



# Youth Empowerment Conceptual Framework

December 4, 2015

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# Background

- The 1998 Master Settlement Agreement (MSA) allocated funds to states as compensation for health costs associated with tobacco use
- MSA included establishment of the American Legacy Foundation (Legacy), a nonprofit advocacy agency to address tobacco control
- Legacy's mission is to “build a world where young people reject tobacco and anyone can quit”

# Overview of Legacy's Activities

Used active youth participation to create a social movement against tobacco. Strategies included:

- The truth campaign
- Tour buses across country to recruit youth
- National, state, and local advisory boards with youth representatives supporting coalitions
- Grassroots support for youth groups

[https://www.youtube.com/watch?v=Y\\_56BQmY\\_e8&list=PLCA344200679F0087](https://www.youtube.com/watch?v=Y_56BQmY_e8&list=PLCA344200679F0087)

# Legacy's Youth Empowerment (YE) Program—Objectives

- Engage youth in community action against tobacco use by developing a statewide coalition
- Build or extend statewide youth movements against tobacco
- Foster meaningful youth-led tobacco prevention activities or programs that:
  - Reduce youth tobacco use
  - Encourage and increase youth empowerment
  - Deglamorize tobacco use
  - Reduce youth exposure to secondhand smoke

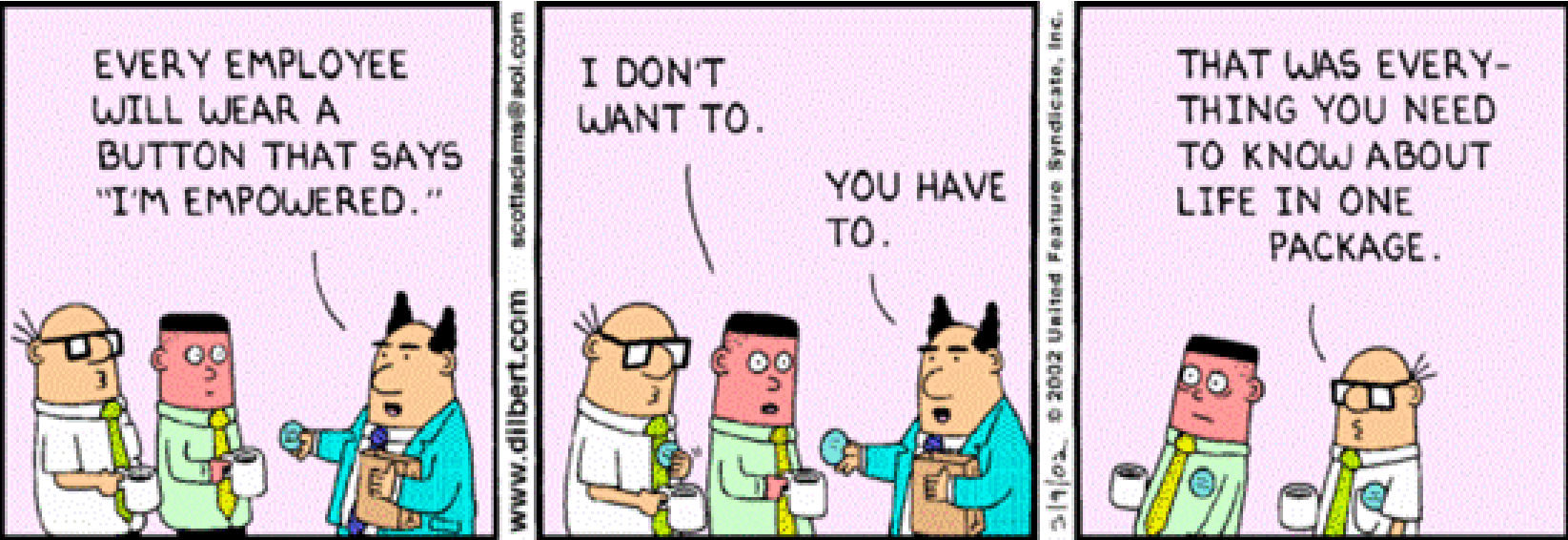
# YE Program—Overview

- Legacy funded 17 states to develop a youth-led, state-level advisory group (Statewide Youth Movement Against Tobacco Use)
- Each state's advisory group was to recruit local-level youth groups to extend the statewide 'movement'
- Program evaluation conducted to measure the extent to which they empowered youth to work against tobacco

