



SIERRA HEALTH
FOUNDATION

Engaging Youth: Promoting Success



SIERRAHEALTH.ORG

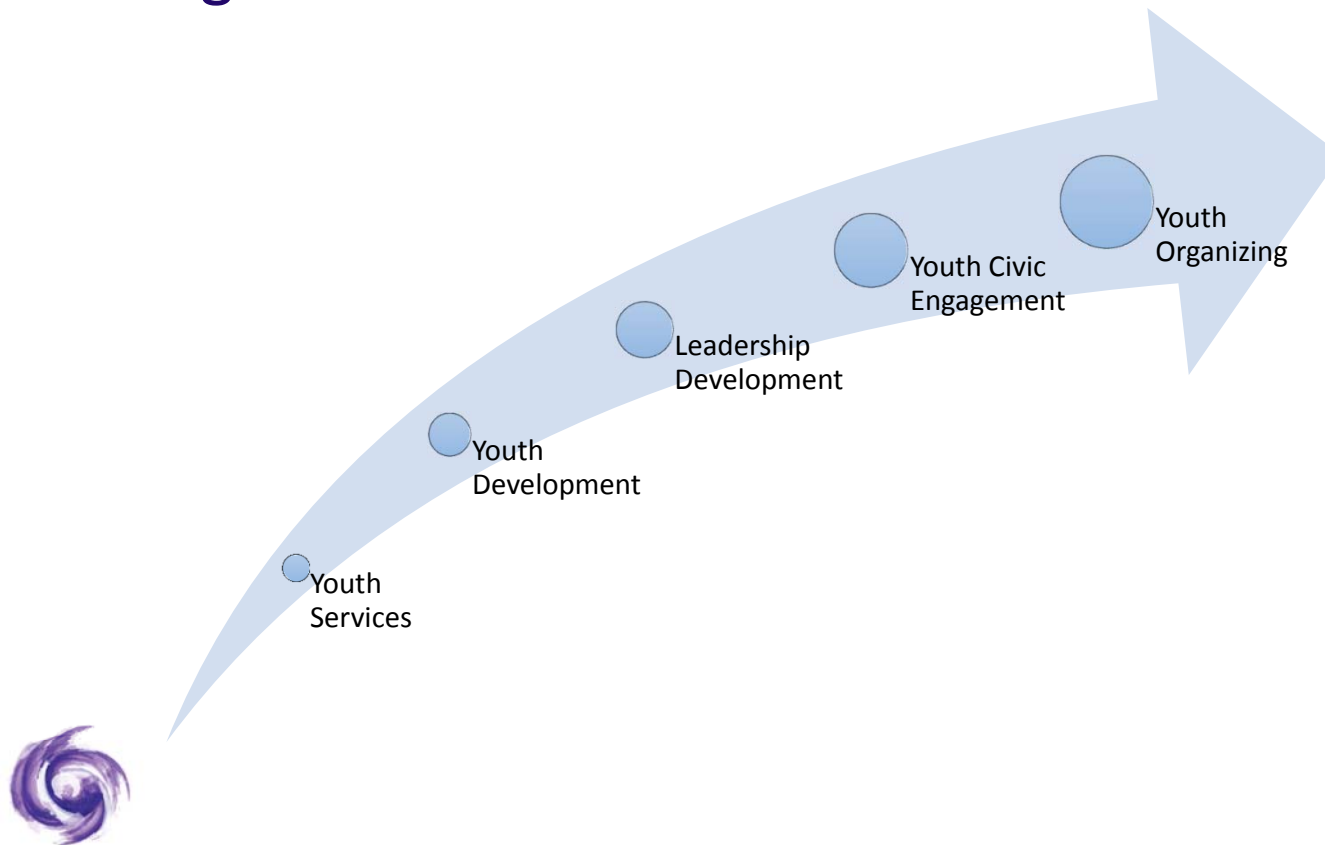
Evolution of Youth Investments



Leadership
Development for
Racial
Equity



Investing in Youth: A Continuum



SIERRA HEALTH
FOUNDATION

Adapted from Perrin Family Foundation: The Youth Engagement Continuum

SIERRAHEALTH.ORG

Youth Organizing



- » Engage those most impacted
- » Develop appropriate policy solutions
- » Create sustainable organizations and networks

