

Technical Information

SAMHSA

Substance Abuse and Mental Health
Services Administration

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LIVE

This webinar is now live.



It is being recorded.



Please remain muted.

Welcome

Central East PTTC Webinar

From Tokenism to Empowerment Building a Sustainable Youth Coalition

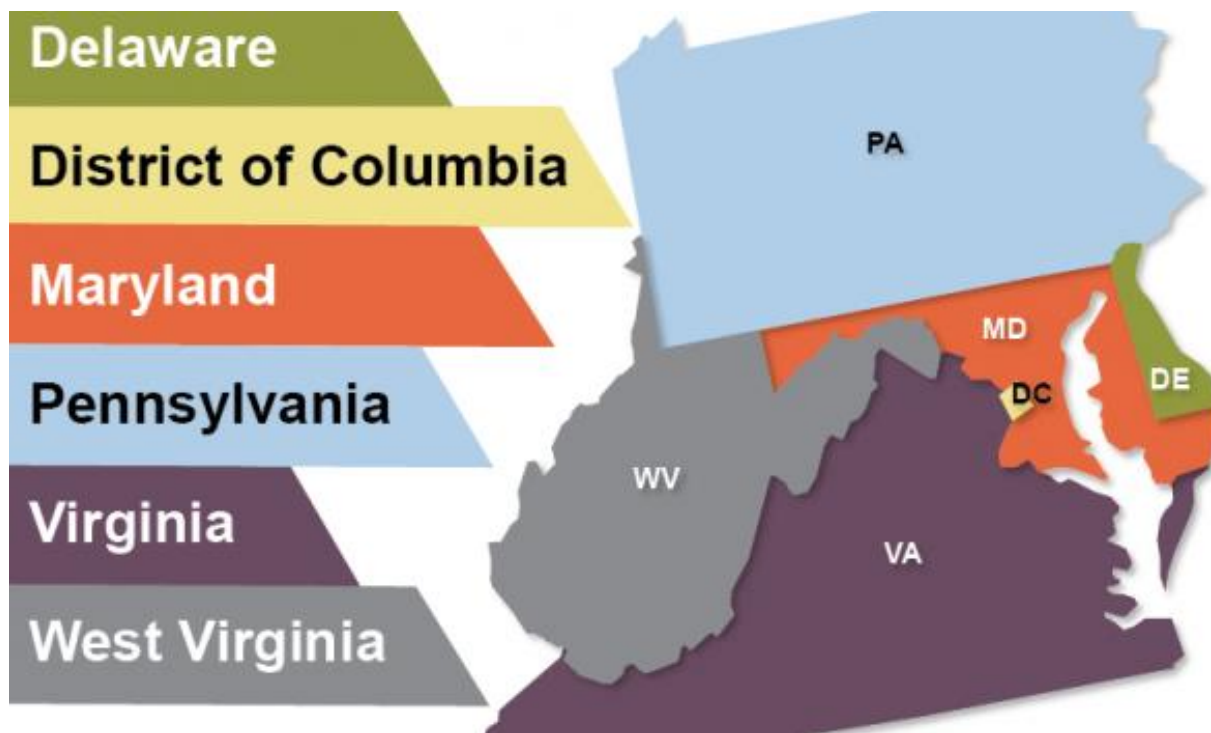
The Central East PTTC is housed at the Danya Institute in Silver Spring, MD

Oscar Morgan
Executive Director

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Project Director

Central East Region

SAMHSA REGION 3



The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.

ethnicity spirituality
orientation practices
normalize experiences expression
standard create
Ethnic stories terror identity
race share injustices
change care Matter shootings
Racial education
space
seem normal
powerful
NASW self Black
gender affected Lives hate
Diversity uncertainty
sexual advocacy
religious competency
cultural
humility



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PTTC Mission



To Strengthen the Capacity of the Workforce

1

To Deliver Evidence-Based Prevention Strategies

2

Facilitate Opportunities for Preventionists to Pursue New Collaboration Opportunities, which include Developing Prevention

3

Partners



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Services Available



Online Courses



Technical Assistance



Skill Based Training



Webinar



Toolkits



Facilitate Prevention Partnership & Alliances



Research Learning Collaborative



Newsletter



Technology Driven Models



Literature Searches



Virtual Meeting



Research Publication



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Other Resources in SAMHSA Region 3



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ATTC

Addiction Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



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MHTTC

Mental Health Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



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Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

From Tokenism to Empowerment

Building a Sustainable Youth Coalition

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SAMHSA
Substance Abuse and Mental Health
Services Administration

THE DANYA INSTITUTE

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Today's Agenda

- Importance of Youth Engagement
- Language Matters
- Youth Engagement Research/Processes
- Types of Youth Engagement
- Building a Youth Coalition
- Challenges to Youth Engagement
- Sustaining Youth Engagement



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Let's introduce ourselves!

