



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

Steps:
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 Youth Advocate:

Taking Action
= Invested in the Message
= Decreased Use
= Increased Resiliency

Impact on the Community:

Changes in Norms & Attitudes
Environmental Change
Increased Knowledge of Risks, etc.
Changes in Awareness, Attitudes, etc.