



**Getting Started Today**


- The handout.
- Other resources available from us.

**Reaching Us Later:**

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**Today's Goals:**

- ✓ Clarify what Youth Empowerment is and what it isn't.



**Today's Goals:**

- ✓ Identify the knowledge & skills youth need to take action.
- ✓ Demonstrate how these skills are applied.



### Today's Goals:

- ✓ Provide you with lots of ideas for initiatives.
- ✓ Provide you with tips for implementing advocacy activities.



### Today's Goals:

- ✓ Comprehensively discuss the concept youth-driven Policy Change.



### Today's Goals:

- ✓ Provide you with some resources you could use.



### Dover Youth to Youth





### Dover Youth to Youth



### One Voice Youth Empowerment Model

**KNOWLEDGE**



**SKILLS**



**ACTION**

Youth 2 Youth

### Focus Areas for Action

- ❖ Education
- ❖ Community Awareness
- ❖ Policy Change
- ❖ Media

# Education & Training

## Classroom Presentations



## Samantha Skunk



Module 3A-6



## Presentations

Module 3A-6

Samantha Skunk



[www.SamanthaSkunk.com](http://www.SamanthaSkunk.com)

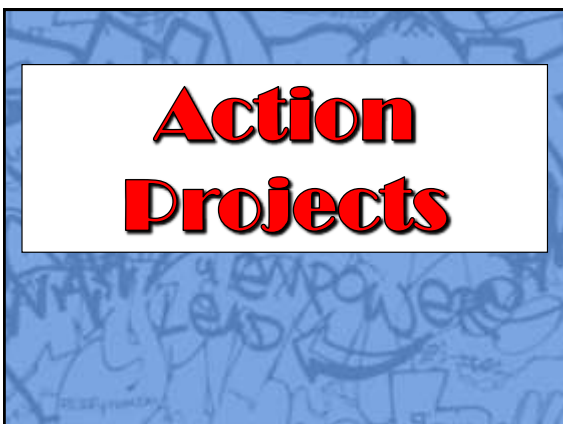
## Large Assemblies

Module 3A-2

**8 Things the Alcohol Industry Doesn't Want You to Know**







## Community Awareness

Module 3C-6

## Zombie Project



## The Zombie Project



## If You Think Zombies are Scary...



**Just look in your medicine cabinet!**





## Longer Campaigns

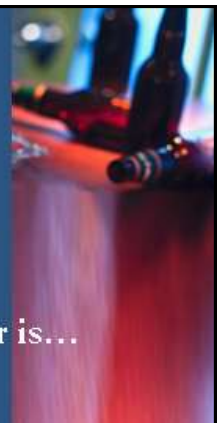
### THE FRIDGE CAMPAIGN



We asked 1,600  
Dover kids:

If you have ever had  
alcohol - what was the  
source of alcohol the *first*  
few times you drank?

And the #1 answer is...





Taking it  
from their  
home or  
the home  
of a friend.

Your kid's next  
drink might be  
right next to the  
milk.



**Even really good  
kids can do  
something dumb...**

Underage drinking is strongly associated  
with risky behavior  
that can easily result in:

- Falls
- Fights & Teen Violence
- Unplanned and/or unprotected sex
- Date rape / Vulnerable to sexual assault



## Comprehensive Campaign

**Radio PSAs**

**Broadcast TV  
Spot**

**On-Air Visits  
to Radio  
Stations**

**Parent  
Presentations**

## Comprehensive Campaign

**Sticker Shock**



## Comprehensive Campaign

**Kick Off  
Activism  
Event**







**Large Visuals:  
Fridge Campaign**



**Smaller Informational Visuals**



**Palm Cards**



**Fridge Press Conference**





# Creating Media

## Radio & TV Public Service Ads



## Video Messages

Module 2C



# Policy Change

## Policy Change through Legislation





Testimony before a committee of the NH House of Representatives.



Three-person team delivering testimony in front of a NH Senate Committee.



