


 **YOUTH LEADERSHIP INSTITUTE**

Youth led Environmental Prevention Campaigns

Fresno, Ca.





Fresno, CA

County Population: 942,000

Ethnic breakdown:	Latino	49%
	White	34.8%
	Asian	9.3%
	African American	4.8%

Primary industry: Agribusiness
 Unemployment rate: 15.2% (EDD)
 Concentrated poverty: 43.5% of Fresno's poor live in extremely poor neighborhoods
(where more than 40 percent of the residents live below the federal poverty line -- \$17,600 a year for a family of four) Source: US Census 2000.





Fresno, CA


Concentrated poverty: 43.5% of Fresno's poor live in extremely poor neighborhoods
(where more than 40 percent of the residents live below the federal poverty line -- \$17,600 a year for a family of four) Source: US Census 2000.

Gang violence, Obesity and Diabetes rates exceed state averages

30% of 11th graders report alcohol use in last 30 days

68% of 11th graders report easy access to alcohol

Average age of first alcohol drink in Fresno:	9.5
Average age of first alcohol drink in California is:	13.1




Youth Leadership Institute (YLI)

YLI builds communities where young people and their adult allies come together to create positive social change.

YLI designs and implements community-based programs that provide youth with leadership skills in the areas of prevention, philanthropy, and policy and civic engagement.


Building on these real-world program experiences, YLI creates evidence-based curricula and training programs that enable us to engage in social change efforts across the nation, all while promoting best practices in the field of youth development.

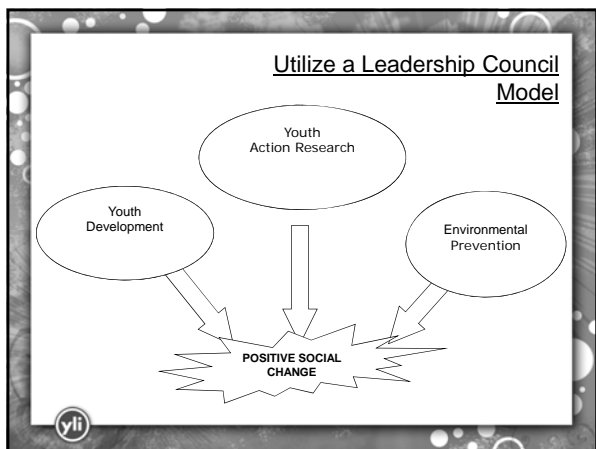


Standards of Practice

All young people will...



- experience a safe environment free of violence, alcohol, tobacco drugs, and a saturation of unhealthy food options
- have opportunities for involvement and connection to community and school
- have opportunities for leadership and advocacy
- have opportunities for meaningful decision-making and skill building
- have opportunities for caring and meaningful relationships among youth and with adults








Elements of an Environmental Prevention Campaign

- Recruitment & Retention
- Training & Technical Assistance for youth councils
- Community Needs Assessments
- Action Planning
- Action Implementation
- Evaluation and Reflection




Recruitment

1. Convene an Outreach Team
2. Identify Communities
3. Create Messages
4. Hit the Streets
5. Interview the youth/Explain the process
6. Secure participation





Go Bananas



Retention

1. Meet the youth where they are (Bilingual staff)
2. Make the issues and the work relevant (culturally relevant too)
3. Get as many young people as possible to drive implementation of the action plan - thus building project ownership
4. Celebrate successes along the way
5. Encourage creativity




IT STOPS HERE! campaign

City of Fresno

Goal: Urban Fresno's Leading Youth (UFLY) wanted to address a root problem to underage drinking: Commercial Access

Recruitment: Connected with existing youth groups. Word of mouth. Meetings at youth center.


Retention: Fun. Opportunity for young people to positively influence their community. Relevant. Food. Stipends. Youth driven. Flexibility. Opportunities to communicate with the media!




IT STOPS HERE! campaign

Training and Technical Assistance:

- Action Research & Planning
- Community Organizing
- Collecting, analyzing, and interpreting data
- Media advocacy




Community Assessment: Mapped alcohol outlets according to proximity to high schools



IT STOPS HERE! campaign

<i>Fresno Unified High Schools</i>	<i>Liquor Licensees within One mile</i>	<i>Liquor Licensees within Two miles</i>
Bullard High	8	25
Duncan Polytechnic	12	36
Edison High	15	19
Fresno High	13	77
Hoover High	11	35
Mc Lane High	11	59
Roosevelt High	30	54
Sunnyside High	7	29



IT STOPS HERE! campaign


Data/Finding: Saturation of 30 alcohol outlets within 1 mile radius of Roosevelt High School

Action Planning and Implementation:

1. Educate merchants of their responsibility not to sell alcohol to minors
2. Work with stakeholders to reduce the density of alcohol outlets surrounding high schools

Outcomes:
28 of 30 alcohol outlets owners signed a pledge not to sell alcohol to minors and replaced one alcohol poster with the "It Stops Here" poster.


