Welcome to today’s presentation:
Lead the Way: Engaging Youth in Health Care

May 5, 2020
Today’s Webinar Moderator:

Jordan Buckley, MPH, CHES
Manager, School Health Programs
Society for Public Health Education
Technical Support

All participants, except the host and panelists, are muted.

Webinar participants have the option to connect to audio using either the telephone dial-in number listed or via your computer speakers.
Questions?

There will be a Q&A session at the conclusion of today’s webinar.

Questions may be submitted throughout the presentation by typing into the chat box.
Feedback

We encourage your feedback!

Please complete the brief feedback form that will pop up in your browser immediately following this webinar.
Webinar Recording

Today’s webinar is being recorded and will be archived on SOPHE’s School Health Playlist!
Society for Public Health Education

MISSION
To provide global leadership to the profession of health education and health promotion and to promote the health of society.
Today’s Presenters:

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School-Based Health Alliance

Nicole Carrillo
Program Associate
School-Based Health Alliance
Lead the Way: Engaging Youth in Health Care

Seleena Moore, MPH, Senior Program Manager
Nicole Carrillo, Program Associate
We Believe...

In the transformational power of the health and education intersection
Objectives

1. Identify seven key steps and methods to starting, maintaining, and retaining youth partnerships.

2. Develop skills and mentoring capacities to engage youth as partners and elevate youth voice.

3. Create sustainable conditions where meaningful youth leadership and development take place.
Poll Question

How do you feel about youth partnerships?

A

B

C
Question 1

Why are youth partnerships in schools important to you, your health center, or organization?

Chat your response now!
Why Youth Development Matters

Expands the use, evidence of, and support for YD in improving health outcomes and reducing adverse behaviors

Aids in the success of a healthy school environment

- Student-Focus (Patient Engagement and Youth Advisor)
- Accountability (Student/Patient Satisfaction)
- School and Student Body Wellness
- Strong Partnerships (with Students and Families)

Supports the tenets of theWSCC model

Fosters opportunities for academic and professional pathways
Definitions

**Youth Development**: meets the physical and social needs of young people by defining their individual goals and preparing them to achieve their full potential.

**Youth Engagement**: identifies young people’s right to participate in decisions that influence them and recognizes the skills they bring to the table.

**Youth Partnerships**: considers youth as equal partners with adults in the decision-making process.
Rationale for Youth Engagement

Benefits for Youth

- Knowledge/Awareness
- Experience
- Practical skills
- Self-efficacy

Benefits for Adult Allies

- Community asset mapping and needs assessments
- Health center services
- Outreach and enrollment
- Peer-to-peer health education
7 Key Youth Engagement Steps

1. Youth Participation Models
2. Recruiting and Retaining Young Leaders
3. Cultivating Parent Support
4. Developing Youth Leadership Skills
5. Youth Leadership Networks
6. Cultivating Community Support
7. Promoting Youth Engagement Efforts
Youth Participation Models

• **Youth-Led:** youth are the main spokespersons and look to adults to provide administrative support

• **Youth-Adult Partnership:** seeks to establish youth and adults as equal partners in building and leading campaigns and organizations

• **Adult Led:** adult leaders seek out youth as core constituents
Deciding Factors For Participation Model

- What type of decision-making power will youth have?
- Who will be the individuals leading/facilitating?
- Will youth decide what issues to take on or have projects already been established?
- Will youth choose what tactics to use to implement the project?
- Will youth define the project’s goals?
Forms of Youth Participation

Youth-Led (YD)

Youth-Adult Partnership (YE)

Adult-Led (YI)
### Hart’s Ladder

#### Quality of Participation

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young people and adults share decision-making</td>
<td>Young people have the ideas, set up the project and invite adults to join them in making decisions throughout the project. They are equal partners.</td>
<td>Young people decide they need a one-stop shop in their community. They partner with adults in different youth organisations and together lobby the government for resources.</td>
</tr>
<tr>
<td>Young people lead and initiate action</td>
<td>Young people have the initial idea and decide how the project is to be carried out. Adults are available and trust in the leadership of young people.</td>
<td>A group of students get permission from their principal to run an environmental day. The students make the decisions, and the school provides support.</td>
</tr>
<tr>
<td>Adult-initiated, shared decisions with young people</td>
<td>Adults have the initial idea, and young people are involved in making decisions, planning and implementing the project.</td>
<td>A community co-ordinator asks young people for event ideas for Youth Week. The young people suggest having a skating event. The co-ordinator and young people work together to make decisions and apply for funding.</td>
</tr>
<tr>
<td>Young people are consulted and informed</td>
<td>Adults design and facilitate the project, and young people’s opinions are given weight in decision-making. Young people receive feedback about their opinions.</td>
<td>A local council runs several consultations to get young people’s input about a recreation park. Young people tell the council about features in the park they want changed. The council provides feedback to the young people about how their views affected decision-making.</td>
</tr>
<tr>
<td>Young people assigned but informed</td>
<td>Adults decide on the project and young people volunteer for it. Young people understand the project and adults respect their views.</td>
<td>A conference creates positions for two young people on a panel of speakers. Young people decide how to select their representatives and work with adults to understand their role.</td>
</tr>
<tr>
<td>Tokenism</td>
<td>Young people are given a limited voice and little choice about what they can say and how they can communicate.</td>
<td>A young person is asked by adults to be on a panel and represent ‘youth’. The young person is not given the opportunity to consult with peers or understand the role.</td>
</tr>
<tr>
<td>Decoration</td>
<td>Young people take part in an event in a very limited capacity and have no role in decision-making.</td>
<td>A group of young people are given a script by adults about ‘youth problems’ to present to adults attending a youth conference.</td>
</tr>
<tr>
<td>Manipulation</td>
<td>Adults have complete and unchallenged authority and abuse their power. They use young people’s ideas and voices for their own gain.</td>
<td>A publication uses young people’s cartoons; however, the publication is written by adults.</td>
</tr>
</tbody>
</table>

