



HOLLABACK STL

Minority Youth Programs  
for the St. Louis Community

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PROJECT  
*Y-ChatNow*

Youth Changing Health Awareness Trends Now!

**UMSL | MIMH**  
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UMSL | MIMH

8255 FLORISSANT RD

SUITE 9

ST. LOUIS, MO 63121

ATTN: PROJECT Y-CHATNOW

(314) 516-8487

(314) 516-8481

REGISTER ONLINE:

[WWW.PROJECTYCHATNOW.ORG](http://WWW.PROJECTYCHATNOW.ORG)

 HOLLABACK ST. LOUIS  
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PROJECT

*Y-ChatNow*

Youth Changing Health Awareness Trends Now!

PROMOTING PREVENTION  
THROUGH SOCIAL MEDIA

**FREE** SUBSTANCE USE AND HIV/AIDS  
PREVENTION PROGRAM FOR MINORITY  
YOUTH AGES 13- 24!

# WANT MORE INFORMATION ABOUT PROJECT Y-CHATNOW?

PLEASE FILL OUT & MAIL TO:

UMSL | MIMH  
8255 FLORISSANT RD  
SUITE 9  
ST. LOUIS, MO 63121

ATTN: PROJECT Y-CHATNOW

NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_

CHECK ALL THAT APPLY:

I'M INTERESTED IN PARTICIPATING OR  
HAVING SOMEONE PARTICIPATE IN THE  
**PROJECT Y-CHATNOW PROGRAM.**

I'M INTERESTED IN  
PROVIDING SPONSORSHIP FOR THE  
**PROJECT Y-CHATNOW PROGRAM.**

## PROJECT *Y-ChatNow*

Youth Changing Health Awareness Trends Now!

**PROJECT Y-CHATNOW** is a FREE substance use and HIV/AIDS prevention program for minority youth and young adults. Servicing ages 13 up to 24 in St. Louis City and County. This Program combines education and awareness workshops with marketing campaigns to promote positive prevention messages in minority communities.

Additionally, the program provides participants and their families with free HIV testing including opportunities for free linkages to care and follow-up for HIV and substance use as needed.

### WORKSHOPS

Project Y-ChatNow participants engage in fun-filled educational prevention workshops utilizing evidence-based curricula. Youth and young adults also help to create unique social marketing campaigns based on what they learn in order to help share facts, dispel myths, and bring about community awareness.

### ANTICIPATED PARTICIPANT OUTCOMES

- Decreased substance use.
- Decreased risky sexual behavior.
- Increased knowledge about substance use and HIV.
- Increased confidence to avoid risky behavior.
- Increased confidence to impact community health via social media marketing campaigns.
- Increased youth HIV and STD testing.

### LET Y-CHATNOW COME TO YOU!

Youth Programs  
Schools/Universities  
Faith-based Organizations  
Greek Organizations  
Sports Programs  
Neighborhood Groups

**CONTACT US  
FOR MORE  
INFORMATION.  
(314) 516-8487**

**WWW.PROJECTYCHATNOW.ORG**



# PROJECT

# *Y-ChatNow*

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## Description of Curricula

### **BE PROUD! BE RESPONSIBLE!**

A six-module curriculum that provides participants with the knowledge, motivation, and skills necessary to change their behaviors in ways that will reduce their risk of pregnancy or contracting HIV and other sexually transmitted diseases. To change behavior, youth and young adults need not only information and a perception of personal vulnerability, but also the skills and the confidence in their ability to act safely.

### **LIFE SKILLS TRAINING**

A seven-module interactive skills-based program designed to promote positive health and personal development for youth and young adults. This program helps them navigate the challenges of the high school and college years, and prepares them for the independence and responsibilities that they will encounter as young adults. The program helps participants achieve competency in the skills that have been found to reduce and prevent substance use.

### **SOCIAL MARKETING**

Participants spend time at the end of the program creating unique social marketing campaigns based off information learned from the Be Proud! Be Responsible! and Life Skills Training curricula. Participant social marketing campaigns will be tracked and promoted on social media and in their communities with the goal of helping to increase awareness about substance use and HIV/AIDS prevention.