Positive Youth Justice Initiative Youth Fellowship



- » Engage youth with justice involvement
- » Focus on policy and systems change
- » Provide stipends to support engagement



THE RAPIDES FOUNDATION

Central Louisiana

Healthy Behaviors Initiative

Youth Engagement Effort





THE RAPIDES FOUNDATION

- Our region – nine rural parishes in the center of the State
- Our population – 354,000; 13% are ages 0-19
- Our mission – to improve the health status of Central Louisiana
- Our work with youth – the Healthy Behaviors Initiative
 - tobacco prevention and control
 - overweight/obesity
 - substance and alcohol abuse prevention

Why support youth engagement?

- Our mission includes them
- Our Board and staff is focused on them
- They are our partners
- They are our audience
- They are agents of change

How we support youth?



Youth Advisory Council

- Application process in grantee schools
- Meet all year
- Plan Summit
- Team building skills
- Leadership skills

From Advisory to Advocacy

- Continue
 - Summit planning
 - Team building
 - Leadership skill building
- Add
 - Advocacy awareness and skills
 - Plan, design, and implement an advocacy campaign

Living Healthy Clubs

- High school level awareness and advocacy
- Members on School Wellness Committees
- School-wide health behavior activities
 - Great American Smokeout
 - National Drug & Alcohol Facts Week
 - Kick Butts Day
 - Other



