



**BOYS & GIRLS CLUBS
OF GREATER ST. LOUIS**

Updated: 4/21/2020

COVID-19 IMPACT REPORT

Boys & Girls Clubs of Greater St. Louis

Summary of Response

Along with the rest of the world, we've been closely monitoring the evolving situation with COVID-19. It has brought uncertainty and disruption to the communities we serve, and abruptly taking critical resources, like the Club, out of communities during a time of heightened stress and anxiety could have significant unintended consequences.

Boys & Girls Clubs of Greater St. Louis's (BGCSTL) top priority has not changed: the health and safety of the children we serve.

In accordance with the Center for Disease Control (CDC) and public health officials, BGCSTL has temporarily suspended all in-person programming that brings kids together in groups, however, we are still providing services to our community. While our service delivery model has changed, supporting families will continue. We are working hard to meet the current challenges and the many more that lie ahead even at a time when so many other entities are being forced to cancel or close. We have a responsibility and commitment to our more than 8,500 kids, teens, families, and staff to ensure that basic needs are met over the coming weeks and beyond.

BGCSTL has implemented alternative services and programming for our members and their families, at times in collaboration with strategic partners. Thank you to our partners and donors who have supported our efforts during this time.



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SUMMARY OF RESPONSE TO COVID-19

FAMILY WELLNESS

AMPLIFYING OTHER EFFORTS

VIRTUAL LEARNING & PROGRAMMING

VIRTUAL MENTORING & TUTORING

IN THE NEWS

To experience sessions and share access with your community, visit

<https://www.bgcstl.org/virtualprograms/>

Family Wellness Check-ins

Within **24 hours** of BGCSTL facilities closing at the recommendation of the Center for Disease Control, World Health Organization, and Federal, State, and Local governments, BGCSTL's Program Team implemented protocols to support youth and their families in this time of crisis. Given the Club maintains up-to-date contact information, this allowed staff to begin immediately checking in with Club families via phone call.

Between March 17–April 10, more than **1,465 families** were contacted. This is an ongoing process, and we expect to reach several hundred more families in the following weeks. The calls focused on immediate needs related to shelter, food, and medical care. During these calls, data was collected.

Along with check-in calls, **65 one-on-one** sessions have been given to members via telephone, providing in-depth support to specific needs surrounding each member's life by our licensed social workers.

More than any other sentiment, the families were extremely thankful for the call and that the staff members were checking in on them.

9%

of parents expressed concern about school closures and the associated learning loss

8%

of parents/guardians identified food assistance as a pressing need

6%

of families contacted stated they had a need for assistance with housing and utilities

7%

were concerned with having internet access



Amplifying Other Efforts

Collective impact is woven into the fabric of the Club. With all the resources available from organizations across the region and nationally, BGCSTL is working to ensure youth and families can access the resources they need.

Virtual Learning & Programming

Week One Results:
virtual programming
reached over
10,220 people

In an effort to continuously serve members during the Club closure, BGCSTL is providing distance-based, virtual programming and interactive learning for Club members of all ages (even some for parents).

The new virtual programs feature our staff from all locations sharing our programs (as they would at the Club) but these will be online via our Facebook, Twitter, Youtube (@bgcstlouis) pages each day starting at 3 pm. One lesson is shown at 3, second at 3:30 pm.

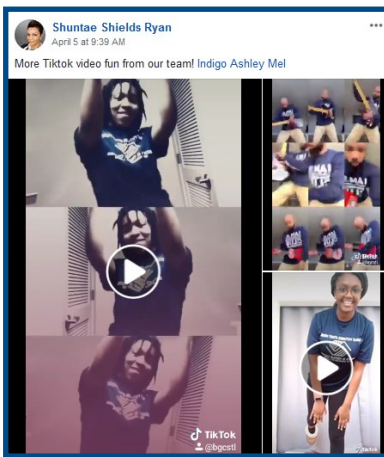
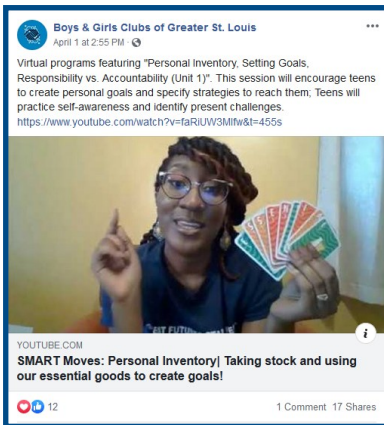
The staff members facilitating the session are also available in real time to answer any questions and respond to comments.

