

Youth to the Front! Foundations of a Student-Led Marketing Campaign

Mary Beth Szydowski
July 1, 2024
SBHA Conference

Acknowledgment

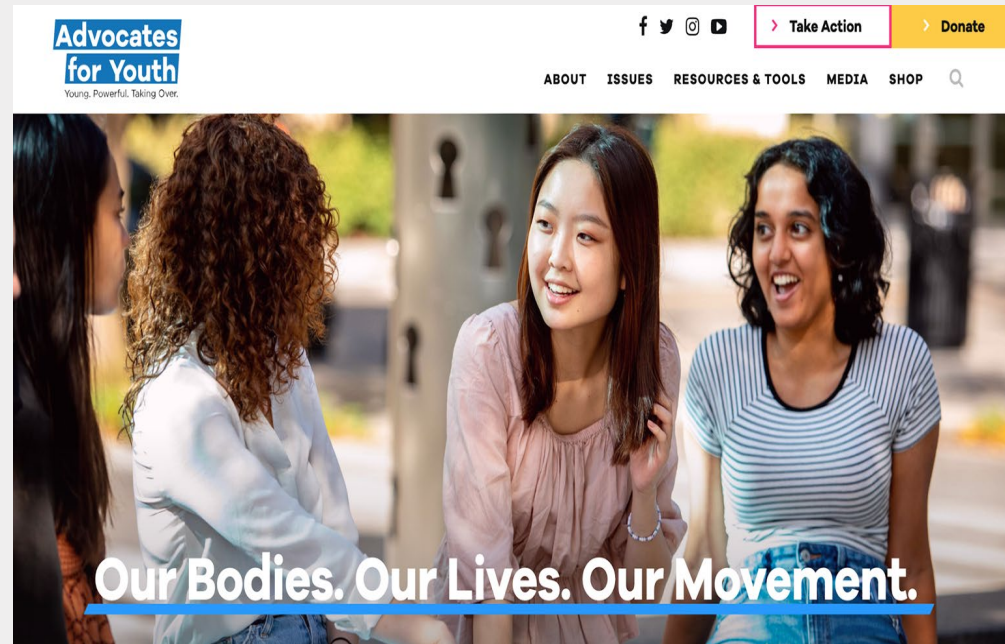
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Advocates for Youth



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Respect.
Responsibility.

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for Youth**
Young. Powerful. Taking Over.

Notes Catcher

Purpose: For capturing notes, ideas, and potential action items.

Please find a copy of the notes catcher on your chair— if you need an extra let us know.

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YOUTH-ADULT PARTNERSHIPS: KEY COMPONENTS OF SUPPORTING STUDENT-LED HEALTH MARKETING CAMPAIGNS



Notes Catcher

MARY BETH SZYDLOWSKI

Objectives

By the end of the session, participants will be able to:




1. Recognize individual values and perceptions regarding youth-adult partnerships
2. List three ways to recruit and engage student participants in a student-led marketing campaign

