appropriate in this community to have reporters covering a program of this nature? It may be best for the Program Coordinator or Chapter President to conduct an interview prior to the conference. If you decide to work with the media, it is important to consider the following:

The Press Release

- 1) In *Appendix E*, there is a sample press release that you can use to announce your conference and invite community-based groups to participate. The first paragraph of the release always tells the story by presenting the *who, what, where, when, and why*. The second paragraph answers all other questions. Other paragraphs are likely to be shortened by the editor, so following this format, to preserve essential information, is critical.

The attached release should be put on chapter letterhead. Where there are blanks in the release, you should fill in this information. Each chapter should add any pertinent background information on their chapter or program, as a way of localizing the release. The release should be sent one week prior to your workshop. Once the release has been faxed to the press, someone should follow-up to ensure that it has been received. A second follow-up phone call should be planned two to three days before the event to check media commitments. Calls should go to the assignment or city desk editors.

The Media List

- 2) Develop a complete media list, including the working press, interested civic leaders and organizations. This may be available from the local public relations association or convention/tourism office. The more contacts you make, the more you increase your chances of getting coverage. Mail your release to radio and television stations to arrive one week before the event for daily newspapers; two weeks for weekly newspapers. If you are soliciting organizational responses, add time to allow for publication of the notice and for responses.

Special Media

- 3) Alternative media sources also can provide coverage. These include special-interest publications, community newsletters, neighborhood weekly newspapers and the internal publications of your organization and the March of Dimes.

Implementing Project Alpha

Evaluation and Follow Up

In general, programmatic follow-up efforts should accomplish one or more the of the following goals:

- Motivate youth to take action to reduce STDs and teen pregnancy.
- Establish collaboration with community-based volunteer organizations, institutions or agencies on an ongoing basis.
- Encourage staff members who work directly in programs with male youth to offer solutions about dealing with the problem of teen pregnancy. This includes ongoing participation with existing teen pregnancy prevention coalitions.
- Ultimately develop a long-range and extensive collaboration between adults and teen males to address issues of sexuality and teen pregnancy.

Evaluation

Project Alpha evaluation is critically important. Because of the unique nature of Project Alpha, data should be collected to help design subsequent conferences, follow-up activities and other programs. An evaluation of the conference (i.e., a critique of the information presented, speakers and group activities) should be completed by all youth participants. This will enable all of us to benefit from the success or failure of each conference. The evaluation form is in *Appendix F*.

Close Out and Follow-Up

Since a major goal of the conference is to take the messages back to the community, your work is not completed at adjournment. Follow-up activities should be undertaken in a number of areas, including administration, public relations and community outreach.

Administration

- 1) In addition to filing financial reports with funding sources, the Project Alpha Coordinator will need to complete a conference report form (*Appendix G*). The report should be forwarded to the Alpha Phi Alpha national office and the local March of Dimes chapter. The report will allow the chapter to present the highlights and lessons learned during the conference, as well as to monitor the conference on a quantitative basis. This report should be submitted within two weeks of the conference. Include copies of your conference program, evaluation forms, news clippings and other published materials.

Send letters of thanks to all participants, co-sponsors, underwriters and others who contributed to the success of your conference. Do not forget to thank the members of your own group for their efforts. They, too, are volunteers and their donation of time, money, and talent deserves recognition.

Programs

- 2) The conference committee should work with the youth participants, sponsoring organizations and other interested parties to promote Project Alpha-related programs in the community.

Youth Participants

- 3) In the "Taking the Message Back" component of the program, follow the lead of youth themselves. Encourage youth to work through the organizations that sponsored them. This allows Project Alpha to utilize a community-oriented structure already in place. Many youth have multiple interests and affiliations, so be prepared to work with them in other settings.

Implementing Project Alpha

Evaluation and Follow Up cont.

Co-Sponsoring Agencies

- 4) Ask co-sponsoring agencies to hold a follow-up activity which fits into their ongoing programs. This should be addressed in the general pre-conference planning, which will include representatives of these groups. Such planning will help you avoid losing momentum following a major event.

Outreach Activities

- 5) A well-planned and implemented Project Alpha conference will place your group and the local March of Dimes chapter in the spotlight within your community. You should be prepared to receive calls from a wide variety of agencies, organizations and institutions requesting information on the program and, perhaps, your assistance in putting together other programs.

While being careful not to overextend itself, your group should serve as a community resource on the male role in, and the consequences of, HIV/AIDS, STDs and teen pregnancy. You can provide brochures and other materials; solicit several group members to serve as speakers on Project Alpha at workshops and other events; and direct out-of-state contacts to a local March of Dimes chapter for assistance.

