



HEROES 2:

A PROGRAM EVALUATION BASED ON BEHAVIOUR CHANGE AND POSITIVE YOUTH DEVELOPMENT LITERATURE



[ACCESS THE FULL REPORT](#)

INTRODUCTION

Impact Society developed the HEROES 2 program as a tool to enhance students' social-emotional skills while generating a greater sense of community. This stands among a suite of programs that Impact Society has been rolling out since 1994 in their pursuit of developing resilient youth.

To further validate the effectiveness of the HEROES 2 program, researchers from Queens University wrote a program evaluation based on behavior change and positive youth development. This paper determined that HEROES 2 demonstrates a strong alignment with the principles of Positive Youth Development (PYD) and the COM-B model for behavior change.

KEY INSIGHTS

POSITIVE YOUTH DEVELOPMENT (PYD) ALIGNMENT

PYD focuses on a **strength-based approach** that fosters empowerment in youth which typically relies on 3 factors:

1. The environment is developmentally appropriate and can respond to changing needs.
2. Relationships with competent and knowledgeable adults.
3. Emphasis on assets that drive youth to be contributing members of society.

The HEROES 2 program adheres to PYD principles by offering various experiences and opportunities for reflection, experiential learning, and teamwork. This program builds skillsets in a way that allows application to real world experiences.

COM-B MODEL ALIGNMENT

The COM-B Model of Behavior alludes to the fact that behavior is influenced by three factors:

- **Capability:** physical and psychological ability to engage in a certain behavior
- **Opportunity:** the physical and social environment that impacts the performance of a behavior
- **Motivation:** processes, habits, responses, and decision-making that effect and direct behavior

HEROES 2 utilizes a diverse set of Behavior Change Techniques (BCTs) by reinforcing specific behaviors and accommodating various learning preferences.