



YPRC

YOUTH
PREVENTION
RESOURCE CENTER

KICKSTART YOUR YEAR PLANNING GUIDE



Funding, in whole or part, is provided by the Illinois Department of Transportation and the Illinois Department of Human Services.

Are you ready for a brand-new school year? We sure are!

Use this guide at your first peer leadership meeting to not only get your new members acquainted with what your group is all about but to refresh veteran members on the importance of this organization in schools today! Not to mention, your chapter can use this guide to plan upcoming school year activities. We have included meeting tools on **pages 10-11**.

STEP 1 Discuss the role of your peer leadership group

Ask your students what they think the role is of your group within a school/community, and have a student write them down on the board. Here are some examples that you can include:

- Support system for students
- Liaison between the school and the community
- Example of positive leadership for students
- Spread awareness about YPRC's Focus Areas: substance misuse, traffic safety, and mental health and wellness, and youth leadership and development

Step 2 START FROM THE BEGINNING

Next, it's essential to understand all of the pieces regarding the YPRC and our network.

About Us

At Preventions First's Youth Prevention Resource Center, we apply a holistic approach in all that we do, ensuring that youth voices are represented and respected. We consider our work with youth to be critical. We strive to develop resources with them in mind- utilizing their voices, perspectives, and feedback.

We strive to be responsive to the youth's needs and requests that we serve, updating our resources to meet those changing needs.

Mission: To equip youth with the tools to navigate the challenges in their lives and ensure their success by increasing their growth opportunities.

Vision: To provide youth with the tools and opportunities to become the architects of their future.

Four Cornerstones of Our Prevention Work



Substance Misuse



Teen Traffic Safety



Mental Health and Wellness



Youth Leadership Development

STEP 3 Planning Your Year

Look at the YPRC quarterly calendar of events and the YPRC website. Think about the different awareness weeks and programming you would like your chapter to address! We have provided planning tools on **pages 12-13** to help you plan your year. Don't forget to keep us informed of all the excellent work you are doing, so we can highlight your group's success!

ALSO...

Make sure to include IL-specific programs in your planning efforts. Contact the YPRC for programming ideas and training offered through <https://www.prevention.org/yprc/> or email us for more information at yprc@prevention.org.

Monthly Awareness Calendar

Don't hesitate to contact the YPRC if you see anything missing or have programs you do throughout the year to highlight in this guide.



July

Events

- 4th of July
- Minority Mental Health Month
- 100 Deadliest Days Campaign, Continues
- International Day of Friendship



August

Events

- Back to School Month
- Women's Equality Day
- National Drug Overdose Awareness Day
- End of 100 Deadliest Days Campaign



September

Events

- National Suicide Prevention Month
- National Recovery Month
- National Suicide Prevention Week
- World Suicide Prevention Day
- Child Passenger Safety Week
- International Day of Peace
- Start with Hello Week (any week)



October

Events

- National Bullying Prevention Month
- Domestic Violence Awareness Month
- Pedestrian Safety Month
- Mental Illness Awareness Week
- International Walk to School Day
- National Depression Screening Day
- World Mental Health Day
- Coming Out Day
- National Teen Driver Safety Week
- National School Bus Safety Week
- Red Ribbon Week
- Drug Take Back Day



November

Events

- Drowsy Driving Prevention Week
- World Kindness Day
- International Day for Tolerance
- Great American Smoke Out



December

Events

- National Drunk and Drugged-Impaired Driving Prevention Month (3D)
- World AIDS Day
- National Human Rights Day

January

Events

- New Year
- National Law Enforcement Appreciation Day
- National Human Trafficking Awareness Day
- No Name-Calling Week
- MLK National Day of Service

February

Events

- Teen Dating Violence Awareness and Prevention Month
- Valentine's Day
- Random Acts of Kindness Week
- National Eating Disorder Awareness Week
- Teen Dating Violence and Awareness Month

March

Events

- National Nutrition Month
- International Women's Day
- National Sleep Awareness Week
- No Smoking Day
- National Inhalants and Poison Awareness Week
- Take Down Tobacco National Day of Action
- National Kick Butts Day
- National Day of Action
- National Drug & Alcohol Facts Week

Events



April

- Alcohol Awareness Month
- National Distracted Driving Awareness Month
- National Stress Awareness Month
- National STD Awareness Month
- Sexual Assault Awareness Day of Action
- National Public Health Awareness Week
- National Youth Violence Prevention Week
- National Volunteer Week
- National Day of Silence
- Global Youth Service Days
- Earth Day
- National Drug Take Back
- National Culture Week

