

AGENDA

YFC Outreach Committee

January 14, 2022



1. Updates:
 - a. Archelle Ramos, HCA's Tribal Liaison for the North Sound region will present at our March regional meeting.
 - b. Opened the January meeting 15 minutes early in case newbies came in. No one did.
 - c. We were awarded funding for our social media campaign! More to come on this...
 - d. Cai and Val met with the IT manager to discuss updating the website:
 - i. Will purchase a website on a platform that allows us to use WordPress or some other web building tools to recreate the look and feel.
 - ii. Eventually, we'll need to add a database for resources. We do not have enough yet, but we will one day.
 - iii. **APPROVED LANGUAGE FOR NEW GOAL ACTIVITY**
2. Social Media Campaign Discussion
 - a. Project summary
 - b. General themes?
 - i. **No super-specific theme is necessary**
 - ii. **Brainstorm more after youth are contracted**
 - iii. **Definitions of behavioral health, mental health, sexual health as the system is sometimes confusing**
 - iv. **How to services work**
 - v. **How does the SOC operate**
 1. **Bring in system partners**
 - a. **DVSAS**
 - b. **Planned Parenthood**
 - c. **Jen Mason from Wink Wink**
 - vi. **Rights within the SOC**
 1. **OMBUDS**
 2. **MHAD**
 3. **Quality Assurance**
 - vii. **Understanding mandatory reporting laws prior to engagement**
 - viii. **Peer services as a first point of contact to build rapport with young people**
 - ix. **MH challenges can prevent youth from seeking sexual health resources**
 - x. **Bx Health services are often low-budget with their web presence, engendering mistrust and confusion**
 - xi. **Need to balance autonomy with gaining trust**
 - xii. **Have youth give recommendations**
 1. **Community Mapping work**
 - xiii. **Sexting laws**
 - xiv. **Sex Positive**
 - c. Strategies for youth recruitment

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- i. NWYS Queer Youth Project Coordinator can contribute to this project, potentially
 - ii. NWYS career services can help advertise the opportunity
 - iii. Connect with guidance counselors and others in high schools
 - iv. Post jobs on student job boards at colleges and universities
 - v. Work with prevention coalitions and others already in schools – subcontract to ensure active outreach
 - vi. Reach out to YMCA teen programs to see if they can promote the program to their youth
3. New Goal Activity Suggestion: Speakers Bureau
 - a. Lean into existing community resources like NAMI and help promote and grow their speaking opps
4. Other ideas on youth recruitment – open forum