## Legislation

### Governor Signing 'Party Host' Law



## Legislative Policy Change



## Fire Safe Cigs





## Zig-Zag Project



## Zig Zag Project



## Evaluation

- ✓ 2010 Service to Science TA selection as a promising practice
- ✓ 2011 Service to Science capacity building Grant Award
- ✓ 2013 Placed on NH's list of Evidence-based Programs

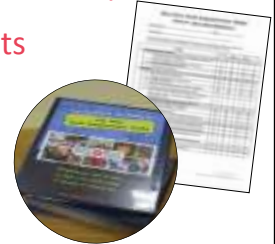


[www.DoverY2Y.org](http://www.DoverY2Y.org)

## Fidelity of Replication

Developed tools to aid replication:

- ✓ Fidelity Checklists
- ✓ Toolkit
- ✓ TA & Training



[www.DoverY2Y.org](http://www.DoverY2Y.org)

## The Toolkit

The One Voice Youth Empowerment Toolkit:

- It's a **toolkit**...
- Not a curriculum



## The Terms We Hear

- Youth Involvement...
- Youth Engagement...
- Youth Leadership...  
and,
- Youth Empowerment



## The Terms We Hear

- **Youth Involvement:** *committed to the task.*



- **Youth Engagement:** *committed to the mission.*

## The Terms We Hear

- Youth Involvement...
- Youth Engagement...
- **Youth Leadership...**  
and,



## The Terms We Hear

- Youth Involvement...
- Youth Engagement...
- **Youth Leadership...**  
and,
- Youth Empowerment



↓ Our Model

↓ KNOWLEDGE

↓ SKILLS

ACTION



Intramural  
vs.  
Varsity  
Team

## Intramural Sports

- ✓ Good Exercise
- ✓ Keeps Kids Busy
- ✓ Fun
- ✓ Kids will learn about the sport and improve to some extent

**But how is  
intramural different  
from a varsity  
sport?**



## Knowledge

- ✓ Learn about the problem
- ✓ Develop “command” of the topic
- ✓ Expertise = Understanding of possible solutions = Desire to take Action

## Knowledge

**What is the knowledge students would need to conduct an underage drinking program?**



## Knowledge

**What is the knowledge students would need to conduct an underage drinking program?**

- Alcohol abuse consequences
- The existing laws
- Industry Practices and Promotions
- Stats on underage drinking
- Current events – stories in the news
- Brain science and alcohol addiction
- Pop Culture Influences on Alcohol use

**Before you can take action...**

**You need the *SKILLS* to do so.**





## Examples of Skills:

- ✓ Presentation Skills
- ✓ Media Production Skills
- ✓ Activism Skills
- ✓ Writing Skills
- ✓ Theatrical Skills
- ✓ Leadership Skills

## Focus Areas for Action

- ❖ Education
- ❖ Community Awareness
  - ❖ Media
- ❖ Policy Change

## *Youth Empowerment is a Two-fer*

1. The impact the programs, projects and activities have on the community.
2. The impact on the Youth Advocates participating in the Youth Empowerment program.

## Presentation Skills

### Pauses / Spacing:

- Helps with speed control
- The length of a pause can vary

## Spacing Demonstrated

Alcoholism is a problem for many people. *[full beat]* Someone who acts like they are having fun *[1/2]* or who seems like the life of the party *[1/2]* just might be *[dramatic pause]* the one in need of the most *[1/2]* help. *[full beat]* Help your friends *[full beat]* before it's too late.

## Try this with *Spacing*:

Hey mom, dad, with graduation coming up, I wanted to ask you what you thought about my friends having a party in the back yard.

## Presentation Skills

### Emphasizing Words:

- Helps to *convey the meaning* of what you are trying to say
- Makes what you say *more interesting* to listen to

## Emphasis Demonstrated

*I'm taking **all** their phones away to make sure they **don't** text during class.*

***I'm** taking all their phones away to make sure **they** don't text during class.*

## Choose Some Words to *Emphasize*

The Tobacco Industry wants you! They want you to suck on their tobacco...

## Presentation Skills

### Vary Speed:

- **Start slow and speed up...**
- **Or, start faster and slow down at the end for emphasis.**

## Demonstrate *Varying Speed*

The Tobacco Industry wants you! They want you to suck on their tobacco...

## Try to Vary Your Speed

Alcohol doesn't just make you tipsy... it affects the parts of the brain associated **with memory, heartbeat, judgment, and restraint.**

## Presentation Skills

### Stretching Words:

- slows you down,
- changes the pace,
- makes what you say interesting

## *Stretching* Demonstrated

**Dooonnn't** BE A  
SUCKER... keep the  
tobacco industry out of  
your pocket.

## Try *Stretching*

DON'T BE A SUCKER...  
keep the tobacco industry  
out of [your] **yourrrrr**  
pocket.

