

Community Action Model Youth Leadership Project



YOUTH LEADERSHIP INSTITUTE

AGENDA

Today we will share:

1. **Who** we are
2. **What** we are doing
3. **How** we are doing it
4. **Why** it matters

WHO ARE WE?



YOUTH LEADERSHIP INSTITUTE

An organization dedicated to community change and youth and adult partnerships.

COMMUNITY ACTION MODEL YOUTH LEADERSHIP PROJECT

A group of young folks who are interested in addressing issues in their communities through policy change.

WHAT ARE WE DOING?



COMMUNITY CHANGE THROUGH POLICY CAMPAIGN

Our campaign work focuses on discussing how the density of unhealthy advertising targets youth and our communities specifically in Mission, Bayview and Tenderloin.

HOW ARE WE DOING IT?



YOUTH-LED PARTICIPATORY ACTION RESEARCH (YPAR)

We researched the issue of unhealthy advertising through the following methods:

- ❖ PhotoVoice
- ❖ Public Opinion Surveys
- ❖ Stakeholder Interviews
- ❖ Healthy Stores for Healthy Communities Surveying

OUR RESEARCH FINDINGS

Through our research we found:

- 93% of SF residents have access to up to 5 liquor stores within 3 blocks of them
- 76% of SF residents believed that these advertisements have negative impacts on their communities.
- 91% of SF residents supported replacing unhealthy advertising with community art.

WHY DOES IT MATTER?



WHY DOES THIS CAMPAIGN MATTER?

- The density of unhealthy advertisements is both a health equity and social justice issue.
 - Targets low-income communities, communities of color, and SF youth.
 - African American, Asian American, and Latino residents are more likely to live in districts with the highest density.
 - Contributing to differences amongst communities in health impacts and health costs.

REFLECTIONS FROM YOUTH ADVOCATES

WHAT'S NEXT?



OUR CAMPAIGN NEXT STEPS

- Working with store owners.
- Spreading campaign through social media.
- Continuing to engage stakeholders and similar organizations.

YOU CAN SUPPORT US BY

Endorsing our policy. We are looking for folks to support the work that we are doing.

Spreading the word. Follow YLI on FaceBook and Instagram.

FaceBook: Youth Leadership Institute

Instagram: @ylinstitute

Questions?



Thank you!