CDC 1807 Cooperative Agreement

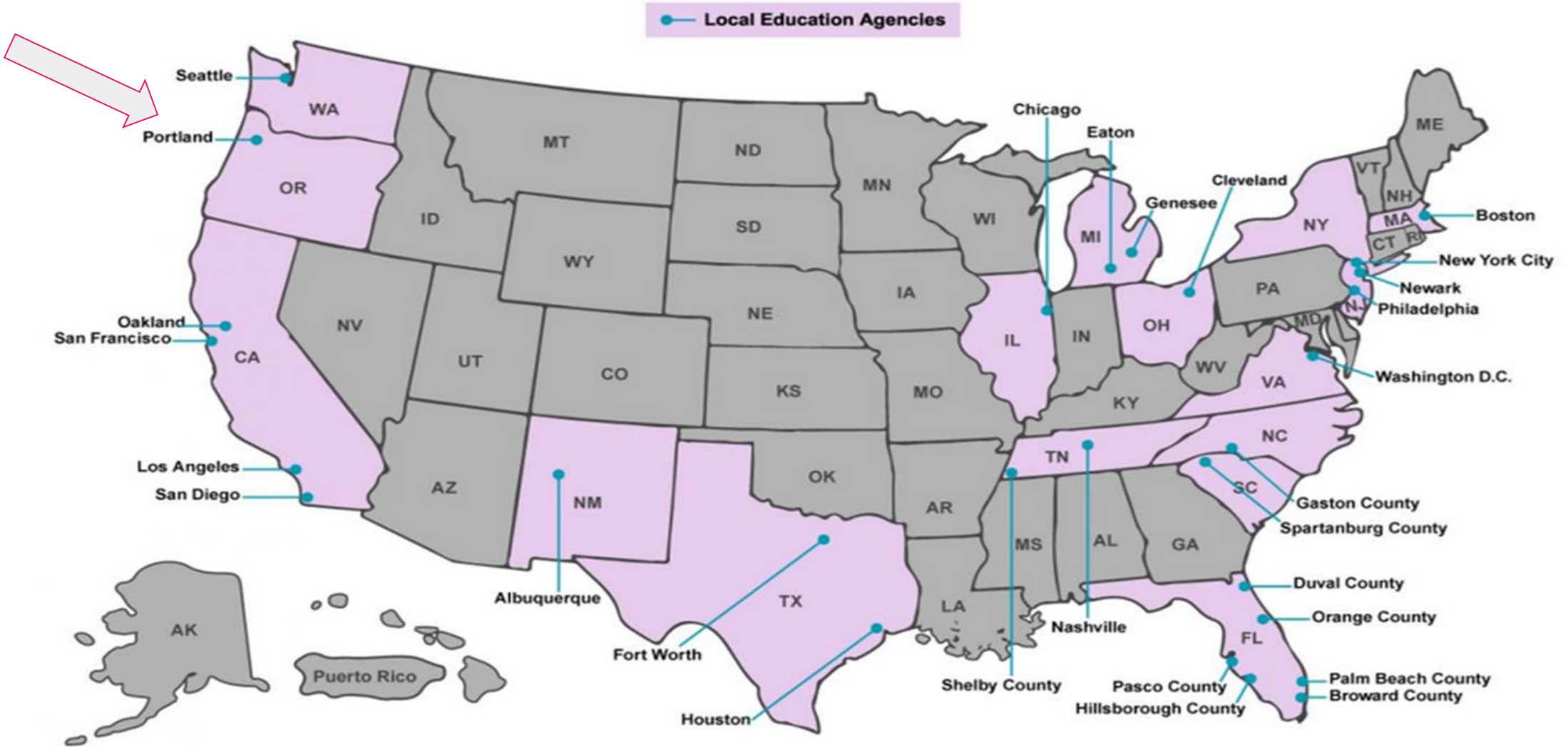
Advocates for Youth & American Academy of Pediatrics

- Training
- Coaching/Consult
- Resource Identification
- Materials Development

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Icon	Concept Represented
	Strategy 2A: Sexual health education (SHE)
	Strategy 2B: Sexual health services (SHS) Implement Student Led Campaigns
	Strategy 2C: Safe and supportive environments (SSE)

Map of Local Education Agencies



[Learn more about CDC School-based Funding Sources](#)



Empathizing with Young People

With the Person Next to You....

At what age did you experience your first crush and did you confide in or share with any adults? If you did, what was their response? If you did not, why didn't you?

Growing up, what messages did you receive about being a young person?

- Did those messages make sense?
- How do those messages show up in the way you communicate with the young people you work with?

Reflection

- How do we carry messages we learned as young people into our adult lives?
- Did the way you were treated by adults in your life inform some of the work you have done?
- Think of an interaction with a young person in which you felt you were making a difference or having a positive impact.



Youth-Adult Partnerships Framework

Empowers young people and adults to work in **full partnership** envisioning, developing, implementing, and evaluating programs and/or policies that **impact young people**.

[Building Effective Youth Partnerships](#)



Student-Led Campaign Definition

Student-Led Campaigns (SLC) should be **inclusive** of all students and should **promote healthy behaviors.**

Student-Led Campaigns should include **multiple “events” or activities.**

Why are Youth-Adult Partnerships (YAP) important?

- Youth have the **RIGHT** to be involved!
- Project and activities are more relevant and sustainable
- Links to research on resilience
 - Protective factors for youth
 - Social competence
 - Problem-solving skills
 - Autonomy
 - Sense of purpose and future