## Try *Stretching* some words:

**Host 1:** Hello folks! Your  
listening to radio station  
WY2Y.

**Host 2:** And now it's  
time for our question of the  
day...

## Presentation Skills

### Varying Pitch:

- Gives the speech a theatrical flavor
- Prevents monotone

## Varying Pitch

### Raising the Pitch:

*Oh my gosh,  
today is my birthday and  
I'm having a party!*



## Varying Pitch

### Lowering Pitch:

*My cat ran in the street and  
got hit by a car.*

## Vary Your Pitch

**Tobacco use by teens  
has gone down in the  
past decade, but  
thousands of kids still  
become addicted to  
them every year.**

## Putting It All Together:

Hello folks, it's time to play  
"What's Your GOOD  
Reason", the game show of  
common sense and good  
judgment. And here is your  
host Link Goodword.

## Putting It All Together:

**NAR:** *So you think you would be a "cool"  
parent to host a drinking party for teens?  
Think about this:*

- #1: How cool would it be if a fight broke out?
- #2: How cool would it be if there was a date rape?
- #3: How cool would it be if a partier died from alcohol poisoning?
- #4: How cool would it be if an angry parent filed a lawsuit against you?

# Policy Change

## Two types of Policy Change: First is Legislative



## Second Type is: Non-Legislative

Changing a practice, policy or rule of a business, or your school, or a government agency.

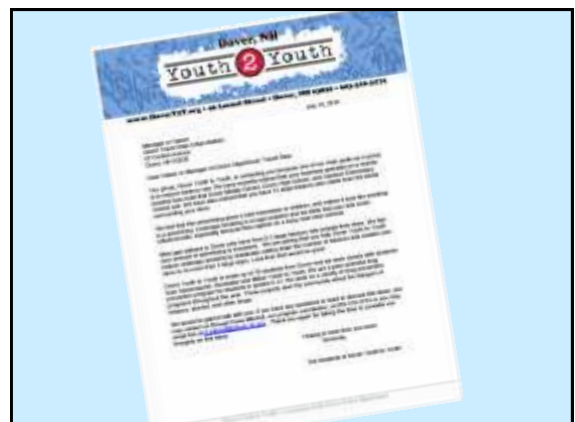
## Whose Policy Do You Want to Change?



## Whose Policy Do You Want to Change?

- A restaurant's business policy on checking IDs.
- A store's policy on whether they will sell bongos and smoking pipes.
- A school's policy on wearing alcohol-themed clothing to school.
- A police department's policy or practice on enforcing open container laws.

