

# STAR Features of Youth Engagement

Coined by The B Lab, STAR is a partnership approach to program development. It ensures relevancy and salience for youth, helping researchers and practitioners better understand not only what works, but why.

**SAFE**  
people and places  
minimize re-  
traumatization

**Both physically safe places  
and emotionally safe  
people are necessary.**

- ✓ Would youth rate my space as safe & accessible?
- ✓ Which people are youth most drawn to?
- ✓ How might we ensure that all employees have their core qualities?

**TEAMING UP**  
with community  
partners increases  
acceptability

**Go where youth are and go  
with people who have  
street cred.**

- ✓ Is your outreach plan informed by a range of stakeholders?
- ✓ What are people saying about you?
- ✓ How can you ensure that the message about your organization is consistent with its mission?

**ADDRESS**  
a range of needs  
helps adolescents  
survive

**Programs must have  
multilevel benefits.**

- ✓ Are we clear on the needs of our clients?
- ✓ To what extent are my services aligning with the varying needs of our clients?
- ✓ In what ways might we work with our clients to better tailor our offerings?

**RELATABLE**  
facilitators  
understand and  
listen to adolescents

**Who leads is as important  
as what is taught.**

- ✓ What characteristics are most important to our clients when seeking services?
- ✓ What training will help our staff to identify their positionality and capacity?
- ✓ How might we align hiring procedures to ensure we have the optimal people for each position?



**For more details, read our publication:**

Powell TW, Willis K, Smith B, Lewis Q, Offiong A. (2021). "Don't close the door on them": Recruiting and retaining vulnerable Black youth in prevention research. *Journal of Community Psychology*, 1-16.

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