

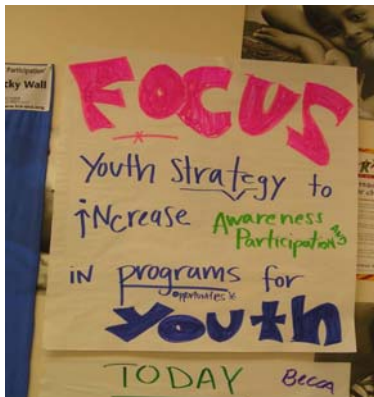
In partnership with the Youth Coordinating Board (<http://www.YCB.org>), the first “city-wide” YAC effort was launched in 2005 with a training of over 50 young people at a boxing gym in northeast Minneapolis. (photos #3-4) Interestingly, this gym had a regular youth program every Saturday morning but none of the YAC members knew it existed.



YAC survey data from over 1,500 Minneapolis youth indicates that young people believe the biggest barrier to their participation to be “lack of information about what is available.”

(Saito, 2006 *New Designs for Youth Development*; <http://www3.interscience.wiley.com/journal/114099075/issue>).

That’s when the Youth Are Here logo and sign were created to show that a youth program was located inside.



Rebecca Gilgen facilitated the marketing training that got young people to see how interviewing youth, and creating and disseminating maps and signs was a marketing strategy designed to increase awareness and eventually participation in youth programs.



Youth Work Institute

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In 2006 and 2007, the Youth Coordinating Board had a Town Hall Forum where the results of the YAC data were released and discussed. In both cases over 100 people packed the Forum. One of the YAC crew members is shown here discussing her map with Minneapolis Mayor R.T. Rybak.

Next Steps

In spring 2009 the YAC toolkit and training will be available to groups of youth and adults from organizations and communities who demonstrate preparedness, as part of the Youth Work Institute and the Youth Engagement Statewide Initiative, University of Minnesota.

We hope to have an online, searchable map and database of youth programs in various communities across the state; however this will be dependent upon how many communities launch a Youth Action Crew.

Stay tuned to the Youth Engagement Web Site at <http://www.YouthEngagement.umn.edu> for more information about YAC trainings or contact Colleen Byrne at Phone: (612) 624-9109 or byrne015@umn.edu.

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