Planning a brief (15 to 30 minute) presentation, (similar to the original committee orientation) most likely will meet requests from other organizations. In some cities, a representative also is designated to serve on local network coalitions addressing teen pregnancy, STDs and other pertinent health issues. In addition to advancing the goals of Project Alpha, activities like these will help your planning for future conferences.



National Project Alpha Contacts

Alpha Phi Alpha Fraternity, Inc.

National Director of Educational Activities

Alpha Phi Alpha Fraternity, Inc.
Corporate Headquarters
2313 Saint Paul Street
Baltimore, MD 21218
410/554-0040
410/554-0054 (Fax)

Adrian L. Wallace

General President
Alpha Phi Alpha Fraternity, Inc.
Corporate Headquarters
2313 Saint Paul Street
Baltimore, MD 21218
410/554-0040
410/554-0054 (Fax)

Ronald L. Anderson

Executive Director
Alpha Phi Alpha Fraternity, Inc.
Corporate Headquarters
2313 Saint Paul Street
Baltimore, MD 21218
410/554-0040
410/554-0054 (Fax)

Dr. Zollie Stevenson, Jr.

National Programs Director
Alpha Phi Alpha Fraternity, Inc.
Corporate Headquarters
2313 Saint Paul Street
Baltimore, MD 21218
410/396-8962 (W)
301/350-5723 (H)

Dr. Ronald J. Peters

Chairman, National Programs Committee
Alpha Phi Alpha Fraternity, Inc.
8900 Chimney Rock, #123
Houston, TX 77096
713/500-9642 (W)
713/664-2692 (H)

John L. Colbert

Coordinator, Project Alpha
Alpha Phi Alpha Fraternity, Inc.
2140 Loren Circle
Fayetteville, AR 72701
501/527-3610 (W)
501/521-2399 (H)

Dr. Richard Smith

Coordinator, Project Alpha
Alpha Phi Alpha Fraternity, Inc.
3510 Medical Park Drive, Suite 7
Monroe, LA 71203
318/329-1187 (W)
318/343-7329 (H)

March of Dimes

National Office

Community Programs Department
1275 Mamaroneck Avenue
White Plains, New York 10605
914/428-7100

Resources and References

Articles, Reports and Booklets

Allen, R.F., Allen, J. A sense of community, a shared vision and a positive culture: Core enabling factors in successful culture-based health promotion. *American Journal of Health Promotion*, 1987; Winter: 40-47.

Annie E. Casey Foundation. Plain talk. A community strategy for reaching sexually active youth. Annie E. Casey Foundation, Baltimore (MD); 1993 March.

Centers for Disease Control and Prevention. Update: Mortality attributable to HIV infection among persons aged 25-44 years - United States, 1994. *MMWR*, 1996; 45(6).

Centers for Disease Control and Prevention. *The Prevention Marketing Initiative: Youth Involvement*. Atlanta (GA): Centers for Disease Control and Prevention; 1997 February.

Drolet, J.C., Clark K., editors. *The Sexuality Education Challenge: Promoting Healthy Sexuality in Young People*. Santa Cruz (CA): ETR Associates; 1994.

English, A. Adolescents and HIV: Legal and ethical questions. In Quackenbush, M., et al., editors. *The HIV Challenge: Prevention Education for Young People*. 2nd ed., Santa Cruz (CA); ETR Associates; 1995; 259-285.

Kaiser Family Foundation and American Social Health Association. *Sexually Transmitted Diseases in America: How Many Cases and at What Cost?* Kaiser Family Foundation, Menlo Park, (CA); American Social Health Association, Research Triangle Park, (NC); 1998 December.

Komro, K.A., Perry, C.L., Murray, D.M., Veblenmortenson, S., Williams, C.L., Anstine, P.S. Peer-planned social activities for preventing alcohol use among young adolescents. *Journal of School Health*. 1996; 66(9): 328-334.

Lutheran Brotherhood. *Healthy communities, healthy youth: How communities contribute to positive youth development*. Lutheran Brotherhood; Minneapolis (MN); 1996.

MEE Productions Inc. *In Search of Love: Dating Violence Among Urban Youth*. Philadelphia (PA); 1996.

MEE Productions Inc. *The MEE Report: Reaching the Hip Hop Generation*. Philadelphia (PA); 1992.

National Education Association. *Sex Education: Knowledge or Ignorance (Fact Sheet)*. Washington, DC; 1998.

The National Campaign To Prevent Teen Pregnancy. *Not Just for Girls: The Roles of Boys and Men in Teen Pregnancy Prevention*. Washington, DC; 1997.