Involving youth in efforts to improve population health

GRANTMAKERS IN HEALTH WEBINAR

AMY TAYLOR | SVP COMMUNITY & YOUTH ENGAGEMENT | NOVEMBER 22, 2016



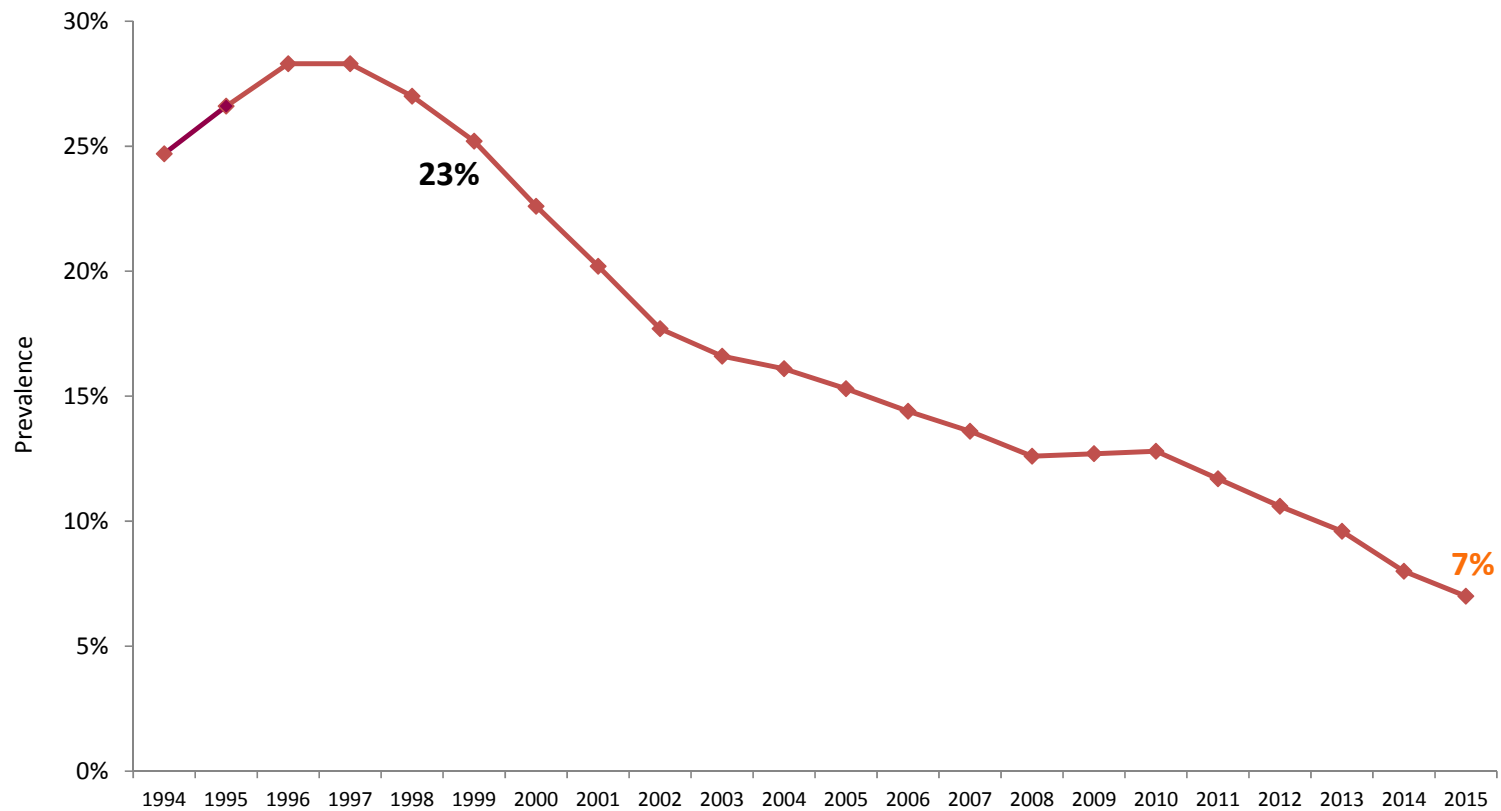
**truth
initiative**

