

\$500 STIPENDS ARE STILL AVAILABLE

Register your #CommunitiesTalk event today!

Email *info@stopalcoholabuse.net* for more details.



PARTNERING WITH YOUTH

Powerful Prevention of Underage Drinking



RECORDING NOTICE

This webinar will be recorded.

The presentation, video archive (including closed captioning), and a written transcript will be posted to www.stopalcoholabuse.gov.



MODERATOR
Jane Tobler

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PARTICIPATION POINTERS

For this webinar:

- Use the chat box (on the lower left) to submit technical problems.
- Use the same box to submit questions for presenters.
- Submit questions at any time. Please do not hold your questions until the end.



HOST

Marion Pierce

communities talk



town hall meetings
to prevent underage drinking



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WEBINAR OVERVIEW

Learning objectives:

- Recognize the benefits of youth engagement in prevention efforts and how to overcome barriers
- Identify ways to partner with youth in holding solution-focused *Communities Talk: Town Hall Meetings to Prevent Underage Drinking*
- Implement best practices in building a youth-adult partnership

- Program Director, California Friday Night Live Partnership
- Over 20 years of prevention experience at local, state, and national levels
- National trainer on youth development and environmental prevention strategies



GUEST SPEAKER

Lynne Goodwin

WHY ENGAGE YOUTH?

WHY ENGAGE YOUTH?

Youth
engagement is
empowering!



WHY PARTNER WITH YOUTH FOR COMMUNITIES TALK: TOWN HALL MEETINGS?

- Young people offer a unique perspective.
- Youth can bring additional skills to the effort.
- Youth and adults will build skills in the process.

WHAT YOUTH-GUIDED EFFORTS ACHIEVE: EDUCATION

Empowerment Zone Coalition: Detroit, Michigan

- Town Hall Meeting featured testimonials by youth.
- Youth delivered a message through a theatrical performance around SAMHSA's "Talk. They Hear You."
- Outcomes:
 - Students intended to avoid alcohol.
 - Adults and students intended to share new knowledge.
 - Family center reported increased after-school enrollment.

WHAT YOUTH-GUIDED EFFORTS ACHIEVE: ACTION

Friday Night Live: Napa, California

- Assessment
- Policymaker education
- Call to action
- Social host ordinance!

OPPORTUNITIES FOR MEANINGFUL COLLABORATION

- Issue identification
- Key informant interviews
- Planning and facilitation of a *Communities Talk* event
- Presentation development and delivery

SOCIAL MEDIA ROLES

- Youth partners have grown up in a world where social media drives conversations.
- Young people may have expertise navigating the current social media platforms.

ARE YOU READY TO BUILD PARTNERSHIPS WITH YOUTH?

CHALLENGES TO ENGAGEMENT: ORGANIZATIONAL STRUCTURE

Organizational barriers:

- Budget and staff considerations
- Grant priorities
- Lack of training and preparation
- Lack of experience in developing youth-adult partnerships
- Conflict of interest

CHALLENGES TO ENGAGEMENT: ENVIRONMENT

Willingness and readiness:

- Power
- Skills
 - Accountability
 - Planning

OVERCOMING CHALLENGES TO ENGAGEMENT

LIMITED FUNDING

- **Barrier:**

Money can be an issue when creating a new program with more staff.

- **Solution:**

Build funding structures that support youth participation.

LIMITED FUNDING

Possible approaches:

- Identify different sources
- Long-term vision
- Reallocation
- Advocate

WILLINGNESS AND READINESS

- **Barrier:** Perception by people that they can get more work done—and done faster—if they work by themselves.
- **Solutions:**
 - Sharing
 - Ownership
 - Planning

YOUTH INDIFFERENCE

- **Barrier:** Youth may appear not to care, but it may just be that they didn't know that they should.
- **Solutions:**
 - Meaningful opportunities
 - Advocate
 - Be supportive and patient

NEW SKILL SET FOR YOUTH

- **Barrier:** Youth need skills that enable them to lead.
- **Solutions:**
 - Train
 - Provide guidance and support
 - Try a new lens