# YE Program Evaluation

- Primary outcome of interest to Legacy was the individual changes in youth
- Goal was to provide youth with opportunities to:
  - Learn skills
  - Assume responsibilities
  - Participate in social and public affairs of importance to them

# What is Empowerment?

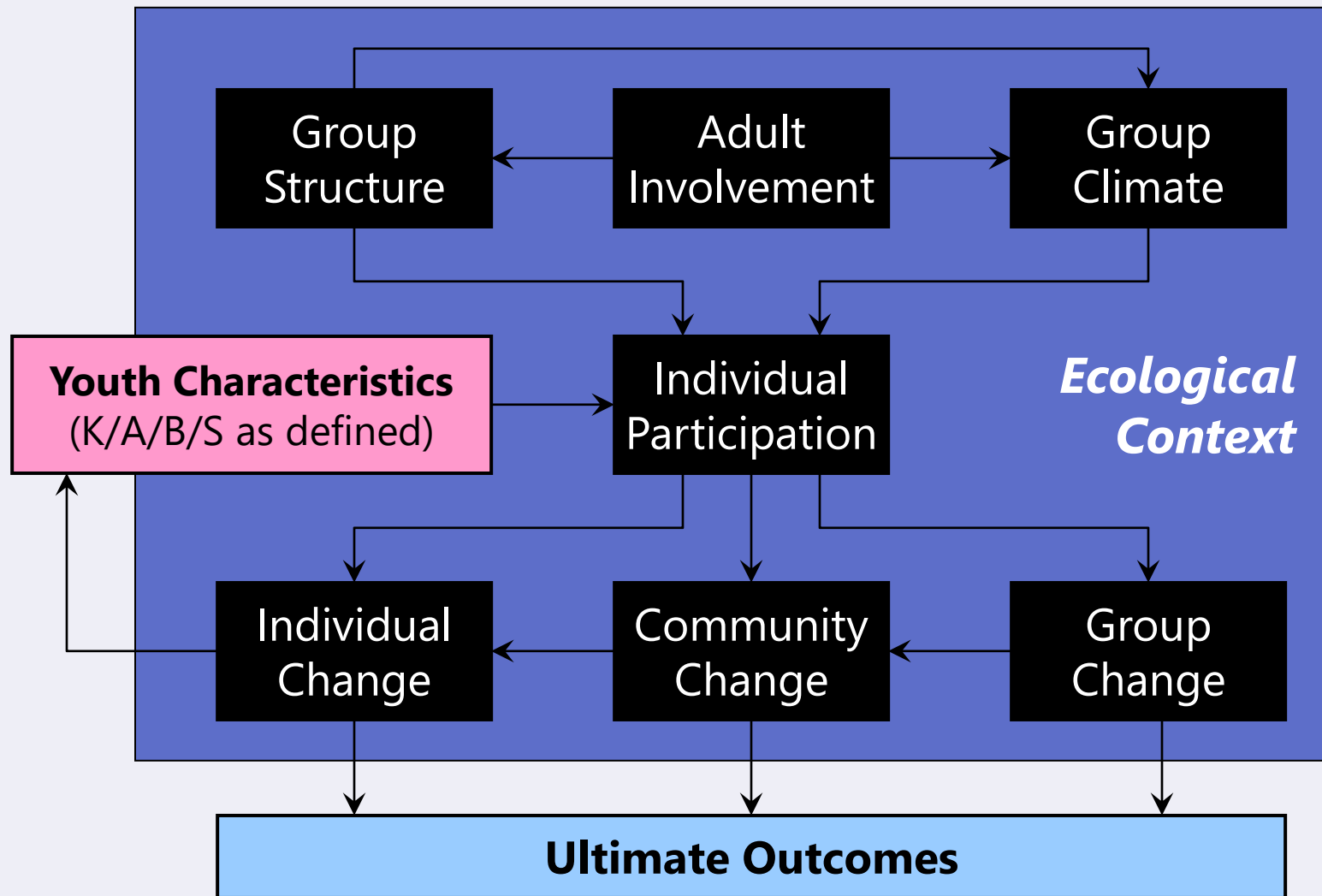


*“...the process by which individuals gain influence of events and outcomes of importance to them”*

