

FROM CONVERSATION

Amplifying Youth Voice



AGENDA

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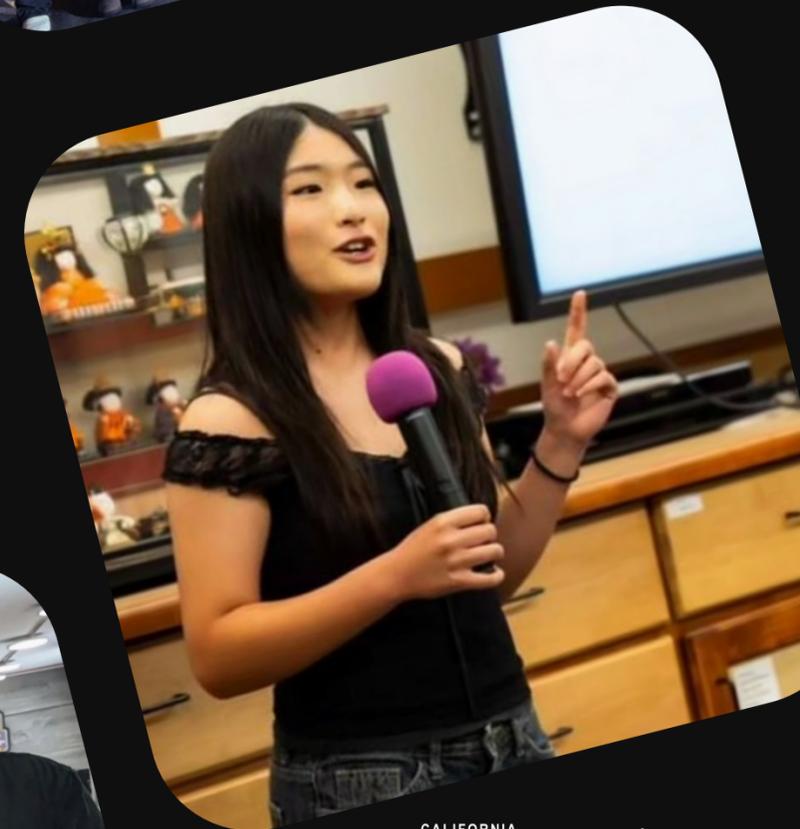
08 Statewide Impact

FNL

FRIDAY NIGHT LIVE

- Founded in 1984
- Youth development program
- Alcohol, tobacco, and other drug (ATOD) prevention
- Schools, CBOs, Boys & Girls Clubs, etc.
- California Youth Council

55 Counties 500 CHAPTERS 20,000 YOUTH





YOUTH & ADULT PARTNERSHIPS

Definition:

The practice of engaging young people in collaborative, shared decision making to create change.

Fundamentals:

- Develop shared decision-making processes
- Establish safety to ask questions and express ideas
- Meet young people where they are
- Value and utilize the unique strengths of youth and adults

YOUTH DEVELOPMENT FRAMEWORK

Definition:

Youth development is the ongoing process in which young people are engaged in building the skills, attitudes, knowledge, and experiences that prepare them for the present and the future (Karen Pittman).

