

Girl Talk Program Evaluation Research Report

Century Council
July 2013



Contents

- > Background, Objectives and Methodology
- > Executive Summary & Implications
- > Detailed Findings
- > Demographics

Fostering positive qualities among young girls

- > As part of an ongoing commitment to the health and well-being of teens, The Century Council desired to conduct an evaluation of the program, “Girl Talk.”
 - > Girl Talk is a peer-to-peer mentoring program designed to help young teen girls develop self-esteem, build leadership skills, and recognize the value of community service.
- > The program is designed so that high school girls mentor middle school girls, giving high school girls the opportunity to share their experiences as positive role models, which benefits middle school girls, helping them realize that they are not alone in the issues they face.



Understanding the effect of the Girl Talk program

How effective is the Girl Talk program in fostering positive qualities among its members?

How effective is the Girl Talk program for middle school students when it comes to...?

- Building confidence/self-esteem/positive image
- Teaching them how to handle peer pressure
- Helping them take care of themselves, avoiding risky behaviors
- Improving grades, study habits, etc.
- Improving relationships

How effective is the Girl Talk program for high school students when it comes to...?

- Instilling leadership skills
- Teaching the value of community service
- Helping them become a positive mentor/role model

Are girls satisfied with the topics covered and with the tools and resources offered?

- What else have these girls learned from Girl Talk?
- What other feedback do they have to make it more successful?

115 online interviews among Girl Talk high school leaders

TRU/TFC conducted a total of 115 online interviews among Girl Talk high school leaders.

- > High school leader interviews were facilitated by the Girl Talk organization.
 - > Each high school leader received an email, which contained TRU's survey link, from Haley Kilpatrick, requesting their honest participation in the survey.
 - > As an incentive for participation, each Girl Talk group was entered into a drawing to win a Girl Talk prize pack.
 - > High school leader interviews were conducted from March 22, 2013 through May 13, 2013.

Girl Talk Girls	
Middle School Participants	195
High School Leaders	115
TOTAL	310

Contents

- > Background, Objectives and Methodology
- > Executive Summary & Implications
- > Detailed Findings
- > Demographics

Girl Talk deemed a highly successful program! Special attention should be devoted to younger teen girls

- > Girl Talk high school leaders and middle school participants alike consider Girl Talk to be an effective program to boost the self-confidence of young girls and teach them the skills they need to make healthy choices for a successful future.
- > Girl Talk provides an outlet for young girls to come together and talk about the challenges of growing up in today's society. It helps them realize they are not alone in the issues they face.
- > Further, Girl Talk high school leaders say they benefit from the program as much as middle school participants do, not only by developing skills for their own future, but by the ability to make a difference in someone else's life.
 - > Along with this positive program feedback, there appears to be a group of girls that are less confident than others. This includes participants and leaders in their early teen years, a time when many are facing peer pressure to engage in risky behavior for the first time.
 - > Additionally, some high school leaders express a need for additional resources/training to fulfill their role as Girl Talk leader.
- > Girl Talk should put forth a concerted effort to ensure that girls (participants and leaders) in their early teen years (13-15) feel especially supported and are prepared to handle the new pressures that arise in the teen lifestage.
- > Further, high school leaders need to feel adequately supported in their role. This likely means ensuring access to adequate resources and training prior to becoming a Girl Talk leader, as well as refresher training/discussions throughout the course of their time as a leader.
- > Additionally, high school leaders should have a trained professional they can turn to if they get into a situation that they're unable/unqualified to handle in their leader role.

Contents

- > Background, Objectives and Methodology
- > Executive Summary & Implications
- > Detailed Findings
- > Demographics

High school leaders agree, Girl Talk has a positive impact on the lives of young girls

% WHO SAY GIRL TALK HAS BEEN EFFECTIVE*
IN HELPING MIDDLE SCHOOL PARTICIPANTS...

