



# **Working with Community Advisory Groups and Youth Leadership Councils: Basics, Best Practices, and a Bit More**

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- Introduction
- OAH Expectations for CAGs and YLCs
- Strategies for Planning, Implementing, & Maintaining a CAG/YLC
- A Grantee's Perspective
- Q&A
- Closing Remarks

- Identify at least one strategy for planning a Community Advisory Group (CAG) and/or Youth Leadership Council (YLC)
- Identify at least one strategy for implementing a CAG/YLC
- Identify at least one strategy for maintaining a CAG/YLC over time
- Identify an appropriate OAH resource or toolkit that can be used to guide planning, implementing and maintaining a CAG/YLC
- Describe OAH's expectations regarding the coordination of a CAG/YLC

- My organization has previous experience with
  - Youth Leadership Councils
  - Community Advisory Groups
  - Both
  - Neither

- Grantees are expected to:
  - Implement strategies outlined in *Strategies Guided by Best Practices for Community Mobilization* over the life of the grant
  - Establish or work with an existing Community Advisory Group **and** a Youth Leadership Council to lead community mobilization efforts
    - YLC members should represent the target population or community and the various settings in which the program is being implemented.
    - CAG members may or may not have a formal role in implementing the TPP program.
    - **The CAG must include a representative from the Youth Leadership Council (YLC).**

Working with CAGs and YLCs: Basics, Best Practices, and a Bit More

# Planning Your CAG and YLC



- CAGs and YLCs should lead community mobilization (CM) efforts that create long-term support for your TPP program
  - Mobilize: *bring people together for action*  
(Merriam-Webster)
  - Community mobilization: a process for reaching out to different sectors of a community and creating partnerships that focus on and address a pressing social issue, such as teen pregnancy  
(OAH's Expectations for Community Mobilization, November 17, 2015)

## Community Advisory Group

- CM focused on adults and adult stakeholder groups
- Raises awareness, educates and builds support
- Provides feedback to grantee
- Works collaboratively with grantee and YLC

## Youth Leadership Council

- CM focused on youth and youth stakeholder groups
- Educates, informs, and persuades
- Provides feedback to grantee
- Works collaboratively with grantee and CAG

## Community Advisory Group

- Diverse group of “change agents”
  - Respected by the community
  - Representative of the community
  - Diverse sectors
- Capacity to make change happen
- Committed to youth issues
- Strong communication skills

## Youth Leadership Council

- Age of members reflects population being served
- Diverse group of youth “change agents”
  - Respected by other youth
  - Representative of youth being served in the community
- Change leadership potential
- Good communication skills

## Community Advisory Group

1. Network with trusted contacts to identify potential members
2. Individually interview candidates
3. Plan date, time, and location of first CAG meeting
4. Create agenda that focuses on orientation to project and basic group organizing tasks

## Youth Leadership Council

1. Network to identify candidates
2. Develop application process
3. Individually interview candidates
4. Decide on a YLC training content
5. Develop a YLC contract
6. Plan first meeting
7. Develop agenda focused on orientation and basic group organizing tasks



- Motivate members through a powerful and continuous orientation process:
  - Highlight \$\$ costs of teen pregnancy to community and individuals
  - Highlight \$\$ savings when teen pregnancy prevention is successful
  - Illustrate the social, educational, and economic impact of teen pregnancy prevention through stories and case studies

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# Implementing Your CAG and YLC

- Large enough to ensure diversity of thought and consistent, substantive participation; small enough for effective management
- Optimal sizes:
  - CAGs: 10 to 20
  - YLCs: Seven to 15
    - Greater challenges related to consistent meeting participation due to scheduling and transportation issues

- Often enough for meaningful work and to sustain interest; not so often to become burdensome to volunteers
- Optimal meeting frequency
  - CAGs: Monthly to quarterly
  - YLCs: Weekly to monthly
    - YLCs may find it more productive to meet more frequently than less as it tends to create a deeper sense of “we” for young people



## Community Advisory Group

- Location:
  - Neutral or “rotated”
- Times:
  - Weekdays (“nine to five”) work for paid professionals, but may exclude community volunteers
  - Weekday evenings or weekends may work for community volunteers but may exclude paid professionals
- Recommendation: Adapt location and time to reflect priority population for participation

## Youth Leadership Council

- Location:
  - Neutral or grantee setting
  - Consider transportation
- Times:
  - After school, evenings, and weekends may work best for YLCs
  - Participation of youth reps in CAG may not be realistic without schedule and location accommodations
- Recommendation: If youth participation in CAG is desired, include at least three or more youth and accommodate schedule and location

## Community Advisory Group

- Share teen pregnancy and teen pregnancy prevention information within social and professional network
- Participate in development of CM and sustainability plan
- Participate in planned CM events and activities
- Identify connections to community assets and resources
- Introduce grantee to others in community who can help efforts
- And lots more!

