

Building the Capacity of Youth Advocates

# Reaching Us Later

### Dana Mitchell

d.mitchell@dover.nh.gov

DoverY2Y@dover.nh.gov

603-516-3274

www.DoverY2Y.org



# Objectives

✓ Understand what Youth Empowerment is and what it isn't.

✓ Identify the knowledge and skills that youth need to take action

✓ Provide examples of how youth can take action to create environmental change.



# Objectives

✓ Share ideas and resources that you can use right away – and later on.

✓ Leave you with a plan to guide you in applying the principles, ideas and resources we have provided.



Drug Free Group or Activity

For example a Youth Athletic League where participants sign a drug free pledge.



A seat at the (adult) Coalition's Table:

For example a teen volunteer that attends Coalition meetings and offers a youth voice or "perspective".



 "Club Model" – Youth work together, but lower emphasis on training and skills.

For example a group that arranges for a speaker before prom and plans a drug free school dance.



# Youth Empowerment:

# Youth have the capacity to change their environment.





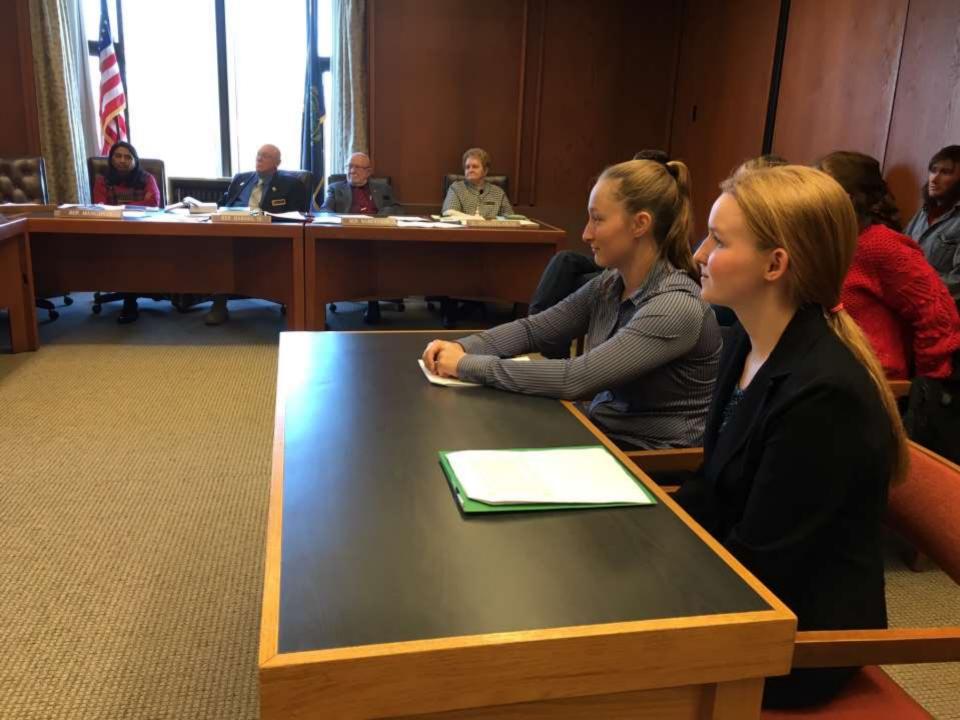


Section #1
Principles of Youth
Empowerment

# Dover Youth to Youth











# Dover Youth to Youth





# S Our Model

SKILLS

ACTION



# Focus Areas

- Education
- **L** Community Awareness
  - ☐ Policy Change
    - □ Media



## Classroom Presentations





# Samantha Skunk: Rx & Medicine Safety



# Sanantha the Magenta Skunk





# Solomon the Parrot







# Presentations

C Module 3A-6



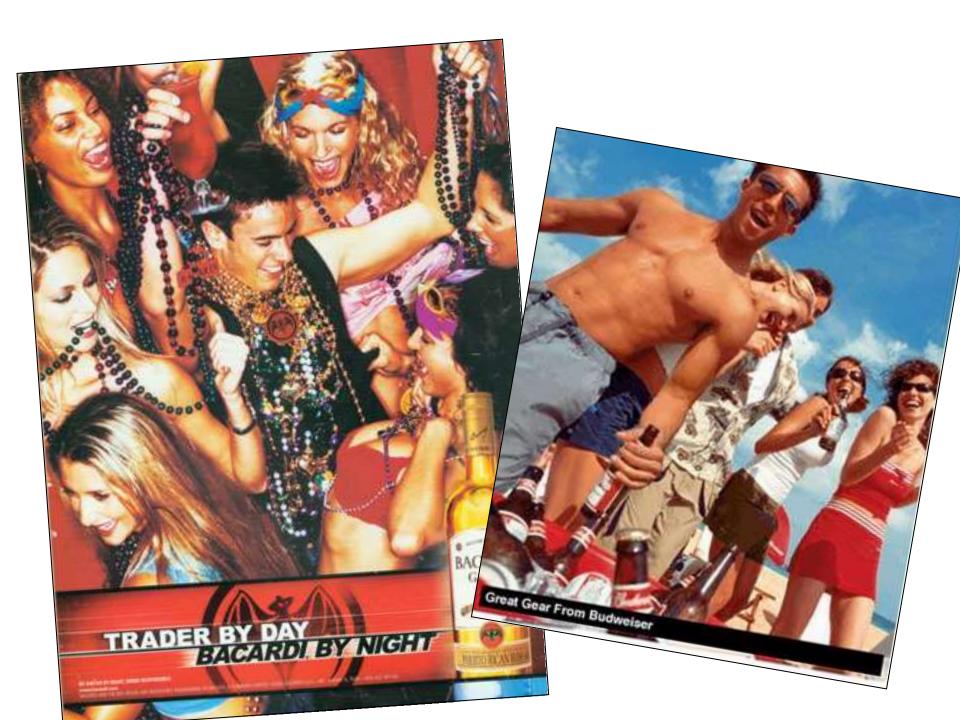
www.SamanthaSkunk.com

# Large Assemblies Module 3A-2

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









College binge drinking takes lethal toll

Honor student dies in Colorado

> By Angie Wagner ASSOCIATED PRESS

FORT COLLINS, Colo. - By the time the rainy night stretched into early morning, Samantha Spady had been drinking and partying for hours. Earlier it was beer and shots of tequila. Inside a fra-





bers of Chi Omega grieved over the loss of their sorority during a candlelight vigil Sept. 7 in Fort Collins, Colo.

pate

Two alcohol poisoning deaths on Colo. campuses stir change invitation for binge drinking, said Henry Wechsler, director of the

poisoning deaths o ag 101 qu 8 rado universities h are one of and local officials H Zunouf drinking at more co er tue be ing the number of rounding campus an education programs; RIMOST date c In Fort Collins, w University sophomo R ILE was found dead in a fi SYLVE 5, an alcohol task for D SU In the short term, t

banned the sale of bee

dray Hundreds attended the 2004 funeral in Beatrice, Neb., of tests Samantha "Sam" Spady, a Colorado State Uníversity student 19, h who died at a fraternity of acute alcohol poisoning. BILL HAFER/ASSOCIATED PRESS/FILE 7004 level ... . soo percent, more than five times the national days

checking into detox is on the rise," said Robert Maust, chairman of the standing committee on alcohol at the University of Colorado. "The profile seems to suggest that students have adopted a high toler ance. They are able to function well, right up to the point that their systems shut

Ann Quinn-Zobeck of Bacchus and Gamma, an international organization focusing on peer education as a strategy to prevent alcohol abuse, said, "A lot of students don't recognize alcohol poier

vhole

Alcohol Studies at Harblic Health.

percent of colort binge drinkin a row for men, - at least once in wo weeks. Half of s do it more than While the percentage kers has stayed about the same over the past 11 years, the amount they drink at one sitting has increased, Wechsler said.