#### Key Questions

- Which level of Hart’s Ladder is our project on?
- Which level of Hart’s Ladder should our project be on?
- What do we need to do to move to the right level on the ladder for our project?

#### Non-Participation

It is important to remember that tokenism, decoration and manipulation are not examples of youth participation. You do have the choice to move away from these methods towards more meaningful participation.
Recruitment

Main Questions:

• **Where** will you recruit?

• **How** will you recruit?

• **What** will the recruitment process look like?
Where will you recruit?

Existing Clubs

Sports Teams

Classrooms

Community Events
How will you recruit?

Social Media

YAC: Bringing Student Engagement to the Forefront of School-Based Health Care

The School-Based Health Alliance is currently seeking new members for our Youth Advisory Council (YAC)!

The YAC is a youth-led service group that brings students together for a one-year term of leadership, advocacy, and service aimed at the promotion of school-based health care on a national level. Through the council, youth share their expertise on important adolescent health topics, build connections with a network of youth who are passionate about school-based health, and cultivate knowledge and skills about public health and youth development.

Please see this [flyer](#) for posting and dissemination to youth, colleagues, and partners, and visit our website to learn more and access the application. Deadline to apply is Thursday, February 28.

Youth Advisory Council

Field Publications

Classroom Presentations
What will recruitment look like?

Youth Advisory Council

What is the School-Based Health Alliance?
The School-Based Health Alliance is a national organization that advances and advocates for school-based health care. We are committed to collaborating with youth to help them serve as effective advocates and consumers of their own health care.

What is the Youth Advisory Council (YAC)?
Engage. Advocate. Empower. Lead. The YAC brings diverse and passionate high school and college students together for a one-year term of leadership, advocacy, and service aimed at the promotion of school-based health care at a national level. The YAC’s goals are to:
1. support youth-led advocacy efforts;
2. raise awareness about youth health issues; and
3. increase youth engagement in school-based health centers (SBHCs).

Who is eligible to apply to the YAC?
Applicants must be 16-21 years of age and have current or prior access to an SBHC.

What does it cost?
Nothing – the YAC is free to join! PLUS, as a member you will attend and present at the 2016 National School-Based Health Care Convention in Arlington, VA.

What is required of me?
You will be required to attend and participate in bimonthly YAC meetings held virtually and in-person (in-person meetings take place at the School-Based Health Alliance office). Activities may include blogging on health topics, hosting a webinar and workshop, and promoting the YAC on social media.

Apply Today!
Visit http://www.sbh4all.org/youth-advisory-council to access the application.
Deadline is Friday, 14 April 2017.
Results

2015

2016

2017

2019
Retention Guidelines

- Establish expectations
- Provide incentives
- Meet and communicate consistently
- Cultivate connections/relationships
Elevating Youth Voice

- Make room for youth
- Make it practical to obtain youth input
- Welcome diverse youth
- Make youth voice meaningful
- Make communication regular and open
- Make mutual respect the norm
- Make youth voice fun
“What are some of your best practices for youth leadership?”

Practices

- Put the young people you work with in front of the leaders of the organization and legislators
- Collective agreement and youth-originated ideas
- Stipends/wages
- Service-learning projects

- Evidence-based measures
- Scaffolding opportunities
- Equal co-workers
- Training adult staff
- Staff advocates who bring up youth in every discussion and meeting
- Scholarships, research and training
Keys to Maintained Engagement

• Cultivating Parent/Community Support
• Developing Youth Leadership Skills
• Youth Leadership Networks
• Promoting Youth Engagement Efforts
BUILDING SKILLS AND MENTORING CAPACITIES
Shift in Mindset:

We are all Youth Workers
“What is your role in your organization?”