## Citgo Advertising Project



View with Signs Removed



Lobster "Pot" Project



Lobster "Pot" Project





## Hilltop Funcenter Project



## Hilltop Funcenter Project

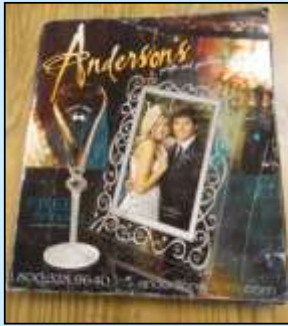




## Simulated Tobacco Project



## Prom Gifts



## Prom Gifts



## Beach Project



## Beach Project



## Don't be Afraid to Take on the Big Ones



## ELLEN SHOW PROJECT



## Nordstrom Yanks Flip-Flops With Flask After Complaint

Join Together Online



**Proposed Orange Bowl, Camacho Cigars  
sponsorship deal goes up in smoke**  
December 23, 2011 Seattle Times

December 23, 2011 Seattle Times

## 2015 Retail Activism Project



### Step #1: Environmental Scan (What's out there?)



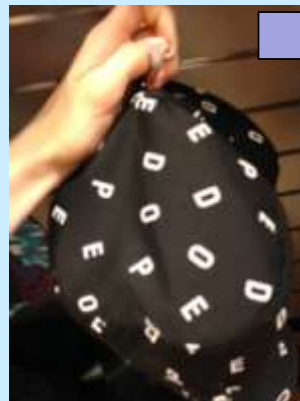
Spencer Gifts



Spencer Gifts

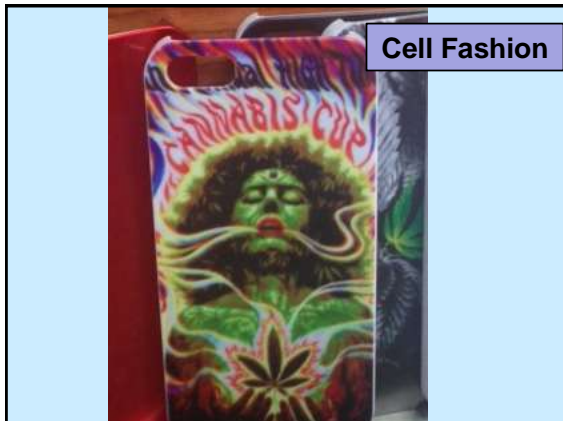


Spencer Gifts



Lids





**Fox Run Mall Purchases**

Go Games Store



14 years old

**Fox Run Mall Purchases**

GO! Toys and Games Store



10 years old

**Fox Run Mall Purchases**

"Lids" (hat store)



12 years old



10 years old



10 years old

**Mall of NH Purchases**

"Lids" Hat Store



11 years old

**Mall at Rockingham Park**

"Lids" Hat Store



11 years old

**Steeplegate Mall Purchases**

Spencer Gifts



13 years old





Steeplegate Mall Purchases  
Spencer Gifts



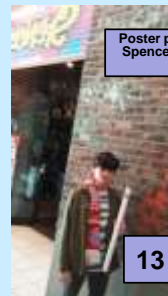
13 years old

Mall of NH Purchases



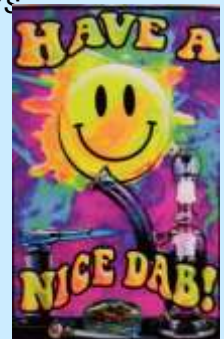
13 years old:  
Beer Keg Halloween costume

Mall of NH Purchases  
Spencers



Poster purchased at  
Spencers at Mall of  
NH

13 years old



Mall at Rockingham Park  
Spencers



15 years old

Mall of NH Purchases  
Zumies



9 years old

### Step #4: Create a Display out of the purchased items



### Step #5: Prepare & Deliver Letters to Stores

The manager of the Cell Fashion store at Fox Run Mall, a store that sells cell phone cases (like the one shown) emailed us after receiving a letter:



"I'm glad you came to me with concerns regarding the printed cases with marijuana leaves. We thought that it is not a big issue... but as some group member came and explained about the impacts and messages that might have some negativity on kids. I take it in positive way. I really appreciate for your concern towards my store... As you suggested not to sell for kids under 18, we will do that and we will check ID..."

### Purchases: Store Responses



13 years old

### Purchases: Store Responses

In addition we received this response from the owners of the Custom T's kiosk at the Mall of NH:

"We have received your letter of concern and want to apologize for selling 2 custom pot tshirts to your students/members of your group.

It was assumed it was a gift... we will keep an eye on who it is sold to by making sure there are parents there. We would like to reach out and give the teens free tshirts because of this mistake from one of our nicer designs..."

### Step #6: Inform the public of the problem & your goals.



### What we want:

- ☐ All stores to take these products off their shelves.
- ☐ All stores instruct their clerks to stop selling these products to kids.
- ☐ We hope to see parents and all members of the public join us in pressuring these stores to discontinue selling these products.



**Step #7:** Plan other activities to make the public sensitive to these messages (PTA or Rotary presentations)



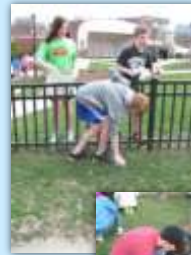
**Step #8:** Evaluate Results



## Policy Change through Legislation



## Local Ordinances



## DOVER YOUTH TO YOUTH

A Proposal to Restrict Smoking in a Portion of Henry Law Park



## Henry Law Park



Dover Rotary Bandshell



Children's Museum of  
New Hampshire

## Step 1: RESEARCH

- ✓ Checked ordinances and found out smoking was not restricted.
- ✓ Spoke to the director of the Parks... he considered smoking a problem.
- ✓ Took photos of the area.
- ✓ We did an onsite survey of Butts in the Park.



926 Cigarette Butts Collected



## Step 2: Develop Position

- Our group considered the area and decided that it made sense to make it a non-smoking area.