Of more than 1.400 alcohol-related deaths each year among US college students, according to the National In-

#### Raped at 14, teen takes bold public stand

By Marcella Bombardieri GLOSS STATE

EW GLOUCESTER. Maine - First, Lyndsey Kadziauskas decided to testify against two teenase boys who raped her at the first high school party she ever attended. Then the 14-year-old faced a second

soon know about what happened at that party.

She did not need to think it over. "OK, I guess I will" go public, the brown-haired girl decided.

"I wanted people around town and around Maine to understand it's not my fault," Kadziauskas, now 15, said last week at her home in this Portland oub-

LYNDREY KADZIAURKAR, IA, who was raped at a party



### Solace for rape victim in speaking out

► RAPE Continued from Page A1

private, the thinking goes, because to be exposed to shame and ridicule, to be cross-examined, can constitute a "second rape," Print. and broadcast media, including the Boston Globs, customarily do not publish the name of a rape victim without that person's consent.

But that consent is increasingly being granted. Two California. teenagers who were kidnapped and raped in August talked about their ordenl on "Today." Victims sexually abused by priests have held press conferences and started. grass-roots organizations to demand change in the Catholic Church.

A memoir called "Lucky," about author Alice Schold's rape, was number two on The New York Times's paperback best-seller list iast week. The Central Park Jogger, whose identity has been shielded since she was ruped and nearly killed 13 years ago, has a memoir due out in the spring that will include her name and photograph. It will be titled: "I Am the Central Park Jogger: A Story of Hope and Possibility.

In July, Omaha World-Herald columnist Michael Kelly wrote that his daughter Bridget had



her mother, Alinda, was raped last year.

# DIZEVIHMIA

### Youth 2 Youth members take their message nationwide wearant Vincing Youth member Molly

#### By LARRY CLOW Comocrat Staff Whiter

BOVER Members of tree Smith 2 worth, a youth seader styly and drop architecture research to tree containing ed the Under see their sing kersoccutters Training Coules & The Annual Kwitcon Lenderaldo Conference di Ballicione

from Act, 24-35 Wealth South numbers presented two warksneps to made occes of law solition men, obscur a cut, attars and others works 3 m the understa bricking pro removation. The first generation right letters the differences because the can

seducions of arguing drinking and which called assumed the saliew in serestangements This seam preserve intuitationed sections excline Low to set up a Youth a Wembertyle program in

The warest in garden more interested to a their year houseloans. power loss to the land few years. Before WE WHISTON THE TOURTH DURING BUSINESS. ilet, and tylin Barlicool in one of the

"Harn teetle cast They want to arrow certorero participan s 307.50 W.Sald ember for their lore into this and what we're drifted, sould be

The Ballaners conference was menber thuses Calabrears fire Line to be STA DOUBLISH S WITH YOUTH THULL it titles and conference attempters BUTHESSE BY BUT MY MY MUNEY

"Thought a war next, seel, shi "A lot of posses will," Cit my Cod, Sees mis but aid are wall

Worth a Youth members to System under the dealers and PERMITTING CARLIEDS AS IN this is numbers have absended overfur Burne Want, New Jersey, Ma

Burlinged age; to these su Bermals this year for Youth 2 hat L "It's "m, and when they kill

men sens's war friendly health them before we med them, Youth & Yearth a coordina

the Dover Polity Department nity Contracts Bergan. Mire will, Youth 2 Youth's said he sweetend a most fertines trum corrects "Since we're hear h

prised one seculation un the of the orsentation,

# Y2Y shares message with kids in Bermuda

Direct Youth to Youth, a high school and criditie school-based drug and alcohol procession group, has here preventarly busy man pent here

offered the community a chance to how some Halleween our while the group raised money her fedure youth thug prevention netwines.





# Change Through

Students push state to fund anti-tobacco youth programs

Legislature | Fines collected for illegal sales to minors would fund prevention.

By KEVIN LANDSIGAN

CONCORD - A group of Dover students said Tuesday they've got a cheap way New Hampshire could end its deadlast ranking in support of pri-

St. Thomas Aquinas High Schmil senior Raitlyn Reilly said the state could send an important public health measure if it diverted to prevention what the state takes in from illegal sales of tobacco to customers younger

State budget writers estimate that would require about a \$2

million deposit. "Is the state going to respond to this? Or are they going to leave the children of New Hampshire to the tobacco industry?" Reilly asked.

For the last three years, New Hampshire has been one of a THE SO EASE ENGREY to SUPPORT HAMPShire to do the right of tobacco prevention pro-

Federal greets and unspent money from pass years result in some money trickling to communities, but several initiatives, locheding one in Nashuu, were abor down when budget writers scopped making an annual \$3 mallion contribution to preven-

Dover Descocratic Rep. Bill Knowles, the bill's spouser, said it's only logical to start changing that with the beip of tax receipts from thegat sales of cigarettes.

"It is illegal for them to emoke. Anyhody who is emoking, that tax money should not go into the general fund because

#### BILL AT A GLANCE

BILL NO: HB 1591. SPONSOR: Dover Democratic

DESCRIPTION: The bill would requires the tobacco tax proceeds from itegal sales of cigarattes to minors to be diverted to programs. that try to prevent young people from starting to

amoun. STATUS: The House Finance Committee hosted the initial public hearing on the bill Tuesday.

first for the fourth year in a row. Gov. John Lynch has taken no position on this bill, but his poers in both parties, sociuding some uyeing the presidency in 2008, are starting to push this usue.

New York Gov. George Patalet last week proposed doubling spending on prevention through a tubecco tax hike of \$1 per pack lown Gov. Tom Vilsack has endorsed a \$4 million spending increase in his state's program, while Arizons Gov. Bill Richard sim has embraced a \$1.7 million increase in his state.

"It's not too late for New thing," said Leri Fresion, re-gional director of the Campaign for Tobacca Free Kala.

New Hampton Republican Rep. Fran Wendelhoe said prevention works, but when hermakers raised the tobaccu tax 28 cents per pack last year, more essential programs gar the

"If we are selling alcohol to minors, why not give alcoholtaxes to substance abuse pre-vention for 8ids? Wendeline said. The kids were really articulate, but you can take this logic to an extreme. The fact is peer pressure is what pushes a lot of young hide into smoking, and it's the right kind of peer pressure

that changes things."
Wendelboe said her younges

The Centers for Disease Con-

UNKNOWN, PAGE A2 IN DOVER Youths start campaign for safer

cigarettes By MARCUS WEISGERBER Democrat Staff Writer

DOVER - About 2 fires are caused by a and a youth drug ! wants to lower that Hampahire by asking to back legislation re rettes sold in the state

The special cigarettes rings which act as "spee venting the cigarette from less the smoker inhales. Dover Youth 2 Youth

At this time, New York a are the only two states that self-extinguishing cigaret within state limits.

CAMPAIGN,









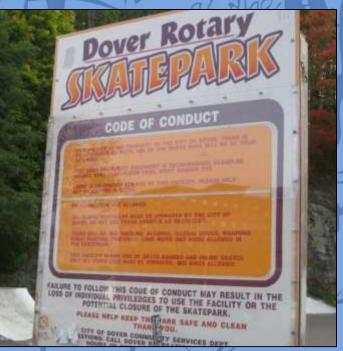
# Dover council bans smoking at skate park

By HIROKO SATO Democrat Staff Writer

OOVER - Smoking in or near the Henry Law Skate Park is illegal now that the council unanimously passed an ordinance prohibiting use of tobacco products at the site to create a healthy atmosphere for

At its meeting on Wednesday, the council approved the new regulation based on ar idea proposed by St. Thomas Aquinas High School students participating in Youth to Youth, a citywide peer outreach group. Students representing Youth to Youti

Smoking Please turn to Page 6B



# Foster's Paily Democrat www.fasters.com \$1

Since 1873

Thursday, February 11, 2016

### WEATHER

SAT TODAY 181-5

Complete forecast, A11

#### LOCAL



# Council bans e-cigarettes

The electronic devices no longer allowed in city where cigarettes are prohibited

By Nik Beimler nbeimler@seacoastonline.com

DOVER - The City Council on Wednesday night voted unanimously

to ban the use of electronic cigarettes where regular cigarettes are already banned on city property. This includes on school grounds and on city athletic fields.

