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Hamilton Crew for Action Against Tobacco
Development of Peer Leader Toolkit

Presenter:

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Tobacco Control Program



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Agenda

- Youth Action Alliance Program
- Peer Leader Tool Kit
- Evaluation and Next Steps



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Youth Action Alliance

Youth Action Alliance (YAA) programs are peer leadership programs which engage youth in local action-oriented activities to increase awareness of tobacco issues, and prevent youth tobacco use.



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Hamilton Crew for Action Against Tobacco (HCAAT)

- HCAAT was formed as a volunteer-driven program in 2002.
- HCAAT now employs 3 adult Youth Advisors, 21 Peer Leaders, and 30 youth volunteers.



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Youth Engagement

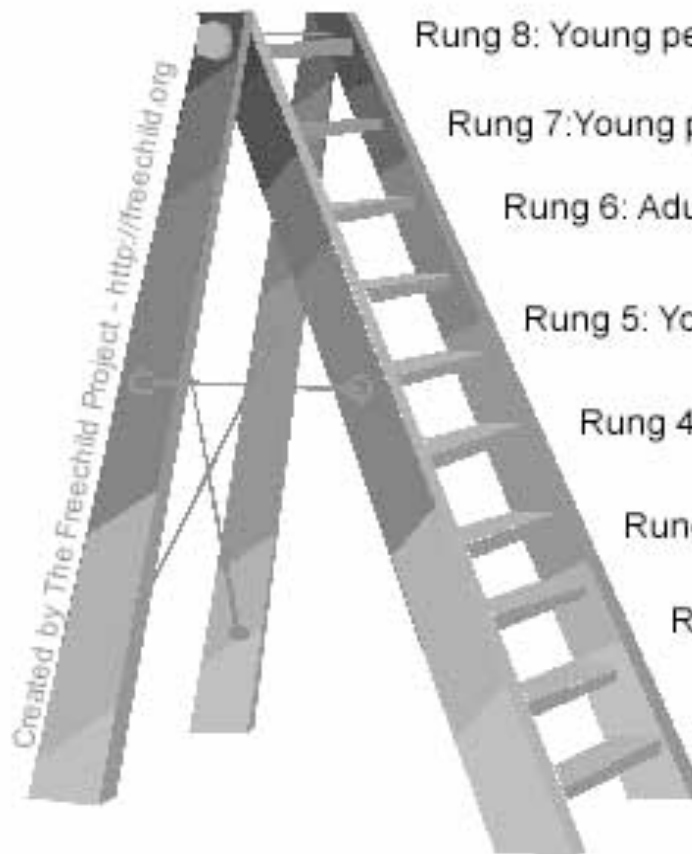
- YAA programs follow the principal of “true participation” through a youth-led, adult-guided, approach to programming.
- Incorporates BEST Initiative Youth Development Strategies.



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Roger Hart's Ladder of Young People's Participation



Rung 8: Young people & adults share decision-making

Rung 7: Young people lead & initiate action

Rung 6: Adult-initiated, shared decisions
with young people

Rung 5: Young people consulted and informed

Rung 4: Young people assigned and informed

Rung 3: Young people tokenized*

Rung 2: Young people are decoration*

Rung 1: Young people are
manipulated*

Note: Hart explains that the last
three rungs are *non-participation*

Adapted from Hart, R. (1992). *Children's Participation from Tokenism to Citizenship*.
Florence: UNICEF Innocenti Research Centre.



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Peer Leader Tool Kit



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Rationale

- Youth Advisors needed tools to help determine if positive youth outcomes were achieved.
- Youth needed information, tools, and strategies for initiating and leading community-based tobacco control activities.



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Objective

- To create a resource used in the Youth Action Alliance's daily programming to ensure youth are engaged, have the tools and skills necessary to plan successful meetings and events, and set future goals and objectives.



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Design

- Theory:
 - BEST Initiative Youth Development Strategies
 - Hart's Ladder of Youth Participation
- Practical Tools for Youth:
 - Peer Leader Role Definition
 - Activity Planning
 - Facilitation
 - Self Reflection and Development



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Peer Leader Tool Kit

Role of a Peer Leader

- History of HCAAT
- Job responsibilities and expectations
- Role of Peer Leader in the community
- Qualities of a successful Peer Leader



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Activity Planning

- Increases knowledge of event /activity planning.
- Youth plan and organize their own events.
- Allows youth to consider multiple aspects of an event during planning stages.



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Activity Planning Tools

- Event Planning Tools
- Individual Planning Sheet
- Budget Planning Sheet
- Examples (e.g.: Media Advisory, Media Release)
- Post-Event Evaluation



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Activity Planning Tools

- Engage youth as leaders and decision-makers
- Youth engaged in useful roles
- Youth able to effectively plan ahead and make responsible choices
- Ensure young peoples success



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Facilitation

- Increases youth awareness of:
 - Effective meeting environments
 - Communication strategies
 - Conflict management
 - Importance of feedback and evaluation
- Allows youth to run effective meetings.



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Facilitation Tools

- Before Meeting Checklist
- Meeting Agenda Tool
- Meeting Minute Template
- Post Meeting Evaluation



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Self Reflection: Benefits

- Build positive view of future and purpose by setting own attainable goals
- Reflect on accountability to self, and fellow peers
- Check in regularly with their Youth Advisor to celebrate success, and receive support



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Self Reflection: Outcomes

Self Awareness	Express own opinions and ideas, ability to self-reflect.
Intellectual Ability	Communication skills, problem solving, facilitation skills.
Employability	Schedule time, work collaboratively, understands rules and systems, monitor performance, apply technologies.
Social Ability	Responsibility, working collaboratively, contributing to group.



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Self Reflection Tools

- Self Evaluation Tool
- Responsibility Assessment Tool
- Goal Setting Tool
- Facilitation Skills Tool



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Evaluation Plan

- Pilot of 9 youth participants anticipate our objectives will be met
- More formal evaluation pending
- Plans for development of a Volunteer Tool Kit



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Tool Kit Adaptation

- Tools are not tobacco (HCAAT) specific and easily applicable to fit other programs, and can be used by adults and youth alike
- Positive youth development outcomes can be achieved using tools provided



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Conclusion

- Youth can put skills they learn from the tool kit to use by helping their peers resist the pressure, revolt against the industry and unite in the fight against Big Tobacco!



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Quotes from HCAAT

- “Now everyone knows how to fill the event planning sheets and the media pieces. Even if they don’t all they have to do is look in the tool kit and there it is. It is quick simple and it explains a lot.” - Kayla
- “I find the toolkit useful because it has examples of events, media pieces evaluations, so that you can look at them and use them as references when you are putting things together and thinking of ideas.” - Sarah



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