## Youth Leadership Council

- Utilize social media to educate and inform friends and other youth
- Identify connections to other youth and invite to participate
- Speak out to the media and at CM events
- Assist with assessment of youth health services
- Troubleshoot barriers to programs and services
- Represent the YLC and other youth on the CAG
- And lots more!

- How confident are you that you can create a Youth Leadership Council that will be effective in community mobilization?
  - Very confident
  - Somewhat confident
  - A little confident
  - Not at all confident

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# Maintaining Your CAG and YLC

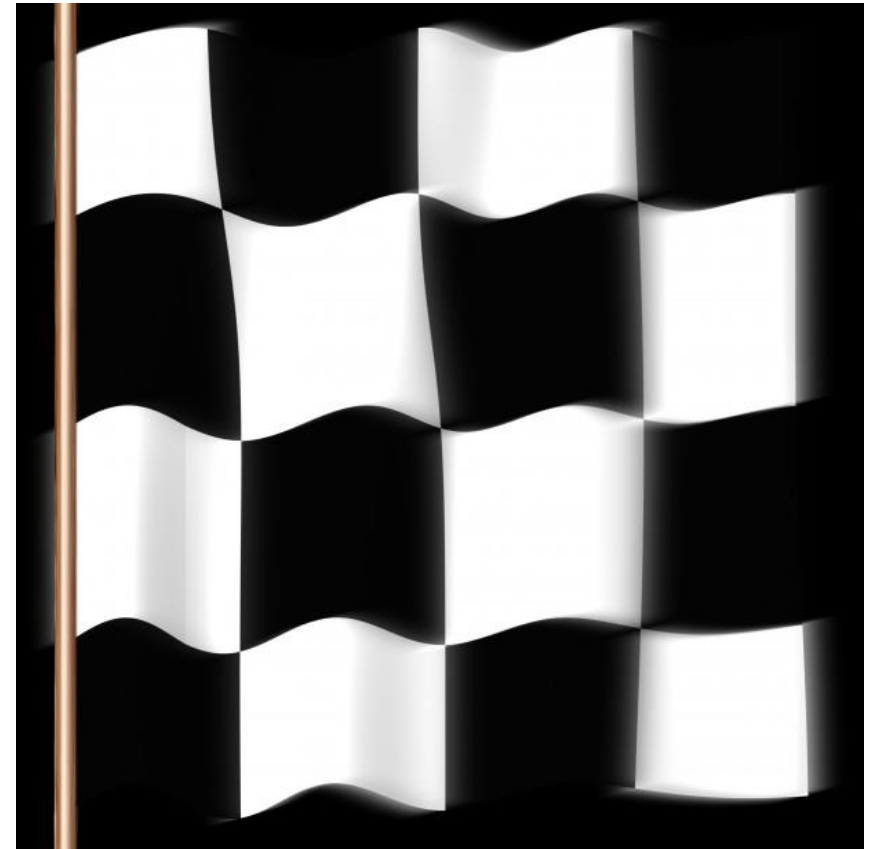
- Effective CAGs and YLCs are maintained when they add value to the lives of participants and to the community.
- Five tips for adding value to sustain participation in CAGs and YLTs:





- Members want to feel like they are accomplishing something so:
  - With your groups, define a common goal and clear objectives for community mobilization work early
  - End your meetings with clear assignments, next steps, and expectations

- In the beginning, plan CM activities and events that are easier and faster to do and have a high probability of success
- Early success...
  - Builds confidence
  - Strengthens commitment
  - Is contagious
  - Contains frustration





- In each meeting, create opportunities for people to get to know each other better
- Beyond the introduction, use brief games, role-plays, and small group exercises to create connections between people (even as you build skills in CM)



- Members may join your group because of their personal experiences
- Provide opportunities for CAG and YLC members to tell their personal stories
- Group agreements need to ensure confidentiality



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# Grantee Perspective

Opportunities Industrialization Centers of South Florida (OIC-SFL) is a community-based workforce development, education, and training organization that prepares individuals for the world of work by reducing barriers to employment, providing comprehensive vocational skills training and fostering youth aspirations through prevention and intervention strategies that support positive youth development and strengthen families.