Topics include, cooking tutorials, SMART Girls and Passport to Manhood sessions, exercise routines, poetry exercises, STEM projects and more.

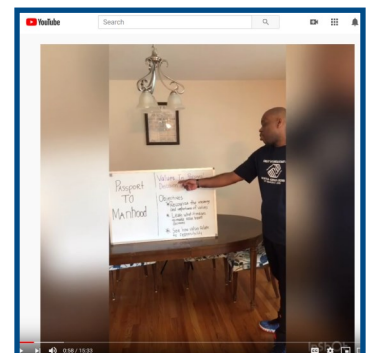
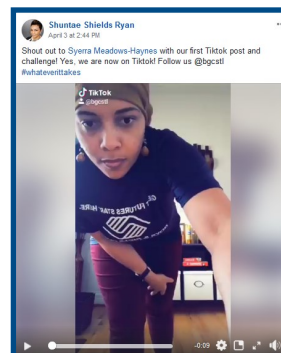
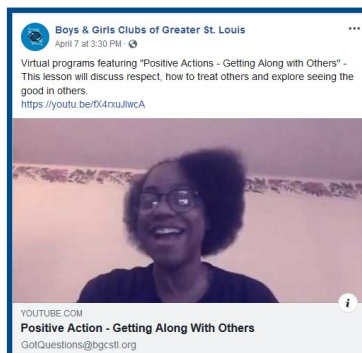
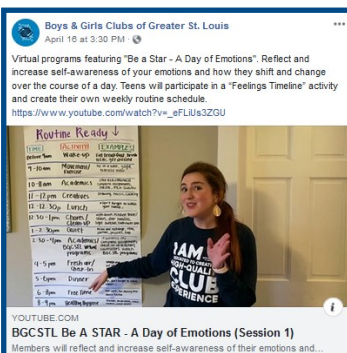
Session examples:

SMART Girls (ages 12-18)
Powerful Words Poem:
Promoting Positive Self-Talk: Girls will review poetry writing and then develop a "powerful words poem" to encourage themselves at the start of each day. The poem will stress who they are, including their strengths and things they have overcome, and it will paint a triumphant picture of their future. They'll make a decorative poster and prep for participation in a poetry slam.

Power Hour (ages 6-18)
Creative Writing: This lesson will preview creative writing and apply it to everyday activities. Young people will be engaged and learn critical thinking skills.



31
shares



Virtual Learning & Programming continued...

Triple Play: Healthy Habits (ages 12-18) **The Kitchen Creative:** Developed by the Teen Center of Excellence Kitchen Manager, the Kitchen Creative is a series of culinary instructional videos that will guide our members step by step to create delicious, healthy food items and meals (and maybe even some treats) at home. In episode 1, youth learned how to make a rustic Italian bread called Focaccia.

Member Support Services (ages 12-18) **Effective Communication: Can We Just Talk?** Developed by the Teen Center of Excellence's licensed social worker, this social emotional session addresses the fact that in the age of advanced technology and social media, meaningful in-person conversations are at an all-time low. During this virtual session, teens will learn tips for effective communication and the role of communication in healthy relationships.

Leadership & Civic Engagement (ages 12-18) **Spread the Word for Justice:** Members will explore justice and injustice. Members will share examples of justice and share one thing they could do to treat people fairly.

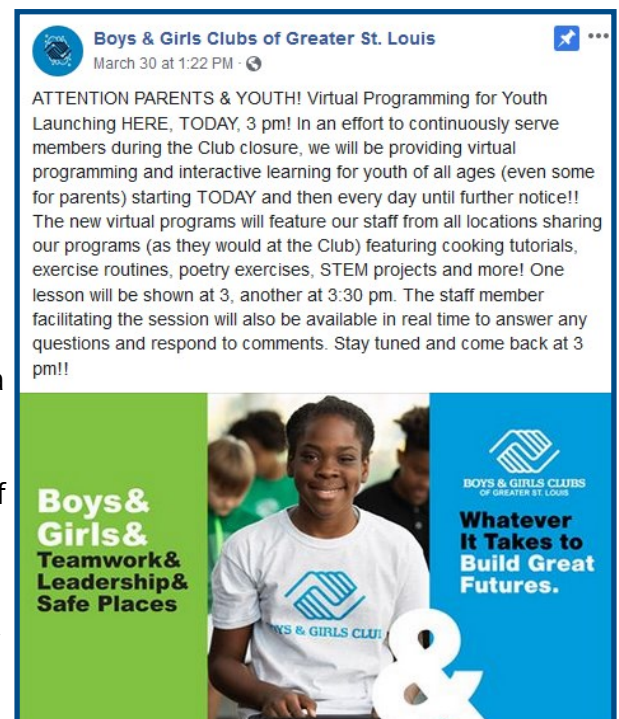
REACH

The virtual programming launch notice was shared with **over 9,600** email addresses - includes families, members, community partners, donors, supporters, etc. We also shared the launch of the virtual programs across all social media platforms.

