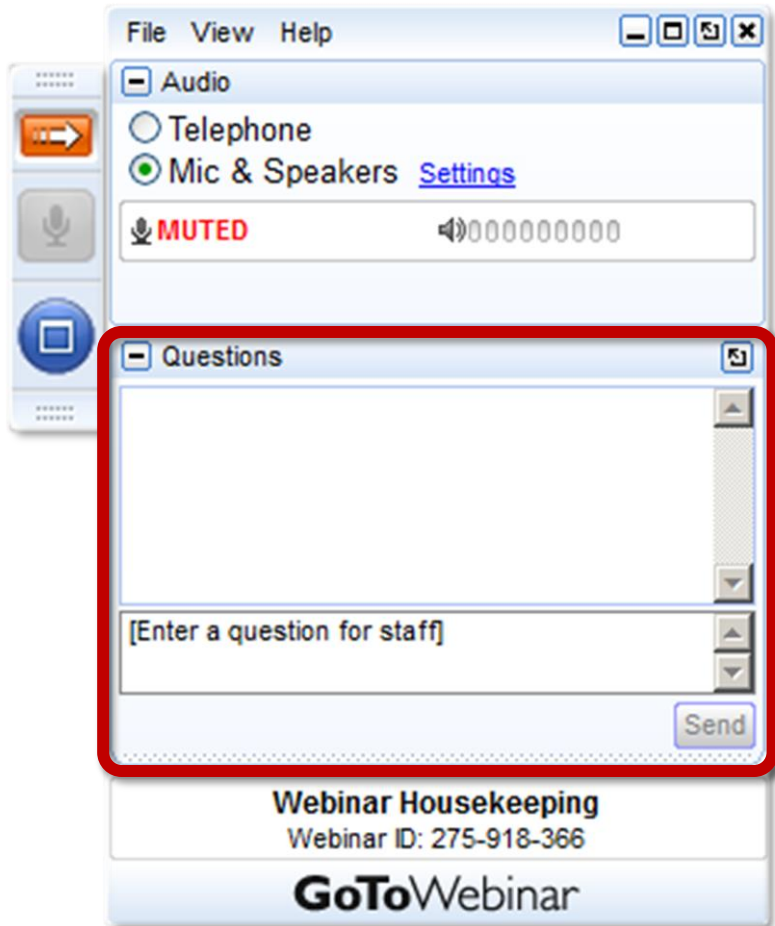


Engaging Youth in Your *Let's Move!* Cities, Towns and Counties Efforts

September 25, 2014

Advance Call for Questions



Your Participation

- Please submit your text questions and comments using the Questions Panel
- Note: Today's presentation is being recorded. Slides and recording will be sent within 48 hours.

Today's Presenters



- Leon T. Andrews, Jr.
Senior Fellow,
National League of Cities



- John Wilson
National Youth Engagement Advisor,
The Alliance for a Healthier Generation



- Patrick Binder
National Youth Ambassador,
The Alliance for a Healthier Generation



National League of Cities' Institute for Youth, Education, and Families

Authentic Youth Civic Engagement in Local Government:

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In AYCE, youth & young adults...

- ↳ are seen as valuable participants in the work of local government
- ↳ are prepared and supported to tackle relevant issues
- ↳ work in partnership with adults who respect, listen to and support them