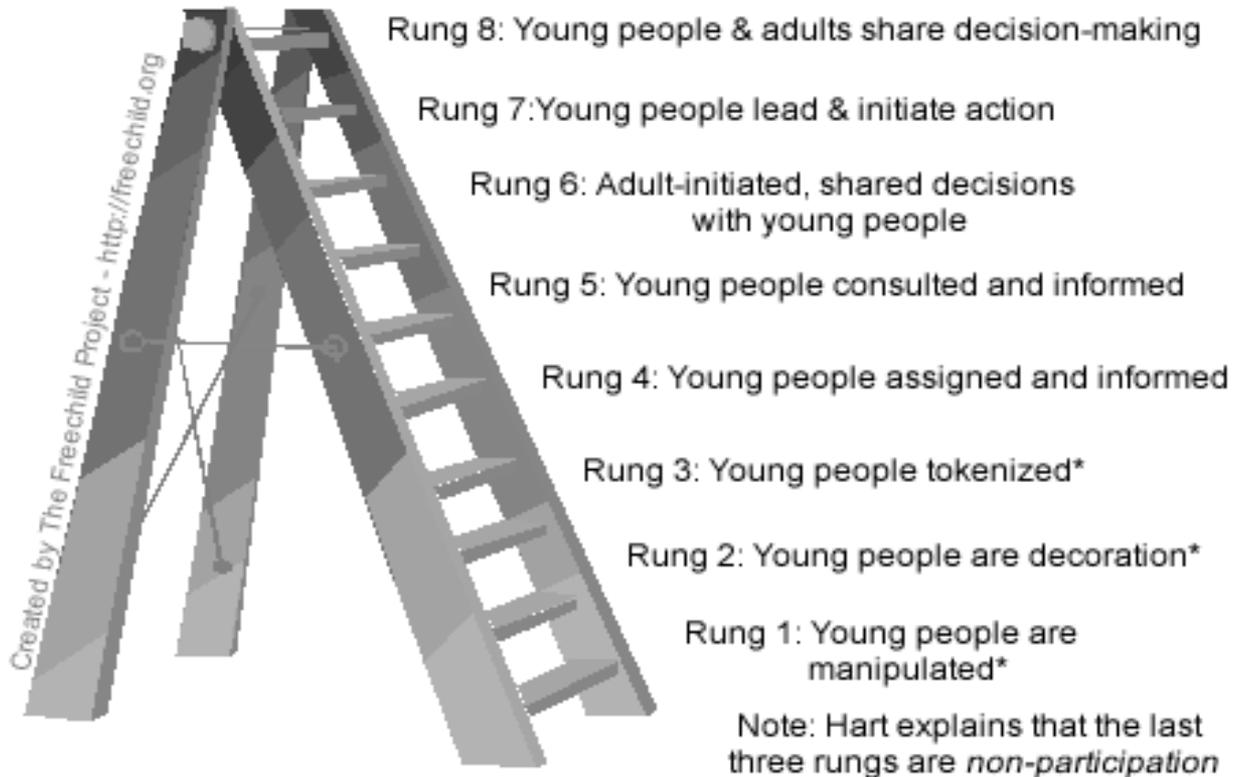
YOUTH TURNOVER

- **Barrier:** Youth may not remain involved for long.
- **Solution:** Practice retention principles.
 - Consistency
 - Safe environment
 - Skill building
 - Meaningful engagement

CREATING A STRONG YOUTH-ADULT PARTNERSHIP

HART'S LADDER

Roger Hart's Ladder of Young People's Participation



Adapted from Hart, R. (1992). *Children's Participation from Tokenism to Citizenship*. Florence: UNICEF Innocenti Research Centre.

BUILDING HEALTHY RELATIONSHIPS

Create a team bond:

- Connect frequently
- Check in
- Monitor relationship-building
- Conduct team-building activities and challenges
- Share

BUILDING HEALTHY RELATIONSHIPS (CONT.)

Create a team bond:

- Advocate for policies
- Solicit input
- Follow through
- Prepare your organization
- Assist youth in making decisions

OTHER THINGS TO CONSIDER

- Transportation
- Time of meetings
- Structure of meetings
- Stipends
- Orientation and mentoring program



PARTNERING PRINCIPLES

Adults need to remember these principles:

- Equitable and reasonable expectations
- Young people are individuals – just like adults
- Interruptions
- Partnering vs. parenting

