

# 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:*



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## 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 Activities

## 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

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