**INSPIRING
TOBACCO-FREE
LIVES**




Youth cigarette smoking on the decline

PAST 30-DAY PREVELANCE OF CIGARETTE USE: 8TH, 10TH, and 12TH GRADES

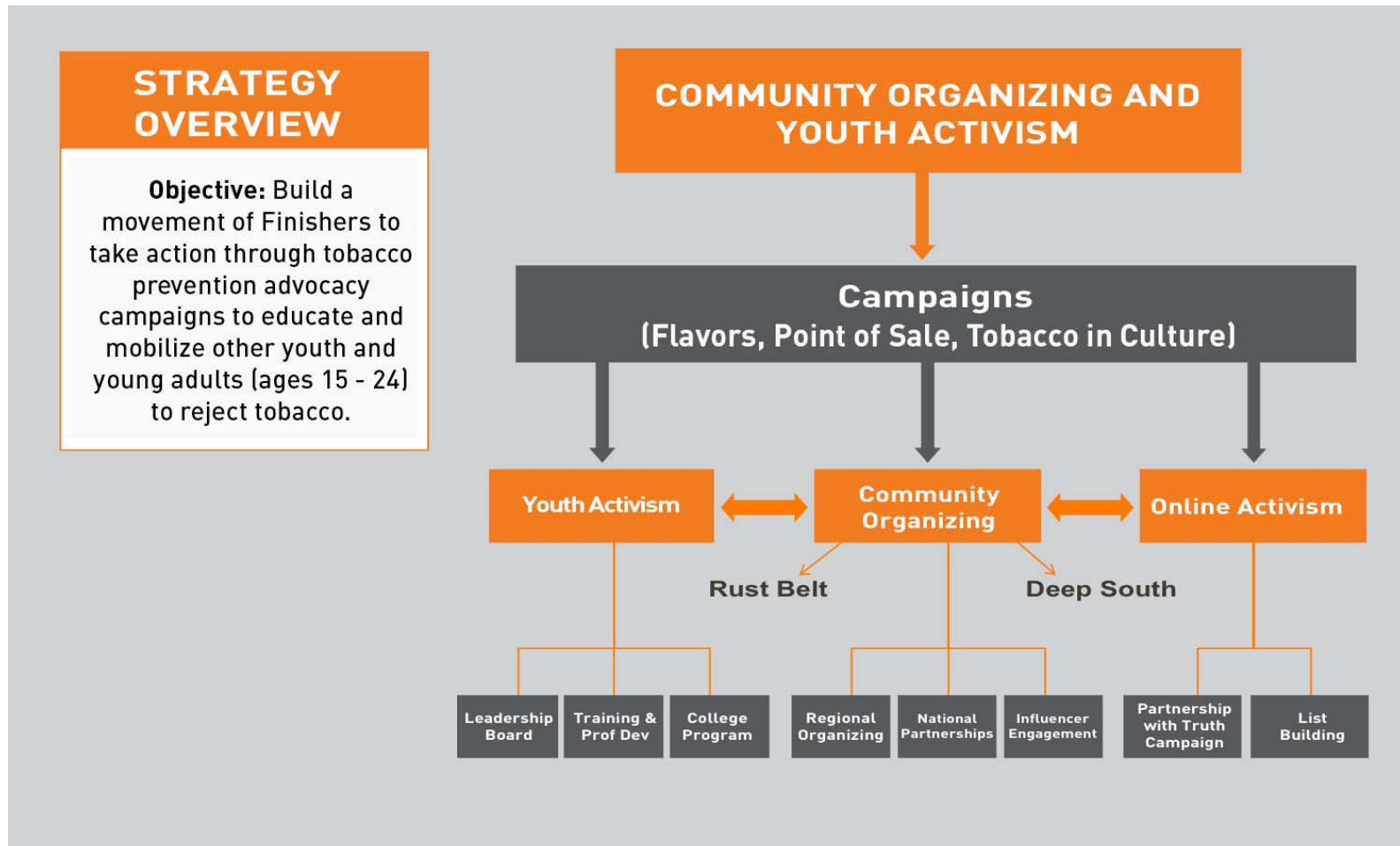


Source: Monitoring the Future, 2015 (1994-2015)



