



# **YOUTH POWER: YOUTH DEVELOPMENT AND COMMUNITY ORGANIZING FOR TOBACCO POLICY IN CALIFORNIA**

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**Agency**

2002 National Conference on Tobacco or Health

# Presentation Overview

## (Relevant questions)

- Why am I listening to these people?
- What is Youth Development?
- What is my approach in working with youth?
- What can youth development look like?
- What is Community Organizing?





# YOUTH DEVELOPMENT

- **A Brief Overview of Youth Development**
  - ✧ **Frameworks and Theories**
- **Presented By:**
- **Karen Seals**
- **Alameda County Friday Night Live**



# Presentation Overview

- ✧ **Youth Development is about a participatory Society**
- ✧ **Don't Prevent**
- ✧ **Do Promote**
- ✧ **Youth development is about supporting young people and their hopes and dreams for a healthy community**



# Historical Background

- During 1970s, '80s, and '90s : a focus on youth problems
- Funding (federal, state, local, private foundations) was directed to preventing social ills and problems:
  - ✧ Teen Pregnancy
  - ✧ Dropout Prevention
  - ✧ Substance Use and Abuse
  - ✧ Violence, etc...
- Focused on fixing youth through treatment.



# Youth Development

- Support
- Empowerment
- Boundaries & Expectations
- Constructive use of time
- Commitment to learning
- Positive Values
- Social Competencies
- Positive Identity



# Youth development

- Empower youth as partners in creating policy and making decisions.
- Young people seek to serve as equal citizens, not as a group in need
- Young People need to be heard as a voice of reason and experience.

# Youth Development



- **Youth Development**  
Is a frame work for  
action that  
encourages all  
individuals to make  
a difference, no  
matter who they are  
or what their lives  
are like.





# Youth development

- All young people should be regarded as resources to be developed and not as problems to be managed.
- All youth have strengths and the potential to make healthy and productive contributions to self, family, and community



# The Challenge of “Issue-Based” Prevention Strategies

- **It is difficult to demonstrate (1) the prevention of risky behaviors and (2) the link between reduced rates and specific interventions.**
- **It is not coincidental that prevention literature from a variety of fields point to the same factors.**
- **Many traditional prevention strategies have difficulty being culturally relevant or sensible.**



# The Down-Side of Focusing on Youth Problems

- **Deficit orientation directs us to provide services that focus on fixing youth.**
- **Fragmentation sparked a national explosion of youth programs with narrow and negative focus**
- **A narrow focus on preventing negative youth outcomes fails to consider positive goals and outcomes we have for youth!**
- **We tend to pathologize young people, and we struggle with prioritizing programs of Youth Pathology vs. Youth Potential**



# The Benefits of Focusing on Youth Problems

- **Creates a sense of urgency - easier to mobilize support and resources.**
- **Develops “silos” for each field, complete with “Experts”**
- **Maintains traditional methods, which are understood by Institutions and Systems**
- **What are some other benefits??**

# Youth Development



- **Represents a conceptual shift:**
- **“Problem free is not fully prepared.”**
  - ✧ **Karen Pittman, International Youth Foundation**
- **Reducing youth problems is not enough.**
- **Communities must respond to this question: “What do we want young people to achieve?”**



# A Definition of “Youth Development”

**“The ongoing process in which young people are engaged in building the skills, attitudes, knowledge, and experiences that prepare them for the present and the future.”**

**– Karen Pittman, Senior Vice President,  
International Youth Foundation, Takoma Park, MD**



# Frameworks of Youth Development

- **Multiple theories or frameworks defining youth development have surfaced over the last decade.**
- **These include:**
  - ✧ **Supports and Opportunities**
  - ✧ **Youth Competencies**
  - ✧ **Developmental Assets**
  - ✧ **Resiliency**
  - ✧ **Integrated Approach**



# Key features of a Youth Development Framework

- **Utilizes a Holistic approach**
- **Shifts focus from a negative emphasis on preventing youth problems toward positive preparation, meeting youth needs, and building youth competencies.**
- **Helps youth be both “Problem Free and Fully Prepared.”**
- **Recognizes youth needs and youth potential.**





# Influences on Youth Development

➤ Influences on youth development include:

✧ **Locations:** School, home, community center

✧ **People:** families, peers, teachers, youth workers, etc.

✧ **Social and cultural norms:** religion, stereotypes, ethnicity, and social identity



# What are the benefits of a Youth Development Framework?

- Intuitively, it makes sense!
- YD is not a 'new' concept: community-based organizations that have been most effective in preventing youth problems have been using youth development strategies for years.
- The most effective way to engage young people is through YD strategies - meeting youth needs and providing opportunities to build competencies.
- Youth are viewed as **current** resources; there is recognition that young people can contribute to their communities in valuable ways **now**; youth are not just an 'investment' in our future.

# Putting “YOU” in Youth Development

You play a critical role as an adult ally to young people. Here are some ways as a caring adult you can best be an ally to youth:

- BE AN ALLY
- SUPPORT HEALING
- TELL THE TRUTH
- PROMOTE TRUE HISTORY
- BE A PARTNER
- CELEBRATE THEIR SUCCESSES





# Presentation Overview

- **Direct Action Community Organizing Model**
- **Youth Experiencing the Problem**
- **Picking a Winnable Project**
- **Being Strategic**



