Youth Empowerment: The Capacity to Create Change
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Youth 2 Youth
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Objectives

✓ Describe the concepts
✓ Share Ideas
✓ Show you how to use the resources
✓ Provide hands on instruction in skill development.
✓ Discuss challenges in achieving youth participation and empowerment.

www.DoverY2Y.org
Dover Youth to Youth
Advocacy & Activism

- **Advocacy**: Supporting a position or cause.

- **Activism**: Advocacy designed to cause change – usually social or political change – by confronting an entrenched status quo or a very powerful opposing force.
Historical Look at Activism

Segregation
Focus Areas

- Education
- Community Awareness
- Policy Change
- Media
Classroom Presentations
Presentations

Samantha Skunk

www.SamanthaSkunk.com
Then - I thought about Solomon and remembered: Solomon the panda wants me to have friends and do healthy things. What can I do with friends... that is healthy?

Here come my friends now.

**PENGUIN:**
Samantha - we REALLy need it all to you. You should have friends... but we already have your friends. smoking doesn't help your friends.

**PANDA:**
Smoking gets you slow, sick and exact. You die! We don't want you to do anything. We want you to be healthy!

Still wondering, I caught sight of my earlier writings... "SOMEONE ELSE'S MEDICINE CAN BE BAD! NEVER GIVE YOURSELF MEDICINE! SOMEONE ELSE'S MEDICINE CAN BE Baaa..."

Suddenly, I understood! I could tell others: "DON'T GIVE YOURSELF MEDICINE - IF YOU FIND MEDICINE, TELL AN ADULT!" I felt good and powerful. I could not wait to go to sleep and see Solomon again.

When Solomon swam into my dream, this time, I was ready. "Medicine can be dangerous," I told him, "No way! It's not okay!"
Large Assemblies

Module 3C-10

E-cigs & Vaping

Juul
8 Things the Alcohol Industry Doesn’t Want You to Know
Creating Media
Our YouTube Channel: DoverY2Y
Policy Change
Policy Change through Legislation

Students push state to fund anti-tobacco youth programs

Legislature | Fines collected for illegal sales to minors would fund prevention.

CONCORD - A group of Dover students said Monday they've got a plan. They want New Hampshire to cut its tobacco patch in support of programs to stop youth from smoking.

By KEVIN LANDRIS

STAFF WRITER

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STAFF WRITER

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IN DOVER

Youths start campaign for safer cigarettes

By MARCUS WEISGERBER

Democrat Staff Writer

DOVER — About 200 kids are marching on the state House on Monday to demand more dollars for anti-tobacco education.

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Youth group filing to make state do the right thing

Wants more dollars for anti-tobacco education

By MARCUS WEISGERBER

Democrat Staff Writer

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Proposing a State Law

NH’s Party Host Law
New law bans sale of rolling papers to minors
Dover children pushed for passage

Pictured are rolling papers that Dover Youth to Youth students were able to purchase in local stores as part of the Zig Zag Project.

Briefly
FROM STAFF REPORTS
Rolling paper bust

DOVER — Smoke Signals, a downtown smoke shop, was issued a citation for selling rolling papers to an individual under the age of 18 this weekend.

The papers, which can be used to roll marijuana cigarettes as well as tobacco cigarettes, were purchased by a 17-year-old female.

“They didn’t even bother to check her ID; they just sold it,” said Capt. Anthony Colarusso. The random check was part of a citywide tobacco sting on Saturday, in which three stores sold cigarettes to minors out of 25 attempts.

The sale of rolling papers is restricted by city ordinance and also state law. The maximum penalty is a $100 fine.

Located at 1 Main St., Smoke Signals was raided in 2001 and 2005, both times police targeting pipes the store sells, which they consider drug paraphernalia.

After a plea bargain in 2004 on charges related to the 2001 raid, the store had many pipes returned, some of which were seized again in the 2005 raid.