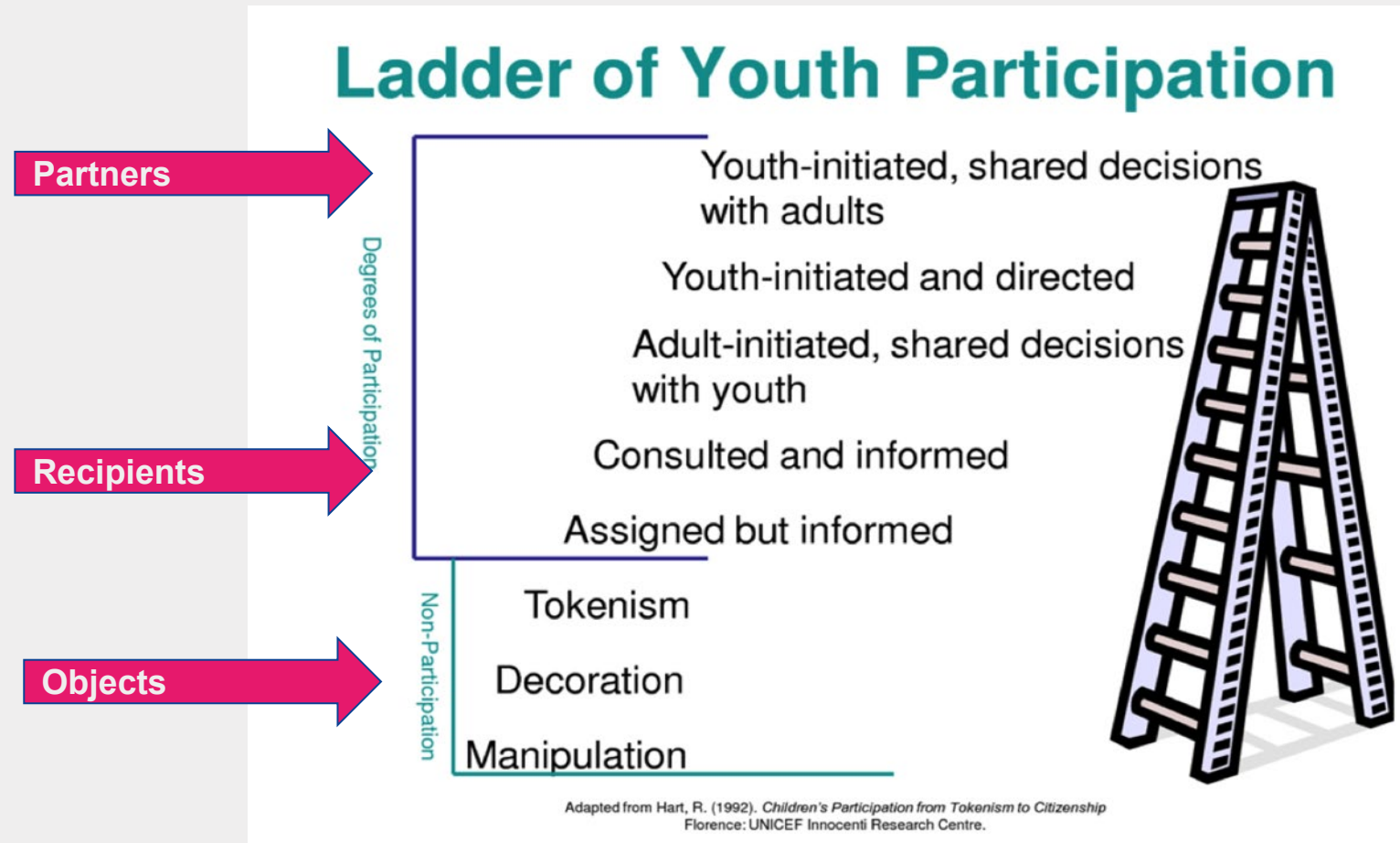
Portland Students: What did you enjoy most about your experience?

“I enjoyed being able to share my ideas about the designs. I was able to share what I liked and disliked without being afraid.”

“Making friends and being part of a group.”

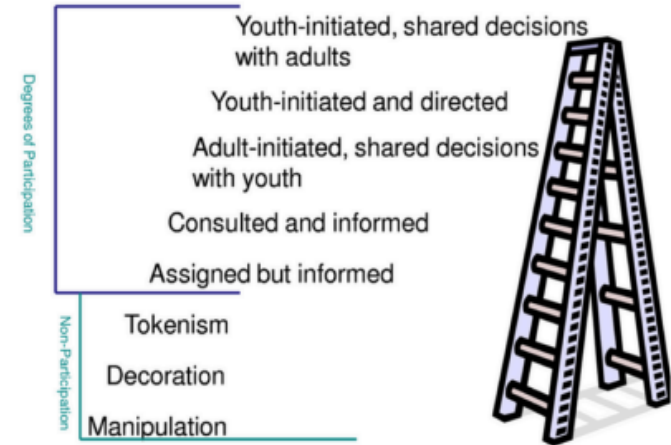
“I enjoyed getting to learn more about what it means to be queer and working with other youth in our schools YAC, which was helpful especially during distance learning because otherwise I would not have gotten to meet as many new people.”

Hart's Ladder of Youth Participation



Notes Catcher: Hart's Ladder pg 2

Ladder of Youth Participation



Where do you and your colleagues sit on this Ladder? How can you move up to the next rung?

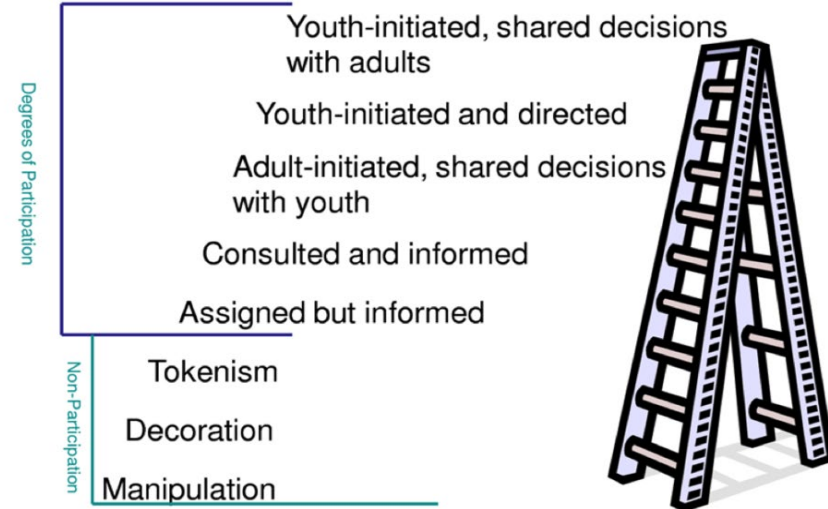
If you aren't ready to engage in youth-adult partnerships, what steps do you need to take to become ready?

