WiseGuyz
A community-facilitated, gender-transformative healthy relationships program for mid-adolescent boys

What is WiseGuyz?

WiseGuyz is an evidence-informed, school-based intervention to educate and develop skills related to healthy relationships. The program engages grade 9 boys in a weekly program that has four modules: healthy relationships, sexual health, gender and advocacy & leadership.

The program:

1. Addresses issues young men face and gives them tools to engage in healthy relationships.
2. Helps young men understand the connection between masculinity and male norms with sexuality and violence.
3. Provides targeted education, skills development, and support to young men to help them achieve sexual well-being and healthy relationships.

Developed & delivered by:

Centre for Sexuality

Research led by:

UNIVERSITY OF CALGARY
FACULTY OF SOCIAL WORK

In collaboration with:

Creative Theory consulting

Project Goals

BUILD EVIDENCE
Preliminary program evaluations are promising. There will be a longitudinal outcome evaluation with a comparison group to rigorously test program effectiveness. This will take place in two Alberta school divisions and will involve an estimated 700 students.

SCALE PROJECT
WiseGuyz will scale to new sites in Alberta and beyond (including a French language setting). The project aims to identify factors associated with implementation quality and service provider capacity. An implementation manual will be created from the data collected.

COMMUNITY-BASED SETTINGS
The feasibility, acceptability and utility of WiseGuyz will be explored in a community-based setting with youth involved in the criminal justice system. The findings will guide gender-transformative interventions with boys in higher-risk settings.
**PROJECT ONE**
*Completion by SEPT 2023*

**PURPOSE**
To demonstrate the effectiveness of the WiseGuyz program through a mixed-methods, longitudinal outcome evaluation.

**METHOD**
- Pre-test, post-test, one-year follow-up surveys to evaluate effectiveness on short-term (e.g. knowledge & attitudes) and long-term (e.g. behavioural) TDV outcomes
- Focus groups with youth participants to contextualize quantitative survey data
- Directly support delivery of 12 WiseGuyz programs
- Approximately 700 boys (ages 13-15) in two Alberta school divisions

---

**PROJECT TWO**
*2018-2023*

**PURPOSE**
Identify factors associated with promoting implementation quality and service provider capacity as WiseGuyz scales to new sites in Alberta and beyond.

**METHOD**
- Explore impacts of a coaching/learning support model on service provider capacity through interviews and site observations, and by tracking implementation using a tracking database designed for this project
- Explore youth outcomes in scaling sites using a within-groups, mixed-methods design (focus groups, pre/post surveys)
- Actively translate learning by creating an implementation manual

---

**PROJECT THREE**
*TBD*

**PURPOSE**
Explore the promise of WiseGuyz for promoting healthy relationships and reducing teen dating violence with vulnerable youth in community-based settings.

**METHOD**
- Implement WiseGuyz in a community-based setting with ~8 youth who are involved in the criminal justice system
- Conduct brief pre/post surveys on TDV attitudes and behaviour. Contextualize survey data using a photo-based evaluation method
- Explore the impact of WiseGuyz implementation on service provider capacity in this new setting through interviews with facilitators and community program staff

---

**Lead Researcher**
Deinera Exner-Cortens, PhD, MPH  
*Faculty of Social Work, University of Calgary, AB*  
deinera.exner2@ucalgary.ca

**Lead Research Consultant**
Debb Hurlock, PhD  
*Creative Theory Consulting Inc., Calgary, AB*  
dhurlock@telus.net

**Lead Community Partner**
Pam Krause  
*President & CEO, Centre for Sexuality, Calgary, AB*  
pkrause@centreforsexuality.ca

---

*Click to learn more on our websites:*  
[Centre for Sexuality](http://example.com)  
[University of Calgary Faculty of Social Work](http://example.com)