



Engaging and Sustaining: Strategies for Partnering with Youth to Advocate for Policy Change

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California Youth Advocacy Network

The California Youth Advocacy Network changes the tobacco use culture in California's [high schools](#), [colleges and universities](#), [military installations](#), and other [youth and young adult communities](#) by providing knowledge, skills, and tools to create local change for healthier communities.





How tobacco control programs in CA partner with youth

BACKGROUND INFORMATION



Youth Objective and Activities

Objective

Work with local organizations to increase youth engagement in tobacco control [policy advocacy](#) activities.

Activities

- Technical assistance
- Trainings for youth and adults
- Resources
- Opportunities for youth

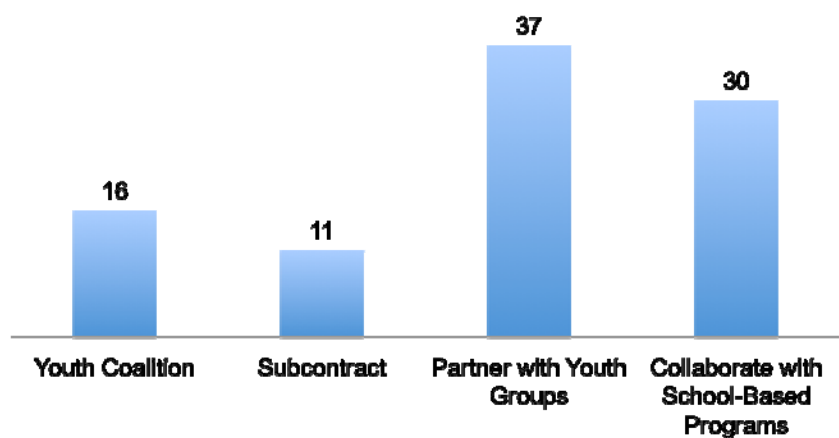


Statewide Assessment

- 2014 and 2016
- Distributed via email to all 61 Local Lead Agencies (LLAs)
- Questions:
 - Working with youth
 - How working with youth
 - Activities youth are engaged in
 - Topics youth working on
 - Youth on coalition

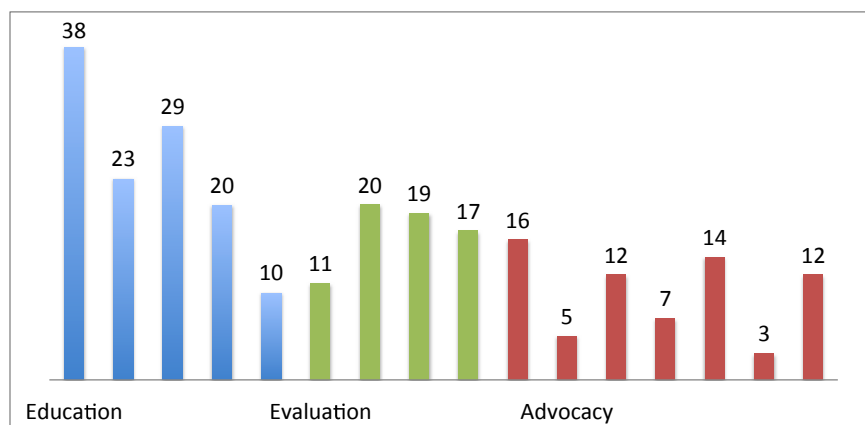


Does your agency....





Activities Youth Are Engaged In



Supporting Local Youth Engagement at the Statewide Level

- 1 Assess capacity for working with youth
- 2 Build capacity for youth engagement
- 3 Train and support youth
- 4 Provide youth opportunities



Assessing and Building Capacity for Youth-Adult Partnerships

ASSESSING CAPACITY



Building a Foundation

Assessing organizational capacity to engage youth as partners

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Youth Engagement: Self-Assessment

1. What does youth engagement mean to you?

2. Why do you want to engage with youth?

3. What do you want to accomplish with your youth partners?

4. What strengths do you and your agency have to support youth engagement? (check all that apply)

☐ Flexible staff schedules	☐ Convenient meeting space
☐ Transportation for youth	☐ Funding for food, supplies and incentives
☐ Connections to existing youth groups	☐ Connections with schools
☐ Strong agency support	☐ Strong support in the community
☐ Recruitment plan	☐ Training and orientation plan
☐ Retention plan	☐ Diverse group of youth advocates
☐ Dedicated staff with experience engaging youth	
☐ Action plan to engage youth in tobacco control	
☐ Other, please specify: _____	

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5. What obstacles have you and your agency faced when engaging youth in your program?

☐ Lack of youth interest in tobacco control

☐ Lack of understanding of youth engagement and advocacy

☐ Lack of action plan to engage youth in tobacco control

☐ Difficulty with recruiting youth

☐ Difficulty with retaining youth

☐ Not enough activities for youth to engage in

☐ Time constraints for agency staff

☐ Time constraints for youth advocates

☐ Lack of connections in the community

☐ Transportation issues

☐ Lack of diversity

☐ Insufficient funding to support youth engagement

☐ Other, please specify: _____

6. List 5 strengths you have for working with youth:

(1) _____

(2) _____

(3) _____

(4) _____

(5) _____

7. List one way you can improve in working with youth:

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Consider

- What can your organization offer youth in your community?
 - What's their story? Why might they get involved?
 - What are youth interested in?
 - What may they want to learn?
 - What skills do they want to acquire?



Creating a Plan

Determine how your agency will work with youth

- Partner with an existing agency/group or develop and maintain a youth coalition?
- One-time or long-term relationships with youth partners or organizations
- Develop recruitment strategies
- (If long-term) Determine how to maintain partnership with youth
 - Communication
 - Meeting
 - Expectations
 - Opportunities



Building Youth Capacity to Advocate for Smoke/Tobacco-Free Policies

SUPPORTING YOUTH



Trainings for Youth

- Tobacco 101
 - *Including issue-focused content*
- Advocacy and Community Norm Change
- Skill-Based Trainings





Strategic Planning Sessions

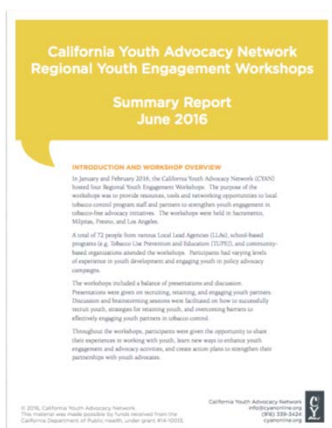
Youth-led policy advocacy initiatives

- Utilize the Midwest Academy Strategy Chart
- Opportunity for youth to learn strategic planning process
 - Allies and opponents
 - Arguments for and against?
 - Decision makers
 - Tactics
- Develop campaign timeline

The Midwest Academy Strategy Chart is a complex table with multiple columns and rows, detailing various aspects of strategic planning. It includes sections for 'Goals', 'Objectives', 'Strategies', 'Tactics', and 'Evaluation'. The chart is designed to help organizations develop a comprehensive strategy for their advocacy efforts.



Questions? Comments?



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