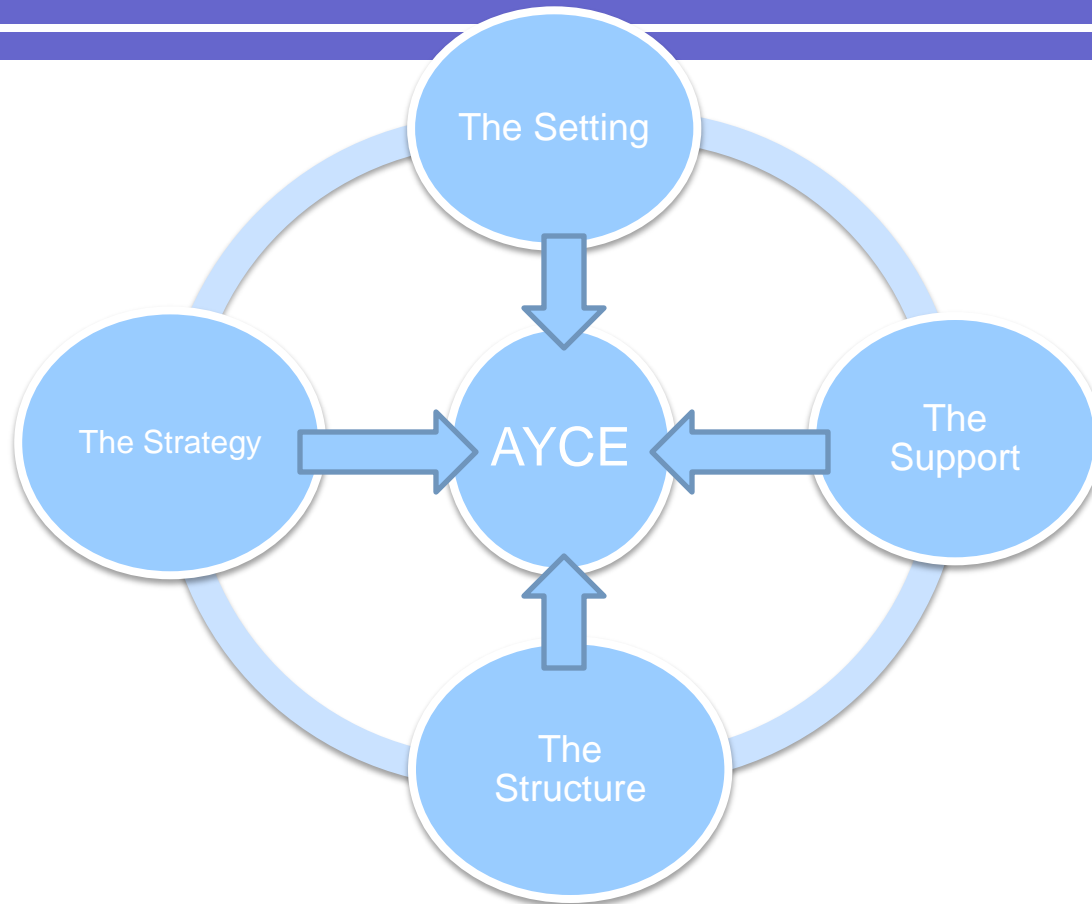


AYCE = Positive outcomes

- 1** budget savings & revenue generation
- 2** increase support for city initiatives
- 3** better policy for healthy youth development
- 4** services are relevant & accessible
- 5** higher rates of voting & volunteerism in young adults
- 6** prepare current and future leaders
- 7** improve direct outcomes for youth



The AYCE Framework



National League of Cities

Institute for Youth, Education, and Families





The Setting

What does
it take?

Role

- ◆ Welcome youth into local government

Outcome

- ◆ Elected officials and other community leaders promote and act on their belief that youth can help local government build a better community.



Youth Voices

“We are in a great position to have a big impact on issues in our cities”

- Youth leader, Olathe KS

“We’re the future leaders; City leaders need to hear our voices now”

- Youth leader, Denver CO

“Youth need to take part in the decisions that affect us today”

- Youth leader, Hampton VA



The Support

What does
it take?

Role

- ◆ Build youth adult partnerships to support engagement.

Outcome

- ◆ Adults - within and outside of government – are willing and able to work as colleagues with youth and build bridges between them and the adult world.



Working with Young People

- ◆ Avoid preconceptions
- ◆ Orient young leaders (and adults!)
- ◆ Make meeting interactive
- ◆ Allow young people to lead
- ◆ Encourage youth peer networking
- ◆ Respect young people's needs
- ◆ Institutionalize youth involvement



The Structure

What does
it take?

Role

- ◆ Develop an infrastructure that supports youth participation.

Outcome

- ◆ A workable structure matches the interests of youth with the needs of the city.



Spectrum of Youth Engagement

INVOLVE	CONSULT	REPRESENT	SHARED LEADERSHIP
Learn and Do	Share Insights	Dialogue and Influence	Become Colleagues



The Strategy

What does
it take?