## Henry Law Park Playground Area



## Develop Position

- Our position was that allowing smoking was:
  - ✓ Not in keeping with the kids nature of the location,
  - ✓ A nuisance to people at music events, and
  - ✓ A litter issue.



## Step 3: Get a Sponsor

- ✓ We asked the mayor to sponsor our ordinance proposal – he agreed.



## Step 4: Testimony Prep

- ✓ A 3-member team of our students drafted the testimony,
- ✓ Presented it to the full team, and
- ✓ Took comments, suggestions.
- ✓ Revised & finalized testimony. Always in writing.



## Step 5: Visuals

We created:

- ✓ A handout to give to each member of the City Council.
- ✓ Used a glass jar to hold the butts we picked up during the research phase.



## Step 5: Visuals (cont.)

We created:

- ✓ A PowerPoint to illustrate the boundaries of the area to be restricted.
- ✓ Printed a large Google earth map of the Park that we put on an easel.



## Step 6: Educate Others

Reached out to Rotary Club, Children's Museum director, & parents. Chose not to do a press conference.



## Step 7: Prepare & Practice

- ✓ Presented the testimony to our group.



## Step 8: Contacting Legislators

We did get the Children's Museum to write the City Council a letter of support.





## Step 9: Deliver Testimony

- ☐ Presented the testimony before the City Council.



## Step 10: Evaluate

### ☐ How did it go?

- ✓ Passed unanimously.
- ✓ Signage needed to make the legislation work.

**Ask:**  
*What can you do to help the policy change be effective?*

## Evaluate:



## Benefits of Policy Change

**How did it go? Even if your efforts "failed", there may still be many benefits:**

- ✓ Gets people thinking and talking about the issue.
- ✓ Get the chance to explain your point of view.
- ✓ May generate news coverage.
- ✓ You may contribute to a change that happens months or years from now.

## Getting Started: 1<sup>st</sup> Considerations

- Who is the supervising entity?
- Support of Power Structure?
- What will be the age range?
- Defining the scope: Drugs, tobacco only, violence, bullying, underage drinking... everything?



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**One Voice Youth Empowerment Model**  
CHECKLIST: Administrator of Youth Empowerment Program

Completed by: \_\_\_\_\_ Date: \_\_\_\_\_

Team Name: \_\_\_\_\_

The following questions are designed to assist you in assessing your readiness to take the local or state level on community-wide youth empowerment programs. Use this as a checklist when there is a decision to plan or implement the program. Be sure to include a list of information (time, resources, etc.) required.

Question	Yes	No	Not Sure
1. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
2. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
3. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
4. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
5. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
6. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
7. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
8. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
9. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
10. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
11. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
12. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
13. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
14. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
15. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
16. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
17. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
18. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
19. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25
20. Is there a designated "youth empowerment" person or team to lead the effort?	25	25	25

Score: \_\_\_\_\_

Interpretation: \_\_\_\_\_

## Getting Started: 1<sup>st</sup> Considerations

- Who is the adviser – the person working with the youth?
  - » Getting the Right person is critical
  - » Having at least 2 advisers is also critical



[www.DoverY2Y.org](http://www.DoverY2Y.org)

## Getting Started: 1<sup>st</sup> Considerations

- Location to meet with students
- Transportation issues
- Meeting room:
  - Large enough
  - Private
  - Computer access
  - Avoid classroom seating
- Consistent time and place and day of week.



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## Getting Started: 1<sup>st</sup> Considerations

- Setting the Bar
  - What is the acceptable minimum level of KNOWLEDGE?
  - When are student's SKILLS at an acceptable level?



[www.DoverY2Y.org](http://www.DoverY2Y.org)

## Getting Started: 1<sup>st</sup> Considerations

- How does the Youth Program relate to the adult Coalition?



