Youth to Youth Empowerment Model

Knowledge → Skills → Taking Action

### Steps: Youth Advocates Trained in Core Knowledge
- Consequences and Risks of Use
- Industry Practices
- Influences of media, advertising and pop culture

**Impact on the Youth Advocate:**
- Higher perception of risk
- Youth rebel at being manipulated
- Decreased Use

### Skills Training of Youth Advocates
- Public Speaking
- Communication
- Media Development
- Legislative Skills
- Media Literacy
- Problem Assessment & Analysis
- Community Organizing & Collaboration

**Impact on the Youth Advocate:**
- Improved Life Skills
- Self-Efficacy
- Increased Self-Confidence

### Steps: Community Initiatives by Youth
- Community Awareness Activities & Events
- Legislative Action or Policy Change
- Educational Activities & Presentations
- Create Media

**Impact on the Community:**
- Changes in Norms & Attitudes
- Environmental Change
- Increased Knowledge of Risks, etc.
- Changes in Awareness, Attitudes, etc.

**Impact on the Youth Advocate:**
- Taking Action = Invested in the Message
- = Decreased Use = Increased Resiliency