Let's Practice!

You design and implement a health campaign for your district. You have students present at a district event, but you have created all presentation materials and give the young people scripts.

- Identify where on the Ladder of Youth Participation this scenario falls.
- How could you move to the next “rung”?

Ladder of Youth Participation



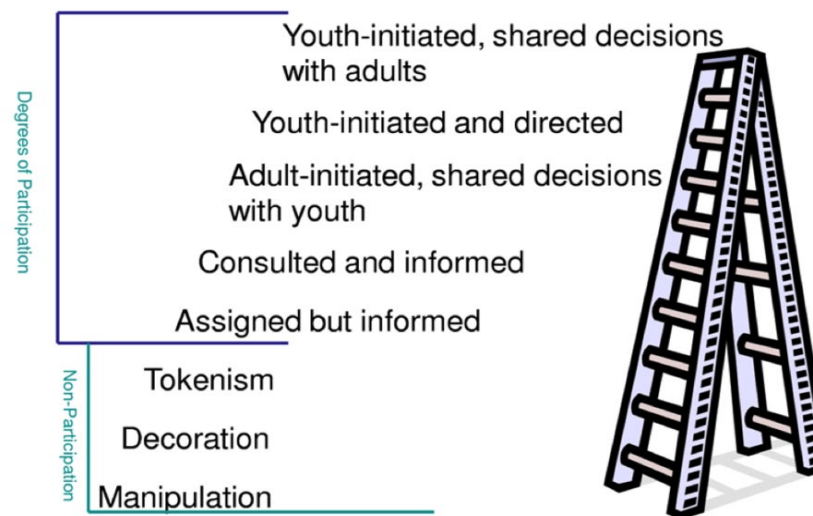
Adapted from Hart, R. (1992). *Children's Participation from Tokenism to Citizenship*
Florence: UNICEF Innocenti Research Centre.

Let's Practice!

You have recruited youth for a student-led campaign. Students have a conversation and agree on the goal of the campaign. Activities are planned and implemented by students, with you as the adult supporting them.

- Identify where on the Ladder of Youth Participation this scenario falls.
- How could you make youth participation more involved?

Ladder of Youth Participation



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



Quote from Portland youth

“Right away, I wished that I had the ladder of youth participation model back when I was in middle school. Oftentimes, adults in health projects feel the need to take over. They believe that by giving youth a ‘little’ control, the project can still be labeled as youth-led.”

Let's Check In...

If you have done a project that has engaged young people:

- Where are you/ your School Based Health Center (SBHC) at with youth-adult partnerships?

or

- If you are not working with young people yet, what are you hoping to do?