The raids led to the store filing an appeal to the state supreme court, its attorney John L. Jourdain and contributors for $14,000.
Dover's Daily Democrat

DOVER

Council bans e-cigarettes

The electronic devices no longer allowed in city where cigarettes are prohibited

By Nik Beimler
nbeimler@seacoastonline.com

DOVER — The City Council on Wednesday night voted unanimously to ban the use of electronic cigarettes where regular cigarettes are already banned on city property. This includes on school grounds and on city athletic fields.

Haley Demeris and Emma Foss, three Youth to Youth members, spoke on behalf of the organization during citizens' forum.

“It will protect family aspects on public grounds and sports fields,” Demeris told Foster’s. “... And it will eliminate the negative influence that e-cigs can have on children.”

Dover Youth to Youth, an alcohol and drug prevention group, brought the resolution to the council. Prior to the vote to approve the measure, Hannah Martuscello, As Demeris noted to the councilors, children who see adults using electronic cigarettes are more likely to think it is okay to use the devices. Violation of the new ban could result in a fine of $50 for a first offense and $100

SEE E-CIGS, A11
Dover tobacco law goes into effect July 4

Police say focus is more on education than enforcement

By Brian Early beearly@seacoastonline.com

DOVER — The Fourth of July is not only the celebration of the country's independence, but it is also the day Dover's new tobacco ordinance goes into effect.

The ordinance, the City Council passed on Wednesday, that increases the age to use, possess and purchase tobacco products from 18 to 21 years of age in Dover goes into effect on July 4, said Dover Police Chief William Breault.

But don't expect heavy-enforcement of the law.


dover to raise tobacco age to 21, first in NH

City Council approves measure despite business owner objections

By Brian Early beearly@seacoastonline.com

DOVER — The Garrison City will become the first municipality in the state to raise the age to legally possess, use and sell tobacco products.

Members of Dover Youth to Youth had brought forward the resolution and asked Weston to sponsor it, which she agreed to do. Weston recused herself from the discussion and vote to avoid a conflict of interest as the store she co-owns with her family sells cigarettes.

Three members of Dover Youth to Youth, Hannah Martuscello, Olivia Malone and Elsa Rogers, spoke on behalf of the ordinance during a public hearing before the council last week. They said they brought the idea to the council after they attended a similar seminar in Massachusetts. They said they were particularly concerned about the increase in vaping and e-cigarettes.

The ordinance was approved unanimously with the caveat that the city will re-assess the law in three years.

The age increase will take effect on July 4, and anyone caught violating the law will be subject to a $100 fine.
Action Projects
Kids turn in drug-alcohol items at gear exchange

By ANDREA BULFINCH
abulfinch@fosters.com

DOVER — Members of Dover’s Youth to Youth and their families enjoyed food, camaraderie and fun Wednesday evening honoring students who took part in the group’s Logo Lampoon challenge, and got a chance to try in any promotional drug items for Youth to maintain the title of Miss New Hampshire next month on the platform of tobacco prevention, the youths were sharing not just their drug-free message at the event, but also their creative activity.

“You guys did a great job in your artwork and a great job showing up tonight,” Youth to Youth coordinator Dana Mitchell said just before about 44 fifth-graders were recognized for their clever creations.

The challenge tasked the students to take an advertise-ment promoting tobacco use and redo it in a way that tells the truth about the product and its dangers.

“They used a lot of imagination,” Mitchell said.

Students used similar skills as advertisers do in re-creating their logos, he said.

One student lampooned the Lucky Strike brand of cigarettes by making a giant box with the words, “Lucky Stroke” instead.

Fourth-graders were invited to the event as well since See GEAR, A6

FIFTH-GRADE WINNERS
Souhegan Valley Samantha Russo are from Josh Black, Jackson Perkins, Matthew St. grand prize winner Indiana Wormstead

Ryan McBride/Staff photo
Gear Exchange
Black flagged

Hilltop Fun Center's Budweiser go-cart parked for 'promoting' alcohol use

By AARON SANBORN

SOMERSWORTH — A go-cart featuring Budweiser decals has been removed from the race course at Hilltop Fun Center after members of Youth to Youth voiced the caution flag about its presence on the track.

