



Welcome!

Strategic Action Planning



TRAINING & CONSULTING SERVICES
BY YOUTH LEADERSHIP INSTITUTE



YOUTH LEADERSHIP INSTITUTE
Use Your Voice



We want to acknowledge that we are on the traditional territory of many Indigenous Nations.

Native Land brings about discussions of colonization, land rights, language, and Indigenous history tied to our personal histories.

Looking at the land from an Indigenous perspective means acknowledging that the land is a living being - this understanding both gives us insight into and increases our awareness of how we treat and interact with the land.

via Native-Land.ca

We invite each of you to share the land you are currently on in the chat.

Our Offices:

Marin - **Me-Wuk (Coast Miwok) Land**

San Francisco & San Mateo - **Muwekma, Ohlone, & Ramaytush Land**

Merced, Madera, & Fresno - **Yokuts Land**

Long Beach - **Tongva (Gabrieleno) Land**

Eastern Coachella Valley - **Cahuilla Land**

Youth Leadership Institute

Young people – particularly youth of color and their allies – are deeply motivated to address inequities in their communities.

At Youth Leadership Institute, young people realize their power by learning to use their voices to create meaningful change.

Learn more at yli.org.



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Introductions

In the chat please share your:

- Name & Pronouns
- What org you're representing today



Zoom Reminders

- PLEASE RENAME YOURSELF USING YOUR NAME, PRONOUNS, AND ORG
- PLEASE STAY ON MUTE DURING THE TRAINING UNLESS YOU HAVE A QUESTION OR COMMENT
- WE'LL MONITOR THE CHAT IF YOU. WANT TO DROP IN ANY QUESTIONS
- WE'LL UTILIZE THE REACTION BUTTONS, ESPECIALLY THE THUMBS UP/DOWN

Community Agreements

- TAKE CARE OF YOURSELF
- EMBRACE THE AWKWARDNESS
- BE PRESENT TO LISTEN & LEARN
- TAKE SPACE, MAKE SPACE
- EMBRACE THE NUANCES
- INTENT VS IMPACT
- USE "I" STATEMENTS
- HAVE FUN!





Training Objectives:

1. Participants will understand the steps and benefits of campaign planning
2. Participants will learn about targets and tactics
3. Participants will practice using tools that will support them in planning for their campaigns





Mentimeter

The title of this training is Strategic Action Planning and we will be talking specifically about youth-led campaign planning.

First let's do a pulse check on where folks are with this topic!

Using the [link](#) in the chat, share your confidence level in planning for a youth-led campaign





the yli model

Leadership Development

- Youth are building holistic leadership skills such as public speaking, analyzing root causes of issues, culturally competent healing, and more

Research

- Youth are researching their communities' needs through Youth-led Participatory Action Research and other methods

Storytelling

- Youth are shaping the narrative of their communities' stories through digital and print stories, podcasts, videos, and more

Campaigns

- yli young people and partners have led over 130 policy changes across California



▶ Leadership

80 youth learn about environmental prevention and gain advocacy skills like research and public speaking

▶ Research

The youth conduct surveys in schools, map neighborhood liquor stores, and collect data on public health

▶ Storytelling

Youth raise awareness and build pressure through press conferences, town hall, and news stories

▶ Campaigns

Youth partner with elected officials and organizations, speak out at City Hall, and make policy recommendations

HEALTH JUSTICE

INCREASED HEALTHY MARKETS, FEWER LIQUOR STORES & ADS

In Fresno, a Healthy Neighborhood Market Act was the result of 8 years of work by 80 young people that resulted in fewer liquor stores and more healthy food options in communities of color.

COMMUNITY INVESTMENT

- More Healthy Markets
- Less Liquor Stores
- Fewer Alcohol Ads

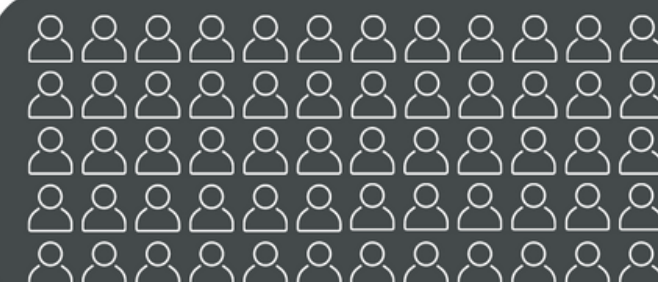
80 YOUTH ENGAGED



16 PARTNERS ACTIVATED

- Councilmember Arias
- Councilmember Chavez
- Councilmember Soria
- Councilmember Esparza
- Former Councilmember Baines
- Former Councilmember Caprioglio
- Fresno County Department of Public Health
- Dr. Bird, Fresno County Department of Public Health
- Fresno Building Healthy Communities
- Boys & Men of Color (now REP559)
- Sunnyside High School
- Roosevelt High School
- Roosevelt Area Neighborhood Organizing Group
- Fresno Healthy Neighborhood Alliance Association
- American Petroleum & Convenience Store Association
- Dr. Anthony Lee Yu, Orthopedic Surgeon

535,000 RESIDENTS IMPACTED




Campaign Planning

In your experience:

- Why is campaign planning important?
- Why not just start scheduling meetings, hosting events, and executing tactics?