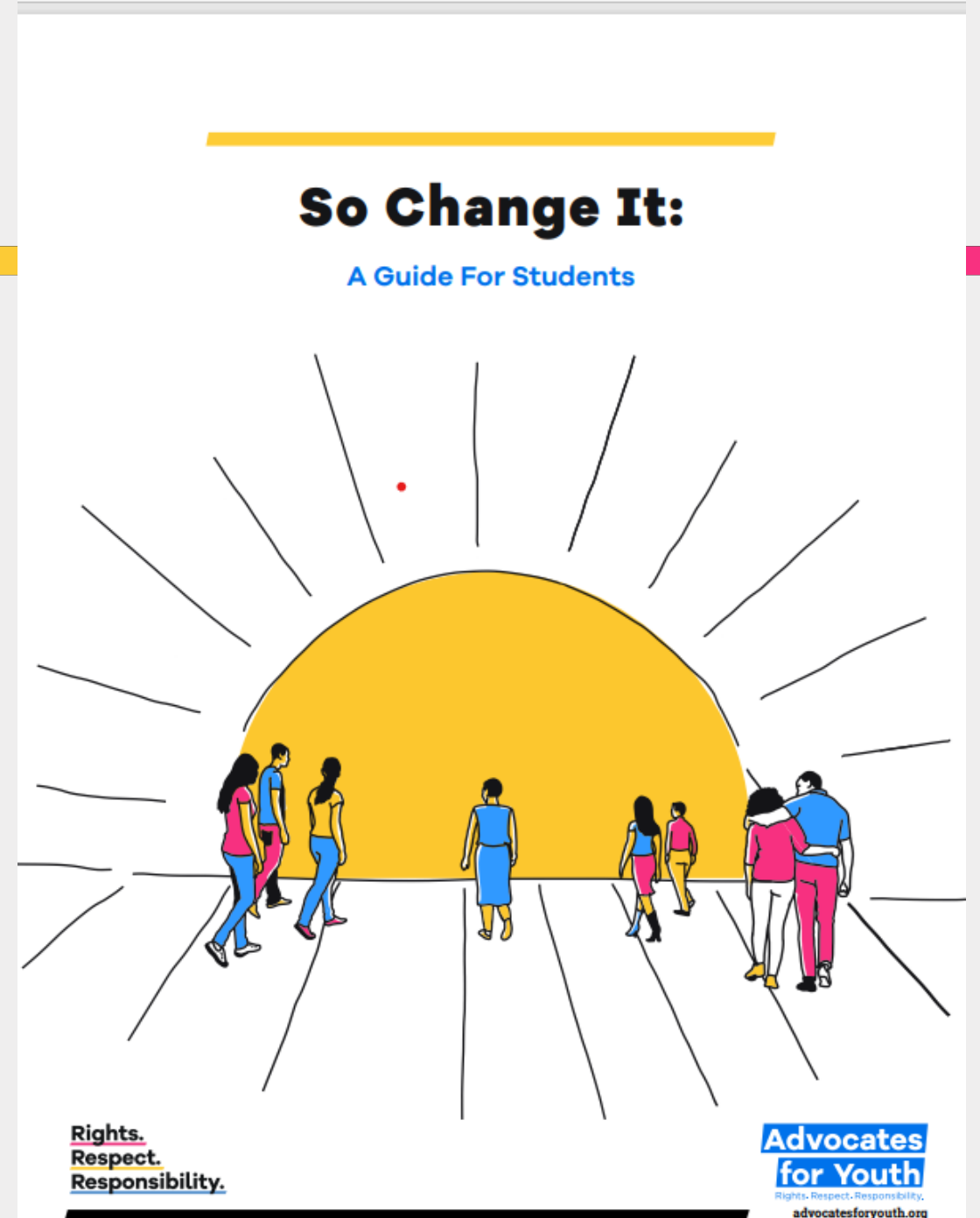
What are some things you/ your organization might need to do to engage with young people as partners?

Take a few minutes to reflect, then find a partner!

Before You Start Your Student-Led Campaign



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Notes Catcher: Guiding Checklist

pg 3- 4

Before You Start Your Student-Led Campaign.

Review the checklist below and identify possible roadblocks or barriers for forward momentum. You can write them here if you want.

Look at the checklist below to consider some of the different elements that go into planning a student-led marketing campaign:

Support

- How much capacity do I have for this student-led campaigns project?
- Does the school have a School Based Health Center that I can link up with?
- Are there other adults in the building or community that can support a student-led campaign?
- Do I have the budget to support a student-led campaign? What funding sources will I use for incentives, campaign needs, etc.?

Preparation





- Do the adults involved need training on student-led campaigns and youth-adult partnerships?
 - *Remember: you can reach out to Advocates For Youth for these training needs!*
- Am I familiar with local-level data on health issues to guide the student-led campaign topic choice?
- Have I set up a rough timeline of the campaign?

Before You Start

- Support
 - What is your capacity?
- Preparation
 - Training
 - Advocates for Youth training on YAP and SLCs is available!
 - Data
 - Timeline
- Student Engagement
 - Pre -existing groups
 - Other ways to connect

