

Youth Empowerment: the theory and its implementation



Mission: To empower youth, in partnership with adults, to create community change



YES! Youth Empowerment Model[©]

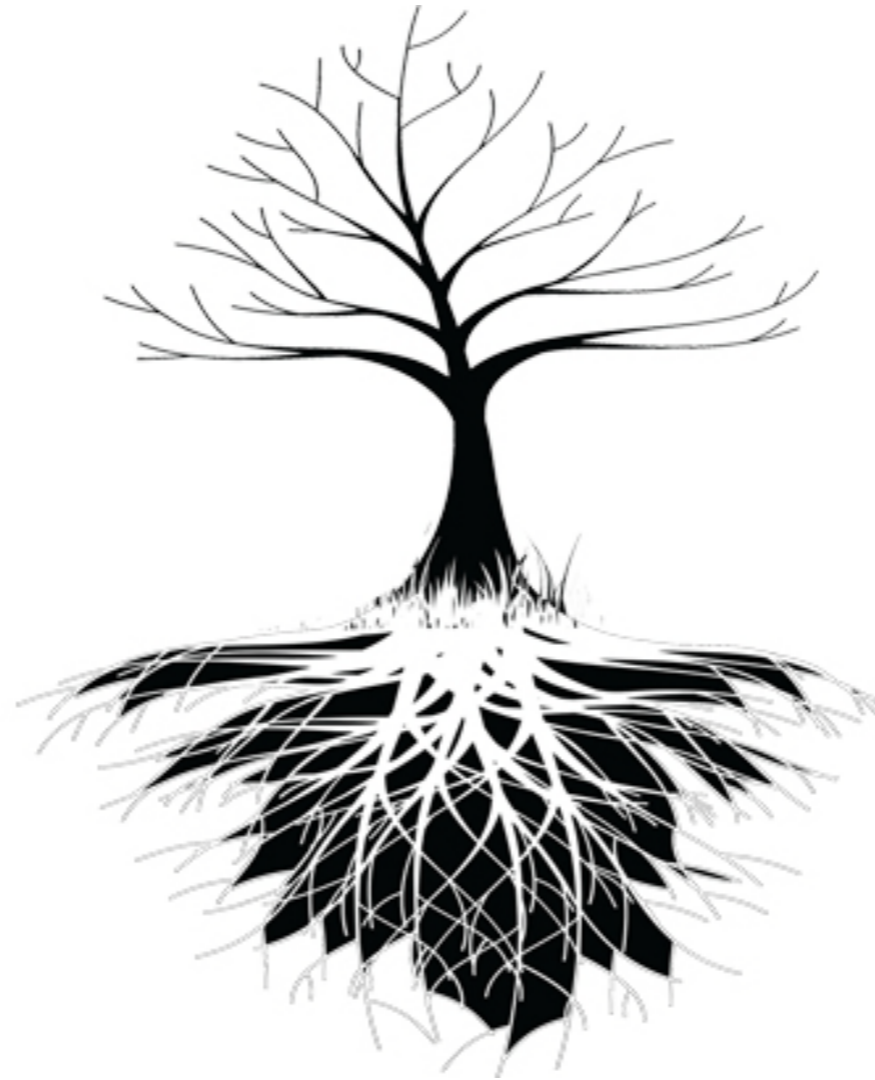


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*Skill Development
Critical Awareness
Opportunities*

Root Causes

(social determinants)