Events



May

- Mental Health Awareness Month
- National Physical Fitness and Sports Month
- National Bike Safety Month
- Sleep Awareness Week
- Children's Mental Health Awareness Day
- Click It or Ticket Mobilization Begins
- World No Tobacco Day
- Memorial Day - Start of "100 Deadliest Days"

Events



June

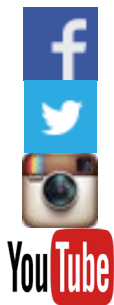
- 100 Deadliest Days, continued
- LGBTQ Pride Month
- National Safety Month
- World Environment Day
- Click it or Ticket Mobilization, concludes
- Family Health and Fitness Day
- Juneteenth

STEP 4 STAY CONNECTED

Make sure to get contact information from your members so you can stay in touch! Also, start to build a relationship with local media. We have included tools to help members do this on [pages 14-19](#).

The YPRC monthly newsletter contains important programming information on all things YPRC!.

[Click Here to Join!](#)



<https://www.facebook.com/YPRC.IL>

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YPRC

Next

Don't forget to keep the YPRC in the loop! We'd love to highlight your work through our social media platforms or our monthly newsletter.

Sample Meeting Agenda

Each meeting must have a written agenda that is available to everyone. Be sure the agenda is realistic in goals for the allotted time.

1. Welcome and Introductions (2 minutes) – Be sure to have everyone introduce themselves at each meeting. You may decide to have name tags.
2. Distribution of Agenda (1 minute)
3. Approval of Minutes from last meeting (1 minute)
4. Report on Action Items from the last meeting – Get an update on how participants have accomplished their tasks from prior meetings (10 minutes).
5. Action Items – Review issues the group needs to decide today
6. Brainstorm and think creatively about future projects. Topics for discussion during this time might become action items at the next meeting (15 minutes).
7. Committee Reports (2 minutes each)
8. Officers' Reports (2 minutes each)
9. Any other matter of interest – Attendees may bring up issues or items of information for the group (5-10 minutes each).
10. Conclusion – Compile a list of actions to be completed for the next meeting and decide upon an announcement of the next meeting date, activity, and program dates. End on a positive note.

Group Meeting
Month Day, Year

Present
 President
 Vice President
 Secretary
 Treasurer

Member
 Member
 Member

ABSENT

Meeting Called to Order at:

Topic/Agenda Item	Discussion	Action
Meeting Adjourn	Meeting adjourned at a.m./p.m.	
Next Meeting	Date and Time	

Minutes were taken by

Monthly Activity

Note: Fill in the activities you would like to conduct each month in addition to the suggestions below.

July	August	September	October
Minority Mental Health Month		Suicide Prevention Month	Red Ribbon Week
November	December	January	February
Drowsy Driving Prevention Week			Teen Dating Violence Awareness and Prevention Month
March	April	May	June
National Drug and Alcohol Facts Week	Alcohol Awareness Month	Mental Health Awareness Month	

Action Planning Document

Note: Use this form as a planning tool to coordinate your event.

Activity:

Date of Activity:

(Please copy and use for each of your activities)

What (Action Steps)	Resources Needed	Who is Responsible	Deadline	Done

Outreach Strategies

- Put up posters, send out fliers, and make announcements over the public address (PA) system to announce your youth leadership Group and the first meeting. Be sure to include the message that refreshments will be offered! Set the meeting time when you are likely to get the most students.
- Post-meeting notices on electronic boards in lunchrooms, at playing fields, in gyms, etc.
- Get connected online so people can find information about your meetings and activities and how to reach you. If your school has a Web site, create a page devoted to your group.
- Visit the incoming high school classes – reach out to eighth-graders and freshmen by distributing information about your group. Have a special meeting just for incoming classes – they may be skittish about joining in.
- Write an article about your group for your school newspaper inviting them to join.
- Ask every member to recruit another person for the meeting.
- Invite people personally. A personal invitation is likely to strengthen the response. Consider printing special invitations to hand out.
- Co-sponsor events with other area peer leadership groups so that your group receives publicity.
- Make your recruitment video, perform skits, and make announcements to the entire student body. Remember to make your chapter look fun!
- Ask a local pizza merchant to stick a group flier on its delivery boxes (or offer to tape them on the pizza boxes yourself). This approach will reach a considerable number of middle and high school students and their parents.
- Send news releases to local newspapers about your chapter and its upcoming activities.
- Always bring a camera to group events. Send photos and write-ups of your programs to local newspapers and the YPRC to highlight social media and the monthly newsletter.
- Set up a group bulletin board or display case with posters, pictures, and news clips about your group and its activities. Include a message that students can join anytime. Include recent photos and information about past events and upcoming ones.
- Build group awareness campaigns and bring group materials to other events, such as “Back-to-School Night,” school orientation, morning arrival, lunchtime, school dances, or other school activities.