- Your Name/Role
- Your coalition/organization
- Your favorite hobby as a teen



Zoom Tip: You can hold Shift and hit Enter to move down a line in your chat message without sending it.

Where are you at right now with youth engagement in prevention?

1. We need to recruit youth because we don't have any involvement right now.
2. We have youth involved in the coalition but need to engage them more.
3. We have active youth members, but we need to address sustainability to keep them involved.
4. Other? (describe in the chat)

Who are “Youth”?

- Can be defined as any individual mid-20s or younger
- May use terms like youth, student, young person, young adult
- They are typically the focus population of prevention work, therefore they are an essential element to strategic planning and implementation



What is your experience with working with youth in prevention?

- A. I have never worked with youth directly.
- B. I have been on a coalition that has a youth member but I didn't interact much.
- C. I have been the point person to get youth involved in the coalition.
- D. I am a huge advocate for youth engagement and involvement.



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Importance of Youth Engagement

- It is beneficial to the coalition
 - Powerful influence on community stakeholders and legislation
 - Key voice from the focus population
- It is beneficial to the youth
 - Builds their skills and confidence
 - It serves as a protective factor
 - It taps into this generation's passion for making a positive difference



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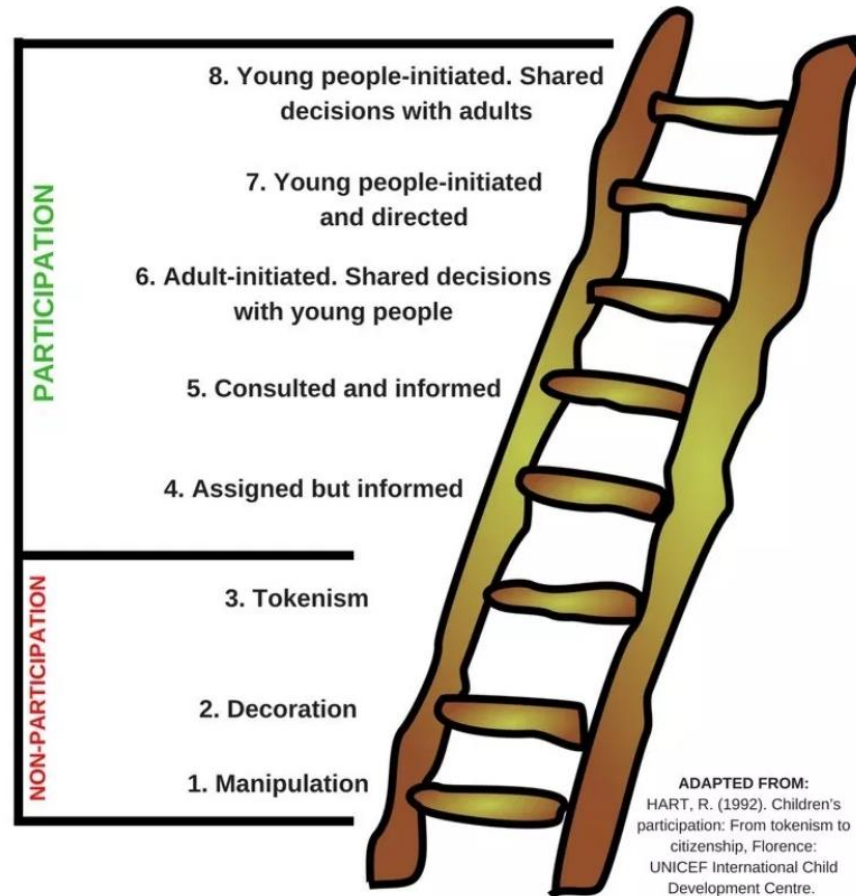
Language Matters

- Speak TO youth, not AT youth
- Ask them how they'd like to be addressed and if they would like to disclose their pronouns
- Frequently announce how important and valuable their input is – do not ever make them feel like a burden
- Avoid using “kids” – instead use terms like students, youth, peers, young adults

Language Matters

- Do not patronize and avoid adultism
- Avoid making statements that generalize their generation or infer that their lives are harder, more complicated, easier, or make assumptions about their choices and behaviors
- Do not attempt to use terms that youth use unless the relationship with them allows it