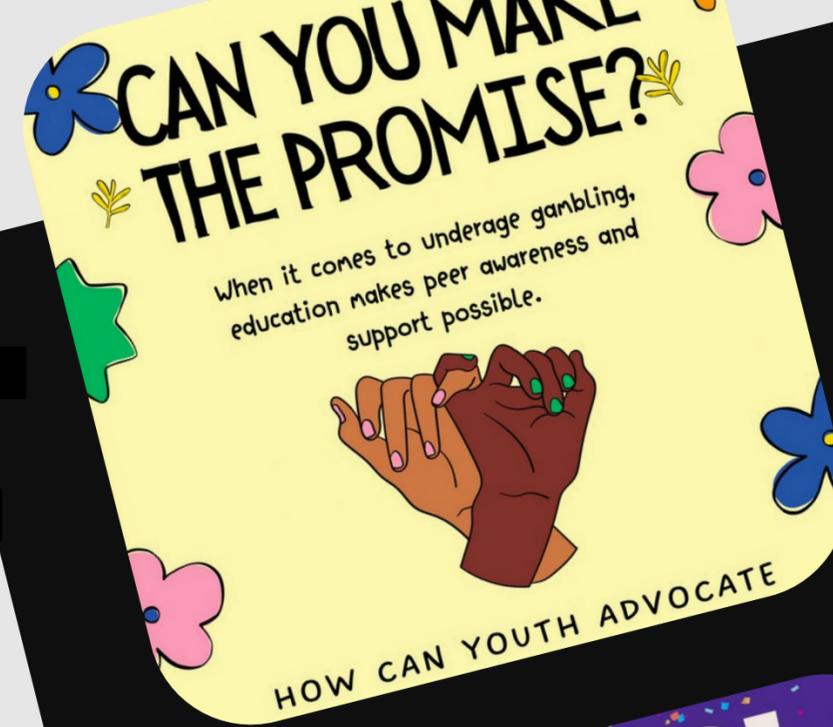
YD Fundamentals:

- Applies an Asset -Based Approach
- Supports Youth Voice & Engagement
- Provides Positive Supports & Opportunities
- Fosters Safe & Inclusive Environments

BOOFA

BETTING ON OUR FUTURE

- A statewide initiative sponsored by the California Department of Public Health, Office of Problem Gambling (OPG).
- Raises awareness on the issues of underage gambling and problematic gambling behavior through youth driven, multi-media campaigns



PARTNERSHIP

- California Council on Problem Gambling (CCPG)
 - California Lottery
 - Department of Justice
 - Office of Problem Gambling (OPG)
 - Tribal Gaming Groups
 - University of California, Los Angeles (UCLA) Gambling Studies Program
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OPG YOUTH MEDIA COLLABORATIVE

March 1- June 30, 2024

Goal:

- To ensure that future OPG outreach efforts—especially social media and educational content—are relevant, effective, and grounded in authentic youth perspectives

Deliverables :

- Obtain Fresh Understanding of Youth Perspectives on Problem Gambling
- Collect Diverse Youth Input on 10 Current OPG Materials
- Draft 2 Future Materials and up to 4 Social Media Posts

Structure

- Regular virtual meetings
- Members were former BOOF participants
- Provide feedback on existing media
- Develop youth-led projects

CFNLP & THE OFFICE OF PROBLEM GAMBLING

Why partner?

- CFNLP is OPG's primary partner for youth problem and underage gambling prevention.
- CFNLP and FNL Sites excel at engaging youth collaboratively, giving them the agency and respect they deserve from adult allies.

Why was youth input important?

- Youth are experts on their own experiences.
- Wanted youth perspective on existing prevention materials and to learn what youth materials they would create and want to see from us.

ACTIVITIES

Reviewed OPG Problem Gambling Awareness Month Materials

Created problem gambling social media graphics



Reviewed OPG brochure

Created a Zine and materials for a youth target audience



Reviewed problem gambling PSAs from FNL sites

Created a PSA script



Reviewed problem gambling websites and PSAs from Massachusetts, Canada, and Australia and gave input for future youth problem gambling materials



