

Northeast Career Planning PROS on Broadway

PROS and the New Marketing Paradigm:
Appealing to New Populations:

Young Adults

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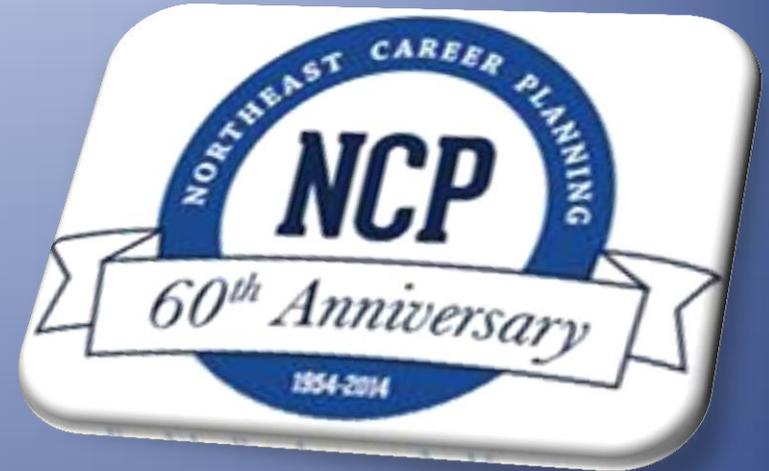
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NCP Services:

- ❖ Supported Employment
- ❖ Supported Education
- ❖ School to Work
- ❖ Work Center
- ❖ PROS (transitioned from an IPRT)

Northeast Career Planning has been providing recovery oriented rehabilitation services for over 60 years. With offices and programs spanning eight counties across Upstate New York, we serve more than 2,000 individuals each year.



Specialty Area: Young Adults

Currently one third of individuals enrolled are age 30 or younger.

18-19: 4%

20-29: 29%

IPRT transitioned into PROS with 19 clients enrolled in the first month, 42% were aged 20-29

Marketing Plan

Develop a marketing committee

Two to three staff to meet regularly, form relationships within the community, attend community meetings, and provide ongoing networking to promote your services. If you have an intake coordinator they would be valuable to the committee

“Selling” your product

- What makes your program unique, attractive and beneficial to young adults?
- Identify what services your program can offer to young adults? (Class schedule, activities, peer mentoring, etc)
- How can the population benefit from your services?
- Are there any benefits for the referral agency?
- What are your vocational services?

PROS on Broadway

Services beneficial for Young Adults

BLST

- Transitioning to Adulthood
- Basic Kitchen Safety
- How to Communicate with the Opposite Sex
- Socializing like a PRO
- Organizing My Life
- Sex, Safety & STD's
- Building Relationships
- Everyday Etiquette
- Independent Living Skills
- Social Media Safety
- Wellness for Young Adults

CST

- Transitions
- Coping with Change
- Coping with Stigma
- Learning Skills Through Role Play

SSDS

- Independent Living Skills
- Basic Kitchen Safety
- Grocery Shopping

CLE

- Exploring my Options
- Lean on Me: Interacting in the Community
- Exploring your Educational Path

IRGA

- LGBT Health
- Pursuing an Educational Goal
- Why Am I Here? What are my Goals?
- Recovery Where Do I Start?
- Bringing my Circle of Supports on Board
- Moving Out

Activities



Planned recreational activities are an essential component in PROS for engagement, building peer connections and support, reduce idle time, and increase time spent in program.

- ❖ Space: If available, a designated space for participants is useful and appealing to provide group activities and a place to socialize

PROS on Broadway:

- Recreation room
- 'Yellow' Room
- Outdoor recreation area
- Picnic Tables
- Computer Lab
- Cafeteria

Create an inviting environment; colors, art work, bulletin boards



Overcoming Stigma through film

Physical Activity

Outdoor Games

PROS
Newsletter

Bible Study

Book Club

Arts and Crafts

Loom Club

Board Games

Poetry

Walking Group

Methods of Self Soothing

Vitamin D Sports

PROS Cafe

History Club

Beginners Spanish

Job Seeking

Knitting and Tea

Humor
Group

Computer Skills

Echoing Solo

Needlework

Engagement!

Other ideas for both activities and services for engagement:

- X-Box
- Basketball Court
- Netflix Movies
- Computers
- Peer Mentors
- Zumba
- Talent Shows
- Pet Therapy
- Guest Speakers:

Local Police Department
Planned Parenthood
Independent Living Center
Colleges
Literacy Volunteers
CDTA Trip Planners
Employers
Benefit Advisors

Engagement!

Be creative!
Think outside the box
Utilizes staff's strengths and interests
Meet clients needs , explore special interests and talents

Marketing Plan Cont.

Who are you marketing to?

- Maintain a log of agencies and contacts who have referred to you in the past (intake specialist)
- Make a list of community agencies that serve young adults
- Attend community meetings and events
- Utilize internal programs within your own agency
- Identify any marketing materials
- Send mass mailings with class schedules and information on your PROS

Marketing Contacts

- ACCES-VR
- High School Guidance Counselors, Social Workers and Transition Coordinators
- Attend High School Transition Fairs
- SPOA meetings
- Children Services; residential treatment programs-aging out youth
- Children's Clinical Services
- Juvenile Probation
- Attend community resource fairs
- Inpatient Hospitals
- Community Roundtables
- Internal agency programs-supported employment, supported education, school to work
- Health Homes
- Colleges



Youth & Employment

Community-based learning experiences:

Providing hands on training or career exposure outside the classroom setting

Example: Exploring my Options Group

Volunteering in the Community
Employer Panels

Vocational groups: Interview Prep,
Professional Development

IPS Model

ORS Services

PROS Cleaner

Involving Family in their recovery

Marketing is On-Going !

**Marketing is always evolving
and everyone plays a role!**

Intake Specialist: At point of intake you are marketing your services to the participant.

All staff play a role in engagement and maintaining collateral contact with the young adults support system. If the client is happy, they will keep sending referrals!

Continuous analysis of program dynamics; change of trends, client needs etc ..

Continue collaborating and updating your community on your PROS program