ONLINE RESOURCES

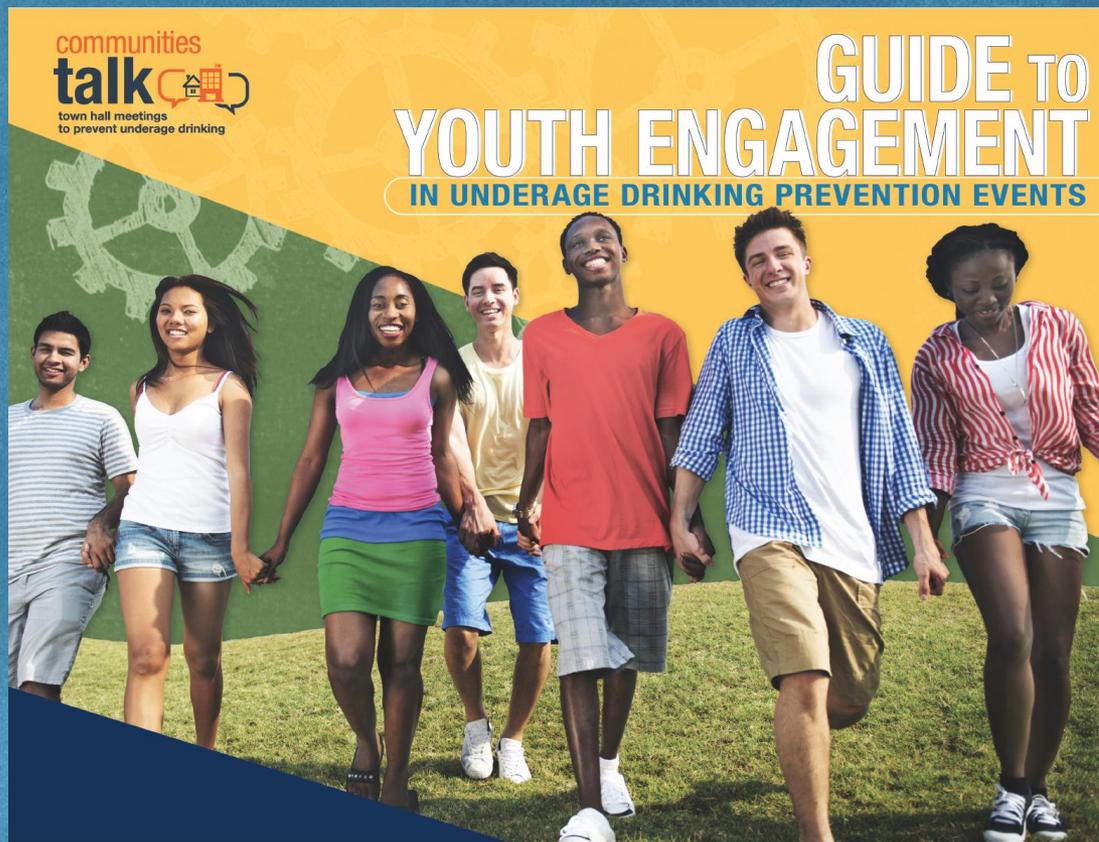
- **Websites**

- SAMHSA's "Talk. They Hear You." for parents/caregivers of 9- to 12-year-olds.
- StopAlcoholAbuse.gov

- **Publications**

- Communities Talk: Town Hall Meetings To Prevent Underage Drinking *Quick Start Planning Guide*
- *Best Practices User Guide: Youth Engagement—State and Community Interventions*
- *Tips and Tools: Reaching and Engaging “Non-College” Young Adults in Prevention Efforts*

ONLINE RESOURCES (CONT.)



www.stopalcoholabuse.gov/townhallmeetings

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CONTACT INFORMATION

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QUESTIONS?

THANK YOU FOR JOINING US

- Submit additional questions to info@stopalcoholabuse.net.
- Check the webinar landing page at <https://www.stopalcoholabuse.gov/whatsnew>.
- Share your feedback by completing the webinar survey.

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JOIN THE NATIONAL INITIATIVE WWW.STOPALCOHOLABUSE.GOV

The screenshot shows the homepage of the Communities Talk website. At the top, there is a navigation bar with 'STOP UNDERAGE DRINKING' and 'TOWN HALL MEETINGS' on the left, and 'SEARCH' and 'SIGN IN' on the right. Below this is a secondary navigation bar with the 'communities talk' logo and several menu items: 'GETTING STARTED', 'TIPS AND RESOURCES', 'STATE RESOURCES', 'SUCCESS STORIES', 'FIND A MEETING', and 'WHAT'S NEW'. The main content area features a large heading: 'Communities Talk: Town Hall Meetings To Prevent Underage Drinking'. Below the heading is a sub-headline: 'Host a meeting. Support a meeting. Find everything you need on this site to mobilize your community to prevent underage drinking. Join the conversation using #CommunitiesTalk.' There is a 'GETTING STARTED' button. To the right is an 'Event Host Log In' section with a 'Register' link, 'Add event details', and 'Event recap' options. Below these are links for 'Interested in hosting an event? See FAQs.' and a login form with 'User Name' and 'Password' fields, a 'FORGOT PASSWORD?' link, and a 'SIGN IN' button. At the bottom left is a 'Find a Town Hall Meeting in your area.' section with a 'Select a State' dropdown menu and a 'FIND' button. At the bottom right is a 'Be Inspired' section with a photo of a young man and woman, a 'SUCCESS STORIES' link, and an 'IMAGE GALLERY' link.