Dover Youth to Youth, an alcohol and drug prevention group, brought the resolution to the council. Prior to the vote to approve the measure, Hannah Martuscello,

members, spoke on behalf of the organization during citizens' forum.

"It will protect family aspects on public grounds and sports fields," Demeris told Foster's, "... And it will eliminate the negative influence that e-cigs can have on

councilors, children who see adults using electronic cigarettes are more likely to think it is okay to use the devices.

Violation of the new ban could result in a fine of \$50 for a first offense and \$100

SEE E-CIGS, A2

# Dover tobacco law goes into effect July 4

Police say focus is more on education than enforcement

By Brian Early

bearly@seaccastonline.com

DOVER - The Fourth or is not only the celebration the country's independenc but it is also the day Dover new tobacco ordinance goes into effect.

The ordinance the City Council passed on Wednesday that increases the age to use, possess and purchase tobacco products from 18 to 21 years of age in Dover goes into effect on July 4, said Dover Police Chief William Bregult.

But don't expect heavy-

Dover to raise tobacco age to 21, first in NH Members of Dover Youth to Youth had brought for ward the resolution and asked Weston to sponsor it, which a.c. she agreed to do. Weston See'.

City Council approves measure despite business owner objections

bearly@seacoastonline.com By Brian Early DOVER - The Garrison City will become the first municialler in the state to raise the ally possess, use and productsin

recused herself from the discussion and vote to avoid a conflict of interest as the store she co-owns with her family Three members of Dover Youth to Youth, Hannah sells cigarettes. Martuscello, Olivia Malone and Elsa Rogers, spoke on behalf of the ordinance during Lie hearing before the Wednesday's whey said

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



# Testimony before a committee of the NH House of Representatives.



### Proposing a State Law

NH's Party Host Law



### Zig-Zag Project



### **Policy Change: Fire Safe Cigs**

www.seaconstonline.com

Dover Community News - June 9, 2006 - Page 3

#### Dover Youth to Youth legislative effort successful

New Hampshire Governor John Lynch recently signed a piece of legislation that originaled with the Police Department's Youth to Youth Program. The new law will require that only "self-extinguishing" cigarettes be sold in this state. The initiative is a public safety effort since the new cigarettes will be designed to go out if they are out down and not used - making them less likely to start a fire if disposed of carelessly or dropped on a sofa cushion. The Dover students solicited the help of the Dover Fire Department, who became instrumental in getting the proposal through the legislature with the help of the NH Fire Chiefs Association.

Self-extinguishing cigarettes are designed to put themselves out by adding thin rings of

paper in the eigarette that act as "speed humps" preventing the eigarettes from continuing to burn unless the smoker inhales. The cigarettes are also packed differently during the manufacturing process.

In 2004, Dover Youth to Youth approached Dover Fire Chief Perry Plummer about supporting a self-extinguishing cigarettes law. Plummer brought this information to the New Hampshire Fire Chiefs Association. The Fire Chiefs Association then hired a lobbyist to help them draft a bill.

During 2005's legislative session, the bill made it through the Criminal Justice and Public Safety committee and then went on to the Ways and Means Committee. At the Ways and Means Committee hearing, 15year-old Emily Martuscello,

who is the youth leader in charge of this project for Youth to Youth, spoke in support of this bill.

"It's not just the smokers who are killed in these fires. The smoker's family and the family next door also could be killed or injured." Martuscello told the committee.

Despite this support, the bill was held over for study instead of being passed that year. In 2006, the NH House Ways and Means Committee finally voted to approve and pass the bill. The full House then voted overwhelmingly to pass the bill 272 to 72. The Senate followed suit this spring, paving the way for the governor's signature on May

Dover Youth to Youth students had conducted their own non-scientific experiment with

the self-extinguishing cigarettes. Students placed the self-extinguishing cigarettes and regular cigarettes in an ashtray, and lighted both cigarettes to watch them burn. After a few minutes students noticed that the regula cigarette was burning at a considerably faster speed than the self-extinguishing cigarette a was creating much more sme As the regular cigarette was burnt almost to the filter, the self-extinguishing had mad less than halfway, and was almost out. At the end of experiment, Martuscello "This just goes to show ! these cigarettes really do and they can save lives.

Each year almost 1,0 ple are killed in fires s cigarettes, and anothe injured. In 2004, Nev the first state to pass

law. Since then, California, Illinois, Vermont and Canada have passed laws that require " --- If-extinguishing ciga-

Gov. Lynch signs 'firesafe' cigarette bill

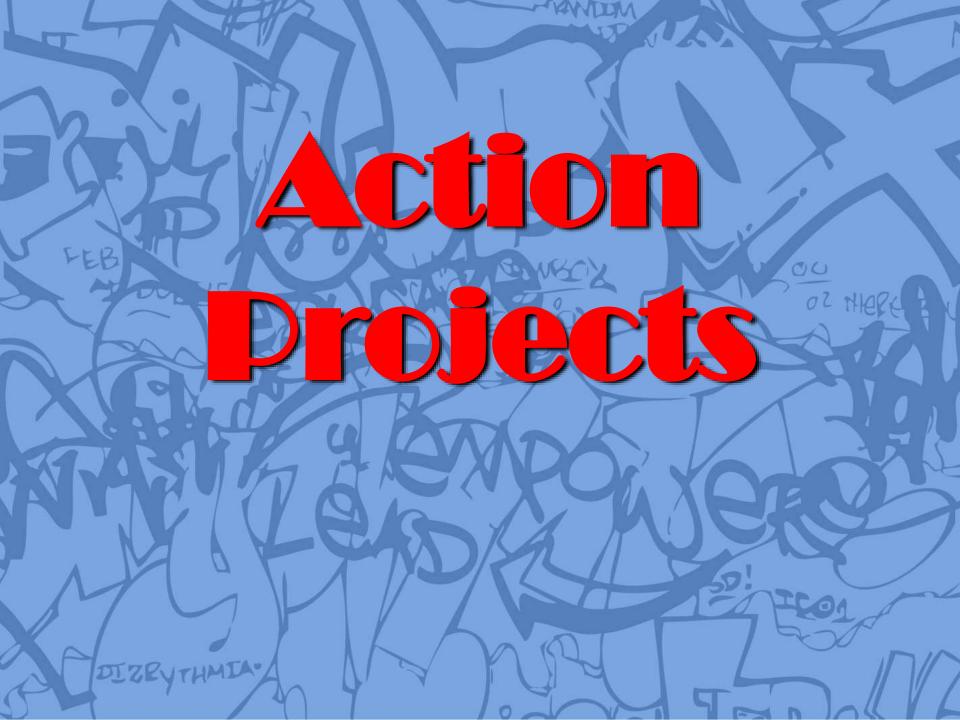
By COLIN MANNING N.H. Statehouse Writer

CONCORD — One high school student's "cool idea" has matured into a bill that fire chiefs from across the state say will save lives.

Emily Martuscello, a freshman at Dover High School, read about self-extinguishing cigarettes, also known as "firesafe" cigarettes, sold in oth-

"I thought that if it could save lives, why couldn't we do it here in New Hampshire" she said Wednesday at the Statehouse, "I'm really

Martuscello, a member of the Dover Youth to Youth group, joined the state's fire chiefs to watch Gov John Lynch cion a hill (412 845) into



### Stielzer Shoek

✓ Module 3C-1

#### Alcohol and Youth Don't Mix

DERENTHALA.

Teens may look mature - but their brains are still growing and developing until age 25.

Alcohol can permanently
affect a brain's
development,
as well as mess up
the part of the brain
that is responsible for
judgment,
impulse control
and risk taking.