Media List

Company Name	Contact Information	Website	Contact Preference (email, fax, snail mail)	Media Category (TV, radio, etc.)	Reach (local, state, national)	Focus (Govt., Youth, Faith-based)	Audience (parents, youth, etc.)

MEDIA CONTACT LOG

Event/activity to be covered by the media: _____

Media outlet: _____ (TV or radio station, newspaper)

Reporter's name: _____

Mailing address:

Telephone: _____ Fax: _____

E-mail: _____

Field of interest/beat: _____

Materials sent: _____

Date sent: _____ Follow-up call made/date: _____

Coverage received: Yes _____ No _____

Date note of thanks was sent for the event/activity coverage: _____

Description of coverage:

Working with the Media

Prepare a media kit for all your programs. It should provide reporters with a packet of information to use in their news stories, including contact information, statistics, and resources for more details. The media kit can be included in a school folder and distributed on the day of the event.

The media kit should include the following items.

- Pitch Letter briefly explains what is happening and why. Organize the letter like a news story; make the first two lines count. Support the critical idea in paragraph two. Conclude with your intention to follow up by phone. Include your phone number, too.
- Media Advisory is essential information about your event; be sure to indicate a time and place for interview or photo opportunities, especially if the event is an all-day affair. Send an advisory to the Associated Press (AP) Day Book and all local media outlets.
- News Release explains why your story is newsworthy (follow the format guidelines noted later in this unit).
- A fact sheet provides background information about your organization and the issue or story (see tips on the next page for creating an organizational fact sheet).
- Contact Information should include phone numbers, call times, and an e-mail address, if available.
- Biographies of key people involved
- Photos or visuals, if available

At a minimum, explain each of the following in simple, short paragraphs or bullets.

Contact information – full name, group name, school name and address, telephone, and fax numbers, e-mail address, and Web site

Purpose/Mission – information about your organization

- When and where formed
- Names of officers, top staff, and, possibly, the Board of Directors
- Funding sources and professional affiliations
- Tax-exempt status
- Achievements

Fact sheets may also be written in a “topical” format, outlining a single issue's most essential points.

Responding to Media Inquiries

- Always return reporters' phone calls. Be aware of their deadlines.
- Check your facts and cite your sources.
- You may want to ask to see the article before it goes to press.
- Keep a media log for all contacts with your local reporters (see sample at the end of this unit).

TIPS TO REMEMBER

Interview Tips

- Be truthful and sincere.
- Always be accessible.
- Familiarize yourself ahead of time with the most critical facts.
- Think before you speak.
- Assume that everything is on the record. Don't let reporters put words in your mouth.
- Inject your key points. For example, "I'd like people to know ..."
- Don't offer your personal opinion if you speak for the entire organization, chapter, or group.

Newsworthiness Checklist

- Is the story current?
- Is the story unique? If not, can it be given a new spin?
- Does it convey something people will want or need to know?
- Will the story affect many people in the community?
- Can you localize a national story by adding local statistics, spokespersons, or experts?
- Does the story offer helpful information?
- Does the story have emotional or human-interest appeal?

Recognize and Reward

Never underestimate the importance of a call or note of thanks for coverage received. That small gesture might make the difference in garnering subsequent publicity from a particular reporter.

PUBLICITY WITHIN THE COMMUNITY

Get community members involved by inviting them to your meetings and events. Here are some creative ideas to encourage others to attend your event.

- Sidewalk chalk is a great way to spread the word about your event. Cover the sidewalks on campus and in front of the grocery store, video store, and pizza shop. Remember to ask permission first!
- Table tents can also get the message across. Place these colorful reminders in the cafeteria and library as well as in local restaurants.
- Hand out lollipops or candy with tags reminding students about the event.
- Have event organizers wear hand-painted shirts with basic information about the event, such as date, time, and place.