

Youth Outreach Starter Pack

As a Youth Peer Advocate you will be tasked with assisting your Coalition Coordinator in identifying new ways to reach, engage and increase youth participation in coalition activities.

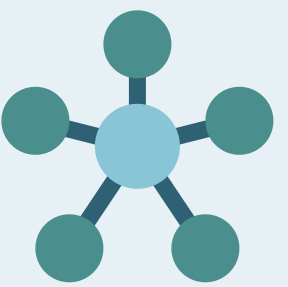
Know Yourself and Your Coalition

- Identify why you are doing prevention work and be able to share this motivation concisely with stakeholders
- Familiarize yourself with your coalition's purpose
 - Review your coalition's needs assessment data
 - Review your coalition's strategic plan including prevention strategies and activities
- Identify current coalition members, the sectors they represent, and assess their stake in substance abuse prevention
 - Review the member organization's missions
 - Determine if their organization's have routinely meeting youth groups



Creating a town map of Youth Serving Organizations

- Identify the major organizations that serve youth.
 - For example: schools, town boards & commissions, physical/mental health centers, solidarity groups, youth centers, recreation centers, libraries, the town social service department, social clubs, religious organizations, first responders, the service industry, etc...
- Review each organization's mission and youth serving initiatives
 - Determine if the organizations have routinely meeting youth groups, which you might attend or whose members you might recruit for coalition activities



Collaborating with Youth thru Youth Serving Organizations

- After learning of an organization thru an introductory meeting:
 - Debrief with supervisor on meeting successes, learning lessons, and next steps
 - Brainstorm collaborative opportunities for the organization's youth (eg. focus groups, community event volunteering, training for peer2peer message spreading, policy research projects/initiatives, social media management, peer2peer group facilitation)
- Schedule a follow-up meeting with youth serving organization representative and youth group to discuss opportunities to collaborate
 - Incorporate youth in the planning, development, and implementation of activities and events

Starting a Conversation with the Youth Serving Organizations

- Leveraging your self-awareness, knowledge of your coalition, and base level knowledge of the prevention infrastructure in your town, you're now able to reach out to youth serving organizations for opportunities to collaborate.
- With your coalition coordinator prepare to reach out to organization representatives to have an introductory conversation about their organization and opportunities to collaborate on events and activities
 - Conversation Guide Considerations:
 - Ask about goals for health youth or positive youth development
 - Listen and learn about their goals
 - Share coalition goals
 - Identify shared goals
 - Share opportunities to collaborate

RESOURCES

1. **Fundamentals of Organizing Toolkit:** https://www.nea.org/sites/default/files/2020-11/22122_C40%20Organizing%20Toolkit.pdf
2. **Take Action; Create Change - A Community Organizing Toolkit:**
https://cdn.ymaws.com/www.wpha.org/resource/resmgr/health_&_racial_equity/lcat_take_action_create_chan.pdf

RESOURCE LINKS

1. **TTASC - 12 Sector Collaboration Series:**
https://preventiontrainingcenter.org/uploads/module_resource/resource_file/youth_serving_organizations.pdf