



VIRTUAL
2020 NATIONAL
RYAN WHITE
CONFERENCE ON
HIV CARE & TREATMENT

#GetInvolved: Engaging Youth/Young Adults in Planning Council/Planning Body Activities

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Learning objectives

- ▶ Understand value of a multigenerational PC/PB in meeting the RWHAP goals of representativeness
- ▶ Learn strategies to engage and retain youth and young adults in planning council activities
- ▶ Identify changes to planning council/planning body operations to increase youth and young adult participation
- ▶ Understand youth and young adults' perspective on involvement in PC/PB

“It’s important to have youth/young adult involvement because [our] perspectives will inevitably be different. So we must be embraced and recognized throughout the planning bodies and the community.”

Courtney
Dallas, TX



**Value of a multigenerational
PC/PB in meeting the RWHAP
goals of representativeness**

Core Tasks of Planning Councils and Planning Bodies

- ▶ Determine service needs
- ▶ Establish “priorities for the allocation of funds”
- ▶ Provide guidance to the recipient on “how best to meet these priorities”
- ▶ Help ensure coordination of RWHAP and other services, including prevention

Value of a Multigenerational PC/PB

- ▶ Reflectiveness of the epidemic - need to voice and meet the needs of everyone in our community
 - People who are aging with HIV
 - People who are young/newly diagnosed
 - Transgender people and gender non-conforming people
 - Diversity within subpopulations
- ▶ Provide a voice for the populations they represent
- ▶ Community memory
- ▶ Sustainability of the PC/PB
- ▶ Response to the epidemic has changed, and Y/YA can help to ensure the uptake of new interventions

Strategies for Multi-Generational Harmony

- ▶ Establish respect
- ▶ Be flexible and accommodating
- ▶ Avoid stereotyping
- ▶ Learn from one another
- ▶ Tailor your communication style
- ▶ Don't overlook similarities—find “intergenerational common ground”

Establish Respect

Be mindful of ageism

Monitor how to support environment of shared leadership

Examples of problematic actions:

- ▶ Using how long you have been involved in the HIV world to diminish the value of another
- ▶ Young people telling older people that they should step aside
- ▶ Older people telling younger people that young people “don’t understand...”

Learn from One Another

- ▶ Revise mentorship from leadership development based on age (older to younger), to mentorship based on experience or skills in a role.
- ▶ Consider terms such as “Accountability Partner” rather than mentor

“Having us involved in planning bodies brings a fresh eye to the issues that really need to be addressed. Especially when those issues affect us most often. We also have a connection to our peers and can have a larger conversation about our needs (and wants) for our generation.”

Durrell

Jackson, MS



**Strategies to engage and retain
youth and young adults in
planning council activities**

Intentionality

- ▶ Make it an intentional priority to have meaningful involvement of youth/YA—involvement of youth/young adults needs to be an intrinsic value of the PC
- ▶ Change driven by leadership invested in the outcome
- ▶ Set goals
- ▶ Track progress to sustain intentional efforts over time

Review Your Current Recruitment Activities

- ▶ Who develops your materials?
- ▶ What do the materials look like?
- ▶ Where do you advertise?
- ▶ What language do you use?
- ▶ Where do you recruit?
- ▶ When do you recruit?
- ▶ Who does the outreach and recruitment?

What Can We Change? Recruitment Strategies

- ▶ Make changes to recruitment efforts
- ▶ Enable and empower youth and young adults who are currently involved to guide recruitment efforts
- ▶ Consider:
 - What language should be used?
 - ▶ Who are the different groups of young people? How do you tailor to the groups?
 - What imagery should be used?
 - Where should we recruit?

Where Do I Find Young People?

- ▶ Youth-oriented service providers
- ▶ Drop-in spots
- ▶ Local colleges/universities
- ▶ Hang out spots
- ▶ With other young people!

How Do I Talk to Young People?

- ▶ Language (e.g. not using “consumer”)
- ▶ Frame PC/PB involvement in the context of the current milieu
 - Frame HIV as a part of health/wellness
 - Link involvement in community HIV/AIDS planning to social justice and community activism

Challenges of Recruitment

- ▶ Knowing “how to find” and “how to talk to” youth when you have very few on your PC/PB
- ▶ Youth/Young Adult’s stage of life affects their perceived availability to make a long-term commitment
- ▶ Youth/Young Adults perceive their experience as intellectual property, and want to be compensated

