



Youth Engagement Mastery: 7 Practical Concepts That Will Empower Your Work With Youth

Martin Rafferty
Mia Prohaska



Mental Health America
B4Stage4

TODAY'S PRESENTERS

**MIA
PROHASKA**

Youth Era Clackamas
Drop Program Manager



**MARTIN
RAFFERTY**

Founder & CEO



WHO IS YOUTH ERA?



PEER SUPPORT

Youth Era specializes in peer support for youth and young adults (in-house, co-located, or virtual)



TA + TRAINING

Train up other agencies to implement peers into their work. Provide consultation on a number of topics.



CRISIS TEAMS

Youth peers work in crisis centers and on crisis teams to focus on suicide prevention and postvention nationwide.



DROPS, WRAPAROUND

Youth Drop-In Centers for youth to receive peer support and gain skills. We also employ peers to support youth in Wraparound.





SOCIAL CAMOUFLAGE

- What do used cars salesmen expect about how a customer is going to perceive them?
- Can young people defend why they use your service?
- Have you told the story of your cause/program (l.e. leading with virtual reality vs crisis counselors)

BEYOND DIRECT TRAINING

- Curriculum design
- Trainings for communities to bring youth voice to the table
- Crisis response for critical incidents such as suicide, school violence, community violence
- Implementation of *Drop-In Center Model*
- Development, training, and supervision of youth peers
- Assessment of current program and services
- Marketing strategies for transition-aged youth
- Created first youth peer competencies

YOUTH ENGAGEMENT MAP

What if there was a free standalone tool to encompass over a decade's worth of national youth engagement strategies?

Introducing: Youth Era's Youth Engagement Map



YOUTH ENGAGEMENT MAP

This map is all about doing things different with youth. It provides different strategies to engage with youth and is intended to be used with Youth Era's Youth Outreach Compass.



EXIT 1A HYPE-JACK

FOCUS on current youth culture to gain **MASSIVE** and **IMMEDIATE** credibility. Build hype around your company or services by utilizing influencers, prizes, and other incentives to engage youth in new and different ways. **GAIN** new opportunities—get young adults who would never walk through your door to take the first step. **BOOST** your engagement by tapping into another fan base and making it your own. Taco Bell does this by giving away codes to use in Call of Duty during the launch week of new games to boost their sales by introducing a dedicated fan base.

NOW YOU HAVE HYPE, and you can focus on what matters—serving youth!

EXIT 3C BRAND GUAGE

CHANGE EVERYTHING by updating how you view "marketing." Go the extra mile to build a **BRAND** and image that is created in the **HERE AND NOW** to make lasting first impressions and establish youth buy-in. By being responsive to current and anticipated youth interests—whether it be the newest video game or the latest ways youth are communicating through social media—you can increase your **REPUTATION** and build a fan-base. The ultimate secret is creating an outer shell that is impressive with an inner core of well-developed programming. Starbucks did this through transforming how the world drank coffee by focusing on creating a culture around its brand and becoming a destination instead of a coffee pit stop. By taking the time to polish what you provide, you will **SHINE** in the eyes of those your serve!

EXIT 2B YOUTH MOMENTUM

GAIN the power of youth voice. Get youth input in every aspect of what you offer to learn what youth want and need for your program to succeed. **CREATE** a longstanding movement, and provide future leaders with the tools to speak up and create **POWERFUL CHANGE**. Never stop **ADAPTING** with the times to meet the expressed needs of the youth you serve. Corporations know that youth voice isn't just a talking point but an effective method of increasing consumer satisfaction. Nike does this is by having concentrated product releases where youth are able to vote on a favorite design or color before they release the product to the greater public. By harnessing youth momentum you are holding the microphone for future generations to **SPEAK** into.



YOUTH SOCIAL CIRCLE SOCIAL TRAJECTORY

Is your outreach focused on reaching the top 5 friends in the youth's social circle?

STAKEHOLDERS PUBLIC PERCEPTION

Is the outreach appropriate for your funders, supporters and other organizations?

PARENTS/GUARDIANS LONGTERM TRAJECTORY

Will parents be confident of the safety and effectiveness of your program?

YOUTH GATEKEEPERS OUTCOMES DRIVEN

Do teachers, therapists, etc. feel like your efforts will lead to better outcomes?