Alcohol can help teens make the dumbest decisions of their lives.

www.DoverYouth.com



### unity Awareness

DESEVIENTA-

Zombies declare war on drugs

Youths warn community to dispose of old medications



**Zombie Project** 













OS HABEL 3

### Scarier than zombies

Unused meds can kill; drug takeback event this Saturday

> By KIMBERLEY HAAS chassiofosters.com

DOVER - A group of students dressed as zombles were gathered in front of City Hall Wednes-

day afternoon, raising DOVER awareness about the Police Department's prescription drug talishack event.

"If you think populars are quite a sight, your mediance cabinet is a really big fright," the students, who are part of Dover Youth to Youth, chunteri.

This is the third year in a row Y2Y members have participated in a zomble demonstration.

Over the course of sh years, Doss



over City Hall during a "zombie walk" of Dover Youth to Youth one, Carmen Anderson, Sarah Albion, Evan Anglace and Will an Holtz speak during a news conference. The group was pro from 10 a.m. to 2 p.m. at the Dover police station.

dicines are takout of the home If inates the possiof them getting she hands of cuand naive youth ink these drugs se because they thescribed by a



DOVER

# They want your pills



httlewood, 12, and Stone Stattery, 12, from Down Youth 2 Youth held a Press conference and raily of Zombies the steps of City Hall in Dover, Youth 2 Youth is hoping to increase participation in this fairs Trag Take Back Day

to Youth raises awareness of Drug Take Back Day

#### Zombies

from family and triends On Sacurday at in Locust St. restricted independent

partition in coaseled about est Auge and the Young to Youth where without to do what they

MEMBERS OF DOVER YOUTH TO YOUTH ASSET DIE OF DOWN City Hold Creek

Local paper the next day.

antimembers stationed at City Hall on Wednesday afternoon. The youth activists, in grades 6-12, dressed as sombles and held sums to promote living

Take Back Day scheduled for Saturday. The Dover Coalition for Youth, the Down Police Department and the Drug Enforcement Administration (DEA) are sponsoring the take back, which lets people dispose of expired, unased and

unwanted prescription drugs at the Dover Police Station from 10 a.m.-2 p.m. The service is free and anonymous. Three Dover Youth to Youth meanbers - Claire Roy, Andrey Kettlewood

and Stone Slattery, all 12 years old - stood in front of a borde of 21 chanting, poster-wielding zombies and held a press conference on Saturday's event and the importance of disposing prescription drags safely.

"This initiative is important because medicines in home cabinets are highly susceptible to theft, misuse and abuse,"





### Hilltop Funcenter Project



tation for Dove Youth

youth frequent. While Cote was









### Hilltop Funcenter Project



### Retail Responsibility Campaign





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

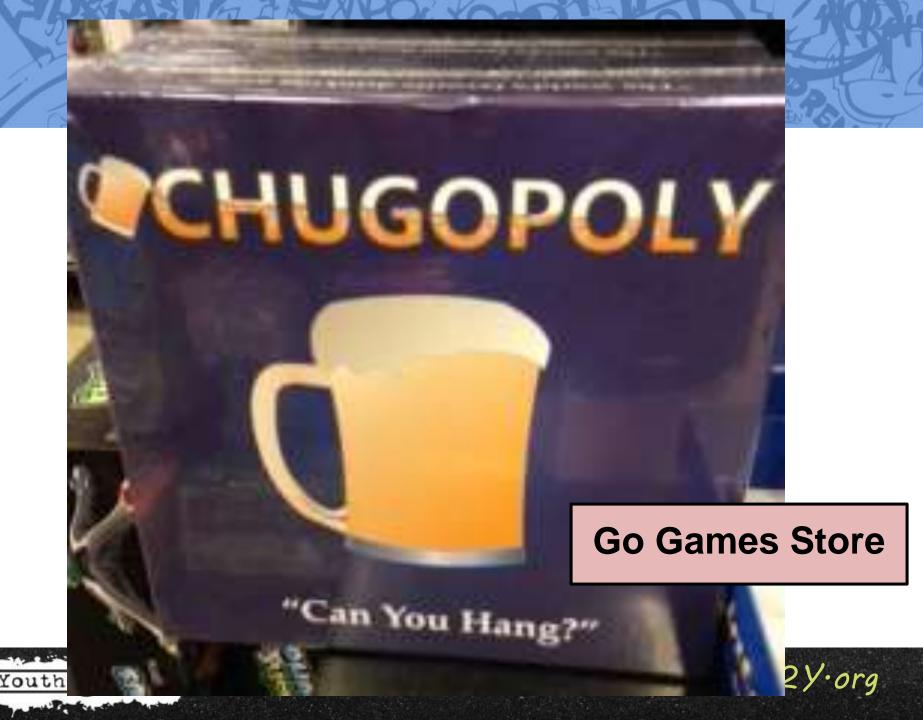




Spencer Gifts

Y2Y·org







#### **Cell Fashion**

Step #2: Decide if there is a problem

## Step #3: Attempt purchases to see if kids can buy it.





# For Run Mall Purchases Cell Fashion Store

10 years old







# Fox Run Mall Purchases Go Games Store







#### Fox Run Mall Purchases



DIZEVIHMIA

### **GO! Toys and Games Store**





Smokin'

#### Fox Run Mall Purchases

#### "Lids" (hat store)



12 years old

#### 11 years old







# Mall at Rockingham Park "Lids" Hat Store





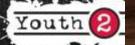
# Steeplegate Mall Purchases Spencer Gifts



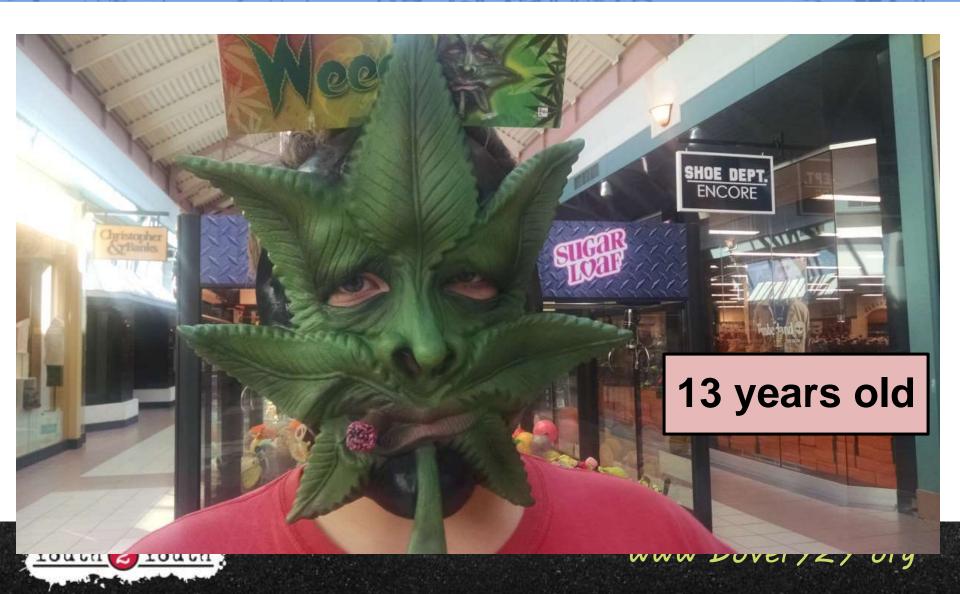








# Steeplegate Mall Purchases Spencer Gifts



#### Mall of NH Purchases



DIZEVIHMEA

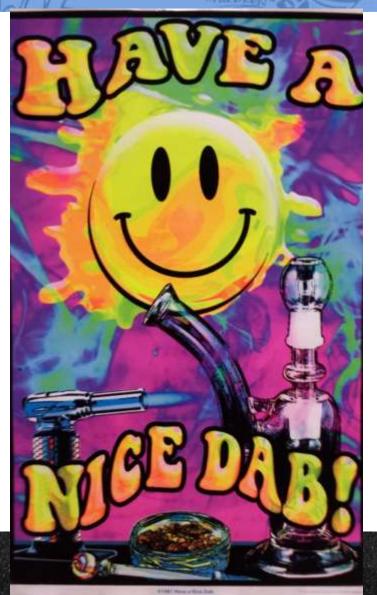
13 years old:

Beer Keg Halloween costume



# Mall of NH Purchases Spencers







## Mall at Rockingham Park Spencers



15 years old

ww.DoverY2Y.org

## Mall of NH Purchases Zumies



9 years old

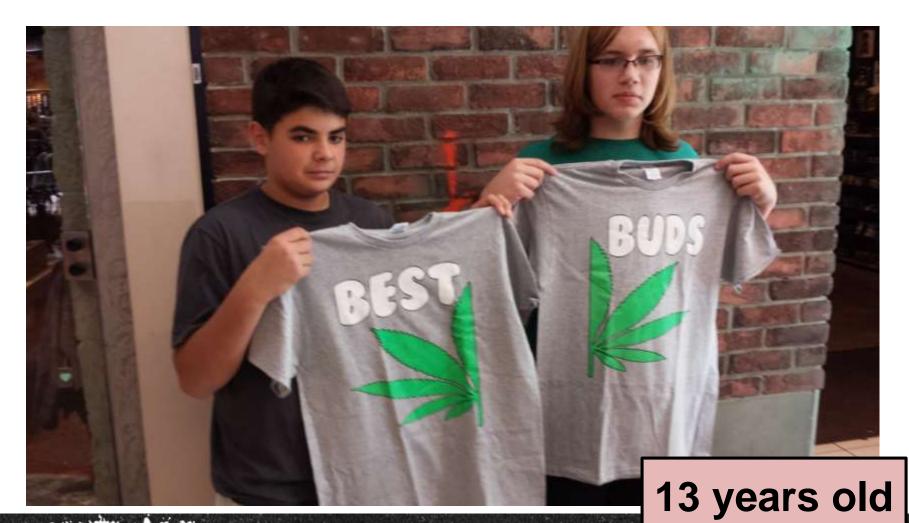
## Step #4: Prepare & Deliver Letters to Stores

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" 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





#### 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 #5: Create a Display out of the purchased items





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



# DIZEVIHMIA Group calls out retailers for underage sales

Youth 2 Youth urges stores to stop selling drug-themed products

By Casey Conley cconley@fosters.com

DOVER - Youth 2 Youth members are calling on retailers to stop selling

merchandise, especially to

Members of the Dover children.

student group bought clothing, skateboards, posters and accessories adorned with marijuana leaves from the Fox Run Mall and three other malls around the state, Youth 2 Youth student leaders said during a Tuesday press conference.

ful substances, specifically marijuana, have no consequences and are risk-free," said Jordan Schneider, a Dover High School senior. There are no laws against

selling these items to people under 18, but the group believes young people will

approach drugs with less caution if these images Dover Youth 2 Youth is an after-school anti-drug group comprised of Dover students. Dover Police Department oversees the group, which aims to raise awareness about the effects of substance abuse.

SEE RETAILERS, AZ

Members of Dover Youth 2 Youth show off some of the merchandise promoting marijuana use sold to children and teens in the group Tuesday afternoon in Dover, PHOTO BY SHAWN ST.HILAIRE/FOSTERS,C

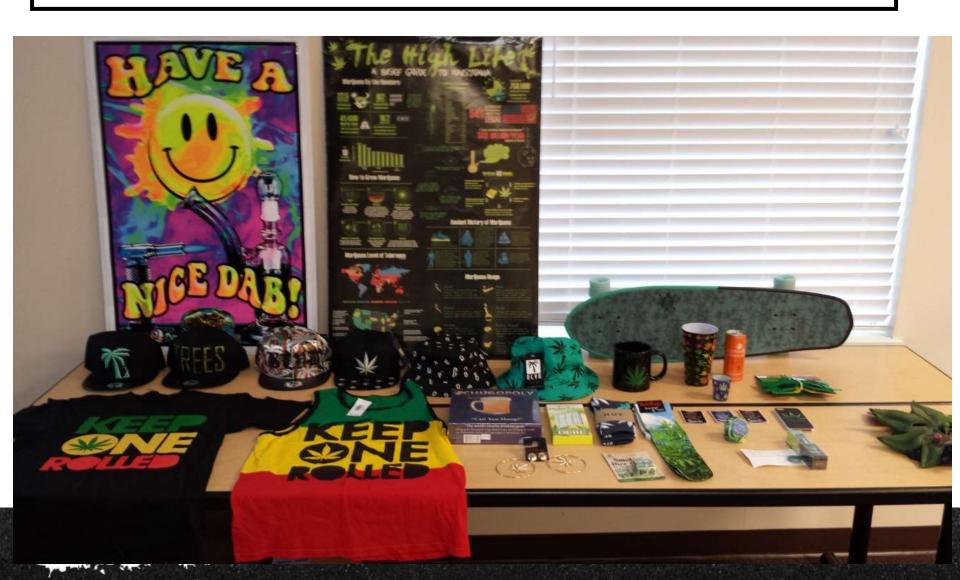
## Step #7: Plan other activities to make the public sensitive to these messages (PTA or Rotary presentations)

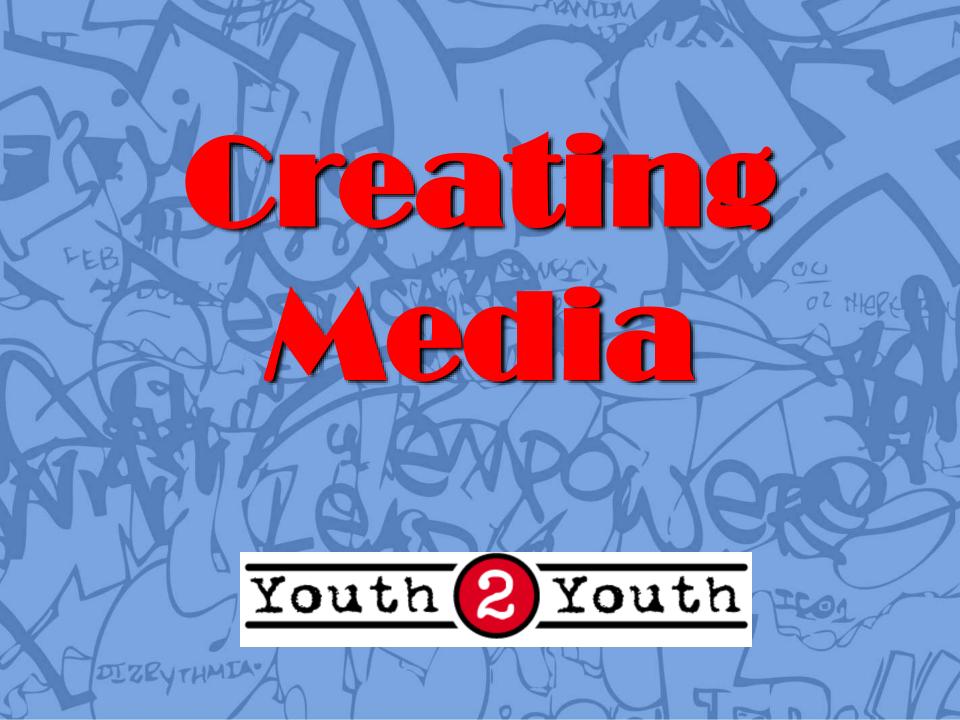






#### **Step #8:** Evaluate Results





## Radio PSAs





## VICEO PSAS Module 2C





## What is a Campaign?

When we use the term CAMPAIGN, we mean:

- □ A sustained effort > 1 year
  - □ With a single Message·
- ☐ Usually more than one type of activity·



#### Taking Action - Community Advocacy

#### "Tell The Truth Campaign"









# Hey Big Alcohol, We WANT the

Sincerely,

Dover, NH

Youth 2 Youth

Dover Youth to Youth is a program of the Dover Police Department

## Taking Action: Long Term Campaigns

Taking longer term Action,

Conducting a Campaign

– For Example:

Module 3C-4





### Brain Campaign Message

S Module 3C-4

#### Alcohol affects ALL parts of your brain.

DIZEVIHMIA.