HIGH SCHOOL
LEADERS

Increase their self-confidence	93
Develop a high self-esteem	93
Make healthy choices	91
Deal with peer pressure	90
Have the courage to say “no” to risky behaviors	88
Build strong leadership skills	86

*TOP 2 BOX – SOMEWHAT OR COMPLETELY EFFECTIVE

Yet, high school leaders claim to benefit from the program as much as middle school participants do; older leaders find the most benefit in the program

70%

82% AGES 17-18
60% AGES 14-16

of high school leaders say the Girl Talk program has helped them develop skills for a successful future

(8-10 rating on a 1-10 scale)*

Only 5%

of high school leaders say the program is not helpful

(1-3 rating on a 1-10 scale)*

*1-10 SCALE WHERE
1=NOT AT ALL
HELPFUL AND
10=VERY HELPFUL

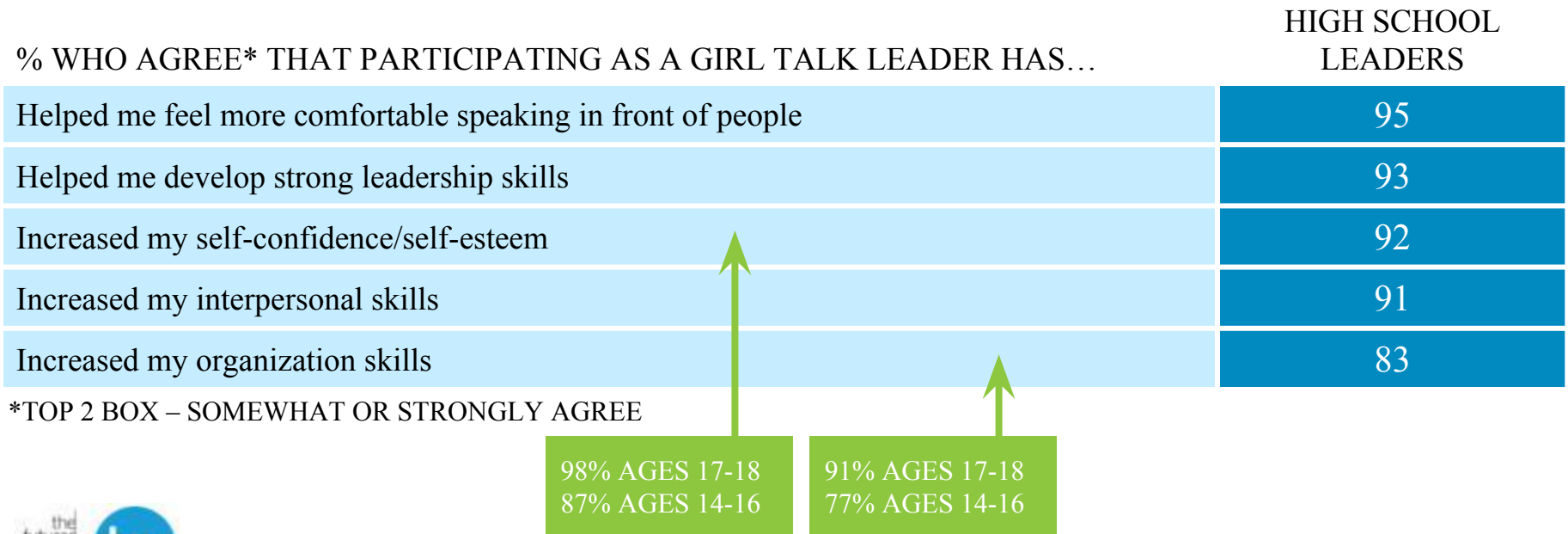
Being a Girl Talk leader has boosted their own self-esteem and equipped them with skills for success

I am learning many valuable skills as a Girl Talk leader

93% HIGH SCHOOL LEADERS

98% AGES 17-18

88% AGES 14-16



They enjoy feeling as though they are making a difference in someone's life

I enjoy my role as a Girl Talk leader

96% HIGH SCHOOL LEADERS

I benefit from my role as a Girl Talk leader just as much as the participants do

94% HIGH SCHOOL LEADERS

Participating as a Girl Talk leader helps me feel as though I am making a positive difference in someone else's life

94% HIGH SCHOOL LEADERS

They admit it's a big responsibility and time commitment...



