

About LEADS

Overview: LEADS is a Pinellas County, Florida non-profit dedicated to helping families with children. LEADS offers FREE programs designed to work jointly to promote emotional, social, and academic competence and to prevent, reduce, and treat behavioral emotional, and risk-taking behaviors.

Mission: To educate children, empower families, enable equitable communities, and embrace diversity.

Core Beliefs:

1. There is strength in diversity
2. Well-functioning families form the foundation of strong communities
3. All people benefit from the 5-Rs: Reflective abilities; Regulation of Self; Respect for Self and Others; Relationship Skills; and Responsibility-taking.

Primary partnering agency: Overseeing recruitment



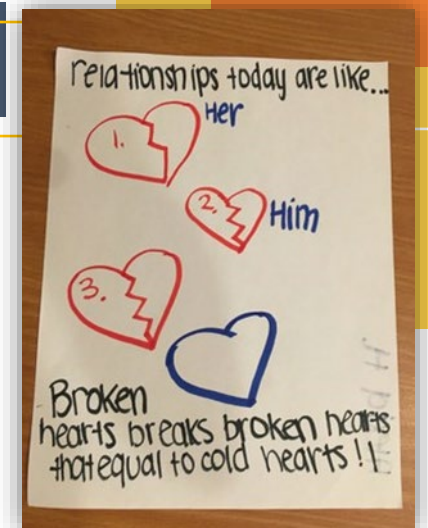
Some additional partners

Pinellas County Job Corp
Pinellas County Urban League
Union Missionary Baptist Church
Bethel Community Baptist Church
Mt. Moriah Christian Fundamental Academy
Babies Lives Matter Foundation
Pretty Young Bosses
We Support Youth



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**Health Education And Relationship
Training Services (HEARTS)**



About HEARTS

- With funding from the OPA under the US DHHS, Life-skills, Education and Development Services (LEADS) designed the “HEARTS Camp” using the evidence-based *Love Notes* curriculum.
- Love Notes* builds skills and knowledge for healthy relationships with boyfriends, girlfriends, peers, co-workers, family, and friends. The program protects teens’ hearts as well as their bodies. It’s designed to help them make wise relationship and sexual choices to assist them in achieving their education, employment, relationship, and family goals.
- At each of the **FREE** camps, youth received breakfast, lunch, snacks, and a T-shirt.

Youth who completed the 2-day program received a \$50-\$75 Amazon gift card.



Program Highlights

- Between July 2019 and June 2020, LEADS administered 25 HEARTS camps, serving 260 youth.
- Youth ranged in age from 10 to 19 with the majority (71%) in the 14-16-year-old age category.
- Among youth served, about 62% were girls or young women and 38% were boys or young men.
- Over 90% of youth served were Black/African American.
- The majority of youth (80%) were residents of south St. Petersburg.

COVID-response

Although designed as a face-to-face program, LEADS responded promptly to the coronavirus pandemic by moving the HEARTS Camp to a virtual format. Nearly half (44%) of the HEARTS Camps were delivered virtually.



“I liked that we got to reflect on our relationships and respect for ourselves”

Youth Satisfaction

On average, youth:

- Were comfortable with the program materials and found them interesting.
- Said the facilitator(s) helped them to learn the material.
- Felt comfortable sharing their opinions during the program.
- Thought they would use information they learned in the program.
- Said they would recommend the program to a friend.
- Would rate the program as high quality.

When asked what they liked best, several themes emerged:

- Information:** Youth appreciated learning about “healthy and unhealthy relationships”, “tips for relationships” and information about teen pregnancy and sexually transmitted infections.
- Activities and materials:** Youth described enjoying the activities, games, and videos as well as the group discussions.
- Group discussion:** Youth appreciated being *“able to speak freely”* without judgment.
- Facilitators:** Youth described the facilitators as *“great”, “sweet”, and “funny.”*
- When asked what they liked least about the HEARTS Camp, most youth said there was nothing they did not like.