# PROJECT Y-CHAT NOW STATISTICS

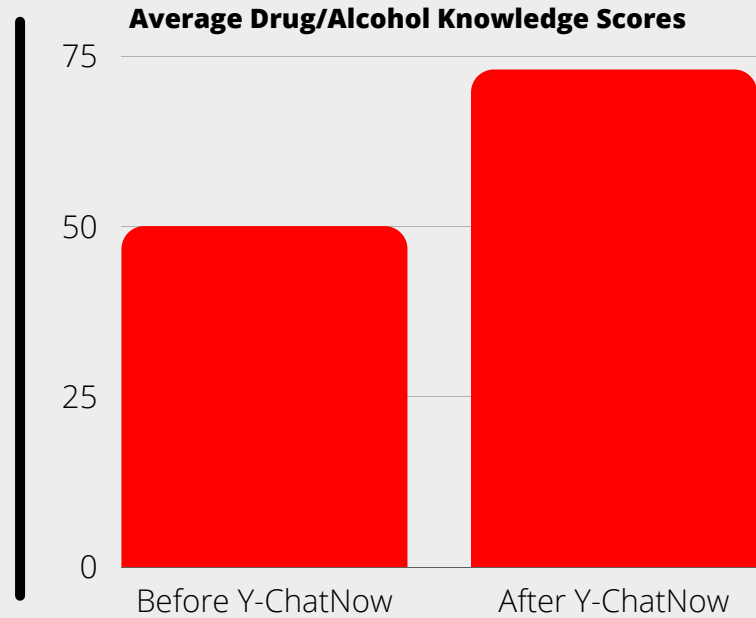
**According to the 2017 St. Louis Youth Behavioral Health Community Needs Assessment, community and behavioral health leaders and youth perceive a lack of substance use prevention activities in the community. Specifically in St. Louis Public Schools, 63% of local high school youth surveyed, identified drug abuse/use as a key behavioral health issue.**

# 63%

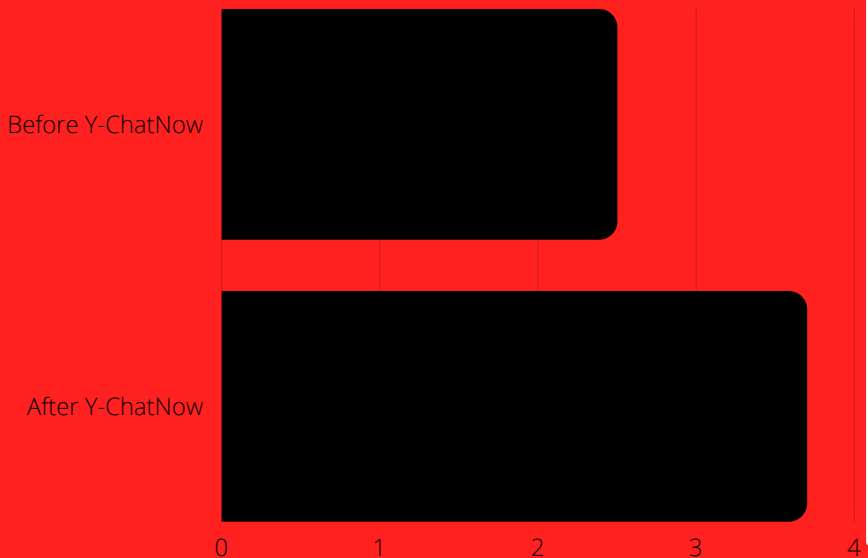
**Sixty-three percent of high school youth surveyed, identified drug abuse/use as a key behavioral health issue.**

**One major focus of Project Y-ChatNow is teaching the effects of drug and alcohol use.**

**Our participants show an increase in their knowledge about drugs and alcohol from before to after the program.**



**Average Community Impact Scores**



**Community Impact describes participants' confidence in their ability to educate others and talk to their peers about HIV/AIDS transmission and prevention and drug and alcohol use.**

**Average scores on Community Impact increased from before to after the program. Community Impact was measured on a scale of 1 (not confident) to 4 (very confident).**

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**WHAT OUR PARTICIPANTS SAY:**

**"I LEARNED NOT TO DO DRUGS AND TO ALWAYS PROTECT MYSELF."**

**"IT WAS FUN AND EDUCATIONAL."**

**"I LIKED THAT WE GOT TO TELL OUR OPINIONS AND NOT BE JUDGED OR INTERRUPTED."**

**"I ENJOYED THE HANDS ON ACTIVITIES AND GROUP ACTIVITIES."**

# WAYS TO CONTACT US

Visit us at  
[Hollabackstl.org](http://Hollabackstl.org)

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button

http://



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Call us at 314-516-  
8487.

Be sure to leave a  
message.