The go-cart was parked in the garage shortly after members of the youth group approached Hilltop Owner Steve Cote on Wednesday and voiced concern that a cart featuring such decals didn't belong at a facility that youth frequent.

While Cote wasn't willing to remove the go-cart immediately, he did promise to take the decal off the vehicle asap.

NICOLE HODGON
Long Term Campaigns
What is a Campaign?

When we use the term CAMPAIGN, we mean:

- A sustained effort > 1 year
- With a single Message.
- Usually more than one type of activity.
2015 Retail Activism
Step #1: Environmental Scan (What’s out there?)
Step #2: Decide if there is a problem
Step #3: Attempt purchases to see if kids can buy it.

16 years old
Fox Run Mall Purchases
Go Games Store

14 years old
Fox Run Mall Purchases

GO! Toys and Games Store

10 years old
Mall at Rockingham Park
“Lids” Hat Store

11 years old
Mall of NH Purchases
Spencers

Poster purchased at Spencers at Mall of NH

13 years old
Mall of NH Purchases
Zumies

9 years old
Step #4: Create a Display out of the purchased items
Step #5: Prepare & Deliver Letters to Stores

The manager of the Cell Fashion store at Fox Run Mall, a store that sells cell phone cases (like the one shown) emailed us after receiving a letter:

“I'm glad you came to me with concerns regarding the printed cases with marijuana leaves. We thought that it is not a big issue... but as some group member came and explained about the impacts and messages that might have some negativity on kids. I take it in positive way. I really appreciate for your concern towards my store... As you suggested not to sell for kids under 18, we will do that and we will check ID...”
Step #6: Inform the public of the problem & your goals.
Group calls out retailers for underage sales

Youth 2 Youth urges stores to stop selling drug-themed products

Members of the Dover Youth student group bought clothing, skateboards, posters and accessories adorned with marijuana leaves from the Fox Run Mall and three other malls around the state, Youth 2 Youth student leaders said during a Tuesday press conference.

“We feel that allowing kids to purchase these products is a problem because it makes it seem that these harmful substances, specifically marijuana, have no consequences and are risk-free,” said Jordan Schneider, a Dover High School senior.

There are no laws against selling these items to people under 18, but the group believes young people will approach drugs with less caution if these images become mainstream.

Dover Youth 2 Youth is an after-school anti-drug group comprised of Dover students. Dover Police Department oversees the group, which aims to raise awareness about the effects of substance abuse.

By Casey Conleyaconley@fosters.com

DOVER — Youth 2 Youth members are calling on retailers to stop selling drug- and alcohol-themed merchandise, especially to children.

Members of the Dover student group bought clothing, skateboards, posters and accessories adorned with marijuana leaves from the Fox Run Mall and three other malls around the state, Youth 2 Youth student leaders said during a Tuesday press conference.

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SEE RETAILERS, A2

Members of Dover Youth 2 Youth show off some of the merchandise promoting marijuana use sold to children and teens in the group Tuesday afternoon. PHOTO BY SHAWN ST.ILHARE/FOSTERS.COM
Step #7: Plan other activities to make the public sensitive to these messages (PTA or Rotary presentations)
Step #8: Evaluate Results
Taking Action: Long Term Campaigns

- Taking longer term Action,
  - Conducting a Campaign
  - For Example:

Module 3C-4
Brain Campaign Strategy: PARENTS

• Increased perception by parents that drinking is risky will decrease their approval of that behavior.

• Increased perception of risk by parents will increase parental monitoring behavior.
Brain Campaign Strategy: TEENS

• Increasing the teens perception of risk will decrease drinking.