Resources and References

Agencies and Organizations

Advocates for Youth

1025 Vermont Avenue, NW, Suite 200
Washington, DC 20005
202-347-5700

American Association for Health Education

1900 Association Drive
Reston, VA 20191
800-321-0789

American Red Cross

National Headquarters
Health and Safety Services
8111 Gatehouse Road
Falls Church, VA 22042
800-375-2040

Boys & Girls Clubs of America

1230 West Peachtree Street, NW
Atlanta, GA 30309
404-815-5700

CDC National AIDS Clearinghouse

P.O. Box 6003
Rockville, MD 20849-6003
800-458-5231

Center for Substance Abuse Prevention (CSAP)

5600 Fishers Lane
Rockville, MD 20857
Order Materials By Calling - 800-729-6686

Children's Defense Fund

122 C Street, NW, Suite 400
Washington, DC 20001
202-628-8787

National Organization on Adolescent Pregnancy, Parenting & Prevention

1319 F Street, NW, Suite 401
Washington, DC 20004
202-783-5770

National Education Association

1201 16th Street, NW
Washington, DC 20036
202-833-4000

National Family Partnership

1159 B South Towne Square
St. Louis, MO 63123
314-845-1933

Planned Parenthood Federation of America

810 Seventh Avenue
New York, NY 10019
800-230-PLAN (National Office)
800-230-7526 (For Nearest Local Office)

Sexuality Information and Education Council of the U.S.

130 W. 42nd Street, Suite 350
New York, NY 10036-7802
212-819-9770

The Alan Guttmacher Institute

111 Fifth Avenue
New York, NY 10003
212-254-5656

The National Campaign To Prevent Teen Pregnancy

2100 M Street, NW, Suite 300
Washington, DC 20037
202-261-5655

Resources and References

Health Information Lines

CDC National AIDS Hotline
Centers for Disease Control and Prevention
P.O. Box 13827
Research Triangle Park, NC 27709
800-342-2437

CDC National STD Hotline
Centers for Disease Control and Prevention
P.O. Box 13827
Research Triangle Park, NC 27709
800-227-8922

Just Say No International
2101 Webster Street, Suite 1300
Oakland, CA 94612
800-258-2766

Juvenile Justice Clearinghouse
Department of Justice
P.O. Box 6000
Rockville, MD 20850-6000
800-638-8736

March of Dimes Resource Center
1275 Mamaroneck Avenue
White Plains, NY 10605
888-MODIMES

National Clearinghouse for Alcohol and Drug Information (NCADI)
P.O. Box 2345
Rockville, MD 20852
800-729-6686

Office of Minority Health Resource Center
P.O. Box 37337
Washington, DC 20013-7337
800-444-6472

Rural Information Center for Health Service
10301 Baltimore Avenue, Room 304
Beltsville, MD 20705
800-633-7701



Appendices

Appendix A:

Tasks List

Task	Responsible Person(s)	Required Resources	Completion Date	Status
Determine date and program model				
Determine location (site)				
Define participant selection criteria				
Assign major tasks to team members <ul style="list-style-type: none"> • Expert speakers • Facilitators • Participant recruitment/follow-up • Transportation • Conference space • Budget development and monitoring • Evaluation and follow-up • Press/Public relations 				
Identify possible co-sponsoring organizations				
Enlist possible co-sponsoring organizations				
Orient and train Alpha brothers participating in the program				
Develop and print program handouts				
Orient program speakers and facilitators				
Orient parents/guardians				
Secure catering and finalize food selections				
Ensure all emergency and first-aid procedures are in place				
Secure all necessary supplies				
Complete conference				

Appendices

Appendix B:

Registration Form

Name _____ Age _____

Address _____

City _____ State _____ Zip _____

School Attending _____ Grade _____

A. List your top three future goals.

1) _____

2) _____

3) _____

B. How do you plan to reach these goals?

C. What are your three favorite things to do?

1) _____

2) _____

3) _____

D. How did you hear about this conference?

Appendices

Appendix C:

Consent Form

Dear Parents/Guardians:

Project Alpha is a conference held by Alpha Phi Alpha Fraternity, Inc. The conference provides an environment where young males can learn about sexuality, manhood and relationship issues. Young males will receive information and problem-solving skills, and share their own experiences in an all-male setting.

The conference is facilitated by the brothers of Alpha Phi Alpha. During the conference, participants will receive information on HIV/AIDS, other sexually transmitted diseases, teen pregnancy, abstinence/virginity and condom use. Due to the sensitive nature of the content, all conference participants under the age of 18 need the consent of their parents or guardians in order to attend the conference.

No one will be admitted to the conference without this completed consent form. This form should be brought to the conference.

My signature below grants permission for my son to attend the Project Alpha Conference, which is sponsored by the March of Dimes and Alpha Phi Alpha Fraternity, Inc. If transportation is necessary, I agree that my son can ride in vehicles owned or rented by Alpha brothers. I fully understand that during the conference, participants will discuss issues related to sexuality and relationships, such as HIV/AIDS, other sexually transmitted diseases, teen pregnancy, abstinence/virginity and condom use.

