Family Planning: Hosting Events to Engage Youth Virtually

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The webinar is being recorded

Supporting materials will be shared
Putting Health Care in Schools

The California School-Based Health Alliance is the statewide non-profit organization dedicated to **improving the health & academic success** of children & youth by **advancing health services in schools**.

Learn more: [schoolhealthcenters.org](http://schoolhealthcenters.org)
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The Los Angeles Trust for Children’s Health

Founded in 1991 to support and develop Los Angeles Unified School District School Health programs

**Mission:**
Bridging the worlds of health and education to achieve student wellness.

**Vision:**
A world where every student is healthy and successful.
The Los Angeles Trust for Children’s Health

Wellness Network

- 16 Wellness Centers
- 12 Community health provider
- Federally Qualified Health Center (FQHC) services
- COVID-19 adaptations
Student Engagement

Student Advisory Boards (SABs)
5 health awareness campaigns including:

HPV awareness, STD testing & prevention, Healthy Eating Active Living (HEAL), Tobacco & Substance Use Prevention.

Weekly meetings to organize campaigns
What are some barriers?

Not turning on cameras

Engagement

Zoom Fatigue

Increasing followers

Recruitment

Connecting with others/school personnel

Building relationships
**General Structure**

- Meet weekly
- Camera is optional
- Ice breaker
- Pick a "lead"
- Plan posts/campaigns
- Instagram group chat

**Recruitment**

- Post on social media
- Ask other organizations to share
- Direct messages
- Past interested students
- Email contacts who have connections with youth

**Campaigns**

- STD
- HPV
- Mental Health
- Substance Use
Campaign Tips

→ **Leverage current trends**
  - Tik Tok Formats
  - Story Challenges

→ **Explore the tools**
  - Quiz
  - Story
  - Polls
  - Questions
  - Reminder

→ **Align with national events**
  - Denim Day in April
  - Cervical Cancer Awareness in January
  - Teen Pregnancy Prevention Month in May

→ **Classroom presentations**
  - Partner with a teacher

→ **Collaborate with others**
  - Partner with other organizations

→ **Use incentives**
  - Gift Cards
  - Food delivery
  - Zoom breaks
Social Media Campaign Ideas

**TikTok**
- Use current trending videos
- Post on reels on IG
- Use #fyp to extend audience

**Instagram**
- Reels
  - Use hashtags
- Posts
  - Use hashtags
- Stories
- Polls
- Quiz
- Story challenges

**Canva**
- Use this to create posts
- Assign sources (planned parenthood.org)
Examples
Re-engagement

HOW DO WE ENGAGE YOUTH BEYOND WEEKLY SAB MEETINGS?

• Summer Academy
• Spring Into Love
• Youth Virtual Holiday Celebration
• Youth to Youth Conference
Plan

- Setting
- Technology
- Timeline
- Audience
- Who will be involved/ establish roles
- Consider any guests
- Theme
- Goals/ Objectives
- Material/ Info being covered
- Incentives
- Resources
- Gather feedback from youth
- Create tracking and organization tool
- Prepare any required documentation
- Explore the features of the platform
→ Recruit

- Create a flyer
- Post on social media/ school platforms
- Connect with partners/ school staff
- Create a Google sheet/form to collect and track information
- Send out reminders
- Mail out any materials/ information
Execute

- Check in with the folks involved
- Review materials, resources and any info being used
- Use Mentimeter, Kahoot, group games, movies, DJ
- Check in with youth to make sure all required documentation has been submitted
- Set the stage
- Create breakout rooms
- Include breaks!
- Follow your timeline or agenda
- Have fun!
QUESTIONS?
Become a member, get exclusive benefits

- Conference registration discount
- Tools & resources
- Technical assistance

Sign up today:
bit.ly/CSHAmembership
STAY CONNECTED

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Gracias
Thank you
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Salamat

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