**Make this
the generation
that ends
smoking.**

Theory of change



Priority populations



African
Americans



Latinos

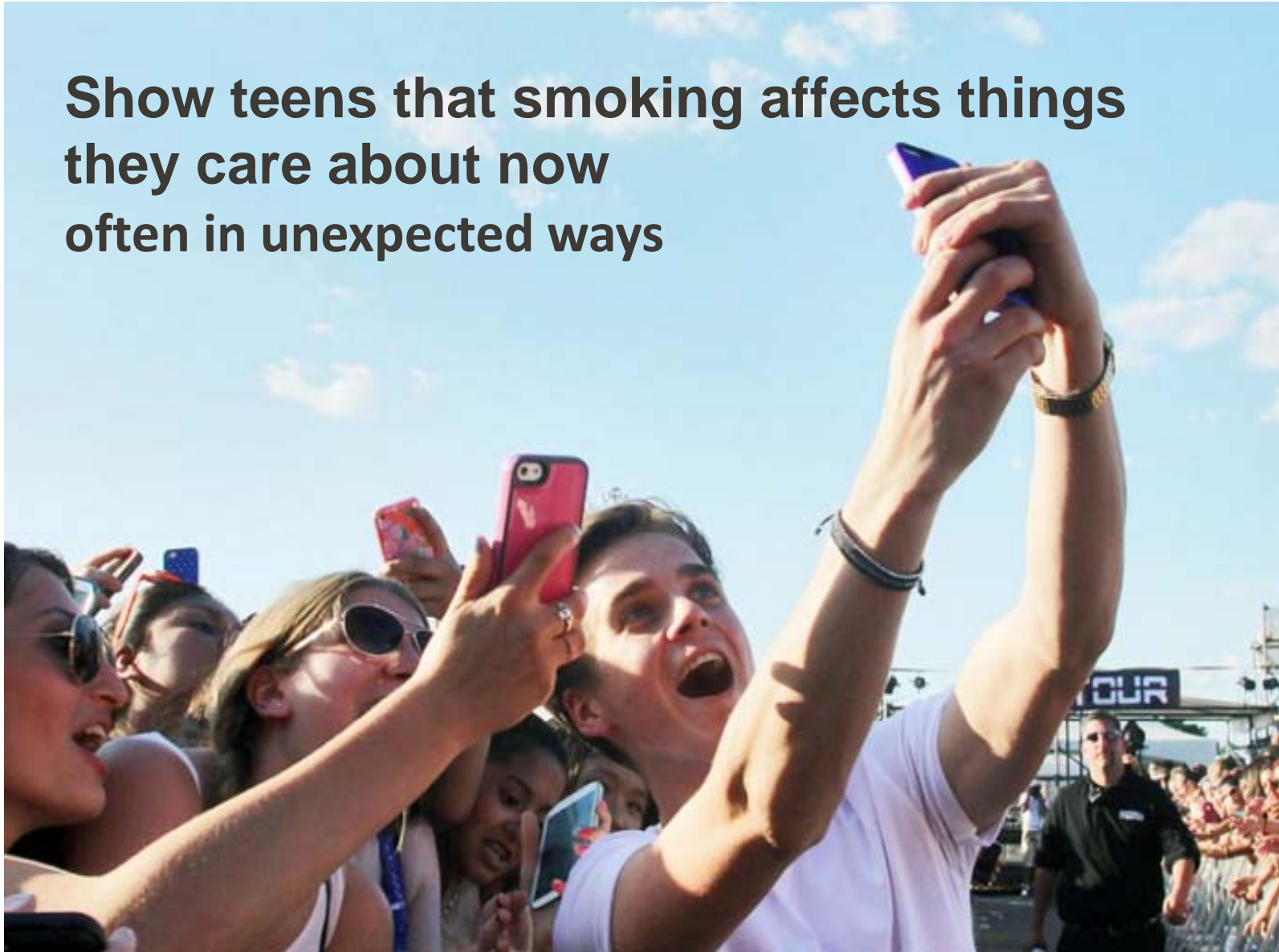


Rural White
Males

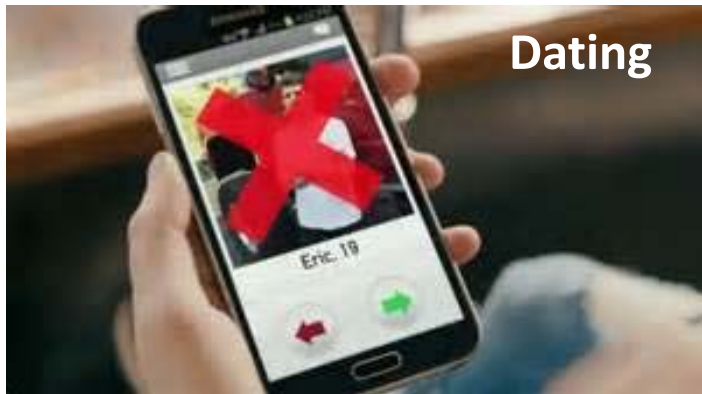


LGBTQ

**Show teens that smoking affects things
they care about now
often in unexpected ways**



Link tobacco with things teens care about



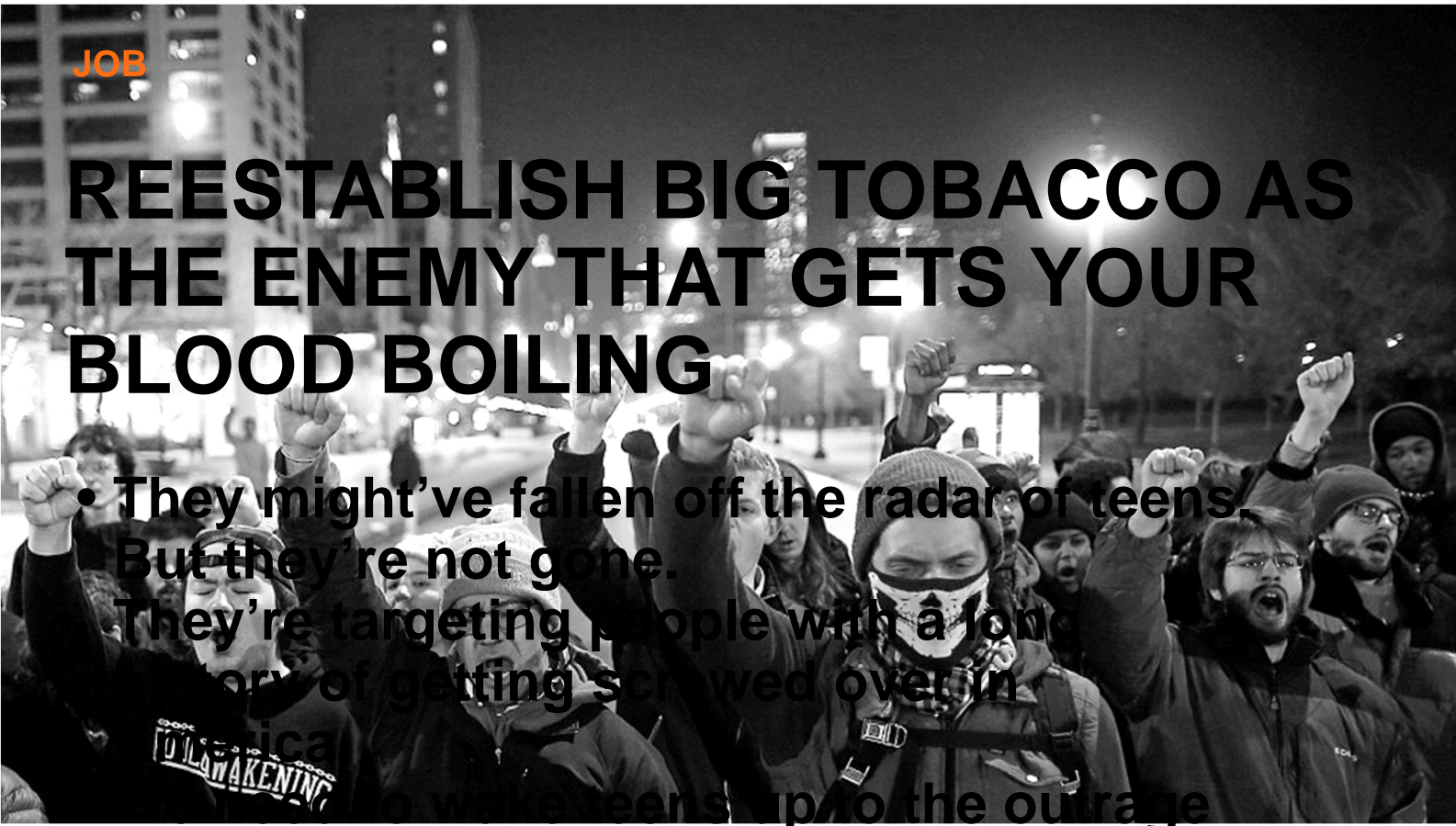
Environment





SITUATION

THE SMOKING RATE FOR AFRICAN AMERICANS, LGBTQ, LOW INCOME AND THOSE WITH MENTAL ILLNESS IS HIGHER THAN THE AVG. SMOKING RATE – AND THAT’S NO COINCIDENCE.



JOB

REESTABLISH BIG TOBACCO AS THE ENEMY THAT GETS YOUR BLOOD BOILING

- They might've fallen off the radar of teens.
- But they're not gone.
- They're targeting people with a long history of getting screwed over in

and make a stand against it.

AUDIENCE

**THE 7% OF TEENS WHO SMOKE
AND THE 93% WHO WILL STAND
WITH THEM**

- They're a generation with a proud outsider identity and an unyielding commitment to diversity, inclusivity and equality.

- In the past few years alone, they've stood up for the value of black lives, fought for marriage equality, and rallied behind Muslim



AUDIENCE INSIGHT

**NOTHING GETS THE MOST
INCLUSIVE GENERATION FIRED UP
LIKE SOCIAL INJUSTICE**

- Teenagers are hyper-tuned into the power of privilege. They get fired up when elites get the world on a platter, while underdogs continue to get the shaft.
- THAT'S social injustice.
- THAT'S what Big Tobacco is doing.

THAT'S what we need to take down.

Amy Taylor
ataylor@truthinitiative.org

Truth Initiative
Truthinitiative.org
@truthinitiative







Applying a Youth
Empowerment
Framework
to create policy and
systems change



Meet YES!



YES! empowers youth, in partnership with adults, to create community change.

