

YOUTH INVOLVEMENT AT THE SACRAMENTO DEMONSTRATION SITE

Youth Involvement Work Group

Members of the Steering Committee identified their interest in participating in a Youth Involvement Work Group following a youth involvement training at Sacramento Demonstration Site. Youth currently involved in local AIDS Service Organizations were asked to participate in the work group's planning process. The Work Group's purpose is to develop a practical and effective plan for involving youth in the local Prevention Marketing Initiative (PMI) project.

Youth Involvement Work Group Progress Report: October 1994 - January 1995

Work Group meetings began in October 1994 with the group exploring objectives and options for youth involvement. Potential issue areas for both youth and steering committee members were also discussed and will be ongoing considerations during the planning process. Over the past 3 1/2 months, an action plan has been developed based on specific goals and objectives to effectively involve youth in the local PMI project. This plan is detailed below.

Youth Involvement Action Plan

Goals for Youth Involvement

- To bring a current youth perspective to the local PMI project.
- To develop working conditions conducive to youth participation
- To increase the local site's effectiveness to meet PMI goals and objectives
- To increase the community ownership of the local PMI project.

Youth Involvement Consultant

A consultant has been hired to work with PMI staff and technical assistance to complete the following job tasks. The current contract is 30 consultant days covering December 15, 1995 through April 15, 1995. This contract may need extension through July 1995 depending upon project need. The following description reflects the consultant's scope of work.

Consultant Scope of Work

1. Work with the PMI Youth Involvement Work Group to design and implement a Youth Advisory Committee (YAC) to effectively involve youth in the planning, development and evaluation of PMI. This may include but is not limited to the following list of activities.
 - assist with the recruitment of youth for the Youth Advisory Committee
 - coordinate the initial recruitment meeting
 - coordinate the one day orientation workshop for youth
 - coordinate, create activities/exercises and facilitate Youth Advisory Committee Meetings
 - negotiate transportation and access issues
 - identify and mediate potential problem areas with PMI staff
 - attend PMI Steering Committee Meeting and the Youth Involvement Work Group and provide progress reports
2. Develop a mailing/phone list for all youth participants.
3. Develop a written report that includes a summary regarding the planning and implementation of the Youth Advisory Committee along with recommendations and a timeline to maintain youth involvement in PMI.

Timeline

The timeline for youth participation has not been projected beyond a twelve month time period beginning in January, 1995. This is largely due to the changing nature of the project as the different project phases are completed. In the first step of youth involvement at the Sacramento Demonstration Site, we anticipate youth involvement from February 22, 1995 until the end of school in June 1995. At this time, YAC will be encourage to continue through the summer of 1995. In September 1995, we may need to recruit additional young people who will be ask to stay through the end of December 1995. This three step process of youth involvement will assist us in assessing the effectiveness of the youth involvement plan and make on-going refinements throughout the 12 month period.

Objectives for Youth Involvement

For Youth: Participants will have a basic understanding of the subject areas listed below.

- PMI at the Sacramento Regional Demonstration Site
- HIV/AIDS
- Social Marketing
- Small Group Work
- Presentation/Communication Strategy

For PMI: The local PMI project objectives met by youth involvement are listed below.

- Specific tasks requiring knowledge of teen cultural values, emotional perspective, and language appropriateness will be accomplished by the Youth Advisory Group (YAC).
- One to two members of YAC will participate and provide work reports at Steering Committee meetings

Youth Advisory Committee (YAC)

The Youth Involvement Work Group consisting of youth and steering committee members recommended a Youth Advisory Committee (YAC) as the most practical and effectual way to involve young people in the local PMI project at this time. The committee structure, recruitment, training, and activities are listed below.

Committee structure

- 15 - 20 young people
- 1-2 members will represent YAC at steering committee meetings
- bi-monthly meetings
- specific time commitment (for example a six month time period)
- task-oriented activities

General Recruitment Strategy

- strive for diverse representation
- steering committee members with access to potential youth participants will be asked to recruit 1-2 young people
- youth currently involved may network with their friends to solicit participation
- a letter to parents and a parental consent form will be given to potential participants and their legal guardians
- PMI staff will be available to talk with legal guardians by phone or to meet with in person regarding YAC activities.

