

The logo for EUNOIA GLOBAL is enclosed in a circular border made of small dots. The text "EUNOIA" is positioned above "GLOBAL" in a bold, sans-serif font.

EUNOIA
GLOBAL

A vertical rectangular panel on the left side of the cover features a complex African geometric pattern. The pattern consists of interlocking shapes, including squares and triangles, filled with various colors such as red, orange, brown, and white. The overall effect is a rich, textured mosaic.

African Link Initiative (ALI)

THE EVIDENCE

Why ALI Works

The challenge

We've all been there. For most of us, our teenage years bring about the first time we consider our individual identities and how that may affect our future in life -- we begin to ask who we are and why. Teens in America get bombarded with countless data points, "factoids," and "big personalities" that influence how they view their world and themselves in it, which affects their perceived value (self-worth). Their perceived value directly impacts the quality of the decisions they make about their life and future. At the same time, teens can experience an increased awareness of how others may perceive them, which may then manifest as self-consciousness, experimentation, and even rebellion.

For Black youth, questions about identity are compounded by issues related to race and ethnicity. Most descendants of enslaved people have little or no connection to their ancestral heritage before the Transatlantic Slave Trade.

Why identity matters

Identity describes one's sense of self and how one defines themselves in terms of values, beliefs, and role in the world. Our self-identity in adolescence forms the basis of our self-esteem later in life. Though teenagers have some control over their identity development, their identities are also influenced by external factors including peers, family, school, ethnic identity, media, and other social environments.

Studies have shown that programs for Black students that teach Black culture and instill cultural pride yield promising outcomes. Stanford University researchers studied a special class for Black teenage boys in Oakland, California called the Manhood Development Program. They reported that Black boys were less likely to drop out of high school if the class was offered at their school. In a high school with 60 Black boys in ninth grade, on average only three students dropped out as opposed to five students in schools that did not provide the course. Between the graduating classes of 2010 and 2018, the high school graduation rate for Black boys in Oakland schools increased from 46% to 69%.

In 2010, Oakland, California schools implemented a culturally specific program for Black boys. The program helped increase the high school graduation rate for Black boys from 46% in 2010 to 69% in 2018.



Why ALI Works

continued...

How ALI cultivates identity

ALI transforms how Black youth experience their world by first transforming how they experience themselves. ALI's evidence-based three-part program supports teen identity development by helping them explore three questions that are critical to identity formation:



Part 1:

Where do I come from?



Part 2:

Where am I now?



Part 3:

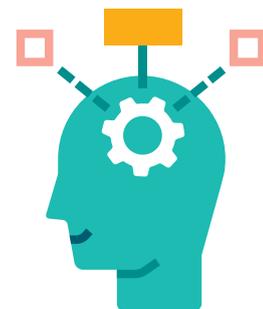
Where can I grow from here?

How ALI works

Teens begin the journey of self-discovery by taking an **African Ancestry DNA test**, learning about Africans and the continent of Africa, and hypothesizing what their ancestral DNA results will be. Depending on the status of public health, teens may also participate in an overnight educational trip to Washington, D.C.* with guided tours of Howard University, the National Museum of African American History and Culture, and the Smithsonian National Museum of African Art. Teens may also participate in a unique critical thinking experience called Egypt on the Potomac. ALI includes curriculum from IKG's Cultural Imperative Program (CIP), co-founded by renowned author, publisher, cultural historian, and educational consultant, Anthony Browder.



While their African Ancestry DNA results are being analyzed, ALI Scholars will begin **Part 2 of ALI: Influencer Academy™** and participate in Vital Smarts' customized Crucial Conversations™ workshop. This world-class training course is used in 300 of the Fortune 500 companies. Teens will learn and practice the growth mindset, skill set and habit set necessary to improve self-awareness, critical thinking, decision-making, relationship skills, and accountability. ALI Scholars will experience the arts through an African Movement workshop led by Black actors and playwrights, that is by, for, and about the beauty of the Black experience.



*Specific activities will depend on the status of COVID-19 at the time

Why ALI Works

continued..

Influencer Academy is followed by **Part 3 of ALI: Teen Summit**. In this open forum of facilitated conversations, teens are encouraged to unpack and re-think individual, group, and cultural constructs like: identity, race, the juxtaposition between African American and African, popular music and its influence, colorism, Henrietta Lacks, Willie Lynch and so much more. Teens explore their ideals about how they see themselves both today and tomorrow. The goal is for teens is to learn by doing – thinking critically, being curious, journaling, and challenging their own paradigms, biases, and stereotypes.



ALI culminates with a birthright trip to Ghana* to experience African culture first-hand and visit historical sites of the Transatlantic Slave Trade. This 14-day experience starts in Washington, D.C. with a diplomatic VIP sendoff at the Embassy of Ghana. In Ghana, teens will meet with their Ghanaian peers, take part in a youth-led community service project, a tribal naming ceremony, and so much more.



Each night, teens will spend time reflecting and journaling about their experiences and sharing their thoughts and feelings. This homecoming trip provides authentic, direct experiences to help heal the divide between African Americans and Africans, and helping African American youth heal the divide within themselves.