☐ Alcohol doesn't just make you tipsy, effects all parts of the brain.

When it comes to Grey Matter, it ALL Matters.

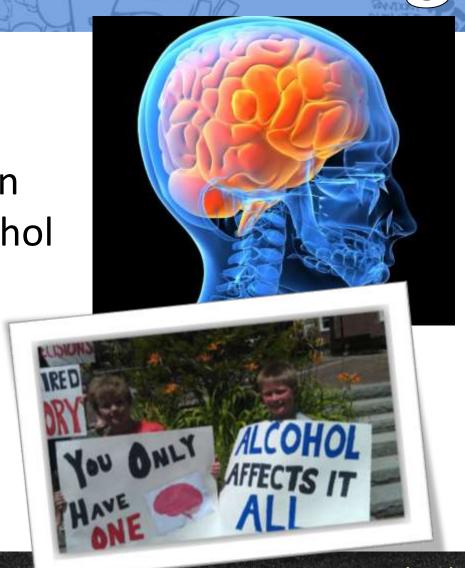
For more information on Alcohol and the Brain visit www.DoverCoalition.or



## What's Your Message

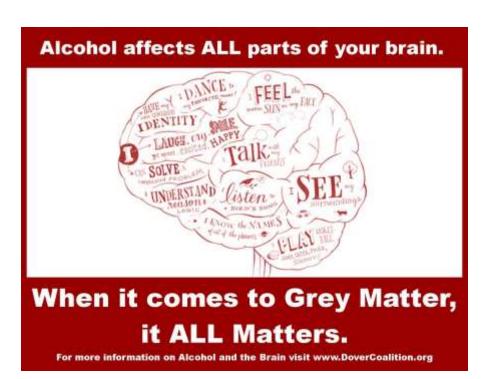
#### **Brain Message**

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





#### BRAIN GAMPAIGN MESSAGE







## Rick Off Event



#### **Posters & Signs**



## Street Activism





**Larger Visuals** 

## Street Activism

5 Module 2E



## Palm Card

#### Alcohol affects ALL parts of your brain.



When it comes to Grey Matter, it ALL Matters.

For more information on Alcohol and the Brain visit www.DoverCoalition.org

#### **Alcohol and Youth Don't Mix**

Teens may look mature - but their brains are still growing and developing until age 25.

Alcohol can permanently affect a brain's development, as well as mess up the part of the brain that is responsible for judgment, impulse control and risk taking.



Alcohol can help teens make the dumbest decisions of their lives.

For more information on Alcohol and the Brain visit www.DoverCoalition.org



## Press Conference





## 'Brain Campaign'



#### MORE THAN 70 LOCAL YOUTHS turned out to launch the Dover Youth to Youth program's Brain Campaign on Central Avenue in Dover on Wednesday to raise awareness about the effects underage drinking can have on the brain. Students educate downtown visitors on alcohol's effect on the young mind

Iramsdell@fosters.com

DOVER - More than 70 dedicated youths rallied downtown Wednesday afternoon in hopes of raising awareness about the effects of alcohol on the brain.

As part of a new initiative known as the Brain Campaign, students who are

DOVER part of Dover's Youth to Youth prevention program held signs and oversized pictures of the human brain while they explained the types of detrimental ways the develop-

ing brain can be affected by alcohol consumption.

"Alcohol doesn't make our community any better," said 11-year-old Michael Merone as he held a sign along with his peers in the courtyard in front of the

#### Sticker Shock Sticker

C Module 3C-1

#### Alcohol and Youth Don't Mix

DEZEVIHMEA.

Teens may look mature - but their brains are still growing and developing until age 25.

Alcohol can permanently
affect a brain's
development,
as well as mess up
the part of the brain
that is responsible for
judgment,
impulse control
and risk taking.

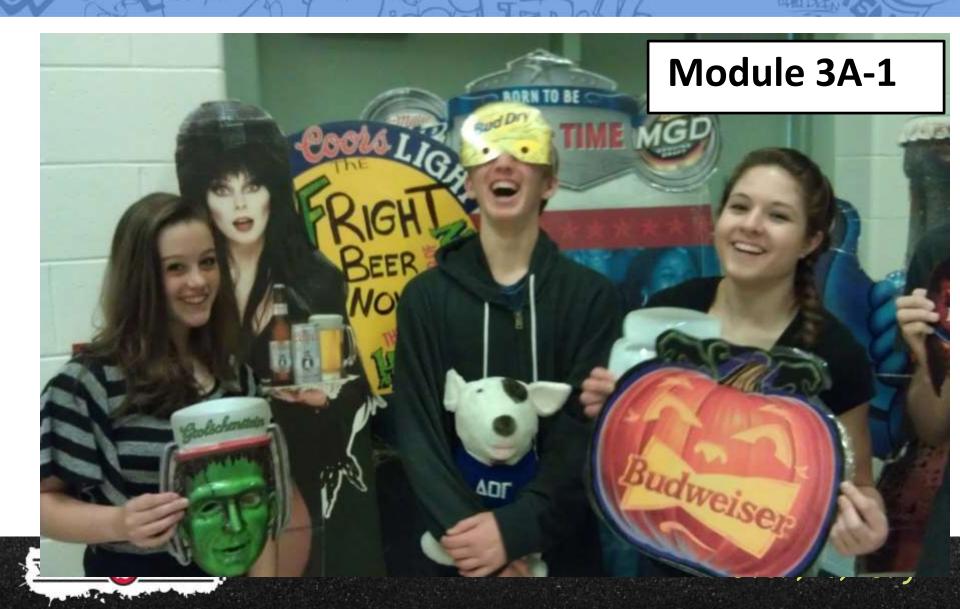


Alcohol can help teens make the dumbest decisions of their lives.

www.DoverYouth.com



#### S Things the Alcohol Industry Doesn't Want You to Think About







# Youth Empowerment Theory

### Advocacy & Activism

Advocacy: Supporting a position or cause.



- Activism: Advocacy designed to cause change
  - usually social or political change by confronting an entrenched status quo or a very powerful opposing force.



### Historical Look at Activism



#### **Rosa Parks**



### Historical Look at Activism



# Parkland youths turn to voter drives

Will tour nation by bus to foster better gun laws

> By Kelli Kennedy ASSOCIATED PRESS

PARKLAND, Fla. - A day after graduating, a group of Florida high school shooting survivors announced they will spend their summer crossing the country by bus, expanding their activism from rallies and school walkouts to registering young voters to work for stricter gun

David Hogg, Emma Gonzalez, Cameron Kasky, Jaclyn Corin, and about two dozen other students have become the faces and voices of bloodshed in American classrooms.

They stood together Monday in matching black "Road to Change" T-shirts, holding placards at a park just down the street from Marjory Stoneman Douglas High School where 17 were killed on Valentine's Day.

In the months since the shooting, the students have ral-Had hundreds of thousands of



Parkland survivor Cameron Kasky spoke during a student news conference Monday.

noting voter turnout in the last midterm elections was the lowest since World War II.

That's why the students are planning more than 25 stops in

at all times, and installing cameras to monitor every inch of school grounds.

In other gun-related devel-

opments: A man suspected in four dead near Scottsdale, Ariz.

Police said the killings Friday of paralegals Veleria Sharp, 48, and Laura Anderson, 49, were related to Pitt's shooting.

A San Diego police officer accidentally shot himself in a T

## The Terms We Hear

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



## The Terms We Hear

• Youth Involvement: committed to the task.



