

Leading Relations Through Youth



Jodi Mucha, Executive Director, BC Healthy Communities
Krisi Spinoza, Program Coordinator, BC Healthy Communities



Welcome and Introduction

- Non-government, non-profit organization.
- Build links between communities and decision makers.
- Holistic healthy communities.

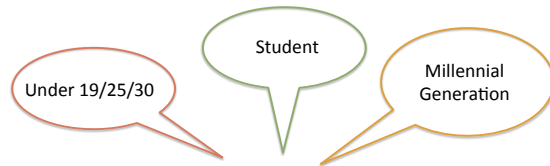


Overview

- Defining youth engagement.
- Benefits of engagement.
- Challenges and potential solution.
- Suggestions and tips for the future.



Defining Youth

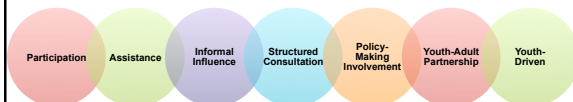


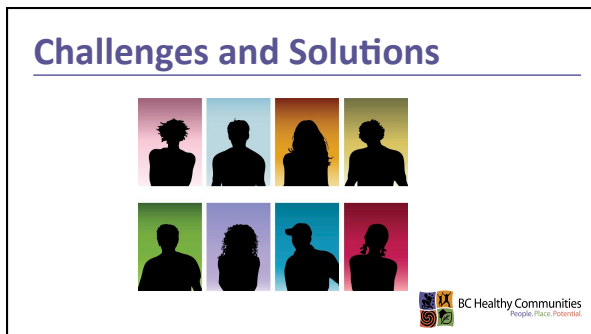
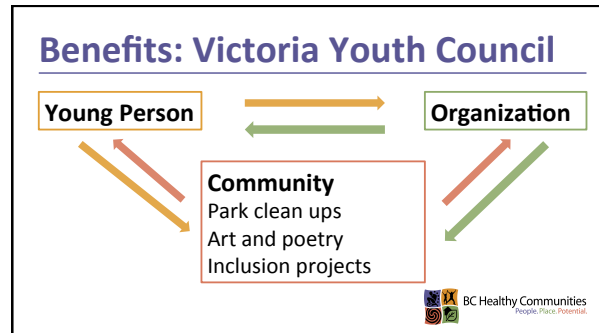
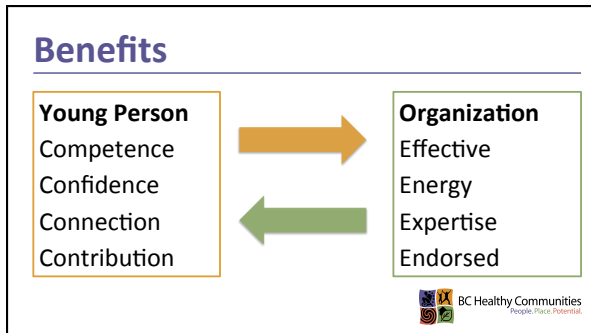
How Millennial are you?


- Do you watch more than an hour of television programming?
- Is your cell phone by or on your bed?
- Do you have a social networking profile?
- Do you feel "attached to your community"?





What does engagement mean?





- ### How could you engage youth?
- Youth council.
 - Youth focused projects.
 - Ensure community projects are open to youth.
 - Suggestions?
- 

- ### Tips & Techniques - Contact
- Be clear in your purpose.
 - Use young people's own expertise in social media.
 - Create links to other resources and groups.
 - Provide accessible adult allies.
 - Check in.
- 

- ### Tips & Techniques – Events
- Location, location location!
 - Use common language and agree behaviour.
 - Focus on skills and strengths.
 - Create interesting content collaboratively.
 - Learn from each engagement event.
- 

Tips & Techniques - Collaboration

- Ask the experts – young people.
- Create space for dialogue & conversation.
- Borrow from business and other organizations.
- Develop partnerships with others.



Signs of Success

- Focus on young people's strengths.
- All youth – multiple entry points.
- Holistic – individual and community.
- Praise from young people.



Conclusion

- Youth engagement benefits young people, the community and organizations.
- There are challenges but also tremendous opportunities.
- Resources available.

"Young people should be at the forefront of global change and innovation. Empowered, they can be key agents for development and peace. If, however, they are left on society's margins, all of us will be impoverished. Let us ensure that all young people have every opportunity to participate fully in the lives of their societies."

- Kofi Annan



Thank you!

BC Healthy Communities
525 Government Street
Victoria BC
V8V 0A8

Telephone: 250 952 9177
Email: hccoordinator@bchealthycommunities.ca