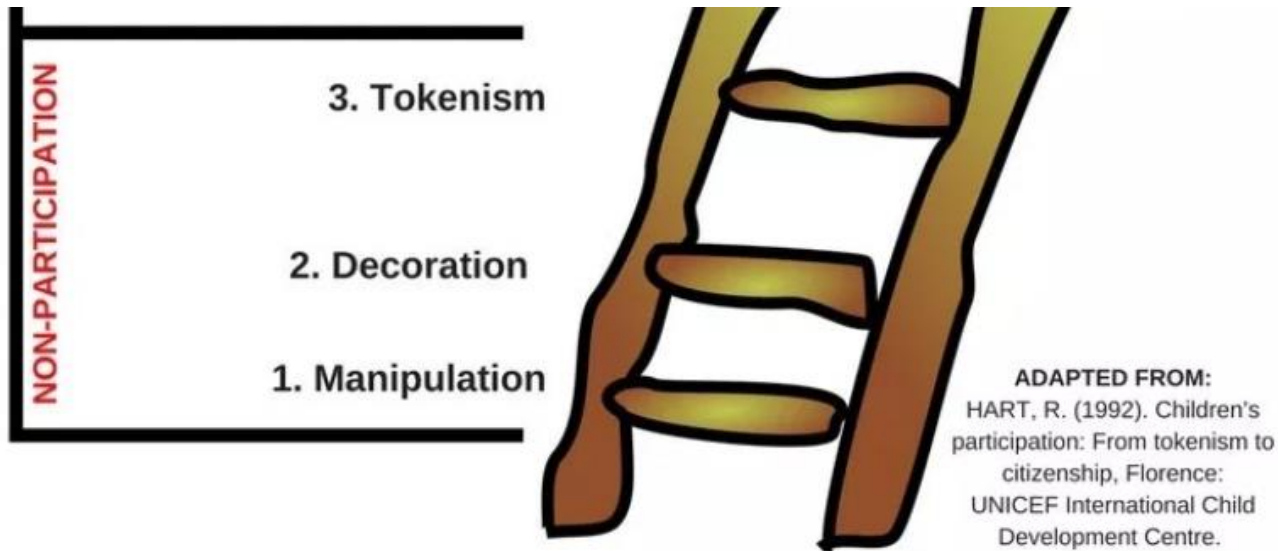
Roger Hart's Ladder of Youth Participation



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Non-Participation



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Participation



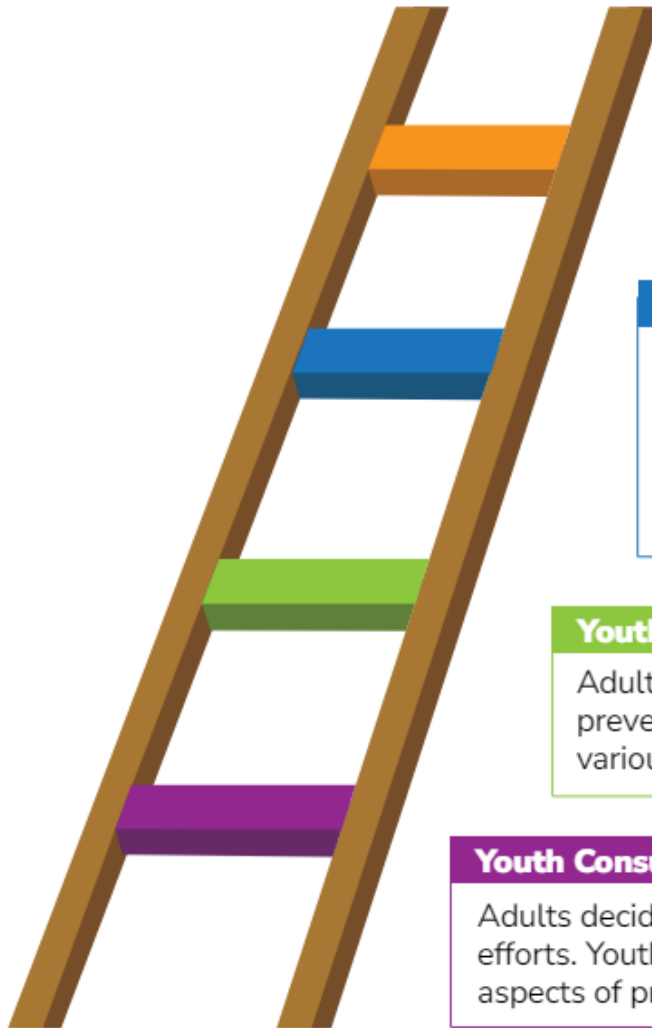
Which of Roger Hart's Ladder of Youth Engagement is your coalition currently at?