• Youth Engagement: committed to the mission.



# S Our Model

SKILLS

ACTION



# Knowledge

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



## Examples of Knowledge

- ✓ Drug Information and Stats
- Advertising Patterns
- ✓ Working with the Press
- √ Consequences of use
- ✓ Pop Culture Influences on youth drug use



#### **Posters & Signs**







### Brain Campaign Message

✓ Module 3C-4



Focus on "8Consequences"of underagedrinking.

# SIZIIIS

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



# Types of Action

- Education
- ☐ Community Awareness
  - ☐ Policy Change
    - □ Media



# S Our Model

SKILLS

ACTION



## It's 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.

# 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



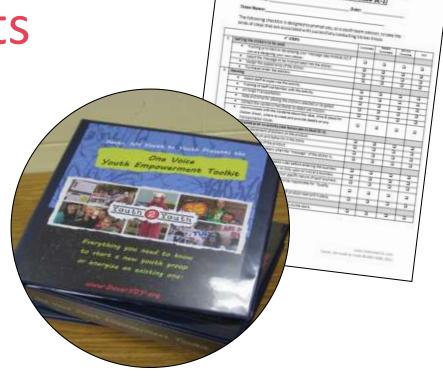
# Fidelity of Replication

Developed tools to aid replication:

✓ Fidelity Checklists

✓ Toolkit

√ TA & Training





One Voice Youth Empowerment Model



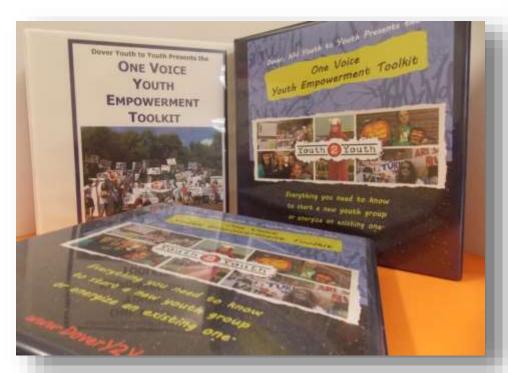
Section #4

RESOURCES:

## The Toolkit

#### The One Voice Youth Empowerment Toolkit:

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







Coaching Youth
Advocates

# Coaching Techniques

Coaching to Improve Skills =
Teaching



# Technique #1

#### **Coaching Principle:**

 Teens (people) learn better if a task is broken down into component parts.



### Presentation Skills

### **Getting the Right Sound**

- Volume Control
  - Speed Control
- Animation of Voice
- Animation of Body

## Presentation Skills

#### **#3** Animation of Voice

### Five Techniques:

- □ Spacing/Pauses
- **☐** Emphasize Words
- □ Vary Speed
- ☐ Stretch Words
- ☐ Vary Pitch

# Technique #2

#### **Principle:**

 Teens (people) learn better if a task is in a series of logical steps.



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



Spencer Gifts 124.org

# Step #3: Attempt purchases to see if kids can buy it.





16 years old

# Mall at Rockingham Park "Lids" Hat Store



11 years old



## Legislation: Key Steps

- 1. Research your issue thoroughly.
- 2. Develop your group's position on the issue.
- 3. Find a sponsor (if it's your proposal)
- 4. Prepare testimony. Make it simple, concise and logical.
- Prepare visuals that will help illustrate the issue.



- 6. Educate others the public, parents, and other youth groups. Create a press release.
- 7. Practice presentation of testimony
- 8. Other contact with legislators letters, emails and calls.
  - 9. Deliver testimony at public hearing.





- 10. How did it go? If it passed:
- (1) thank or recognize supporters, and

(2) evaluate the need for public education about the new law or other steps to insure law is effective.



# Henry Law Park



www.DoverY2Y.org

### Dover Rotary Bandshell







#### 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.





## Step 2: 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.

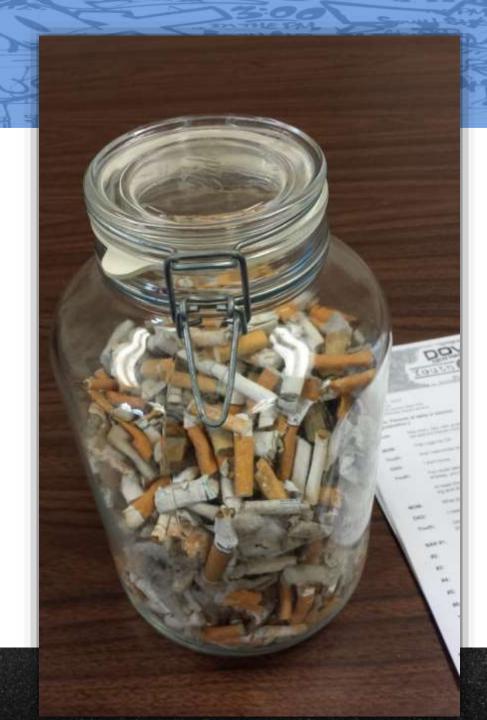






## Visuals

✓ Used a glass jar to hold the butts we picked up during the research phase.





## 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:







## Technique #3

#### **Principle:**

- Provide a framework to build off of.
- In other words, a standard structure...



#### Structure of a Press Release

## 1<sup>st</sup> Paragraph

Summarizes what is happening and why. It is one or two sentences that tells the reader: Who is doing What?

Where and When is it happening, and Why?



#### Structure of a Press Release

## Middle Paragraphs

- Body of the document. Tells the details.
- Descending order of importance.



#### Structure of a Press Release

# Closing Paragraph(s)

- Contact info for more information.
- -Related web sites.
- Short summary of your group and its purpose.



#### Coaching Techniques

#### **Principle:**

- Provide a framework...
- For example: a template for a Press Release.



# Youth Group Raising Awareness of the Dangers of E-Cigarettes

1000	Dangers				
			$\_$ , and I am $\_$	- today to	
INTRO PARAGRA	my name is pers of Dover Youth aware of	s	ve are here down	town	
My name is	ars of Dover Youth	to Youth are	·		
We are all mem	nunity aware of			٠	
make s.		E ECIG PROBL	EM		
v coction	A: INFO ABOUT THe Perned about	<u>                                      </u>			
We are conce	erned about	se	We fe	eel flavoring nicotin	ie
We feel this	erned abouterned abouterned abouterned abouterned abouterned abouterned abouterned erisk thaterned erisk thate	about the vari	ous flavors. W	add guote ab	out e-
We are par	rticularly concerne e risk that	Q	uote	" [add 4	
creates un	bar (name) said	(/ Q		warV2V.	ora
Group my	ember (chine)			20161/2/	) i g

#### THE MAD SCIENTIST

#### DOVER Y2Y PSA DEVELOPMENT ASSIGNMENT

	TEAM	#	
--	------	---	--

#### INSTRUCTIONS:

- Your team must produce a 30-60 second PSA script. Below you will be provided with varying information on the GOAL, STRATEGY, SETTING and/or TARGET AUDIENCE.
- In your PSA, you must utilize the information provided but use of imagination is also strongly encouraged within those parameters.

PROJECT TITLE: THE MAD SCIENTIST

BROAD GOAL OR TOPIC: E-Cigarette Use and Nicotine

CORE MESSAGE R STRATEGY: Counter-Advertising

TARGET AUDIENCE: Teens or pre-teens primarily

SETTING: Your PSA will be designed around the theme of an evil or mad scientist creating a monster or some other related spooky/monster/haunted house type of theme. Use your imagination and have fun!





## Techniques #4

#### **Principle:**

- □ Explain it Demo it Have them practice it in simulated setting.
- Deeper learning when "Doing".
- ☐ Aim for active engagement in practicing the task or activity.



#### Presentation Skills

## Stretching Words:

- √ slows you down,
- √ changes the pace,
- ✓ makes what you say more interesting or theatrical

#### Demonstrate: Stretching

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

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

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

## Technique #5

**Principle:** 

What they practice; is what they will do.