- A process of change:
  - What elements would need to be in place to support the process?
  - What change could be expected if ‘empowerment’ happened?



# Youth Empowerment Conceptual Framework (aka 'The Holden Model')



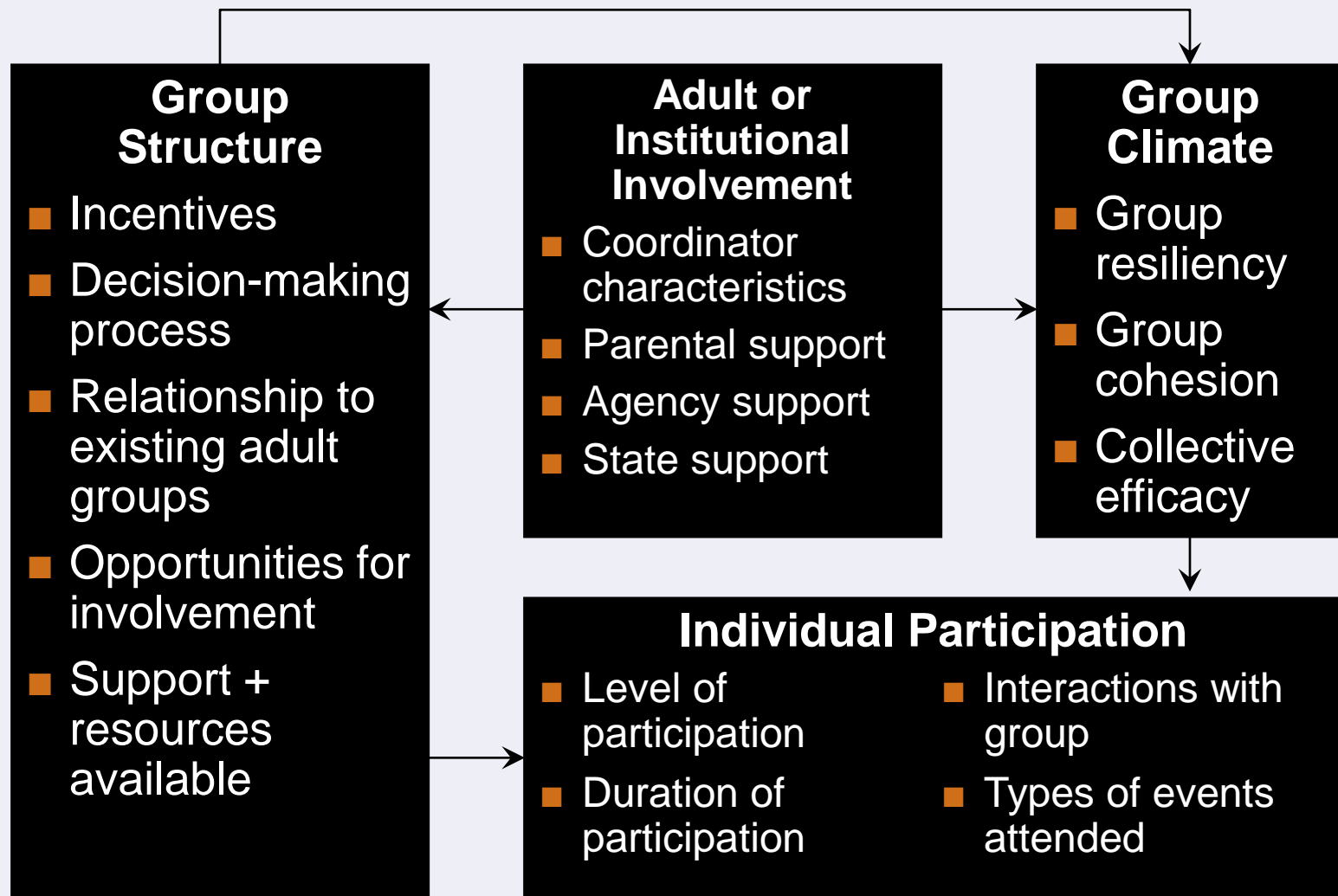
# Youth Characteristics

- Who were the youth most likely to become involved?
- Involved youth told us:
  - The issue mattered to them personally
  - They wanted to make a difference
  - They believed they COULD make a difference