**The Girl Talk
program is a big
responsibility**
94% HIGH SCHOOL
LEADERS

**The Girl Talk
program is a big time
commitment**
81% HIGH SCHOOL
LEADERS

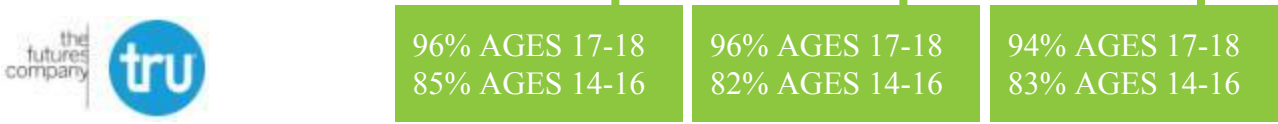
But, they take this responsibility very seriously, recognizing that their own choices can influence others
Younger teen leaders are not as confident to say “no” to smoking, alcohol, and other risky behaviors

I’m very mindful about my own behavior and the example I set for other girls

97% HIGH SCHOOL LEADERS

% WHO SAY GIRL TALK HAS BEEN EFFECTIVE* IN HELPING BUILD CONFIDENCE TO...	HIGH SCHOOL LEADERS
Be more cautious with words/actions toward others	94
Make healthy lifestyle choices	92
Say “no” to drugs	91
Say “no” to smoking	90
Say “no” to alcohol	89
Avoid risky behaviors	89
Resist peer pressure	87

*TOP 2 BOX – SOMEWHAT OR COMPLETELY EFFECTIVE



Most feel adequately supported, though some express a desire for more training

I have adequate resources and training to be a good leader

85% HIGH SCHOOL LEADERS

I wish I had more resources and training to be a good leader

56% HIGH SCHOOL LEADERS

High school leaders feel responsible, happy, mature and confident about their role as a Girl Talk leader

WORDS TO DESCRIBE FEELINGS ABOUT BEING A GIRL TALK LEADER



Their decision to become a Girl Talk leader was triggered by their own selfless desires

MOTIVATION TO BECOME A GIRL TALK LEADER	HIGH SCHOOL LEADERS
The desire to connect with and mentor younger girls	81
The opportunity to develop mentoring skills	67
The desire to give back in my community	66
The opportunity to develop leadership skills	63
It will look good on my college application	45
My positive experience as a Girl Talk participant*	65*
My parents made me do it	3
None of these	2

*AMONG PREVIOUS GIRL TALK PARTICIPANTS

32%
of high school leaders participated in Girl
Talk as a middle school participant

Though most are happy with the way things are, some suggested stronger leadership and efforts to generate higher awareness of Girl Talk

ADDITIONAL FEEDBACK TO MAKE GIRL TALK MORE SUCCESSFUL (OPEN-END)

HIGH SCHOOL LEADERS (N=57)

Nothing – Like it the way it is	30
Better leaders/counselors/advisors/sponsors	17
More announcements/publicity	10
More middle school level	7
Less pressure	7
More time for free talk	7
Better communication between leaders and girls	7
More resources	7

“Our Girl Talk chapter needs more leadership and enthusiasm. I think the Chapter Leader (the adult) needs to take Girl Talk seminars. I think that would make Girl Talk even more successful.”

- HIGH SCHOOL LEADER

“I would mostly enjoy more training or resources to be a more effective leader. I would like to know how to really make the lessons stick with the girls outside of the meetings, and have a chance to see how other Girl Talk leaders run their meetings.”

- HIGH SCHOOL LEADER

“I wish there was some way we could get more girls involved in Girl Talk, particularly girls of all backgrounds. Maybe if we could somehow spread the word but also make it sound fun in order to get a larger group of girls to participate.”