Role

- ◆ Ensure meaningful opportunities for youth to make a difference.

Outcome

- ◆ A continuum of opportunities -available/ accessible to a broad diversity of youth - allows them to have an impact on important issues.



Strategies to Engage Youth

1. Youth Summits
2. Youth Mapping
3. Youth Councils & Commissions
4. Youth on City Boards
5. Youth Planner Programs
6. Youth Master Planning

*Together – Building a network of
Youth Civic Engagement*



3 Things You Can Do

1. **SHARE** this information with someone and follow up
2. **FIND** some motivated youth and adults, do the inventory and discuss
3. **CHOOSE** one critical element and decide on a strategy



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“Every child deserves the opportunity to make positive choices about his or her health...And through my experiences I know that change starts with me, and my voice has the power to make positive changes.”

- Ethan Oro





Health-Focused Youth Programming

Peer Education

Service Learning

Activism

Evaluation/Research



Youth Participation On Boards

School Wellness Councils

Wellness Coalitions

Health Improvement Plans



Youth-Led Boards or Advisory Councils

Mayor's Youth Council

Youth Advisory Board

Youth Cabinet

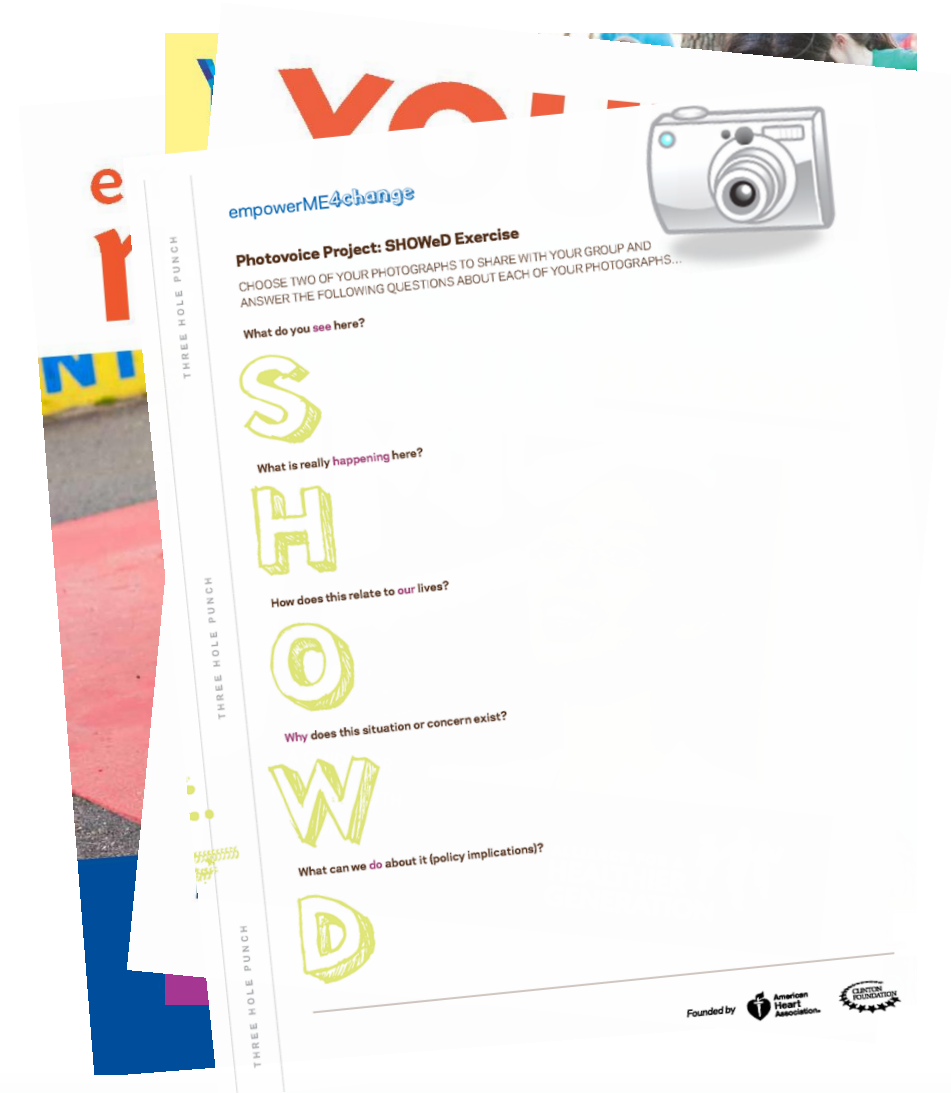
Health-Focused Youth Programming

Peer Education

Service Learning

Activism

Evaluation/Research



Evaluation/Research

- Photovoice
- Community mapping
- Sidewalk audits
- Community-based participatory research

Youth Participation On Boards

School Wellness Councils

Wellness Coalitions

Health Improvement Plans

Youth Responsibilities

- **Research and Evaluation**

- Surveys