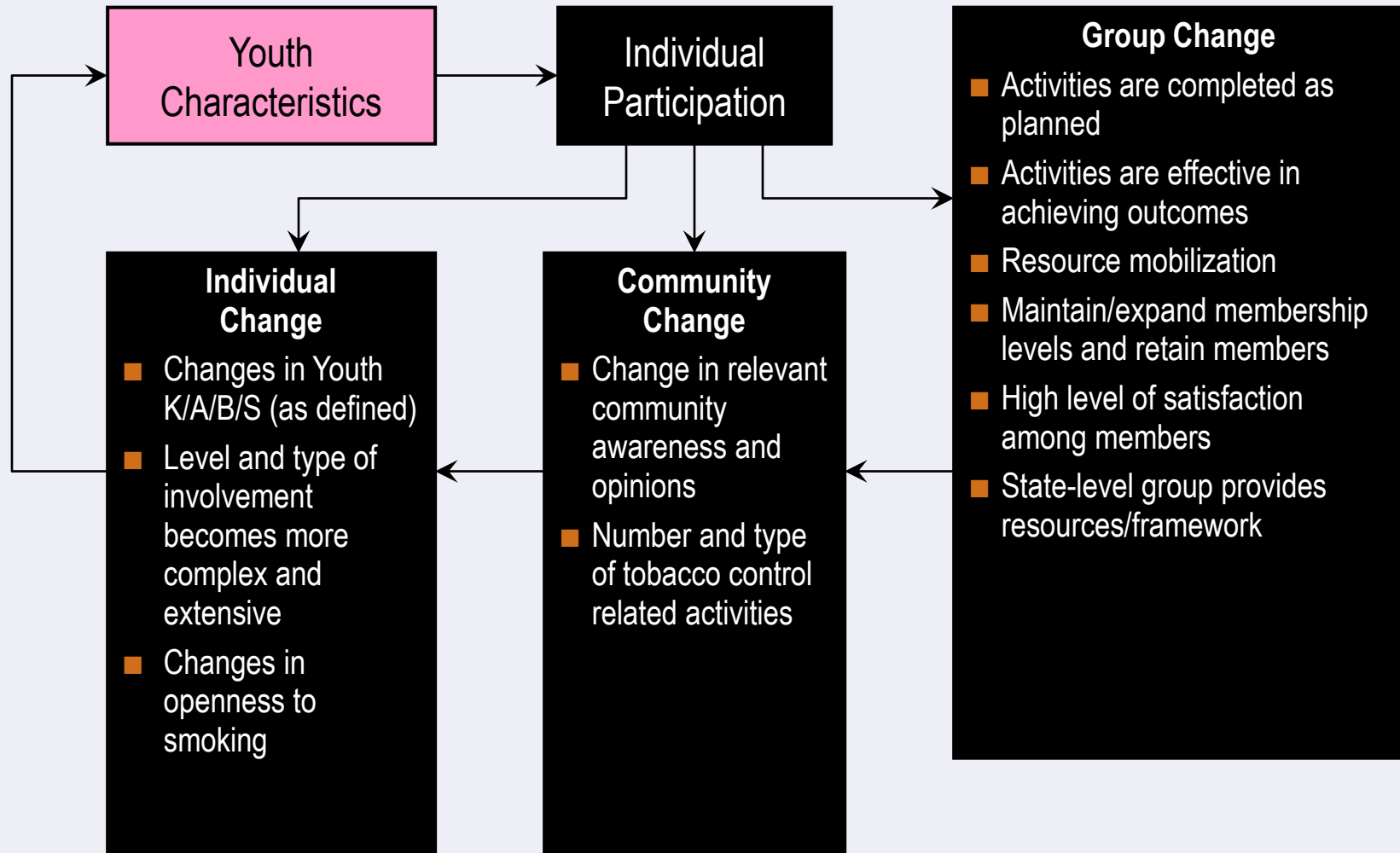
# Individual Participation

- Not just attendance but engagement
- Has to occur for empowerment to happen