YOUTH OUTREACH COMPASS

*This is the youth outreach compass, not the youth engagement map.
The map includes things like utilizing youth voice and engagement on social media.*

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YOUTH GATEKEEPERS

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YOUTH OUTREACH COMPASS

YOUTH SOCIAL CIRCLE

YOUTH GATEKEEPERS
TEACHERS, THERAPISTS



STAKEHOLDERS

PARENTS / GUARDIANS



YOUTH SOCIAL CIRCLE

Will peers of young people respond positively to your outreach?

STAKEHOLDERS

Is the outreach appropriate for your funders, supporters and other organizations?

PARENTS/GUARDIANS

Will parents be confident of the safety and effectiveness of your program?

YOUTH GATEKEEPERS

Do teachers, therapists, etc. feel like your efforts will lead to better outcomes?



REST AREA

EXIT 1A

HYPE-JACK





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HYPE-JACK

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WINNER EVERY 10 MINUTES

YOU COULD WIN A LIMITED EDITION GOLD PS4 BUNDLE

GRAB ANY BIG BOX

TACO BELL

\$5 DOUBLE CHALUPA BOX



EXIT 2B

YOUTH MOMENTUM





EXIT 2B YOUTH MOMENTUM

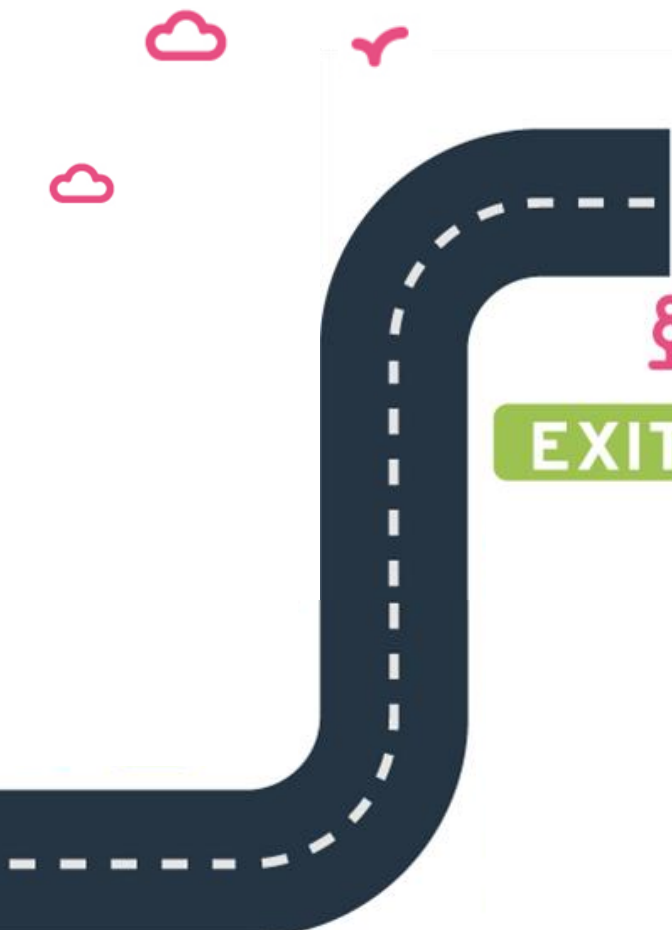
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VANS
CUSTOM
CULTURE
YOUR ART. OUR CANVAS.
2019





EXIT 3C

BRAND GAUGE



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COMPLETELY FREE!




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FOR MORE INFORMATION
CALL OR TEXT!

MIA PROHASKA
503.314.9307



WWW.YOUTHERA.ORG



**IT HELPED
ME FEEL
LESS
HOPELESS,
AND THINGS
GOT
BETTER.."**



JOIN ERA
AND BECOME A
LEADER
IN YOUR
COMMUNITY

ERA is a 21 week long leadership program for youth ages 14-21. This program will prepare youth to advocate positive change, over come life's challenges, and lead under pressure.

WHERE

The Clackamas Drop
11097 SE 21st Avenue Milwaukie, Oregon 97222

WHEN

Starts Thursday July 26th, 2018 | 6pm-8pm

ENROLL

Visit www.enrollwithera.com to Enroll
Deadline for Enrollment is July 13th

FOR MORE INFORMATION

Text or call **Caitlan Wentz** at 503-936-2327
or email at cwentz@youthera.org





THANKS!

Any questions?

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