Youth Empowered Solutions

How YES! empowers youth...

Direct
Advocacy



Youth
Training



Adult
Training



Consulting





Youth Empowerment Theory

“ Empowerment theory connects individual well-being with the larger social and political environment, and suggests that people need opportunities to become active in community decision-making in order to improve their lives, organizations, and communities.”

Mark Zimmerman, Ph.D.
University of Michigan, School of Public Health



Youth Empowerment Theory

Youth Empowerment is not a...

- PROGRAM

Youth Empowerment is a...

- PROCESS
- CULTURE SHIFT



YES! Youth Empowerment Model



© 2011 Youth Empowered Solutions (YES)

*Skill Development
Critical Awareness
Opportunities*

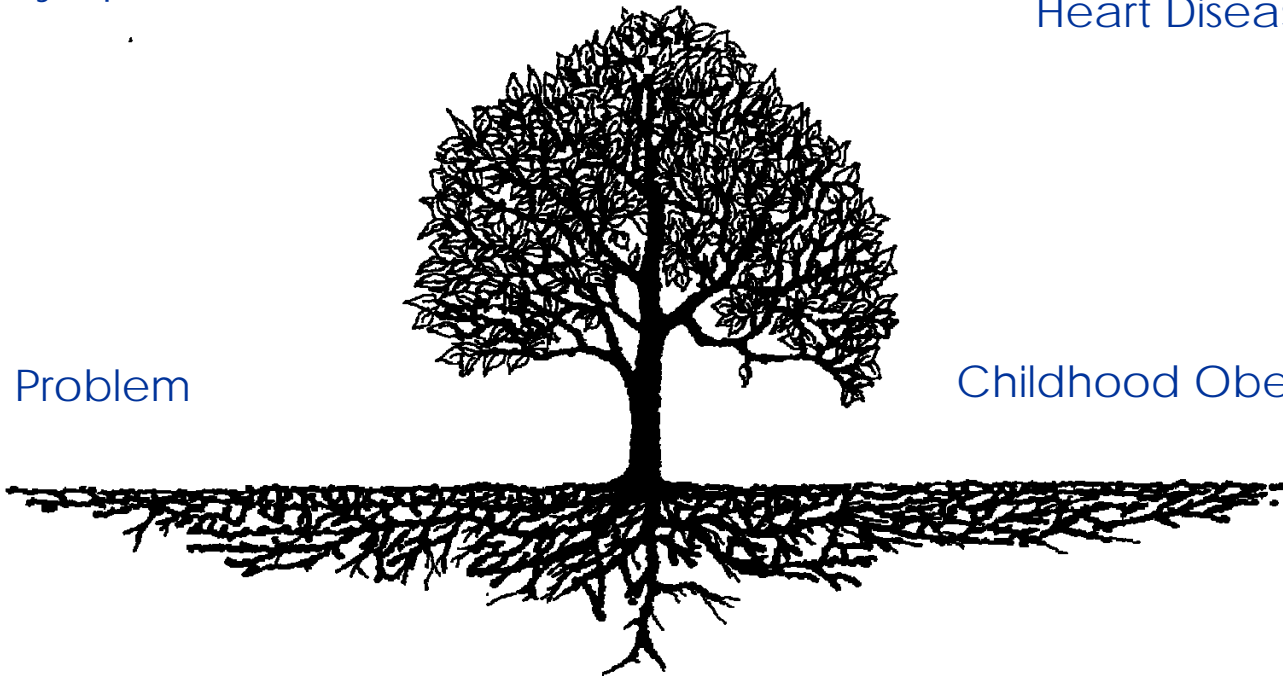


Symptoms

Diabetes,
Heart Disease

Problem

Childhood Obesity



Root Causes

Food Deserts/Swamps

Youth Empowered Solutions

Sustainable Change

Policies

Systems

Environments

Return on Investment

(For 2015)

37 instances of systems, environmental or policy change occurred impacting more than 1.5 million people.



- Annual Organizational budget of approximately \$800k
- 5 Adult Staff, 15 Youth Staff



For every \$1 invested in YES!, approximately 2 people's lives are positively impacted.