BOSTON PUBLIC SCHOOLS

Youth Advisory Board Timeline

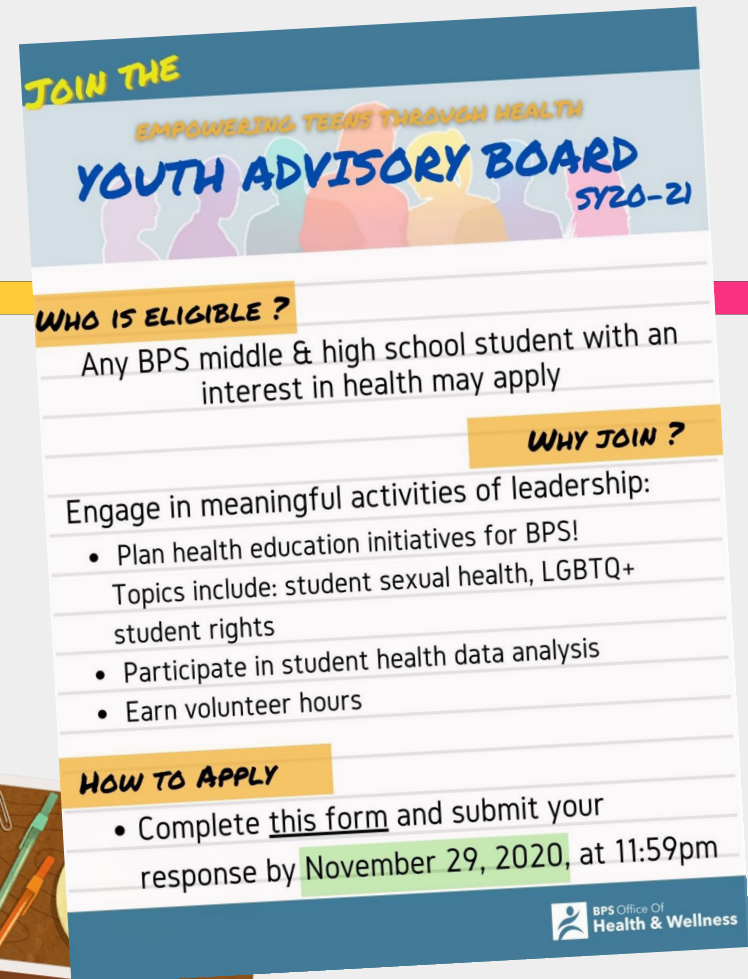
January	February	March	April
Community Building	LGBTQ+ Out for Safe Schools	Campaign Development	Campaign Development
What is Health?	BPS SHS Marketing Campaigns	Speakers and Support	Campaign Launch
Health Communication	Campaign Brainstorming 		
	Group Topics		



Engaging Students in a Student-Led Campaign

Recruiting Students

- Reach out to Gender Sexuality Alliances (GSAs) and other student groups
- Connect with Youth Advisory Committee (if you have one)
- Create an application
- Attend a class and provide a flyer
- Students recruiting students



JOIN THE
EMPOWERING TEENS THROUGH HEALTH
YOUTH ADVISORY BOARD
5720-21

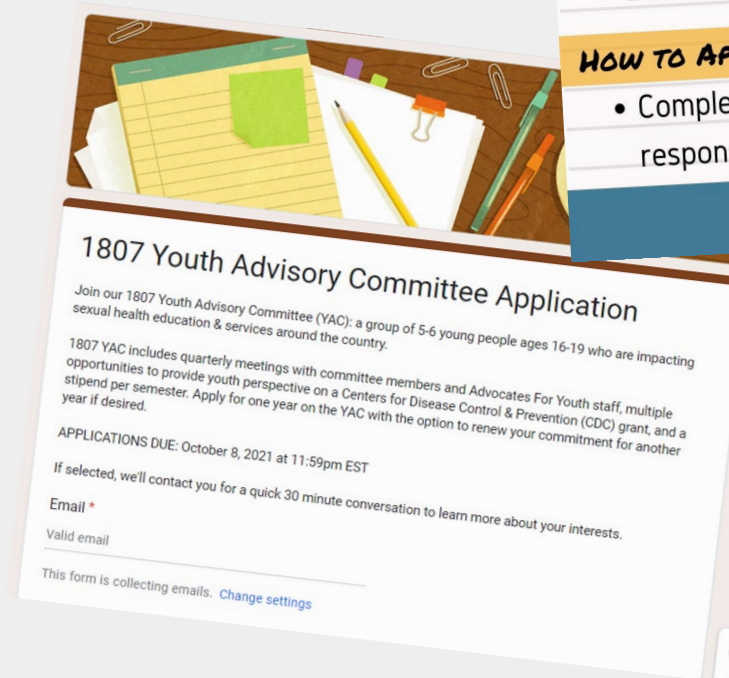
WHO IS ELIGIBLE ?
Any BPS middle & high school student with an interest in health may apply

WHY JOIN ?
Engage in meaningful activities of leadership:

- Plan health education initiatives for BPS!
Topics include: student sexual health, LGBTQ+ student rights
- Participate in student health data analysis
- Earn volunteer hours

HOW TO APPLY
• Complete [this form](#) and submit your response by **November 29, 2020, at 11:59pm**

BPS Office of Health & Wellness



1807 Youth Advisory Committee Application

Join our 1807 Youth Advisory Committee (YAC): a group of 5-6 young people ages 16-19 who are impacting sexual health education & services around the country.

1807 YAC includes quarterly meetings with committee members and Advocates For Youth staff, multiple opportunities to provide youth perspective on a Centers for Disease Control & Prevention (CDC) grant, and a stipend per semester. Apply for one year on the YAC with the option to renew your commitment for another year if desired.

APPLICATIONS DUE: October 8, 2021 at 11:59pm EST

If selected, we'll contact you for a quick 30 minute conversation to learn more about your interests.