Please use the chat or unmute yourself to share



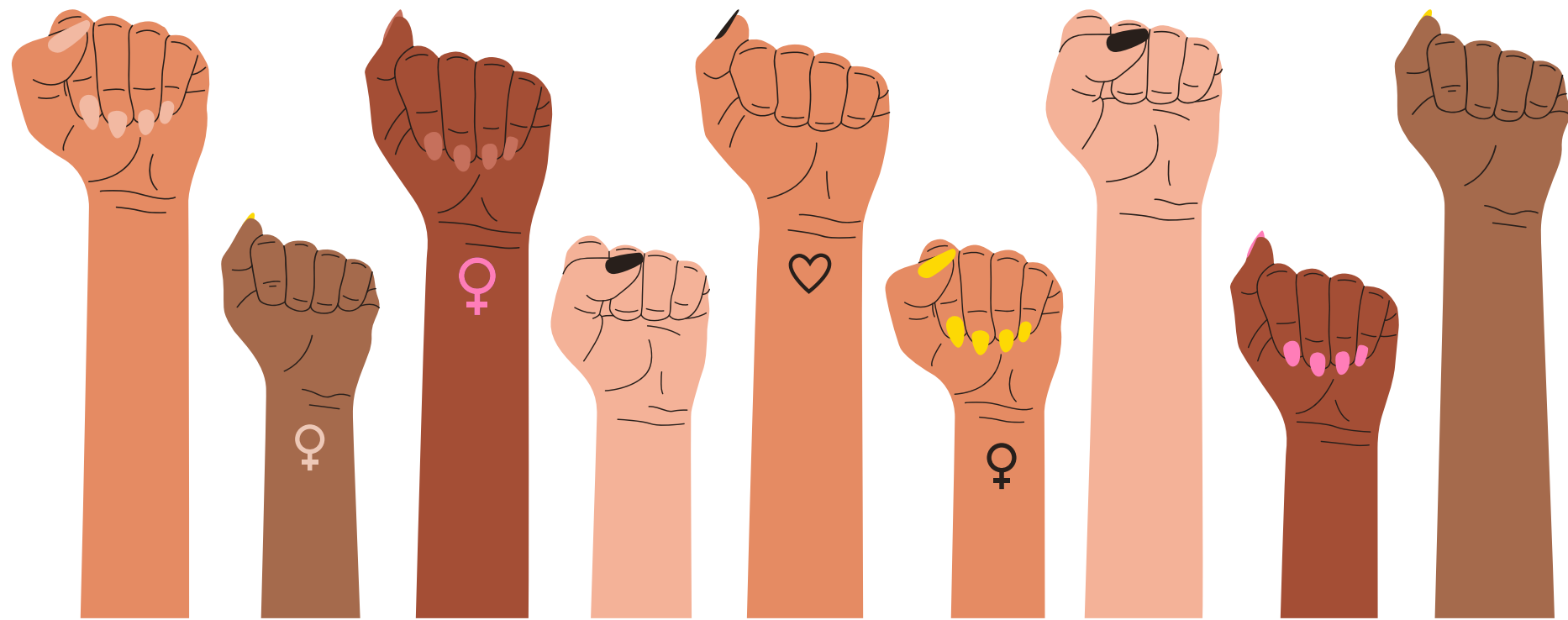


As paid leaders in the orgs we represent we
have to share power with those most
impacted in making change.

This includes youth.

Sharing power and leadership with youth
requires planning. Making long lasting
sustainable change requires planning.

Youth Voice Shifts Power



Fresno's Responsible Neighborhood Market Ordinance:

- 1. 2015 resolution passes
- 2. Youth -led campaign continues
- 3. 2019-20 campaign becomes law!



Community Environment Community Health Politics

Fresno's Responsible Neighborhood Market Ordinance Passes

05/03/2019 The kNOw Youth Media

Ed Note: On May 1, 2019, the Fresno City Council held a special meeting to discuss and vote on the Responsible Neighborhood Market Ordinance (RNMO).