# Community Organizing with Youth

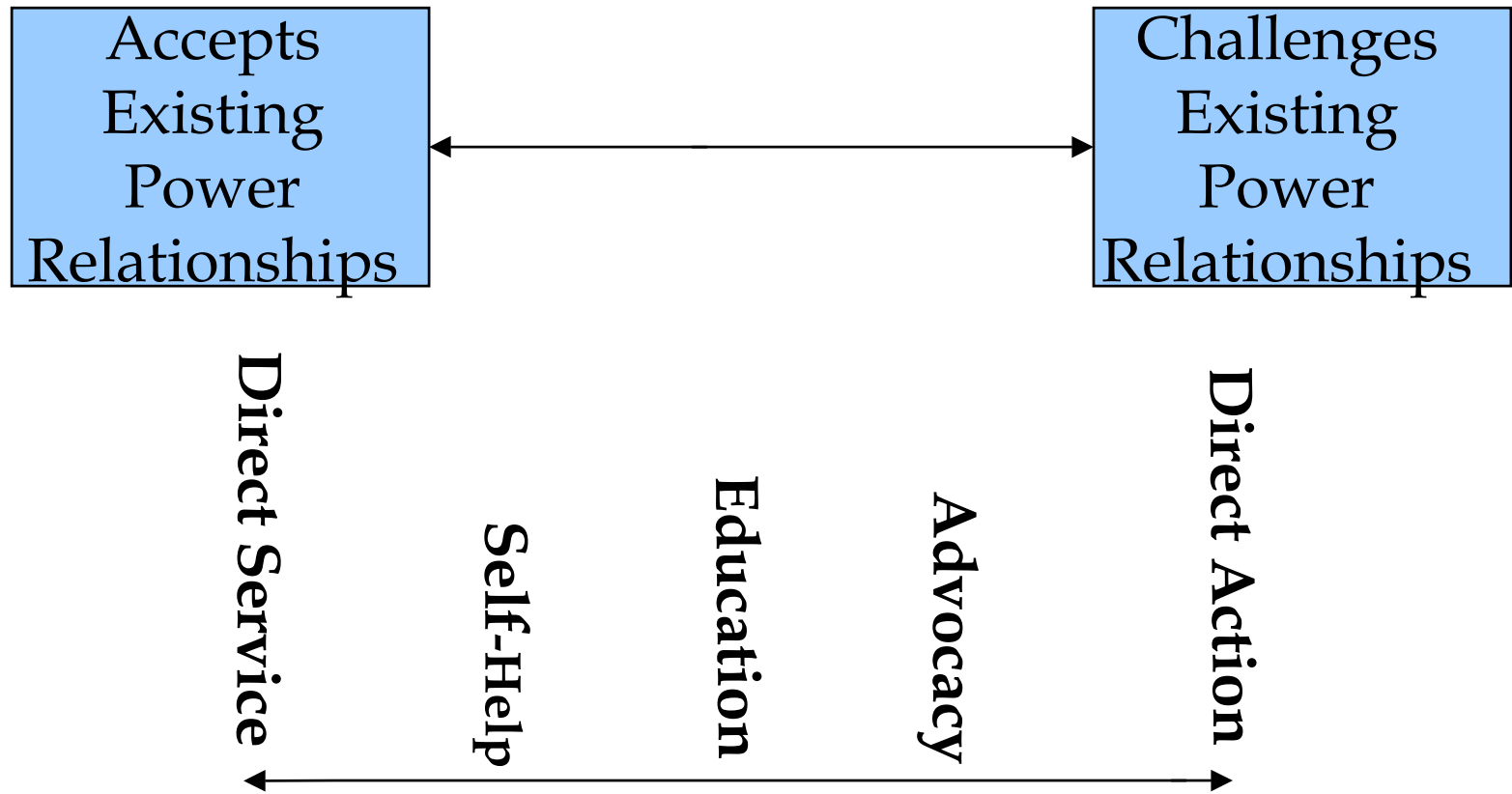
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# Forms of Community Organizing



Midwest Academy 2001

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# How do we make community organizing real for youth?

- Work with/help create the youth's experience with the problem
  - ✧ Critical Analysis- of their landscape
    - Community walk around
    - Media messages
  
  - ✧ What have you seen? What do you know? Why does it matter?
    - Mural

# STORE OBSERVATION LOG

- Richmond -

Date of observations: 6/13/02

Name: \_\_\_\_\_

(Please print)

STORE NAME AND THE STREET THAT IT'S ON	How many tobacco ads visible from outside of store?	How many alcohol ads visible from outside of store?	How many tobacco self- service displays? Type of tobacco on display?		How many tobacco gear catalogs displayed?	STAKE Act sign present at counter or cash register?		<b>Notes:</b>
			number	Tobacco type		Yes	No	
				Cigarettes				
				Cigars				
				Chew				
				Cigarettes				
				Cigars				
				Chew				
				Cigarettes				
				Cigars				
				Chew				

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# Cutting the Issue





# Turning up the Volume

- Who can give you what you want?
  - ✧ Target
- Who's with you?
  - ✧ Ally
- Who's against you?
  - ✧ Opponent
- What can you do to put pressure on the person who can give you what you want?
  - ✧ Tactics

## STRATEGY CHART

**Priority Issue:**

GOALS	CONSTITUENTS, ALLIES & OPPONENTS	TARGET	TACTICS	RESOURCES
<u>Long Term Goal:</u>	<u>Constituents:</u>	<u>Primary Target:</u>		<u>What We Want to Get Out of This:</u>
<u>Intermediate Goal:</u>	<u>Allies:</u>	<u>Secondary Target:</u>		<u>What We Need:</u>
<u>Short Term Goal:</u>	<u>Opponents:</u>			<u>What We Have:</u>

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From the work of the Midwest Academy, [www.midwestacademy.com](http://www.midwestacademy.com)

ETA meeting with Richmond Police Department  
Nov. 6, 2002



# The Room Set-up



# Police Commanders Listening to Youth



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# Learning as we go . . .