Email *

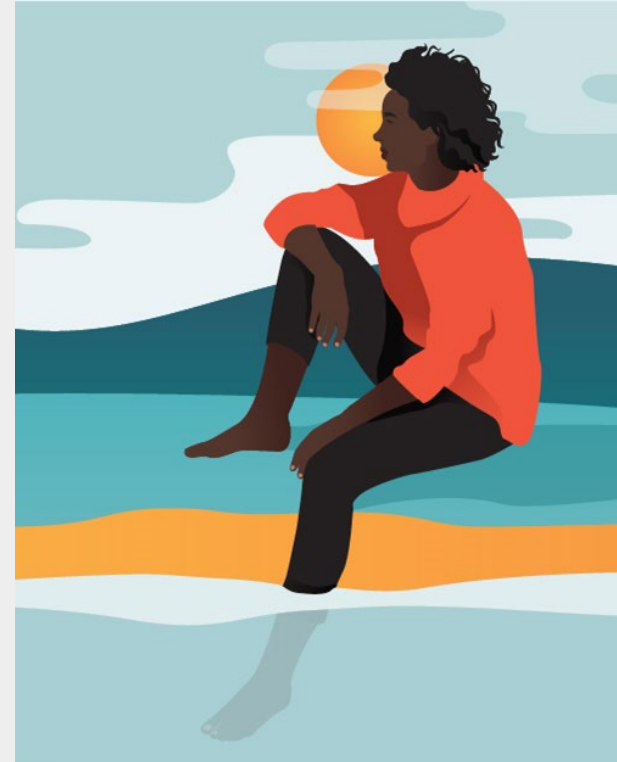
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Recruiting Students

In pairs...

Which organizations and groups can you connect with to recruit students? Make a list of specific people and organizations in your Notes Catcher (pg.4).





Starting a Student-Led Campaign

Initial Interest Meeting

- Present the idea of a student-led marketing campaign to students.
- Conversation with young people.
- Looking at the data with young people.
- Share a calendar of different health days/awareness months.
- Identify a topic.

Tips for Adults when Working with Youth Leaders



[Tips for Working with Young People](#)

Working With Young People

Tip: Communicate Openly

Tip: Be Honest

- Clear expectations and roles.
- Your role as the adult
 - provide “flexible structure”.



Working With Young People

Tip: Establish clear and tangible goals

Young People:

- Recruit peers
- Develop goals of the project
- Market project
- Create of materials

Adults can:

- Share decision-making
- Help identify growth and advancement opportunities

Provide guidance as needed.

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Designing the Campaign

- Review health topic and decide whether to use existing messages or whether to create new messaging
- Pretest messages with other students
- Decide on a message and medium
 - online
 - health fair
 - table
 - posters
- Help students to figure out any logistics around clearance with comms, building-level issues, etc





Implementing a Student-Led Campaign

Benson High School : Increase Access to the SBHC

YAC
YOUTH ACTION COUNCIL

BENSON WELLNESS CENTER
No Cost. No Worry. No Judgement. *Always Confidential.*

YAC

THE BENSON WELLNESS CENTER
No Cost.
No Worry.
No Judgement.
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Cleveland High School: Increase Knowledge of LGBTQ Terminology and SBHC as a Resource



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SEXUAL HEALTH SOCIAL MEDIA CAMPAIGN

WHAT WE'VE BEEN WORKING ON



September is Sexual Health Awareness Month. Teen Connect rolled out a campaign this past September that was brought together by ideas generated by the YAB. Some of the areas covered were:

- Debunking STD/STI myths
- A guide to getting testing
- Sexual health resources

Hillsborough County Public Schools and Teen Connect

Preparing for a new school year can be stressful
We've got you covered!

Enter Teen Connect's **Apple AirPods** giveaway
You might just get lucky!



A GUIDE TO GETTING TESTED
during a global pandemic

STEP 1 

Set up your appointment via phone call.

Visit teenconnecttampabay.org to access the searchable directory and find an STD testing center near you

NO STUDYING REQUIRED,

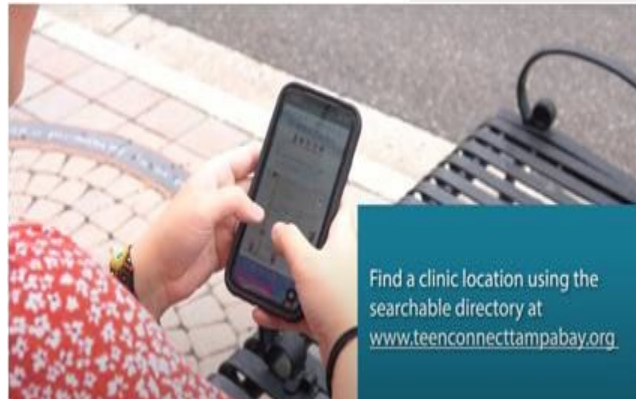


GET TESTED TODAY!