Media coverage (TV and print)



IT STOPS HERE! campaign

"During the the location of a majority of the liquor licenses. I would map four liquor licenses on one corner of the area of Tulare and Maple but mapping the area of Cedar and Perrin I would find no liquor stores on that corner. Why is it that liquor stores are being placed in areas that aren't the nicest part of our county, but in the rich areas there are hardly any liquor stores? Take for example Roosevelt High school with thirty liquor licenses within a mile radius compared to Fresno Christian high school with only 4 liquor licenses within a mile radius of the school. Why are liquor licenses being placed in these areas that don't need them? How fair is that to the youth that are exposed to all the liquor advertisements they have to see on their way to school or the bad environment they have to walk through? It puzzled me why the community would place all these liquor licenses so close to our high schools. This is a major problem in our community that needs to be taken seriously by everyone."

-YLI Fresno Leadership Council Member




Social Host Ordinance campaign

Fresno County

Goal: Building on momentum of previous campaigns, youth sought policy changes to reduce youth SOCIAL access to alcohol by advocating for the passage of Social Host Ordinances.

Recruitment: Presentations, word of mouth

Retention: Retain youth from It Stops Here! Campaign. Excitement of working with elected officials (City and County) to implement policy. Skill building. Fun. Youth led.



Social Host Ordinance campaign

Training and Technical Assistance:
 Action Research and Planning
 Collecting, analyzing, and interpreting data
 Media Advocacy
 Public Speaking
 Policy Advocacy

Community Assessment: Youth researchers decided to survey youth and adults throughout Fresno County focused on youth SOCIAL access to alcohol.

Social Host Ordinance campaign

Data/Findings:

Youth Survey (N=373)

73% said drinking occurs in homes:

58% reported they see other young people drinking at house parties (at a house or apartment)

15% said they see young people drinking at social events or celebrations in a home

67% said that when adults in the community see young people drinking they do not step in to stop it

Social Host Ordinance campaign

Data/Findings:

Adult Survey (N=330)

50% reported that they think most minors drink at house parties (at a house or apartment)

63% reported that they have been aware of situations in which an adult allowed minors to consume alcohol in their residence

65% stated that they think a social host ordinance would be helpful in reducing high levels of youth consumption of alcohol

Social Host Ordinance campaign


Action Planning and Implementation:
 Youth used this information to secure Social Host Ordinances in the following Fresno County municipalities:

- City of Fresno
- County of Fresno
- City of Mendota
- City of Huron
- City of Selma
- City of Parlier

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Social Host Educational Campaign
City of Fresno

We've successfully passed a Social Host Ordinance: now we want all youth to help us do it!



Taking Action

- We begin to take awareness through a media campaign
- We expect all adults (parents especially) to realize the seriousness and consequences of having parties where underage drinking is taking place
- Ultimately, we want to create a safer & healthier community, where everyone takes responsibility of the problem & becomes part of the solution

For more information, contact: Information@yli.org and ask about Fresno's Youth Leadership Institute and Educational Campaign

YLI

Show video

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Evaluation and Reflection

Reflection by Young People and Adults to Evaluate Process:



- What steps were taken?
- Who was engaged in the project?
- What difference did we make?
- What went well, and what would we do differently next time?
- What is our next step?

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Evaluation and Reflection: Youth Outcomes


Increased Skills and Knowledge

- Measured by Participant pre-post survey:
 - Knowledge areas such as research methods, policy advocacy
 - Skill areas such as action planning, school and community assessment, writing, public speaking




Evaluation and Reflection: Youth Outcomes

- Strong Experience of Youth Development Standards of Practice
- Increased Commitment to School
- Increased Commitment to Not Use ATOD
- ✓ Measured by Youth Development Survey,



Evaluation and Reflection: Community Outcomes

- Mobilization of Policy Makers and Community Stakeholders
- Passage of New Alcohol Policies
- Increased Enforcement of Existing Policies
- Increased Media Coverage of Issue
- Beginning to Track Community Norms and Messages, Commercial and Social Access Through Access Survey




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Questions





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