



# Preparing youth for brighter futures



## About Bridge to Employment

In 1992, Johnson & Johnson launched the Bridge to Employment (BTE) initiative to inspire young adults (14–18 year olds) from underserved communities to stay in school, excel academically, and elevate their career aspirations.

Through academic enrichment activities, career readiness and exploration opportunities, and higher education preparation, BTE students are introduced to various careers in the health industry, motivated to pursue higher levels of education and take the steps necessary to build a better future and achieve their full potential.

### Keys to success

What makes BTE different from other corporate social responsibility efforts? It is the active involvement of the Johnson & Johnson volunteers. Employees are involved in every stage of program, including selecting community partners, designing the program, and providing actual interventions.

To support local programs, Johnson & Johnson partners with FHI 360's National Institute for Work & Learning (NIWL) to manage the BTE initiative. FHI 360 works with the local communities to design, launch, implement, and evaluate BTE programs. Some of the technical assistance includes:

**Strategic Planning.** A six-to-nine-month strategic planning process ensures that the local program is guided by the BTE evidence-based program design and protocol, yet implemented and structured to meet the needs of its unique community.

**Professional Development.** The annual Alliance Building & Training Session (ABTS) for BTE representatives from around the globe encourages cross-site communication, ongoing learning, and knowledge building. An "orientation" and two "enrichment" trainings and corresponding curricula are available to Johnson & Johnson employees and other community volunteers participating in the BTE program, providing tips and techniques for working with BTE youth.

**Resources.** BTE programs have access to a rich, resource-based and practice-driven website, which includes tips, successful strategies, templates, and other management and implementation resources. BTE Partners can also communicate with and learn from their colleagues around the world through the BTE Facebook page.



David Wilkinson  
(Deputy Vice-Chancellor, Corporate  
Engagement & Advancement)

## Program at-a-glance

### QUICK FACTS\*

- More than 3,500 graduates
- 60 local programs
- 13 countries, including 11 US States and Puerto Rico
- 4:5 BTE sites continue one or more BTE activities following Johnson & Johnson initial investment.
- 150 Johnson & Johnson employees volunteered 3,000+ hours with the BTE program last year.

\* Reported findings from 2011.

### GOALS

- Increase in the number of students who enroll in higher education
- Increase in the number of students interested in pursuing a career in the health sector.

### STRATEGIES

- Academic Enrichment
- Career Readiness & Exploration
- Higher Education Exploration & Preparation

### SAMPLE ACTIVITIES

- Academic Tutoring
- Science Laboratories & Applied Learning Projects
- Curriculum Development & Teacher Externships
- Camps & After School Programming
- Company Tours
- Guest Lectures & Career Coaches
- Job Shadowing & Internships
- College Preparation & Application Support
- College Tours & Taster Days
- College Courses & College Credit

## Our Impact

**Higher numbers of students aware of and applying to higher education.**<sup>2</sup> Fifty-three percent (53%) of BTE graduates received “college credit” (4 credit hours on average) while enrolled in secondary school through the BTE program; 77% enrolled in higher education; and 68% of students from US-based sites received scholarships (\$6,000 on average) to attend institutions of higher education. Ninety-eight percent (98%) of BTE graduates agree that BTE provided an advantage when applying to higher education and/or jobs.

**Positive youth development: engaged, self-confident, motivated young people.**<sup>3</sup> Eighty-seven percent (87%) reported that BTE motivated them to work harder in school. Graduates also reported improvements in work readiness skills, including communication (93%), decision-making (87%), goal setting (77%), leadership (72%), problem solving (70%), teamwork (89%), time management (68%), and creative thinking (76%).

**Interest in health careers.**<sup>4</sup> Eighty-three percent (83%) plan to pursue a health career. In fact, in Madrid, Spain where there is a very high unemployment rate among youth (over 40% in 2010), 16 BTE graduates obtained a Nursing Assistant or the Pharmaceutical Aid Certification and over 50% gained employment in the health field within 3 months of graduation; 30 additional students expect to obtain certifications in 2012.

**Educational benefits.** BTE inspired the development of new curriculum and courses – including a Diabetes Curriculum, which is used by more than 1,000 classrooms in the San Francisco Bay Area as part of biology and chemistry courses, and The Health Academy Curriculum at Inveralmond Community High School (a BTE–Livingston, Scotland pilot), which was accredited by the Scottish Qualification Authority in 2011 and now serves as a national model. These efforts, among others, contribute to the broader educational reform agenda.

**Community Advances.** Previous competitors (community-based organisations and institutions of higher education) now work together on numerous projects and have applied for joint government funding for new initiatives.<sup>5</sup>

<sup>2-4</sup> Reported findings from 2011 BTE graduates

<sup>5</sup> Specific impact reported by the BTE–Core, Ireland program

## In Australia

Officially launched on 17 February 2014, the BTE program in Australia was made possible by 2realise, a local charity with expertise in brokering partnerships with corporates and education institutes (high schools and tertiary). 2realise brought together three local educational institutions; Macquarie University, Northern Sydney Institute of TAFE and Marsden High School to work with Janssen, whose parent company is Johnson & Johnson. The 3 year program will provide 47 Marsden High students with activities that enrich their academic studies and engage them into thinking about their future career options. The Australian program will follow the successful learnings from other countries which has demonstrated positive outcomes for all parties, particularly the students.

Attending the launch, NSW State Government local member, The Hon. Victor Michael Dominello, MP, said the program stood out among other worthy attempts due to one key element – mentoring. He praised the Johnson & Johnson staff for volunteering to work side-by-side with students through the final years of high school.

“The program also offers longevity; it is not just sitting in a lecture theatre for an hour, or work experience for a week, it is three years of activities. And even more importantly, there is an evaluation at the end for all parties to track progress or problems.”

Employees at Janssen are supporting these young people through the program. They have volunteer mentors working side by side with students, guiding them through school and the important transition to further education for their chosen careers. The broad set of challenges and exercises are set by Marsden High School, Macquarie University and TAFE, as well as Janssen itself.

Over the past few years 2realise has had great success linking schools with corporates like Castle Hill Holden, Microsoft, Thales Group, Woolworths and McDonalds. Programs such as BTE are playing valuable leadership roles across Australia and 2realise will continue to establish similar programs to achieve its mission of assisting young people 2realise their potential.



The Hon. Victor Michael Dominello, MP with a student from Marsden High

*“The BTE program is inspired by the Johnson & Johnson Credo. Our employees volunteer their time and offer life-changing experiences that unleash the untapped potential of young people.”*

Sharon D’agostino, Vice President, Worldwide Corporate Contributions & Community relations, Johnson & Johnson

*“We are so proud to have brought all parties together for this program. Everyone is excited and committed to it – it will stimulate students to create choices in their lives. It’s programs like this one that really make a difference in keeping youth at school,”*

said Rowena Stulajter, Acting CEO of 2realise.

*“Through BTE, Johnson & Johnson gives back to the community, by establishing and promoting sustainable partnerships and educational policies that positively impact students, schools and communities long-term.”*

Michael BzDaK, Director, Corporate Contributions, Johnson & Johnson



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