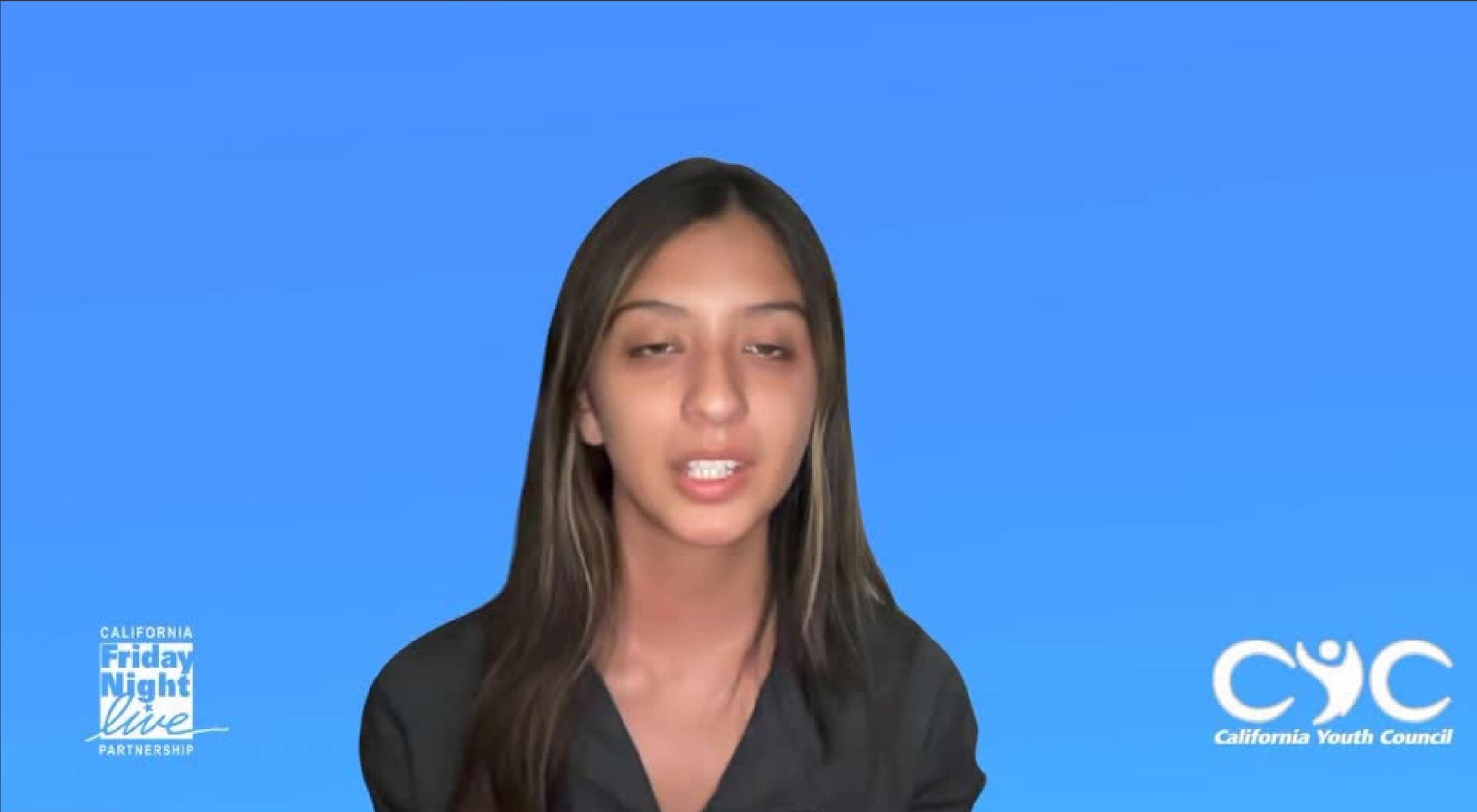


Firststand Experience

LINDA COLIN JURADO

California Youth Council





LINDA COLIN JURADO

California Youth Council



MATERIALS CREATED

- Graphics
- Zines
- PSA's
- Awareness materials





CONVERSATIONS TO PRACTICE

Next Steps :

- The collaborative will inform a new youth brochure and web page, and future youth media by OPG.
- BOOF participants will provide feedback on the materials once created.

OPG PARTNER HIGHLIGHTS

- "Homework Share-Outs"
- Youth insight and feedback
- Savvy and creative graphic designs
- The zines were an OPG favorite!

OPG: ADVICE FUNDERS PA WITH YOUTH

- Establish collaborative processes
- Approach youth as subject matter experts in designing messaging and materials for young people
- Involve and center youth voice as much as possible

STATEWIDE IMPACT

Prioritizing Youth Wellness & Education

- Investment in youth - focused efforts by California
- Inclusion of AA and prevention efforts
- Response to expansion of online gaming and sports betting

Collaboration & Transformation

Thank You

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