Sources

- [Evidence supporting teaching Black culture to Black students](#)
- [Aspiro Adventure - Why is teen identity development so important?](#)
- [The Cultural Imperative Program](#)

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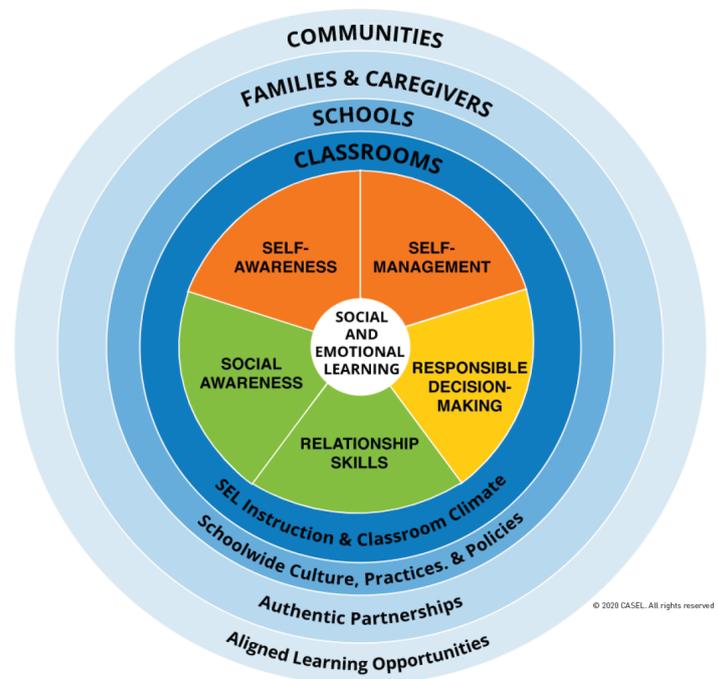
The Evidence

ALI is tackling a big issue that will impact a vulnerable and impressionable population -- Black teenagers. To ensure our program gets it right the first time, every component of our program is rooted in proven techniques that have been shown to improve outcomes among historically disadvantaged or underserved groups.

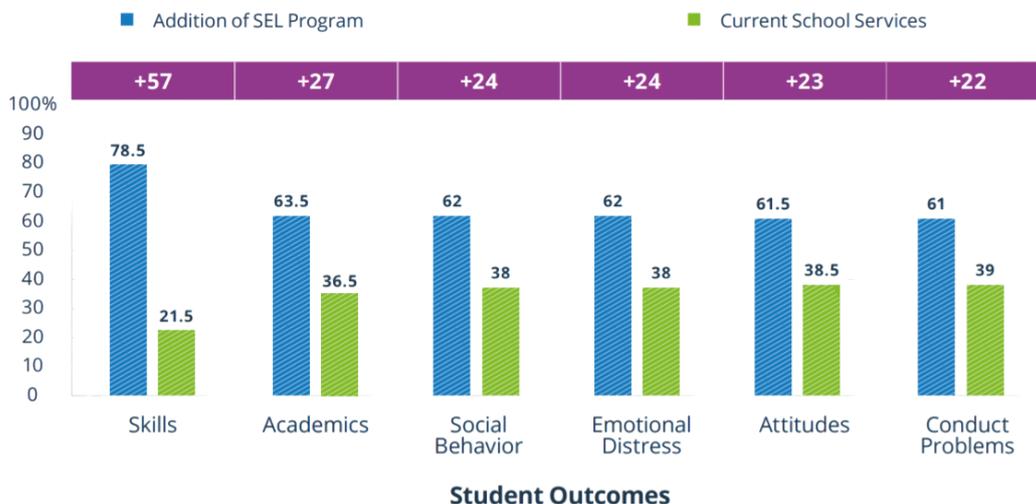
Social and emotional learning (SEL)

At the core of our approach is social emotional learning (SEL), a framework through which all young people and adults acquire and apply the knowledge, skills, and attitudes to develop healthy identities, manage emotions and achieve personal and collective goals, feel and show empathy for others, establish and maintain supportive relationships, and make responsible and caring decisions.

SEL advances educational equity and excellence through authentic school-family-community partnerships to establish learning environments and experiences that feature trusting and collaborative relationships, rigorous and meaningful curriculum and instruction, and ongoing evaluation. Source: [CASEL](#)



Percentage of Students Who Improve with the Addition of an SEL Program



The Evidence

continued...

ALI operationalizes proven and promising links between social and emotional learning (SEL), culturally responsive education, identity development, and improved life outcomes for Black youth.

A Stanford University study found, [this program](#), which focused on cultural pride for Black youth, yielded a

**50%
increase**

in the Black male
graduation rate

In October 2020, the Collaborative for Academic, Social, and Emotional Learning (CASEL) updated its definition of SEL to include identity development, which is the heart and soul of ALI.

Cultural pride improves outcomes, including GPA, for Black students

[Source: Hechinger Report 2019](#) & [Cultural Imperative Program](#)

300+
**Fortune 500
Companies**

use Crucial Conversations™, a core component of the ALI curriculum

Programs that offer social and emotional learning strategies yield an

**11:1
Return on
Investment**

[Source: Columbia University 2015](#)

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