1. Manipulation
2. Decoration
3. Tokenism
4. Assigned but informed
5. Consulted and informed
6. Adult-initiated. Shared decisions w/young people
7. Young people-initiated and directed
8. Young people-initiated. Shared decisions with adults.



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Youth-Led Models

Prevention is youth-initiated & youth-led & adults provide support and are invited for shared decision-making.

Youth Partner Models

Youth and adults partner in prevention efforts. Youth can serve in many roles such as researchers, evaluators, advocates, staff or implementors.

Youth Board Models

Adults primarily decide on prevention efforts. Youth advise on various issues in an ongoing way.

Youth Consultant Models

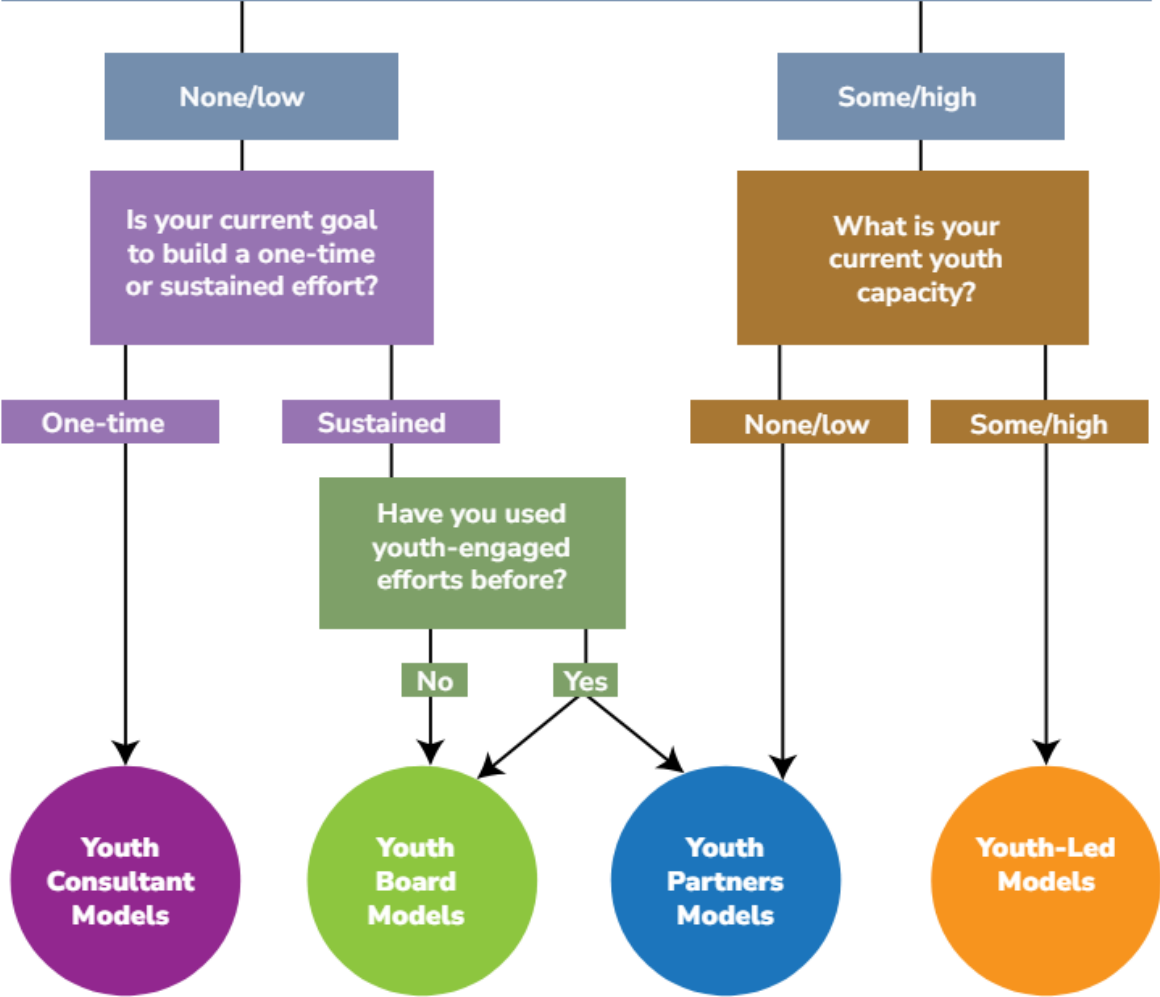
Adults decide on prevention efforts. Youth advise on specific aspects of programs or initiatives.



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What is your current organizational capacity for youth engagement?



