Building & Sustaining Diverse Youth Coalitions for Policy Change

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Learning Objectives

• Learn to collaborate with youth serving organizations by finding shared goals
• Learn youth engagement techniques to build a more productive and diverse youth coalition
• Learn how to sustain and build trust to fulfill the expectations of youth and your organization
Background

• The El Paso County Public Health (EPCPH) Tobacco Education and Prevention Partnership (TEPP) has been working since 2010 to implement youth tobacco access policies in local communities.

• Policy of interest: non-cigarette tobacco retailer license

• Built and sustained a youth coalition to support youth initiatives

• Target Population: Youth (Low SES/LGBTIQ)
Building a Youth Coalition

• Partner with youth serving agencies that have shared goals
• Set up meetings with leaders
• Utilize existing partnerships when possible
• Find a leader from each agency

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Community Partners

- Colorado Springs Community Centers
  - Meadows Park
  - Deerfield Hills
  - Hillside
- Palmer High School
- Inside Out Youth Services

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Community Partner Engagement through Mini-grants

- Each agency was offered $3700
- Training
- Statement of work
- SMART goals that aligned with our SOW

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Youth Engagement

- Recruitment activities
- Food
- Incentives
- Promotional materials
- Constant guidance from TEPP
- Communication!
- Identify youth leaders from each group
- Let the youth lead and have a voice

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Youth Engagement Tips, Tricks, & Techniques

• Come to them
• Dress down, no badge
• Feed them
• Step out of your comfort zone
• Be genuine
• Communication!

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Youth Engagement: Online

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Youth Engagement: PSAs

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PSA 1

PSA 2
Youth Engagement: Board of Health Resolution

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Youth Engagement: An Evening with La Tanisha Wright

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Sustainability

- Communication!
- Trust
- Training
- Buy in

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Lessons Learned

• Support talents
• Connection between youth and decision makers
• Partner on events outside the scope of policy work – focus on the relationship which helps with sustainability

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Youth are AMAZING!

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Something to Remember....

BUILD
• BRAND
• UNITY
• INTEREST
• LEADERS
• DIVERSE

SUSTAIN
• STRATEGIC
• UNDERSTAND
• SUPPORT
• TALENTS
• ACHIEVEMENTS
• INVOLVED
• NURTURE

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Questions?

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