- potential participants will be required to obtain legal guardian consent to participate in the initial recruitment meeting
- All youth attending the initial recruitment meeting will be invited to participate in the YAC.

Initial Recruitment Meeting

- wednesday, 4-6 pm, February 22, 1995
- potential participants will be asked to complete a general information sheet
- Information about PMI, HIV/AIDS factoids, YAC's purpose and activities will be covered
- Interested participants will then be invited to the first YAC meeting which will be an all day workshop on March 6, 1995.

First YAC Meeting: Workshop

- Thursday, 9am - 4pm, March 9, 1995
- More indepth information will be presented on PMI, HIV/AIDS, and YAC
- The first YAC project will be introduced
- Activities relating to team building and small group work skills will be included
- Inspirational/motivational visitor (celebrity?) will provide encouraging words
- Panel of HIV positive young people will present and answer questions
- A local "youth oriented" radio station may become involved

Potential Activities

The Youth Involvement Work Group developed the following list of potential activities for the Youth Advisory Committee.

- Participation by one to two members at PMI Steering Committee meetings
- Structured review of National PMI public service announcements
- Review the language and content of interview guides for the Research Work Group
- Review interpretations of research results from youth and parent groups
- Assist in creation of prevention strategies and messages
- Assist in critical analysis of prevention strategies and messages

Budget for Youth Involvement

Budget projections are based on a 12 month time period.

Food	\$85.00/meeting for 12 meetings	\$1020.00
Transportation	\$.29/mile 12 mile average drive 20 participants 12 meetings	\$836.00
Incentives	May include: AIDS pins T-shirts/caps	\$1000.00
Educational Presentations	Presenters Videos	\$600.00
Paper Materials	<i>Youth Advisory Group</i> Binders/20 participants Newsprint <i>Workshop</i> Folders/50 participants Newsprint	\$175.00 \$100.00
Production	PR type expense may include celebrity fee, discounted radio air time, etc...	\$****
Copying	<i>Youth Advisory Group</i> 200 copies/participant 20 participants <i>Workshop</i> 30 copies/participant 50 participants	\$200.00 \$75.00
Youth Consultant	<i>First contract period</i> 30 consultant days \$100/day <i>Potential second contract period</i>	\$3000.00 <u>\$3000.00</u>
Total		\$10,006.00

AED
is paying
already
in place

****At this time, we cannot estimate the cost of PR expenses. Some services may be available to us through technical assistance - other services we may negotiate for - some may need direct payment. When brainstormed ideas become more concrete, we can begin to investigate costs.

Training

At this time, training will for members of YAC will be presented by local professionals. The training may include but are not limited to HIV/AIDS, team building, small group work, and social marketing. Again, due the changing nature of the project, training may be identified as specific needs arise.

Maintenance and Evaluation

The Youth Consultant will provide the Steering Committee with a maintenance plan for youth involvement. A maintenance plan will include strategies to continue efficient and effective youth involvement. An on-going evaluation process by staff and the consultant will provide information to the maintenance plan. Additionally, the YAC will be asked to participate in an evaluation during their participation and a final evaluation at the end of service.

**Youth Involvement Plan
Sacramento Demonstration Site**

Date	Activity
February 6, 1995	Youth Involvement Work Group Meeting <ul style="list-style-type: none">• Review materials needed and agenda for Feb. 22• Identify presenters for March 9
February 22, 1995	Initial Recruitment Meeting
March 2, 1995	Proposed Youth Involvement Work Group Meeting <ul style="list-style-type: none">• Review materials needed and logistics for March 9
March 9, 1995	First YAC Meeting - Workshop
March 13, 1995	Proposed Youth Involvement Work Group Meeting <ul style="list-style-type: none">• Evaluate workshop activities
March 16, 1995	PMI Steering Committee Meeting <ul style="list-style-type: none">• Report by YAC
March 30, 1995	Proposed Second YAC Meeting