- Student Engagement
- Project Coordinator
- Program Manager
- Manager of Adolescent Education
- Public Health Planner/Youth Health Manager
- Community Health planner
- Patient Educator
- Chief Operation Officer
- Oral Health and Community Engagement
“What are some of your best practices for youth leadership?”

Mindset

- The capacity of young people to do “real work”
- Youth empowerment model vs. Positive youth development
- Mutual benefit but the primary goal should be benefiting the youth
- Youth as primary stakeholders

Assets

- Dedicated staff member
- Financial backing from sponsoring organization
- Buy-in and commitment from leadership

Insights from the field: Youth Engagement, Leadership, and Development, 2019
“How is your youth leadership facilitated?”

- Campus level youth advisory boards
- Regional/state/national youth advisory boards
- Youth Health Worker Program (and other forms of youth providing TA)
- Be the Change @ Convention
- Oral Health Ambassadors
- Youth hired as staff or contractors (advisory, public health, or clinical roles)
Poll Question

Does your health center, school, or organization provide any of the following youth development opportunities?
Alliance Youth Development Foci
Youth Advisory Council

- 'Be the Change' Youth Training Program
- Fostering Connections
- Blogs
- Technical Assistance
- Media Marketing
- Training
- Youth-Informed Initiatives
The Three “I’s” of Youth Outcomes

GOALS

Intentional

Youth

Interactions

Intensity

Youth worker
<table>
<thead>
<tr>
<th>Youth Informed Initiatives</th>
<th>Intention</th>
<th>Intensity</th>
<th>Interaction</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Representation</strong></td>
<td>Youth Perspective; Training; Youth Development</td>
<td>Constant</td>
<td>Conventions; Hill visits; Board Meetings; Social Media</td>
</tr>
<tr>
<td><strong>Content Development</strong></td>
<td>Ownership; Youth Perspective; Training; Youth Development</td>
<td>As needed: project based (months to years)</td>
<td>Pre-Assessments and Evaluation (SBIRT); YPAR; Presentations</td>
</tr>
<tr>
<td><strong>TA</strong></td>
<td>Youth Perspective; Youth Development</td>
<td>As needed</td>
<td>Phone calls</td>
</tr>
<tr>
<td><strong>Training</strong></td>
<td>Youth Development; Knowledge</td>
<td>Yearly; Bi-weekly</td>
<td>Convention; Webinar; YAC Practice &amp; Work Meetings</td>
</tr>
<tr>
<td><strong>Content Feedback/consulting</strong></td>
<td>Youth Perspective; Ownership; Youth Development</td>
<td>As needed</td>
<td>Grant Writing; Funding Proposals; Official Statements</td>
</tr>
<tr>
<td><strong>Internship</strong></td>
<td>Youth Work; Ownership; Youth Development</td>
<td>Dependent on project (months to years)</td>
<td>Special Projects; Trainings; Meetings; Personal Deliverables</td>
</tr>
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</table>
CREATING SUSTAINABLE CONDITIONS
Keys to Sustainability

- Establishment of a safe space
- Consistency
- Funding
- Growth Opportunities
- Relationships
“How is youth leadership funded?”

- **Piecemeal**
- Nothing is directly funding youth advisory board
- Not for youth capacity building, but for providing feedback to specific programs
- **Writing youth leadership into grant applications; youth can be the ones who train the adults and provide technical assistance**
- **Organization (membership fees, conference revenues, donations); AmeriCorps**
- Expenses: transportation, mini-grants, incentives, stipends for semesters, meeting expenses (venues, food), notebooks and other supplies, staff
At every opportunity, ask:

“Where is the YD/where are youth in this project, initiative, grant, meeting, conversation?”

“What level(s) of YD are possible and mutually beneficial?”

“How much funding can we allot (to match the interactions, intentionality, and intensity of YD desired?”
Question

Of all of the keys sustainability, which is the greatest barriers for your organization?

• Consistency
• Funding
• Growth Opportunities
• Relationships
• Establishment of a safe space

Chat your response now!
Question

Of all of the keys sustainability, which is the greatest strength for your organization?

• Consistency
• Funding
• Growth Opportunities
• Relationships
• Establishment of a safe space

Chat your response now!
Keys to Sustainability

Supports

Opportunities

Services
<table>
<thead>
<tr>
<th>Supports</th>
<th>Opportunities</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Things done with youth:</td>
<td>Activities, roles, and responsibilities</td>
<td>Provision of</td>
</tr>
<tr>
<td>interpersonal</td>
<td>taken on and done by youth: chances to</td>
<td>resources, knowledge, or</td>
</tr>
<tr>
<td>relationships addressed</td>
<td>explore, belong, express, earn, and</td>
<td>goods to/for</td>
</tr>
<tr>
<td>by expectations,</td>
<td>influence</td>
<td>youth</td>
</tr>
<tr>
<td>guidance, and boundaries</td>
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Poll Question

How do you feel about youth partnerships?

A  B  C
QUESTIONS?
THANK YOU

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Thank you for joining SOPHE for today’s presentation.