- Quality and quantity of participation matters

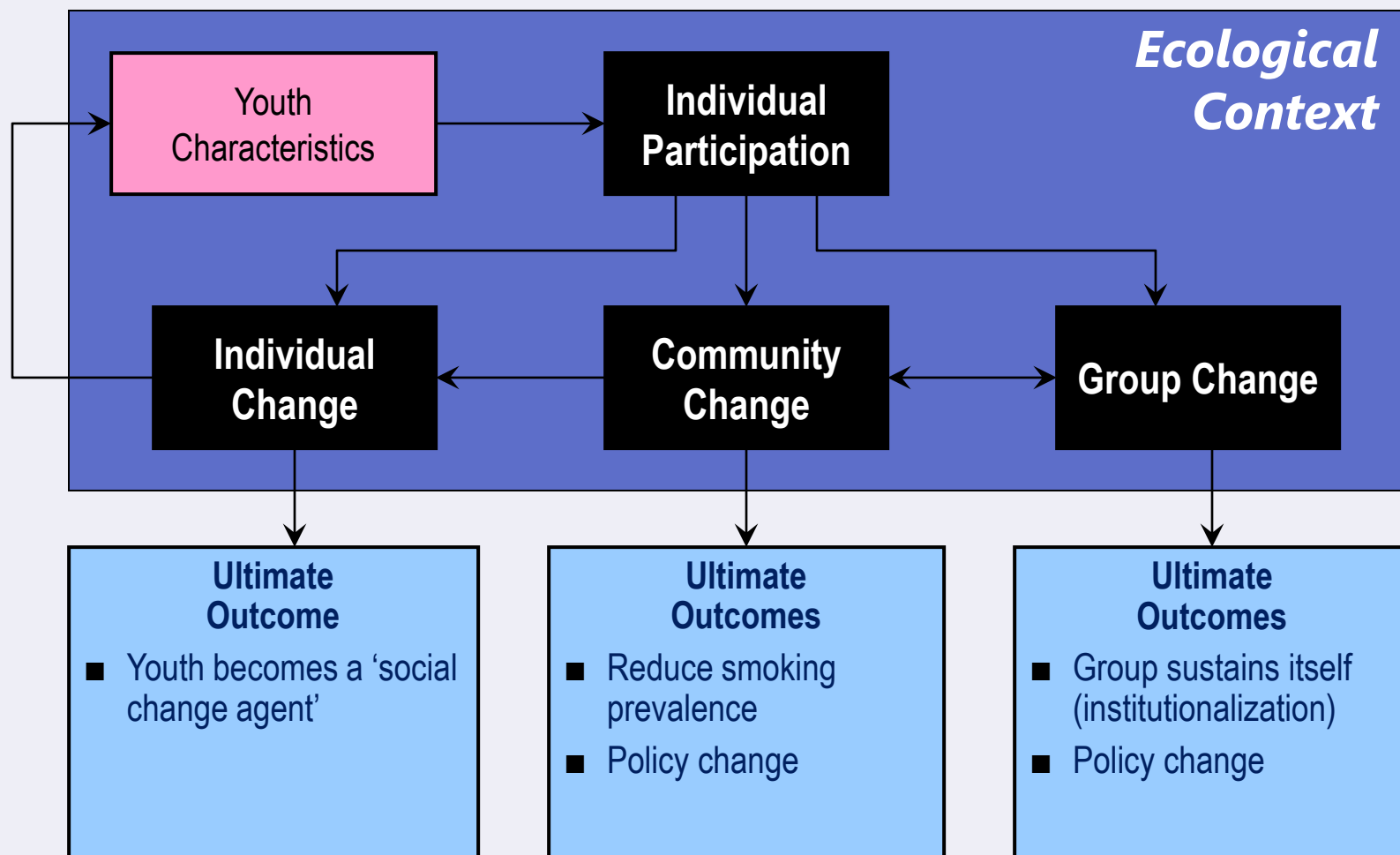
# Elements Needed to Support Empowerment