- Assessing snacks/beverages in vending machines
- Focus groups

- **Communication and Media**

- Co-designing marketing materials
- Promoting the work of the board
- Writing articles, blog posts or op-eds
- Serving as spokespeople

- **Organizing and Activism**

- Organizing their peers to support community initiatives or policies
- Advocating on behalf of a wellness council at official meetings

Youth Participation On Boards

School Wellness Councils

Wellness Coalitions

Health Improvement Plans

Helpful Tips for Adult Leaders

1. Be clear about roles and expectations
2. Create more than one youth position
3. Provide skill-building opportunities beyond the meetings
4. Prioritize youth in any action plans
5. Invite youth to cultivate leadership amongst their peers
6. Meet at convenient times and locations

Youth-Led Boards or Advisory Councils

Mayor's Youth Council

Youth Advisory Board

Youth Cabinet

How to Create a Youth-Led Board

STAGE 1: Assess your city, agency or organizations readiness to work with young people.

- What is your purpose?
- How will you actually support the youth?
- Identify key staff and build support from the entire organization

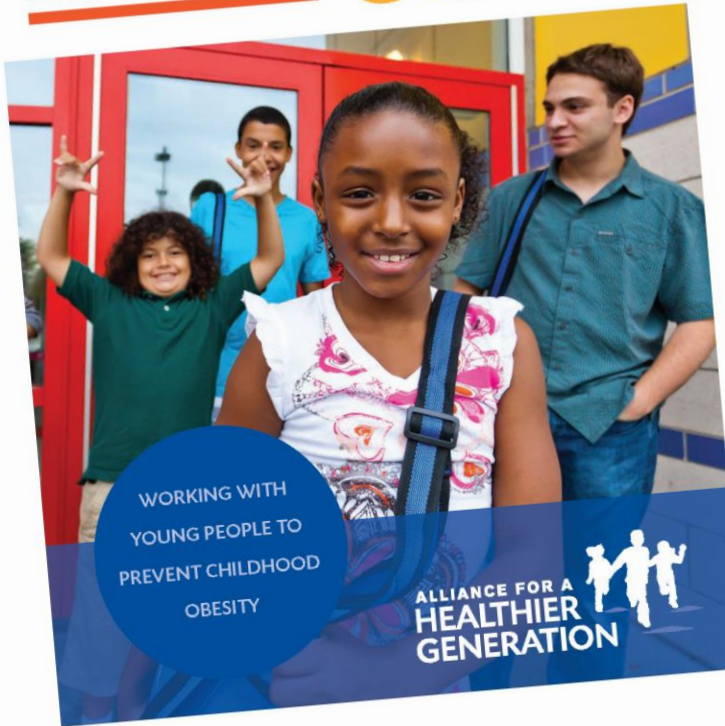
STAGE 2: Recruit and orient board members

- Outreach and recruitment
- Application process
- Letters of recommendation
- Interviews

STAGE 3: Support and sustain the board with activities

- Provide skill-building opportunities
- Provide coaching and support
- Provide meeting space and logistics
- Provide clear communication

YOUTH ENGAGEMENT GUIDE



More information at
www.HealthierGeneration.org



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