FIND FREE OR LOW COST CONFIDENTIAL STD TESTING

VISIT WWW.TEENCONNECTTAMPABAY.ORG TO USE OUR SEARCHABLE DIRECTORY

Teen's Guide to Getting



Find a clinic location using the searchable directory at www.teenconnecttampabay.org



Newark Public Schools and Los Angeles Unified School District



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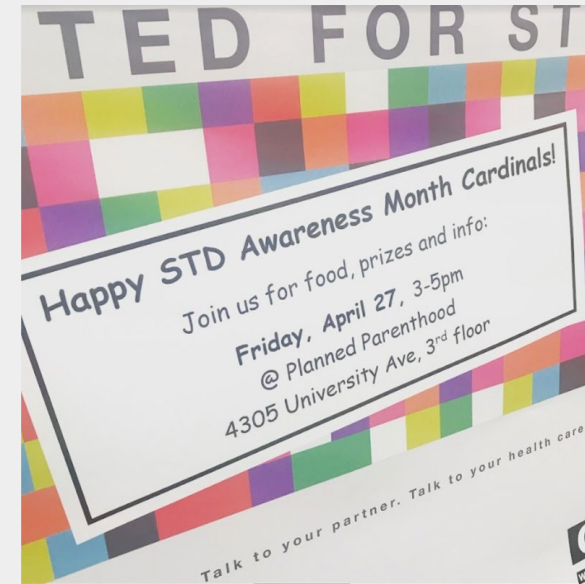
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Evaluating Your Student-Led Campaign

Evaluating the Campaign

- Evaluating the campaign
 - Process evaluation
 - Ex: how many people attended this event? How many materials did we create?
 - Program evaluation
 - Ex: student awareness of issue before & after campaign, student visits to clinic before & after campaign, social media reach



From San Diego USD, Get Yourself Tested event, 2018

Quality Improvement

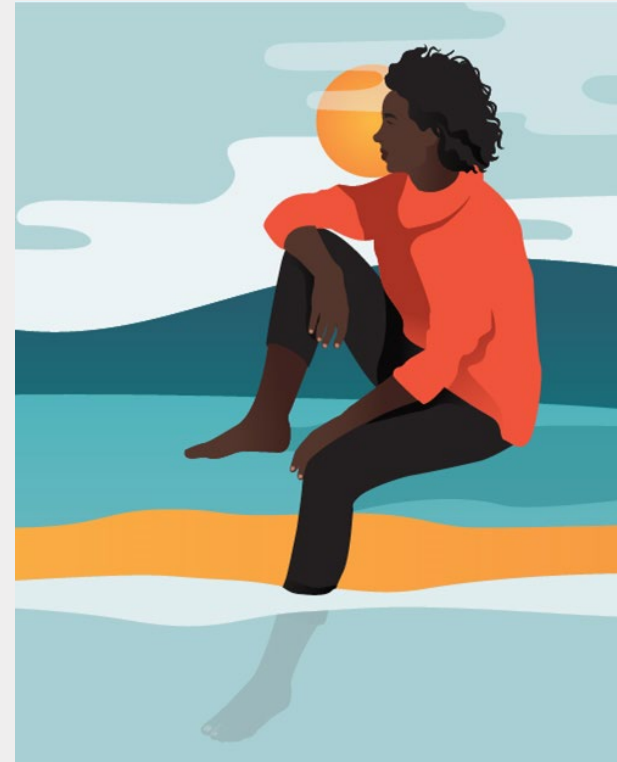
- Individual evaluations of participants (both students and adults).
 - Include suggestions for improvement, what went well, etc.
 - Feedback process - Google form, incentives (e.g. School Health Advisory Council store)

Quality Improvement

- Feedback from Portland Student:
“I would probably spend more time outside of club meetings working on the marketing campaign. I only spent time working on it during the Youth Advisory Council and not during my free time, which I would have liked.”

Reflection

Look back at your notes catcher and identify your next two action steps to further your student-led campaign when you return home!

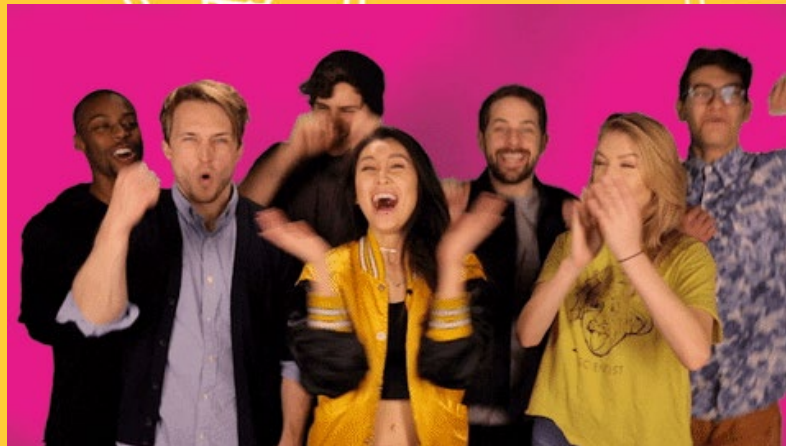




ANY
QUESTIONS?

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THANK YOU!

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