

Youth Involvement in Campaign

General: info experts, advisory board, youth insight; their concerns are basis of campaign and evaluation

Planning

Info gathering

STEP 1A

WITH CURRENT YOUTH COUNCIL DURING SPRING SEMESTER:

- Formalize Youth Council. Make their role in the campaign clear. Stick to their role during meetings
- Do a focus group to get more info about:
 - their specific concerns, their experiences (i.e. stories)
 - what makes them feel "safe" vs. "unsafe" (e.g. lots of cameras? No windows? Location?)
 - their goals/desired outcomes (discuss possible evaluation)
 - how they see themselves being involved
- Waffle technique to better understand when/where they're encountering the most problems (e.g. time of day, day of week, time of year) and to get demographics of dealers/users

THE INFORMATION COLLECTED FROM THE YC WILL SERVE AS THE FOUNDATION FOR ALL STORES

STEP 1B

- Create multiple small youth boards, one near each identified corner store location, before the start of summer (to be active during summer). Easiest way to do this would be through partner organizations (e.g. Neighborhood House, Our Savior's Lutheran Church, Our Next Generation)
- Repeat Step 1A with new groups to customize needs/concerns for individual stores. This can be done by the youth organization (i.e. not Caitlin or Elena)

STEP 2

- Meet with police and Aldermen to share information collected from Steps 1A-B and present info at a larger Coalition meeting; get trained in CPTED by ADA
- Youth board reps attend campaign-related meetings as active, collaborating partners; present as experts, share youth insights
- Compile/create a list of "safe" corner stores to be distributed for wider informative purposes (e.g. to the police/city, at block club meetings)
- Help with marketing ideas (how to appeal to youth/community)

- CAMPAIGN LAUNCH -

STEP 3

- Talk to store owners at a meeting (safe environment) – ask them questions, tell them their concerns, and negotiate what they can
- Do neighborhood walks with Aldermen and conduct CPTED surveys. Youth can help to install suggestions from survey (e.g. put in lights, plant bushes, paint). Gets them invested in the store and location (this is a great way for the community as a whole to get involved – multigenerational)
- Clean-ups around stores (with community members/organizations)
- Public speaking/PR opportunities instead of outreach (which could put them in danger). Can talk about their experiences going to corner stores and hopes regarding the campaign

Action