## At the Core of our Youth Programs

- Building protective factors that can diminish the potential impact of an array of risk factors, while strengthening the capacity of youth and families to make informed decisions.
- Incorporating positive youth development characteristics into all of our programs to increase protective factors for youth and families.
- OIC of South Florida has delivered teen pregnancy prevention education since 2004 and was awarded a second round of TPP funding in July 2015.

OIC of South Florida's Teen Pregnancy Prevention program is titled Project P.A.U.S.E.



Our goal is to help youth **prevent** pregnancy and the contraction of STDs and HIV/AIDS, **achieve** their academic and personal goals, **understand** the risks associated with unprotected sex, and **succeed** in the endeavors they undertake to **educate** their community and peers.

## Where to Find Members:

- Program partners
- Board members
- PTA
- School district departments/offices
- Health department
- Community needs assessment
- Committees and work groups

*OIC's CAG grew out of our involvement in four local committees and as a result the CAG has four areas of focus:*

- **HIV/AIDS** (Grew out of a school district committee)
- **Teen Parents** (Grew out of a local Health Department committee)
- **Positive Youth Development** (Grew out of a committee of local youth service providers)
- **LGBT Inclusivity** (Grew out of a school district committee)

## **Start with the outcome:**

Developing youth leaders in an effort to equip them with the skills necessary to identify their strengths so that they may positively impact their communities, spread the message of teen pregnancy and STI prevention, and contribute to the sustainability of TPP programming beyond OAH funding.



- Youth Leadership Advisory Group has been in place since 2012.
- Consists of TPP alumni.
- Participants dedicate time outside of school to spread the message of prevention education and develop leadership skills to positively influence the direction of their school and the target communities served.
- Members are equipped with the tools to understand the power they possess to positively serve their community.

- Criteria for participation
- Enrollment
- Youth driven
- Elected officers
- Relevant communication
- Incentives
  - Personal development/Annual Youth Leadership Retreat
  - Internships
  - Letters of recommendation
  - Support with transportation
  - Evening meetings with meals
  - Parent engagement

## Establish and Meet CAG & YLC Goals

- Regularly scheduled meetings
- Agendas, sign-in sheets and minutes
- Set SMART committee goals and utilize the forms and templates in the *Getting to Outcomes* book to assist you in accomplishing your goals
- Evaluate the committee's progress

## Options for asking a question:

- Q&A box at the top of your screen
- \*1 on your phone



- Adult-youth interaction policy
- Group participation agreement
- Participant risk and liability release
- Permission slip
- Photo release form
- Youth participant risk and liability release

## Recommended OAH Resources

- Huberman, B., Klaus, T., & Davis, L. (2014). *Strategies guided by best practice for community mobilization*. Washington, DC: Advocates for Youth.  
[http://www.advocatesforyouth.org/storage/advfy/documents/Factsheets/strategies%20guided%20by%20best%20practice 8-11-14.pdf](http://www.advocatesforyouth.org/storage/advfy/documents/Factsheets/strategies%20guided%20by%20best%20practice%208-11-14.pdf)
- It Takes a Village: Strategies for Community Mobilization for TPP Programs. [http://www.hhs.gov/ash/oah/oah-initiatives/assets/it takes a village: strategies for community mobilization for tpp programs slides.pdf](http://www.hhs.gov/ash/oah/oah-initiatives/assets/it_takes_a_village_strategies_for_community_mobilization_for_tpp_programs_slides.pdf)
- Building Sustainable Programs: The Resource Guide. <http://www.hhs.gov/ash/oah/oah-initiatives/assets/sustainability-resource-guide.pdf>

- [Overview of Community Advisory Groups & Youth Leadership Councils](#)
- [Community Advisory Group Expectations](#)
- [Youth Leadership Council Expectations](#)

FEEDBACK





## References

- Huberman, B., Klaus, T., & Davis, L. (2014). *Strategies guided by best practice for community mobilization*. Washington, DC: Advocates for Youth.
- Stevenson, A. (October 6, 2014). *What keeps steering committee members coming to meetings?* [blog]. Retrieved from [www.collectiveimpactforum.org](http://www.collectiveimpactforum.org).

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