More gratitude! After 3 years of youth work on the alcohol outlet saturation issue. 7-0 vote today on Alcohol access to youth in Fresno! Today the councilmembers passed a resolution to move forward on a city ordinance that would change the current ABC CUP (conditional use permit) from a lifetime license to a five-year license that will be reviewed and take infractions into consideration before they are renewed. It also will place restrictions on the proximity of a alcohol retailers to schools, parks, youth spaces and other existing alcohol retailers so over saturation doesn't occur. Thank you Councilman Baines for leading the way and Councilman Paul Caprioglio as Co-author!



Youth Voice In The Media

 WATCH LIVE

8-year campaign by Fresno kids leads to liquor license limits

 SHARE

 TWEET

 EMAIL

The Responsible Neighborhood Market Act takes effect in 30 days, limiting liquor licenses and eliminating some of them.

 By Corin Hoggard
Thursday, October 15, 2020



00:00 02:21

EMBED <> MORE VIDEOS ▶

Liquor licenses are about to be harder to come by in the city of Fresno after a youth movement lasted eight years and pushed the city to make major change, despite opposition from

FRESNO, Calif. (KFSN) -- Liquor licenses are about to be harder to come by in the city of Fresno after a youth movement lasted eight years and pushed the city to make major change, despite opposition from developers.

Kids demanded action on Fresno liquor stores in 2012.

FRESNO CITY COUNCIL VOTES TO CURB LIQUOR LICENSES



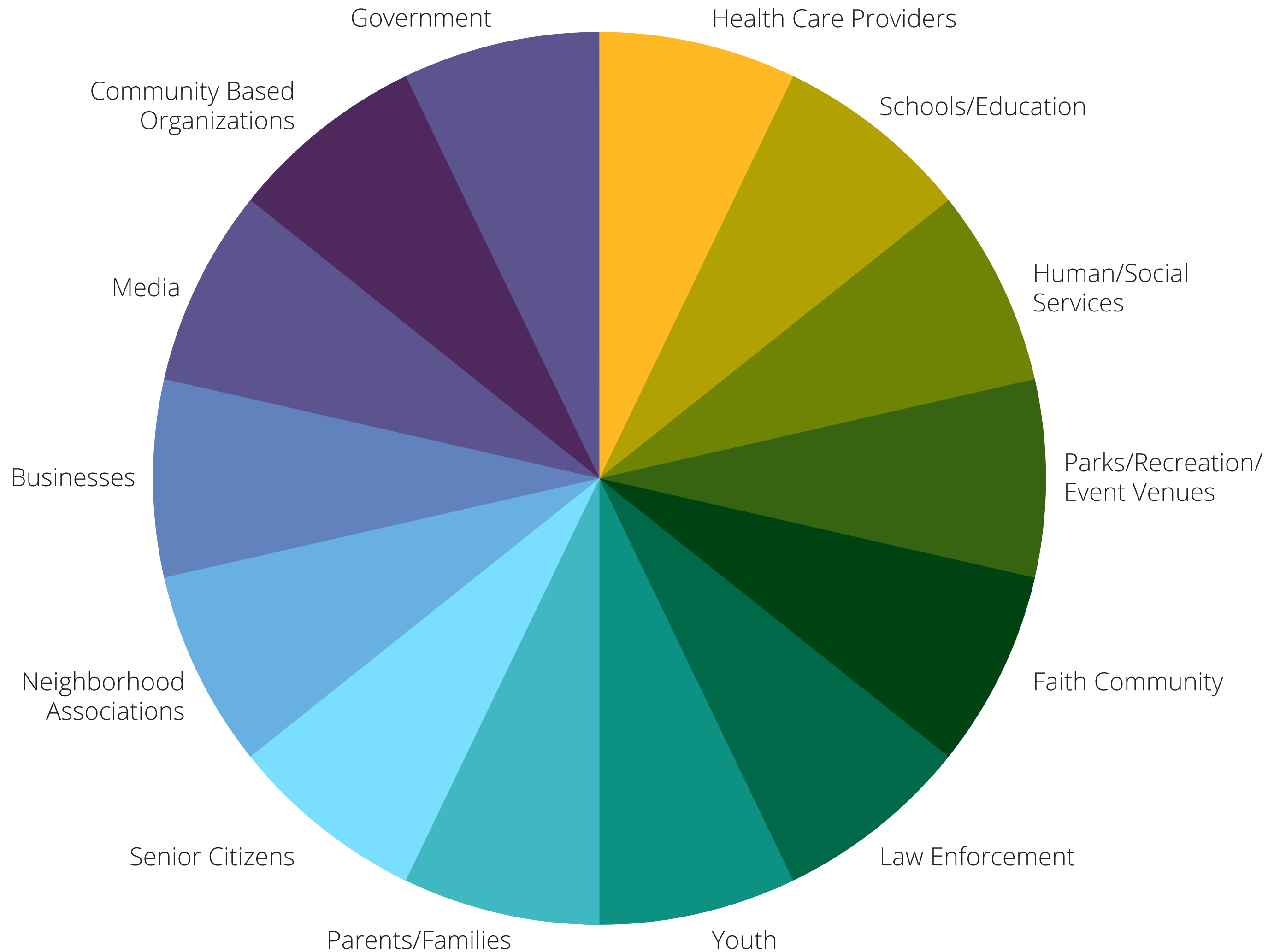
Miguel Arias' first high-profile bill he sponsored along with Councilmembers Nelson Esparza and Luis Chavez would limit the number of new liquor licenses. Photo by Edward Smith