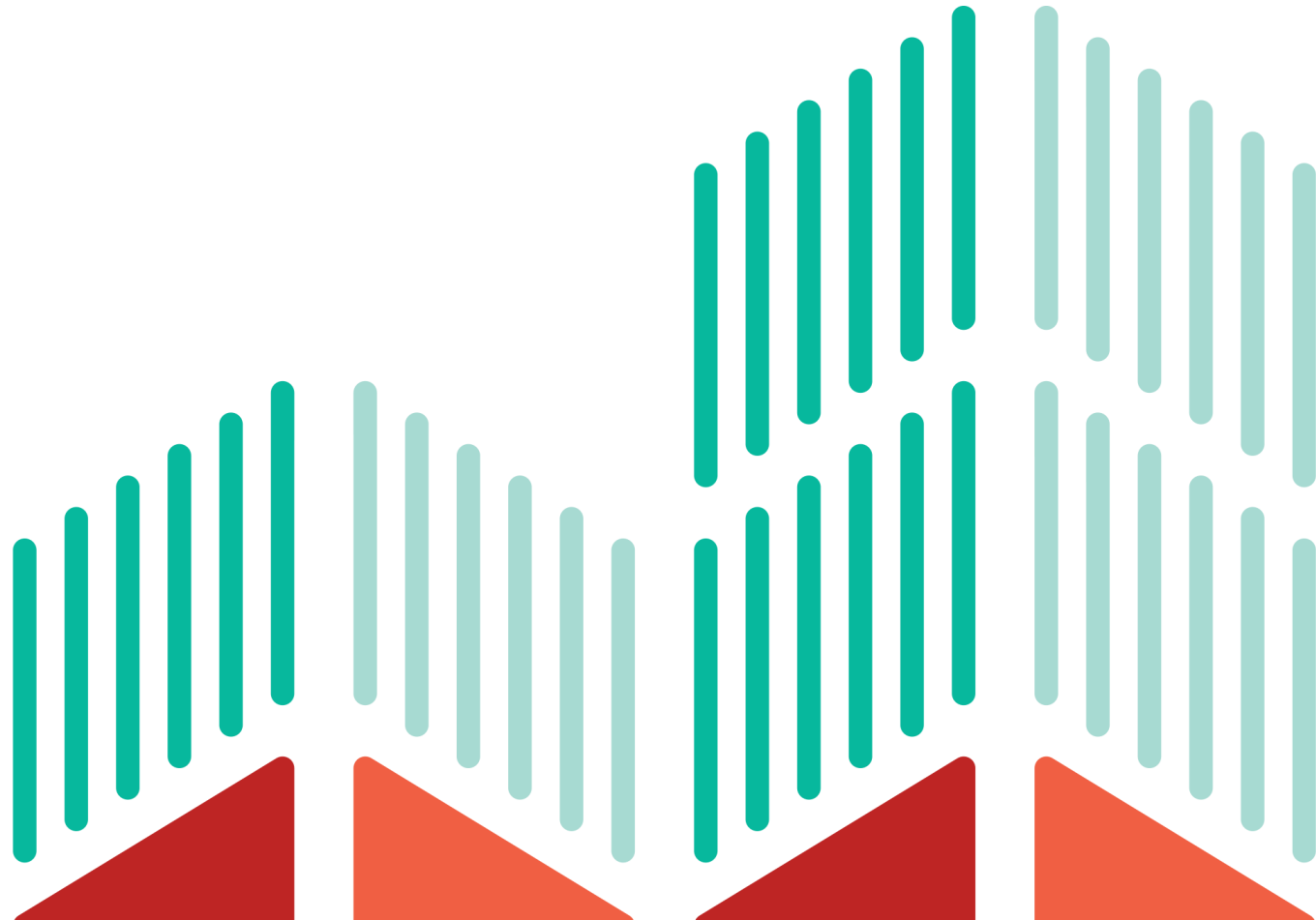
“I think it’s important that other people see us as more than ‘kids’. We have a voice that matters. We can make a contribution to the conversation. It’s harder for some than it is for others, but we can help nurture that voice through our planning bodies and give the youth a platform.”

Mitchell

New Orleans, LA



**Recruitment is only as successful as
engagement and retention!**



Strategies for Success

- ▶ Find and engage a Y/YA Champion - elevate this person so that they can make a long-term impact on PC/PB
- ▶ Use language that frames HIV in the context of health and wellness
- ▶ Meeting times
 - Allow for flexibility in modality of attendance
 - Limit extra meetings
- ▶ Avoid tokenization

Strategies for Success

- ▶ Employ/engage young people as interns and staff
 - Pay whenever possible
 - Provide volunteer/community service hours
 - Make an announcement of job openings within PC/PB
- ▶ Incentivize engagement with PC/PB with something demonstrable
 - Supported attendance at conference
 - Documentary
 - Other type of completed project

Strategies for Success

- ▶ Offer intentional, specialized training before important PC/PB events describing:
 - What the activity is
 - Context for the activity
 - Process steps involved
- ▶ Formal/Informal mentorship by more experienced members, not necessarily older members
 - Of PC operations
 - Of working in a public health policy space
 - Peer-to-peer

Models of Youth Engagement

- ▶ General, representative membership in PC & PC leadership
- ▶ Youth Advisory Committee/Youth Caucus (subcommittee, as needed)
- ▶ “At-large” membership prior to full membership to build experience with PC/PB operations prior to making commitment