There have been a number of "shares, posts, reposts and retweets" from our community partners and supporters.

BGCSTL's Facebook has **3,191 followers**, reflecting almost a **200%** week-over-week growth rate. Posts reached **2,093 people** and **782 people engaged** with the post, clicking on it in some way. Our largest age group was between the ages of 25-54. This likely means parents/guardians are pulling up the post for kids since Facebook limits the age to join at 13.

BGCSTL's Twitter has **855 followers**. **Over 2,884 people** saw our virtual programming videos on Twitter.



Stay up-to-date.

Facebook & YouTube

@bgcstlouis

Twitter & Instagram

@bgcstl

Instagram has **602 followers**. We had **243 views** of virtual programming videos.

YouTube is where our videos are housed and is linked to our Facebook page. As of April 10, we have over **5,000 impressions** on YouTube, representing the number of people who received the videos **AND 997 viewed the videos**.

Virtual Mentoring & Tutoring: Workforce Readiness Programs

BGCSTL partnered with St. Louis Internship Program (SLIP) late last year to foster greater opportunities for area teens in the career and workforce readiness space and prepare more young people in the St. Louis Market for jobs. **98%** of SLIP interns have successfully acquired employability skills since 1992.

Through virtual platforms, we will be able to:

Continue psychoeducation classes and access to individual therapy through our Student Assistance Program.

Connect with each student and high school alumni to determine how they are coping with all of the changes and to connect them with necessary resources.

Provide weekly group workshops on various topics related to employability skills, personal development, virtual learning/internships, and life skills training sessions.

Host individual feedback sessions for student employability assets (i.e. professional marketing message, effective communication) and professional credentials (i.e. resume, portfolio).

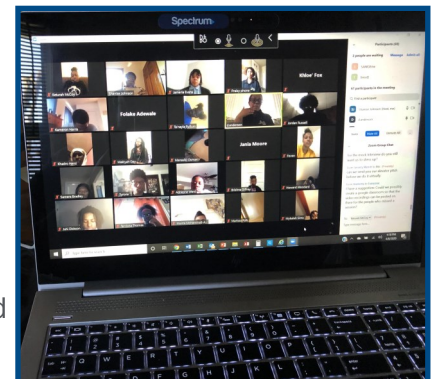
Facilitate informal case management services for students and families needing connection to resources.

Provide lessons facilitated by SLIP staff along with self-paced lessons that have appropriate assessments to determine completeness and assess the key learning and skill development.

BGCSTL-SLIP's eight-week paid summer internships are preceded by a guided application process and intensive employability training. After the internships, students participate in year-round career and college planning and peer and professional networking activities, which continue throughout their high school careers and beyond as SLIP alumni.

At the onset of COVID-19, there were a number of adjustments that were necessary to continue programming. To date, the students enrolled in our program had already completed their application process, enrolled in the dual enrollment college classes, completed the oral interview process, attended orientation, and finished three of ten training sessions. As a result of COVID-19, we are unable to move forward with our dual enrollment college classes and in-person training sessions. Youth need to be able to complete workshops and lessons for employability skills and hard skill development. So, we're moving to virtual platforms!

Virtual training and summer internship plans include the use of a number of nationally recognized platforms as well as platforms where we can facilitate SLIP's employability skills curriculum developed over our almost 30 years of practice-based evidence.



In the News

Boys & Girls Clubs Launches Virtual Programs for Families KSDK/NBC News Channel 5 shared BGCSTL's virtual program launch online and on air <https://tinyurl.com/y89nvndz>

Community Spotlight Show, HOT 104.1 highlighted Virtual Programming for youth and families

Teen Center of Excellence featured in MidWest BankCentre promotional spot <https://tinyurl.com/y8orl6zi>

KSDK/NBC features Flint discussing Virtual Programs and Plans for Summer Camp <https://tinyurl.com/ydcalraw>

St. Louis Public Radio [NPR - WQUB/KMWU/KMST] featuring Dr. Fowler discussing Virtual programs and Camp plans

Schools Are Already Out. But What About Summer School And Camps? <http://tinyurl.com/v5fo2ls>

Want to help?

Contact Ruth L. Lederman,
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