# Change as a Result of Empowerment



# Ultimate Outcomes



# Afternoon Session Overview

- Overview of some of the lessons learned from the youth groups
- Focus on how to apply these principles to implementing activities

# Afternoon Session

Strategic Planning and Potential Pitfalls



- Overview of Strategic Planning Framework (from SAMHSA)
  - Potential pitfalls in planning and implementation based on the YE evaluation findings
- Small group work to complete first four steps of framework for a specific scenario

# Strategic Prevention Framework



<http://www.samhsa.gov/capt/sites/default/files/images/spf-diagram-lg.jpg>

*“...helps prevention professionals assess community needs, resources, and readiness to address substance misuse”*

- Review existing data to determine the groups most likely to be involved with methamphetamine use
- Assess the community resources available to address this issue

# Potential Assessment Pitfalls

- Data aren't available for the problems your group wants to address
- Limited understanding of how to interpret the data and apply it to intervention development
- Lack of planning time set aside to thoroughly assess what is already in place in the community

*“...focuses on identifying resources and readiness to address the issue of focus”*

- Engage community stakeholders in the issue of focus, convincing them of the extent of the problem
- Assess readiness of key partners to engage in addressing the problem
- Determine adequacy of available resources relative to goals

# Potential Capacity Pitfalls

- Partners don't agree with youth group on what needs to be implemented for a specific problem
- Youth have a limited understanding of the local politics and 'turf' issues
- There is little interest across the community in the topic addressed by the youth group

*“...shows how to plan effectively by prioritizing risk and protective factors and building logic models”*

- There are three important criteria for selecting appropriate prevention interventions:
  - The intervention is evidence-based
  - Good conceptual fit for the community
  - Good practical fit for the community

# Potential Planning Pitfalls

- Limited time spent on planning to ensure selection of an intervention and engagement of partners
- Youth group wants to implement an intervention they heard about that is popular and doesn't fit your community
- Incomplete assessment of the resources needed to implement the selected intervention



*“...develop action plans to implement their chosen prevention intervention”*

- The action plan describes:
  - What you expect to accomplish
  - Specific steps you will take to reach goals
  - Who will be responsible for doing what

# Potential Implementation Pitfalls

- Activities aren't completed as planned (or at all)
- Partners aren't engaged like you and the youth hoped they'd be
- There are insufficient resources (e.g., space, funding, materials) to complete the activities
- Youth don't agree on the order and ownership of the activities

*“...quantifies the challenges and successes of implementing a prevention program”*

- Typical evaluation questions include:
  - Was the intervention implemented as planned?
  - Did the intervention that was implemented address the prioritized problem?
  - What short- and long-term outcomes were achieved?
  - What can be learned from this implementation to inform future program development?

# Potential Evaluation Pitfalls

- Limited focus on potential outcomes to achieve
- Lack of data available to assess outcomes
- Lack of alignment between what the intervention is designed to address and the outcomes the group wants/needs to achieve
- Limited capacity for conducting evaluation activities

# Small Group Work

Divide into 4 small groups—each to focus on one of the steps we just reviewed:

- Assessment
- Capacity Building
- Planning
- Implementation

# Scenario

- Data show your community has had an increasing number of teens arrested for methamphetamine (meth) use
- You are leading a group of 18 youth, ages 12–18, through the local YMCA
- A local street fair is planned for early spring (in about 5 months) and you want the group to have a presence at the fair