[www.DoverY2Y.org](http://www.DoverY2Y.org)

## Overview of Dover Coalition

- Founded in 1992
- Completed 10 years with DFC Grant
- Year 3 STOP Act Grantee
- Works to increase community collaboration and decrease substance abuse
- Youth are most active sector of coalition



## Support of Projects

- Town Hall Meeting
- Drug Take Back Events



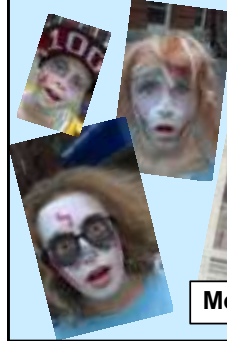
## Community Awareness

Module 3C-6

### Zombie Project



## Zombie Project



Module 3C-6



## Support of Messages

- Using Survey Data
- Social Norming Message
- Turning Message into a Campaign



## Support of Messages

### Brain Message

- All areas of the brain are affected by alcohol
- The younger the drinker, the more damage it does



## Taking Action: Long Term Campaigns

- Taking longer term **Action**
  - Conducting a Campaign
  - For Example:

Module 3C-4



## BRAIN CAMPAIGN MESSAGE



## Value of Youth Empowerment to DFC Grant

- Required Sector
- Impact on Match Requirement
- Outputs to Report in DFC Me (formerly COMET)

## Value of Volunteer Time

2014 National Value: \$23.07 per hour



## Value of Volunteer Time

Number of Youth in the Program	70	
X Number of Hours Volunteered per week	2	
Hours Volunteered per Week		140

Hours Volunteered per Week	140	
X NH Rate of volunteer time per hr.	\$22.98	
Value of Youth Volunteer Time per Week		\$3,217

Value of Youth Volunteer Time per Week	\$3,217	
X Number of Week Involved		40
Value of Youth Volunteer Time Annually		\$128,680

**Value of Youth Volunteer Time Annually provides over 100% match for DFC grant**







**Dover, NH**

**Youth 2 Youth**

**2016-17 Webinar Series**

[www.DoverY2Y.org](http://www.DoverY2Y.org)

**Upcoming Webinars**

- ✓ **Presenting the Samantha Skunk Program for Early Elementary**  
FREE: NEXT WEEK THURSDAY September 22<sup>nd</sup> at 3pm ET
- ✓ **Youth Empowerment: A Model for Action**  
FREE: Tuesday October 4<sup>th</sup>
- Paid Webinar Series - \$30 each or all 3 for \$75**
- ✓ **Policy Change for Youth Advocates**  
Tuesday November 8<sup>th</sup> at 3pm ET
- ✓ **Planning a Kick Off Rally for a Campaign**  
Tuesday January 10<sup>th</sup> at 3pm ET
- ✓ **Taking on Big Alcohol! Countering their Message**  
Tuesday February 14<sup>th</sup> at 3pm ET

**How we can be a resource:**

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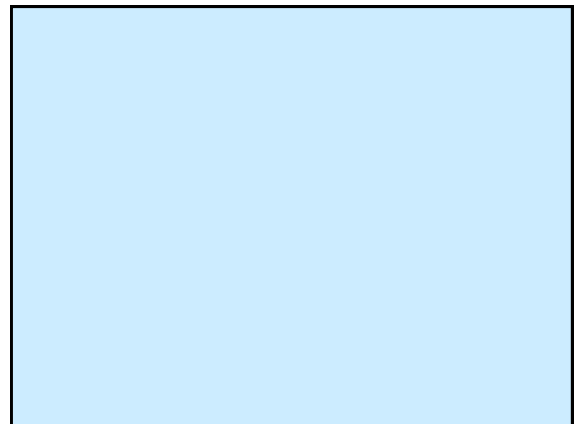
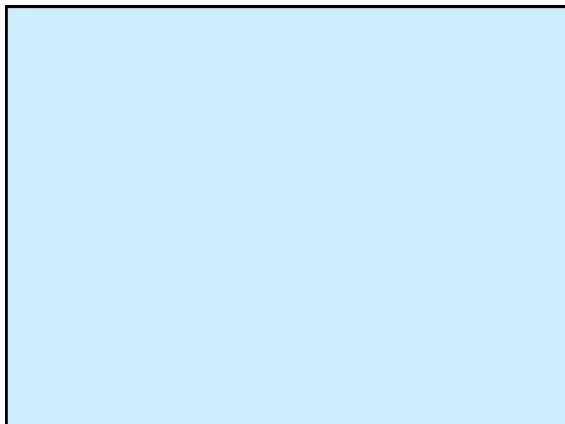
**Dover, NH**

**Youth 2 Youth**

**Empowering Youth in Advocacy & Policy Change**



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## Taking Action – Community Advocacy

### ***“Tell The Truth Campaign”***