## Coaching Techniques

Principle #5:

When Practicing Skills:

Simulate actual circumstances as closely as possible.





## Simulate Actual Circumstances:

#### **EXAMPLE:**

Simulating a Press Conference





#### Coaching Techniques

 If visuals are used in a Press Conference, we practice including anyone who will be holding a visual doing *exactly* what they will do for the real thing.



# Technique #6

**Use Active Engagement in:** 

- (1) Practicing Skills AND/OR
- (2) to insure understanding of concepts:

We call it:





### Applied Practice to test Learning of Concepts:

 FOR EXAMPLE: Showing students examples of media and asking:

What's the Goal, Setting or Target Audience?



## Applied Skills

Tell us the Goal, Target Audience, or Setting of the following examples:



What overall goal could this message support?

Drinking 100 much too fast can stop your heart. Overdosing on alcohol can cause cardiac arrest. If someone passes out from drinking don't let them sleep it o Furn them on their side. and above with theren

What is the <u>setting</u> of this media?

#### Applied Practices

Or identify the type of question.



#### Types of Questions

– Open-ended Questions:

What are all of you up to today?

Is there anything else you want me to know?



#### Types of Questions

– Personal Questions:

Why was being involved in this event today important to you?

What did this experience mean to you?



What type of Question is this:

So tell me about your event that's happening today.



What type of Question is this:

So tell me about your event that's happening today.

OPEN ENDED



What type of Question is this:

Why do you feel it's important to take e-cigarettes?



What type of Question is this:

Why do you feel it's important to take on e-cigarettes?

PERSONAL





# Best Practices: Program Foundation

# Admin Practices Associated with Success

#### Two Advisers

- Application Form
- Email contact/ distribution list
- Weekly email contact
- Parents get the emails as well
- Sustained Recruitment
- Weekly meeting (generally)



# Admin Practices Associated with Success

Two advisers

## Application Form

- Email contact/ distribution list
- Weekly email contact
- Parents get the emails as well
- Sustained Recruitment
- Weekly meeting (generally)



#### Best Practices: **Application Form &** Waivers

st Practices:	AXECTION DAY
ication Form &	APPLICATION FORM
	CONTCATION
Waivers INSERT GROUP NAM	ET APPLE
JUD NAM	
FOT GROUP.	
TNSER	710 3. 42
Je i i i i i i i i i i i i i i i i i i i	DOB: to that #!
Student Name:	Zip DOB: to that #? (write clearly please)
Student Na  Address:  Is it 0	
Address:  Home Telephone #: Is it O	wis year:
CONI	Grade this year:
E-Mail address:  What school do you attend?  What school do you attend?  Parent's Info (complete where appropriate where	icable):
E-Mail address:  What school do you attend?  What school do you attend?  Acrent's Info (complete where appropriate to the complete where approprine to the complete where appropriate to the complete where approp	plicar
What school complete	Cell:
What sching (COMP) Parent's Info (COMP) MOTHER/ Guardian	Other:
Name:	
Name: W: Tel. H:	
	Other:
\	Other:
FATHER/ Guardian Tel. W:	
Tel. H.	
You Email:	
TOU FILM	

# Admin Practices Associated with Success

- Two advisers
- Application Form
- Email contact/ distribution list
- Weekly email contact
- Parents get the emails as well
- Sustained Recruitment
- Weekly meeting (generally)



# Admin Practices Associated with Success

- Two advisers
- Application Form
- Email contact/ distribution list
- Weekly email contact
- Parents get the emails as well
- Sustained Recruitment
- Weekly meeting (generally)



#### Targeted Recruiting

#### Targeting specific individuals:

- Who are known to you.
- Asking staff to recommend likely students who can be approached to join.
- Existing student members recommend likely candidates or members reach out to them directly.



#### "Open Net" Recruiting

Broad, general distribution of info about the group, its availability, how to join and the nature of the commitment:

- In-school announcements
- Posters / flyers
- Emails to homes from the school
- Local and/ or school newspaper
- Presentations / assemblies to students





## The First Meeting

#### Include:

- Introductions;
- Something that breaks the ice / team-building.
- Something that explains what the group is about
- Describe what the student will do if they stay in the program.
- A short educational video or other element.
- Engage them in something that is part of the action the group will take.
- And yes... snacks and food are good.

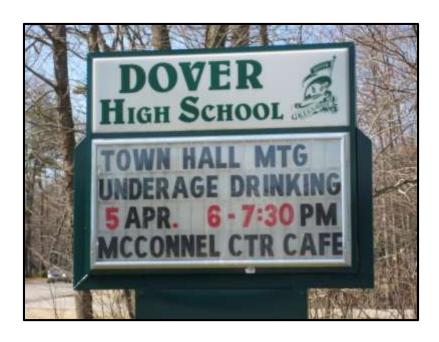




Section #8: Coordinating with Your Coalition

## Support of Projects

- Town Hall Meeting
- Drug Take Back Events







## Support of Messages

Using Survey Data

 Social Norming Message

 Turning Message into a Campaign





# Taking Action: Long Term Campaigns

Taking longer term Action,

Conducting a Campaign

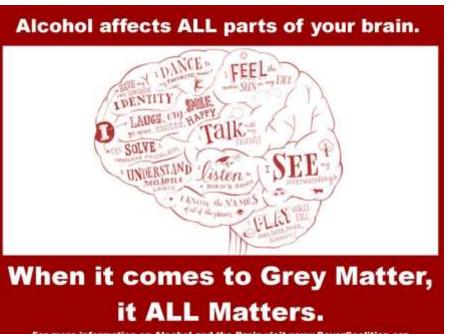
– For Example:

Module 3C-4





#### BRAIN GAMPAIGN MESSAGE





For more information on Alcohol and the Brain visit www.DoverCoalition.org





# Value of Youth Empowerment to DFC Grant

Required Sector

Impact on Match Requirement

Outputs to Report in DFC-Me





# Conclusion and Resources



# Dana Mitchell

Dover Police 46 Chestnut Street Dover, NH 03820 Office: 603.516.3274 Cell: 603.817.9773 d.mitchell@dover.nh.gov

www.Dovery2y.org

### How We Can be a

#### Resource?

#### Dana Mitchell

d.mitchell@dover.nh.gov

DoverY2Y@dover.nh.gov

603-516-3274

www.DoverY2Y.org



#### Closing Out Today:

- Our Web Site DoverY2Y.org
- YouTube Channel DoverY2Y
- Recordings of Training (Vimeo)
- No Charge to email:
  - A PSA script
  - An mp3
  - A theatrical skit





#### Zombie Palm Cards

#### Dover, NH



#### North Platte, NE



#### Zombie Palm Cards

#### Dover, NH



#### North Platte, NE



#### Closing Out Today:



- Annual Webinar Series on Youth Empowerment
  - 4 or 5 webinars a year
  - Various topics
  - No charge



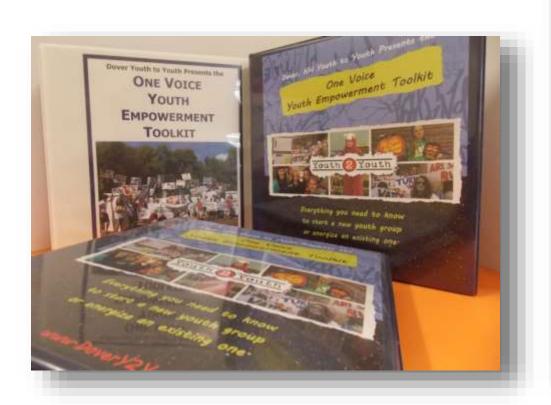
#### Closing Out Today:

- Webinars
- Our other resources
  - Site visits here
  - Zoom assistance and guidance
  - Email samples and examples for free
  - The Toolkit
- Q & A Using the "Chat" feature



## The Toolkit

#### The One Voice Youth Empowerment Toolkit:







## Implementing Youth Empowerment