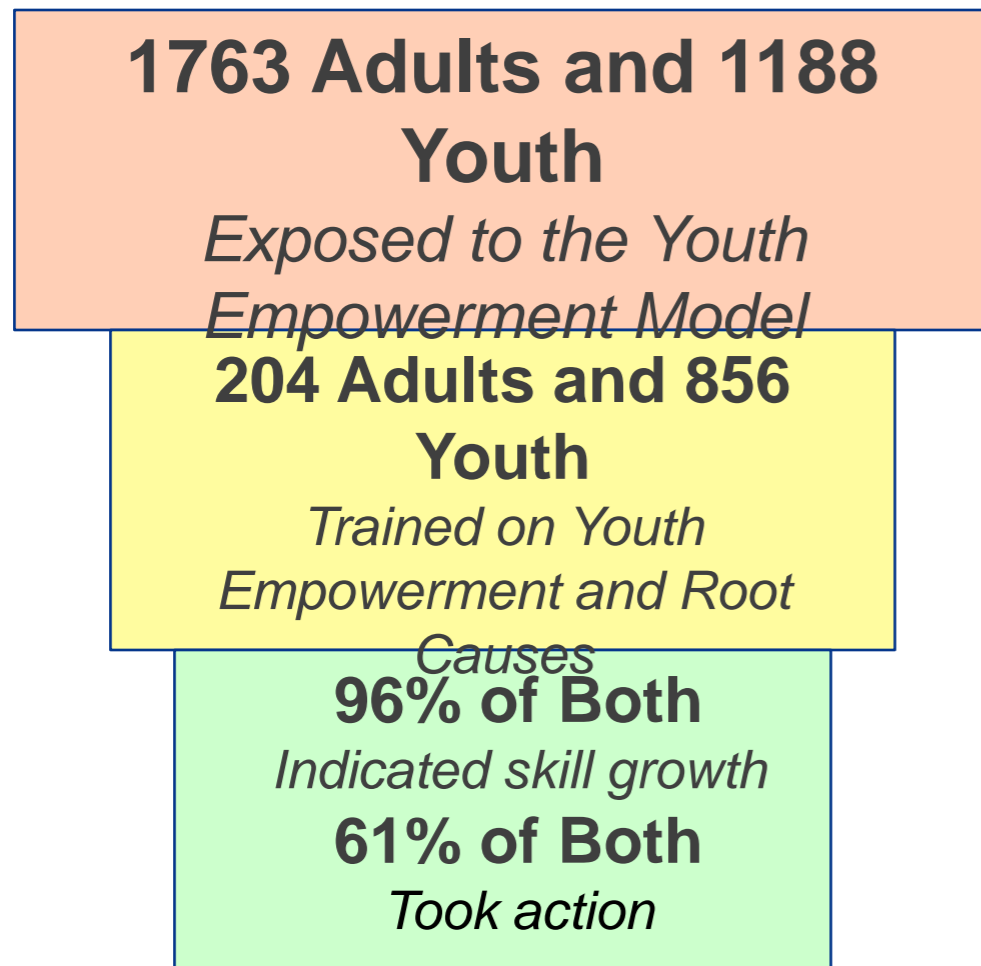
Systems

Environments

Policies

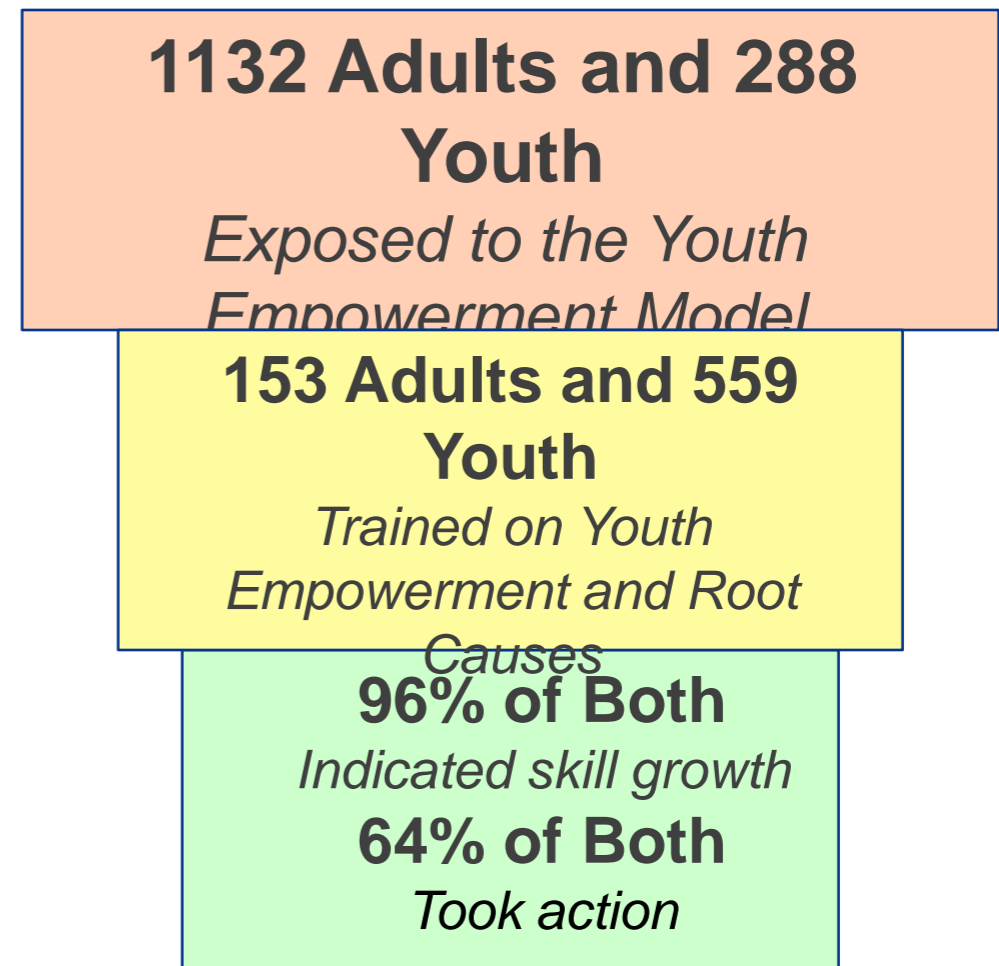
What Success Looks Like

FY12



38 instances of change (SEP)
Impacting 10,218,626

FY13



20 instances of change (SEP)
Impacting 10,218,626 people

Impact:

YES! and Organizational Empowerment

- **Clinton Global Initiative** commits to youth empowerment at its 2012 Annual Meeting Topic Dinner in NYC
- **Department of Public Health, NC** mandates a youth empowerment strategy in all its tobacco contracts with local health departments
- North Carolina Statewide substance abuse **Cooperative Agreement Advisory Board (CAAB)** institutes a youth empowerment subcommittee.
- **National Assembly on School Based Health Care** creates two youth positions, giving one to a YES! youth on their National Convention planning committee.
- **Southern Obesity Summit**, a conference hosted by The Texas Health Institute – includes a youth track with the goal of reaching nearly 100 youth across the South for the first time in history.

Impact:

YES! and Community Empowerment

- **North Carolina Youth Food Council is created** to advocate for policies impacting access to local food. (2011)
- **Faith-based communities in North Carolina adopt five Eat Smart, Move More North Carolina nutrition and physical activity policies, resulting in the creation of community gardens on church grounds. (2009, 2010)**
- Local community health center and major hospital in Raleigh, NC **commit to funding and resources** for the establishment of a school-based health center in a Wake County Public School
- Alcohol Beverage Control (ABC) Commission **denies the naming rights** of new amphitheater in Raleigh, NC to Bud Light. (2011)
- Seventy-five Georgia school districts adopt **100% tobacco-free school policies as a result of youth advocacy in individual school districts** (2010)
- Savannah, Georgia adopts a **smoke-free ordinance** that eliminates smoking in all public places. (2010)
- Buncombe County, North Carolina passes a **smoke-free policy in public parks.** (2010)
- **Tobacco use in all public schools is banned** in North Carolina (2008) and in restaurants and bars by the NC General Assembly. (2010)

Target Audiences

Youth

Training

*Health Literacy, Advocacy,
Media Literacy, Developing a
Youth Council, Initiative
Specific Trainings, Action
Planning*