Breakout Discussion

1. What level of youth engagement is your coalition/prevention efforts currently at?
2. What level do you want or need to be at?

Engaging Youth in Prevention

- **Be intentional** to make involvement in prevention efforts meaningful for youth – not an afterthought
- Adult Coalition Engagement
- Youth Coalition Engagement
- Other Ways to Engage

Adult Coalition Engagement

- Given priority voice (not just speaking when spoken to)
- Set your agenda and schedule your meetings around youth
- Involve youth in each stage of the SPF – *nothing about us without us*
- Youth lead the way with adult support – this is an inversion from how most coalition function
- Representative from the youth-based coalition or youth-held leadership position



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Other Ways to Engage Youth

- Youth serve in expert roles – social media, fundraising, marketing, advisory, spokesperson, event coordination, training for peers
- Pay youth for services (i.e. compliance check operations)
- Focus groups and key informant interviews
- Specialized committees or groups (SADD, SAAC, etc)

Youth Coalition Engagement

- They set the entire agenda, with support from adult leader
 - Determine priorities and activities
- Leadership structure and decision-making model
- Facilitate the meetings and take ownership of their activities
- Teach them the Strategic Prevention Framework in a way that connects to them, so they can understand how we use the process and then excel in utilizing it



What **skills** or **abilities** do you think youth should have to get involved?



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Steps to Getting Youth Engaged

- Make a plan to recruit and sustain youth involvement
- Be proactive – think about what skills you might want or need
 - “Come as you are” is okay!
 - Have them think about their skill sets
 - Desire to learn, be a leader, make a difference
 - Critical thinking
 - Public speaking
 - Writing



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Steps to Getting Youth Engaged

Where to find youth:

- Traditionally: schools, youth clubs/activities, faith-based organizations, post-secondary education institutions, employers of young people
- What else? Where else? Subpopulations?
- Seek diversity of representation of your community: culture, age, socioeconomic status, academics, experience
- Avoid the “one speaks for all” mentality



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Steps to Getting Youth Engaged

The WIIFM – What's In It For Me?

– applies to youth, too!

- Involvement looks good on a resume/college application
- Learn skills: leadership, public speaking, negotiation and debate, conversation facilitation, advocacy, critical thinking
- Become a leader and voice for and to peers
- Enhance the environment they live in (school, community, faith, etc)



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Steps to Getting Youth Engaged

Consider an application for involvement

- Basic info
- Why they want to join
- What their passion topic is
- Involvement in school/community activities
- Current leadership positions/work experience
- What skills or perspectives they feel they can offer the coalition/prevention work
- Strengths/weaknesses
- References, parent permission slip, behavioral expectations to be signed
- Be careful here – do not make youth jump through extra hoops than adults



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Youth Coalition Example

417SQUAD:

Student Questioning Using and Abusing Drugs

- Origins
- Structure
- Accomplishments
- Adult coalition involvement



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Considerations for Building A Youth Coalition

- What is your goal/what are you looking for?
- What partners to involve
- Ways to do meetings
 - At schools
 - After school
 - Weekends
- How to offer training and support



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Breakout Discussion

1. What has worked for you to engage youth?
2. What challenges have you faced in engaging youth?

Challenges to Youth Engagement

- Time availability is limited
- Often otherwise committed
- Turnover in youth engagement
- Us – the adults

What are solutions to these?

Sustaining Youth Engagement

Sustain the individual engagement as long as you can.

- Find their passion areas! Tap into those and help connect the dots
- Find out what skills they'd like to build or opportunities they'd like to experience...then try to make that happen

Sustain youth engagement long-term.

- Develop a system of continual recruitment and training for new members
- Share MOU with various youth-serving organizations/agencies

Sustaining Youth Engagement

- Publicly celebrate youth involvement in any way possible
 - Awards opportunities
 - Show the community what has been accomplished by their work
- Support youth in their endeavors
 - Write letters of recommendation
 - Boast to parents/guardians about their skills
 - Demonstrate support for them overall – be a valuable adult to them



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REMEMBER -

**It is important not to USE youth,
but to ENGAGE youth.**



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Moving to Action

In the chat...

- What one specific action will you take a result of this information?
- How will you alter your focus for your prevention work?

Resources:

[SAMHSA's Youth Engagement Guidance](#)

[Wake Forest University's Engaging Youth to Improve Substance Misuse Prevention](#)

[Roger Hart's UNICEF Article on Children's Participation: From Tokenism to Citizenship](#)



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Q & A

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Contact Us



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Funded by Substance Abuse and Mental Health Services Administration

a program managed by



THE DANYA INSTITUTE

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