• Increased perception by teens of parental disapproval will result in reduced drinking.

• Increased Parental Monitoring will decrease teen use.
Alcohol doesn’t just make you tipsy, effects all parts of the brain.
Brain Message

• All areas of the brain are affected by alcohol
• The younger the drinker, the more damage it does.
Focus on “8 Consequences” of underage drinking.
Kick Off Event

Posters & Signs
Street Activism

Larger Visuals
Alcohol affects ALL parts of your brain.

When it comes to Grey Matter, it ALL Matters.

For more information on Alcohol and the Brain visit www.DoverCoalition.org

Alcohol and Youth Don’t Mix

Teens may look mature - but their brains are still growing and developing until age 25.

Alcohol can permanently affect a brain's development, as well as mess up the part of the brain that is responsible for judgment, impulse control and risk taking.

Alcohol can help teens make the dumbest decisions of their lives.

For more information on Alcohol and the Brain visit www.DoverCoalition.org
Students educate downtown visitors on alcohol's effect on the brain

By LAURENCE RAUBE

DOVER - More than 70 local youth turned out to launch the Dover Youth to Youth program's Brain Campaign on Wednesday to raise awareness about the effects underage drinking can have on the brain.

As part of a nationwide program, the local group of 'Youth to Youth' aimed to educate the public about the effects of alcohol and smoking on the human brain.

Part of Dover's youth to youth program, the students handed out literature and shared their experiences with the public.

The program is part of a larger effort to promote healthy living and prevent substance abuse among youth.

Students held signs and spoke to passersby, emphasizing the importance of making informed decisions about alcohol and smoking.

According to the students, the goal is to educate people about the impact of these substances on the brain, leading to better choices and a healthier future for all.
Alcohol and Youth Don’t Mix

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Alcohol can help teens make the dumbest decisions of their lives.

www.DoverYouth.com
8 Things the Alcohol Industry Doesn’t Want You to Think About
Brain PSAs

Module 2C
Models of Involving Youth

• A seat at the (adult) Coalition’s Table:

For example a teen volunteer that attends Coalition meetings and offers a youth voice or “perspective”.

www.DoverY2Y.org
Models of Involving Youth

• Drug Free Group or Activity

For example a Youth Athletic League where participants sign a drug free pledge.
Models of Involving Youth

• Drug Prevention Club

For example a group that arranges for a speaker before prom and plans a drug free school dance.
The Terms We Hear

• Youth Involvement...
• Youth Engagement...

and,

• Youth Empowerment
The Terms We Hear

• **Youth Involvement**: committed to the task.

• **Youth Engagement**: committed to the mission.
The Terms We Hear

- Youth Involvement...
- Youth Engagement...

and,

- Youth Empowerment:

Youth have the capacity to change their environment.
Our Model

Knowledge

Skills

Action

www.DoverY2Y.org
Types of Action

- Education
- Community Awareness
- Policy Change
- Media
The Toolkit
Evaluation

✓ 2010 Service to Science TA selection as a promising practice

✓ 2011 Service to Science capacity building Grant Award

✓ 2013 Placed on NH’s list of Evidence-based Programs
Fidelity of Replication

Developed tools to aid replication:

✅ Fidelity Checklists

✅ Toolkit

✅ TA & Training
The One Voice Youth Empowerment Toolkit:

– It’s a toolkit...
– Not a curriculum
A Tour of the Toolkit

- Binder containing a series of Modules;
- Flash Drive (currently almost 60 gig of content), and;
- 3 Commercially produced DVDs that we buy to include with the Toolkit.
A Tour of the Toolkit

• Introduction
• Part 1: Getting Started
• Part 2: Modules for *Knowledge & Skills*
• Part 3: Modules for *Action*
• Part 4: Evaluation information
• Appendix
  – Appendix G: commercial DVDs
• Flash Drive (currently almost 55 gig of content)
Youth Empowerment: The Capacity to Create Change