Resource Development/TA
*Advocacy Activities, Toolkits
and other Tools*

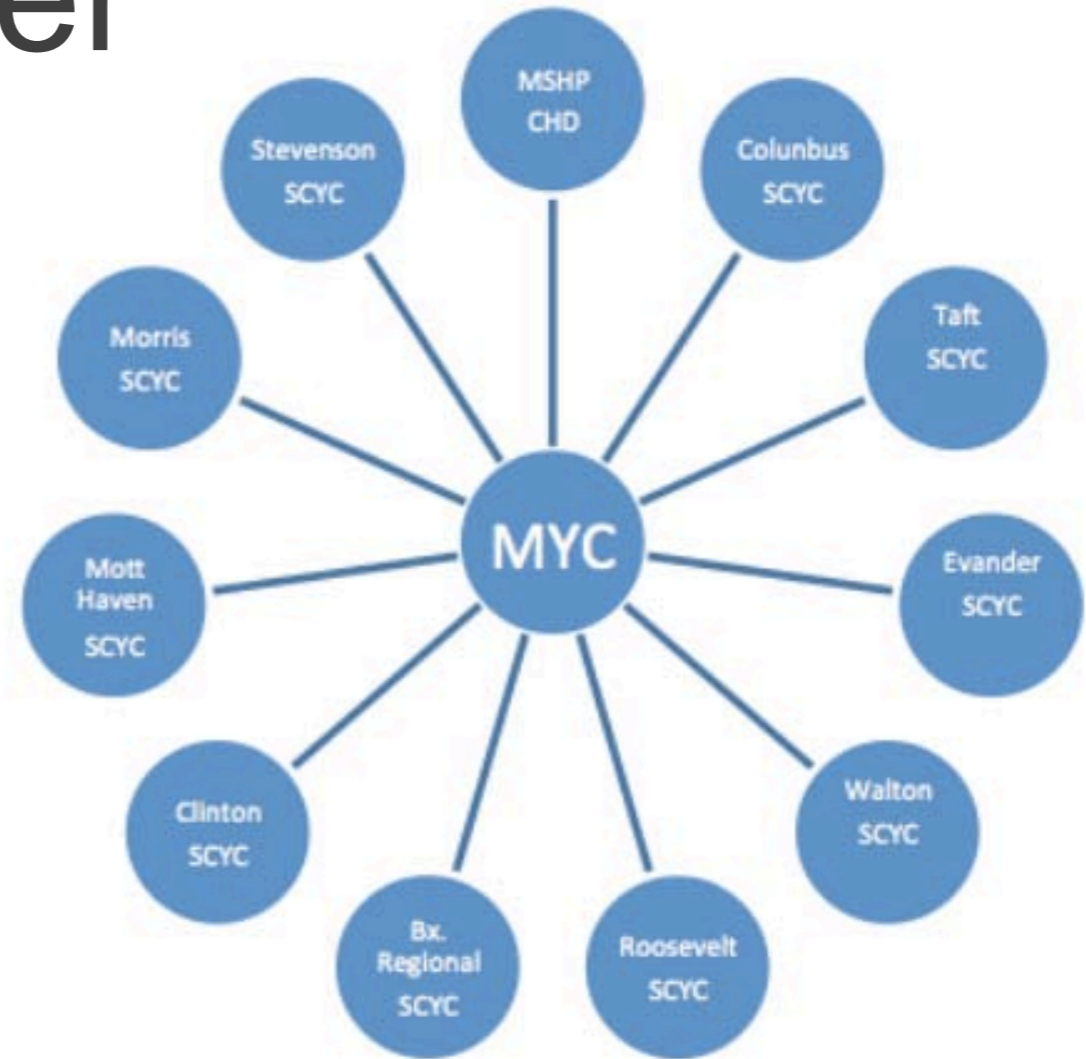
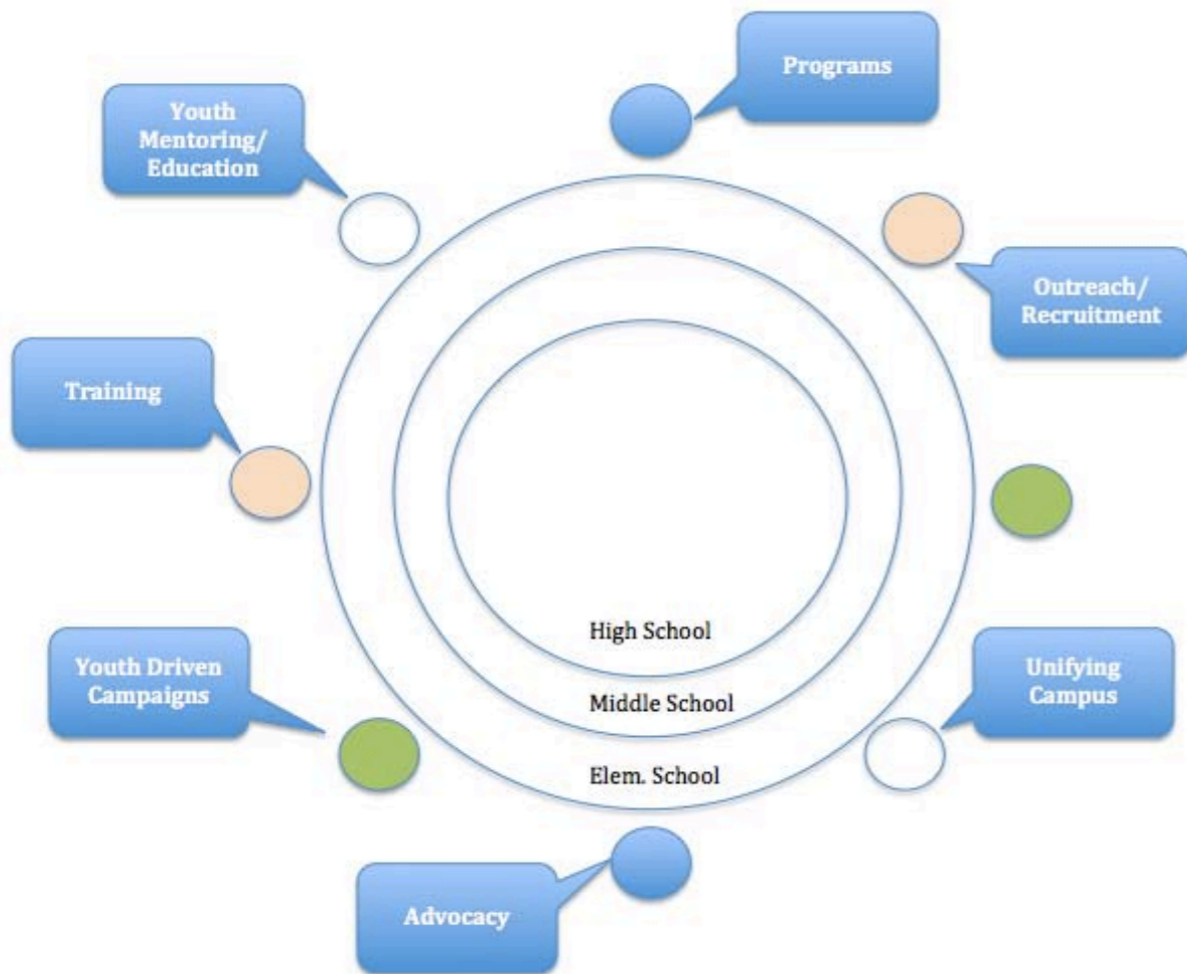
Adults

Training

*Applying Youth Empowerment,
Understanding the Generation,
Recruiting and Retaining Youth*

Technical Assistance
*Coaching, Research, Action
Planning, Establishing Youth-
Adult Partnerships, Toolkits and
other Tools.*

Montefiore Medical Center



Thank You!



www.youthempowersolutions.org