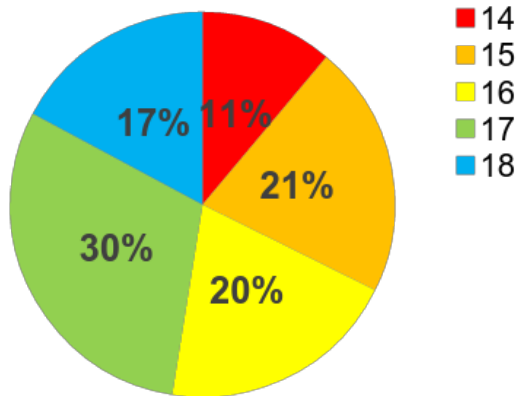
- HIGH SCHOOL LEADER

Contents

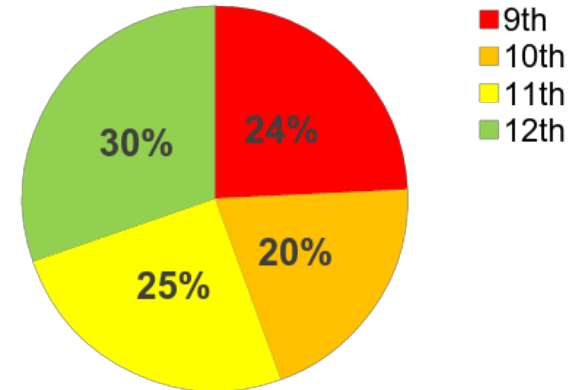
- > Background, Objectives and Methodology
- > Executive Summary & Implications
- > Detailed Findings
- > Demographics

High school leaders' age and grade

Age

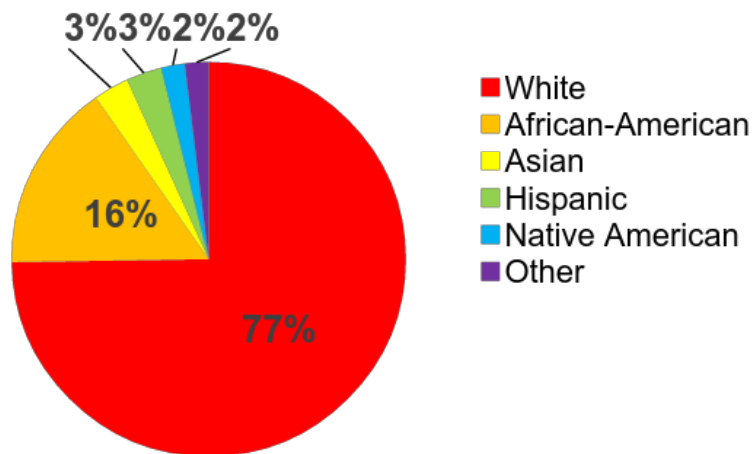


Grade

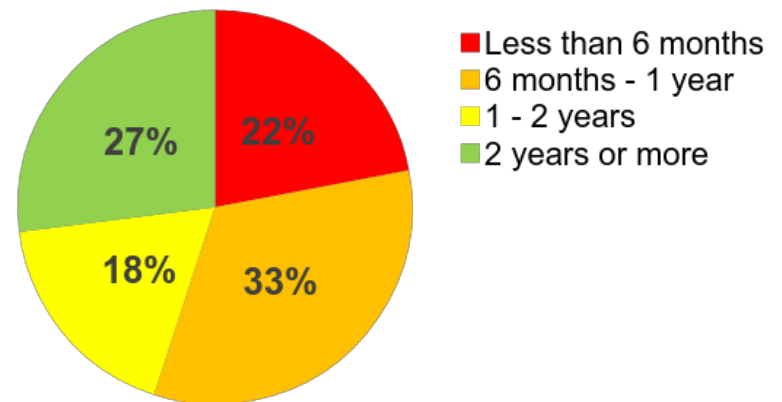


High school leaders' ethnicity and time of participation in Girl Talk

Ethnicity



Time of participation in Girl Talk



THANK YOU!

Questions or Comments?

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