All Youth Leadership is Not the Same

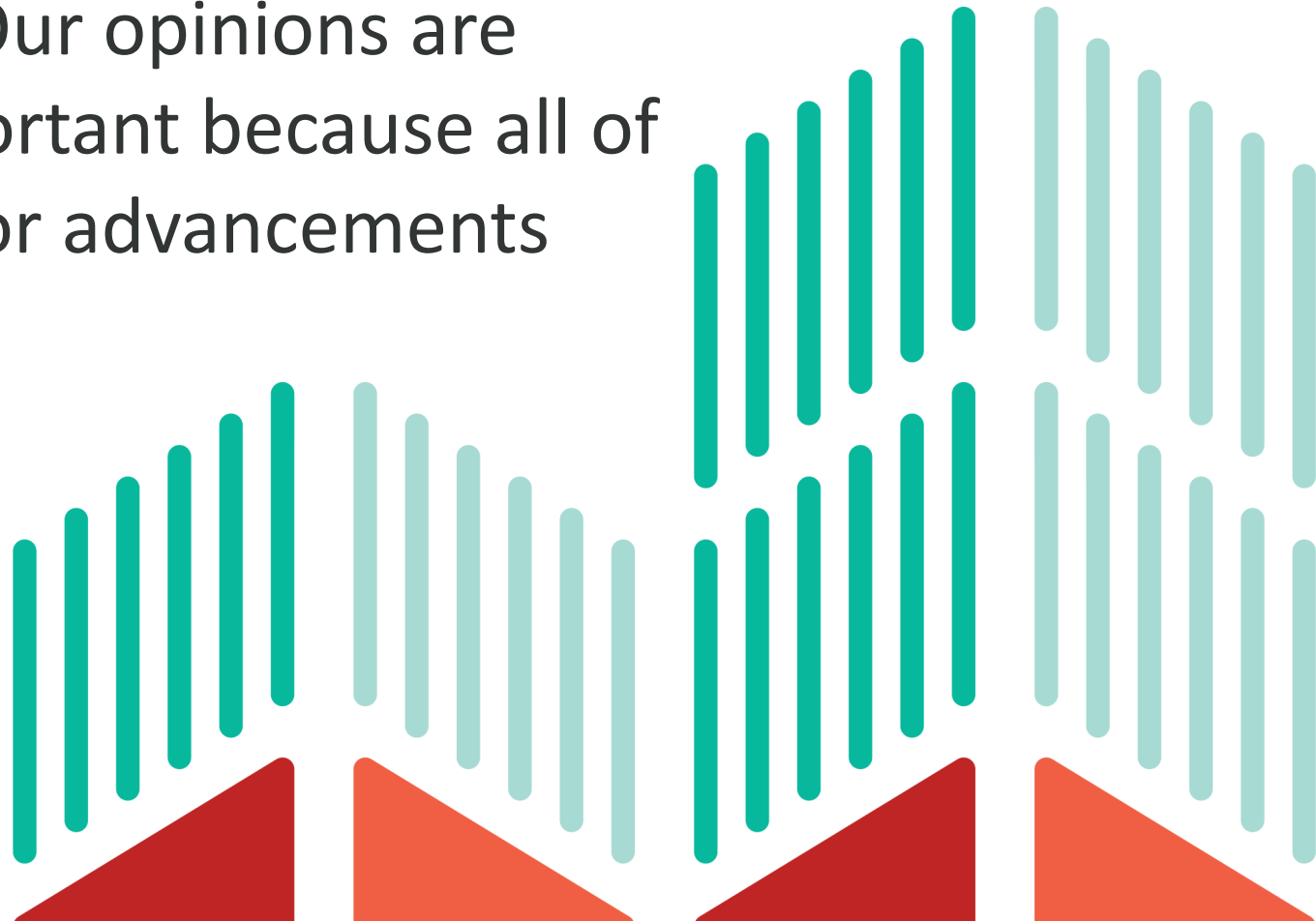
There is a space for everyone in the PC/PB - need to find and nurture the appropriate space for each interested person

- ▶ Could be a consumer member where you represent your communities
- ▶ Could be a burgeoning leader whose interest in leadership and public health should be nurtured and developed
- ▶ Could be an established leader who can invent and run with new initiatives

“We bring the youth perspective. We can be innovative to affect change. Our opinions are actually one of the most important because all of these rules, regulations and/or advancements really affect us.”

Avery

Nashville, TN



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Planning Community HIV/AIDS Technical Assistance and Training



The Community HIV/AIDS Technical Assistance and Training for Planning project (Planning CHATT) builds the capacity of Ryan White HIV/AIDS Program Part A planning councils and planning bodies (PC/PB) across the U.S. to fulfill their legislative responsibilities, strengthen consumer engagement, and

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