Child's Name (Print)

Parent/Guardian's Name (Print)

Parent/Guardian's Signature

Date

Appendices

Appendix D:

Facilitator Tips Handout

Tips for Project Alpha Facilitators

- Watch the video as many times as you can.
- In the Curriculum Guide, read the character summaries and scene introductions. This way you'll definitely know what's happening in the video.
- Be prepared to handle difficult questions from the participants. You don't want them to see you sweat!
- Don't forget that you were once this age. Take a moment and think about your teenage years.
- Become familiar with the session topics. If need be, gather additional information.
- You don't have to have all the answers. It's most important to allow for open discussion.
- Don't allow one person or group of persons to dominate the discussion.

Appendices

Appendix E:

Press Release

For Immediate Release

Contact Name: _____

Contact Phone Number: _____

Project Alpha Offers A Conference On Sexual Responsibility For Teen Males

(CITY, STATE - DATE OF RELEASE) - Hundreds of local young males will have the opportunity to talk “man-to-man” about issues of sexuality as they take part in a two-day workshop sponsored by the **(CHAPTER NAME)** of Alpha Phi Alpha Fraternity, Inc. The Project Alpha conference will be held on **(DAY(S) OF WEEK, DATE, LOCATION AND ADDRESS)**. The conference will run from **(TIMES)**.

Project Alpha is a national program, designed to help young men make better and more informed choices about their sexual behavior. Since 1980, Alpha Phi Alpha and the March of Dimes have been working together to help young men make the right decisions about the complex issues surrounding sex. This is a unique mentoring program which offers African-American men as positive role models for the next generation.

Presenters for the conference will be **(NAMES AND ORGANIZATIONS)**. Topics to be covered during the conference sessions include: abstinence and the consequences of early sexual activity; peer pressure; HIV/AIDS; teen pregnancy; STDs; relationships; being a responsible father; and what it means to “be a man.”

Project Alpha seeks to create a safe environment where young men can learn about and explore their sexuality, manhood and relationship issues. The program’s three goals are:

Sharing Knowledge: combating ignorance and fear with factual information

Changing Attitudes: providing young men with the motivation they need to make positive changes in their sexual behaviors

Providing Skills: creating a sense of empowerment and self-esteem

“The men of Alpha Phi Alpha are committed to helping the next generation of young brothers live healthy, productive and smart lives,” said local Chapter President **(NAME)**. “Project Alpha is just one way that we can continue to change our communities for the better, from the inside out.”

The workshops are free and open to teen males between the ages of 12 and 15. Pre-registration, however, is required.

for attendance. To register, or for more information, call the Project Alpha headquarters at **(AREA CODE AND PHONE NUMBER)**.

Appendices

Appendix F:

Evaluation Form

Instructions:

Take a moment to complete this form. Read each question carefully. Make sure you put an answer for each question. If you have questions or do not understand something, ask an Alpha brother for help.

Youth _____ Age _____ Presenter _____ Co-sponsor _____ Alpha _____

City _____ State _____

1. Knowledge of the subject matter before the conference.

_____ Excellent _____ Above Average _____ Average _____ Poor

2. Knowledge of the subject matter after the conference.

_____ Excellent _____ Above Average _____ Average _____ Poor

3. What is your overall rating of the conference?

_____ Excellent _____ Above Average _____ Average _____ Poor

4. What did you like most about the conference? _____

5. What did you like least about the conference? _____

6. Would you add anything to the conference? _____ Yes _____ No

If yes, what _____

7. Would you delete anything from the conference? _____ Yes _____ No

If yes, what _____

8. Was there enough time for questions and answers? _____ Yes _____ No

9. Would you recommend this conference to a friend? _____ Yes _____ No

Appendices

Appendix G:

Conference Report Form

Chapter Name _____ City/State _____
President _____ Project Alpha Coordinator _____
Program Model Used _____ Number of Participants in Attendance _____
Co-sponsor(s) _____

I Overall Assessment

Highlights _____

Lessons Learned _____

II Quantitative Assessment

1. Number of collaborative/support organizations _____

List organizations _____

2. Number of requests for additional information on Project Alpha _____

3. Number of referrals _____

Nature of the referrals _____

4. Number of "spin-off" events as a result of the conference _____

List "spin-off" events _____

5. Number of Alpha brothers trained _____

6. Number of volunteers trained _____

Please send one copy each to:

Alpha Phi Alpha Fraternity, Inc.
Corporate Headquarters
Office of Educational Activities
2313 St. Paul Street
Baltimore, MD 21218
(FAX) 410/554-0054

March of Dimes
National Office, Community Programs Division
1275 Mamaroneck Avenue
White Plains, NY 10605
(FAX) 914/997-4501

and your local March of Dimes chapter.