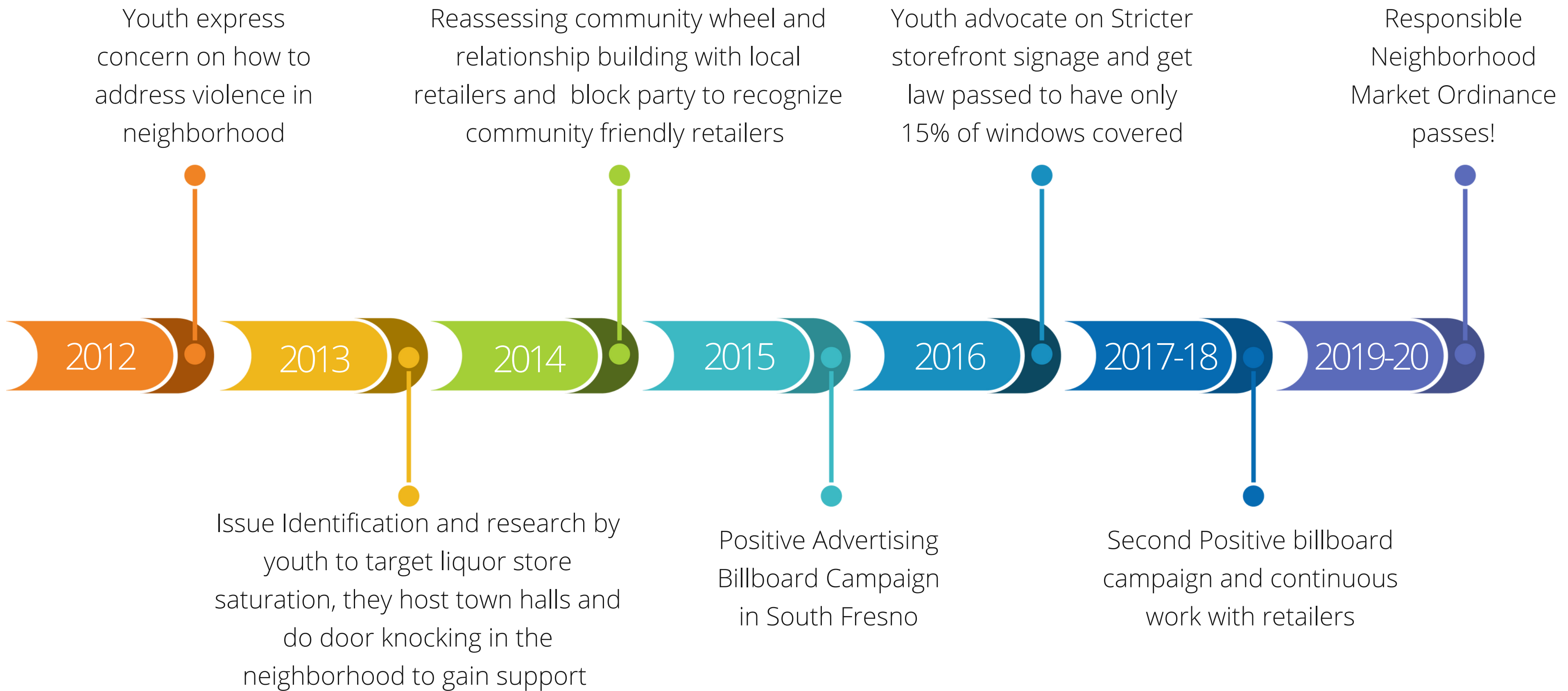
Published On May 1, 2019 - 4:06 PM

Written By Edward Smith

Community Wheel

Youth-Led Campaigns work toward creating communities that meaningfully partner with youth to take on community issues.





Strategies, Tactics & Target

"The Problem Tree"

Target: The person or people who have the power to give you what you want

Strategy: A plan to accomplish the goals of a campaign

Tactic: The tools used to achieve a campaign



Small Group Share

*** take a screenshot to reference in your groups (shift+command+3) ***

Reflect on the anatomy of a campaign to more deeply explore the various steps and actions you will need to consider when planning.

Reflection Questions:

(You may not get to all of the Qs and that's ok. Spend time where the conversation goes.)

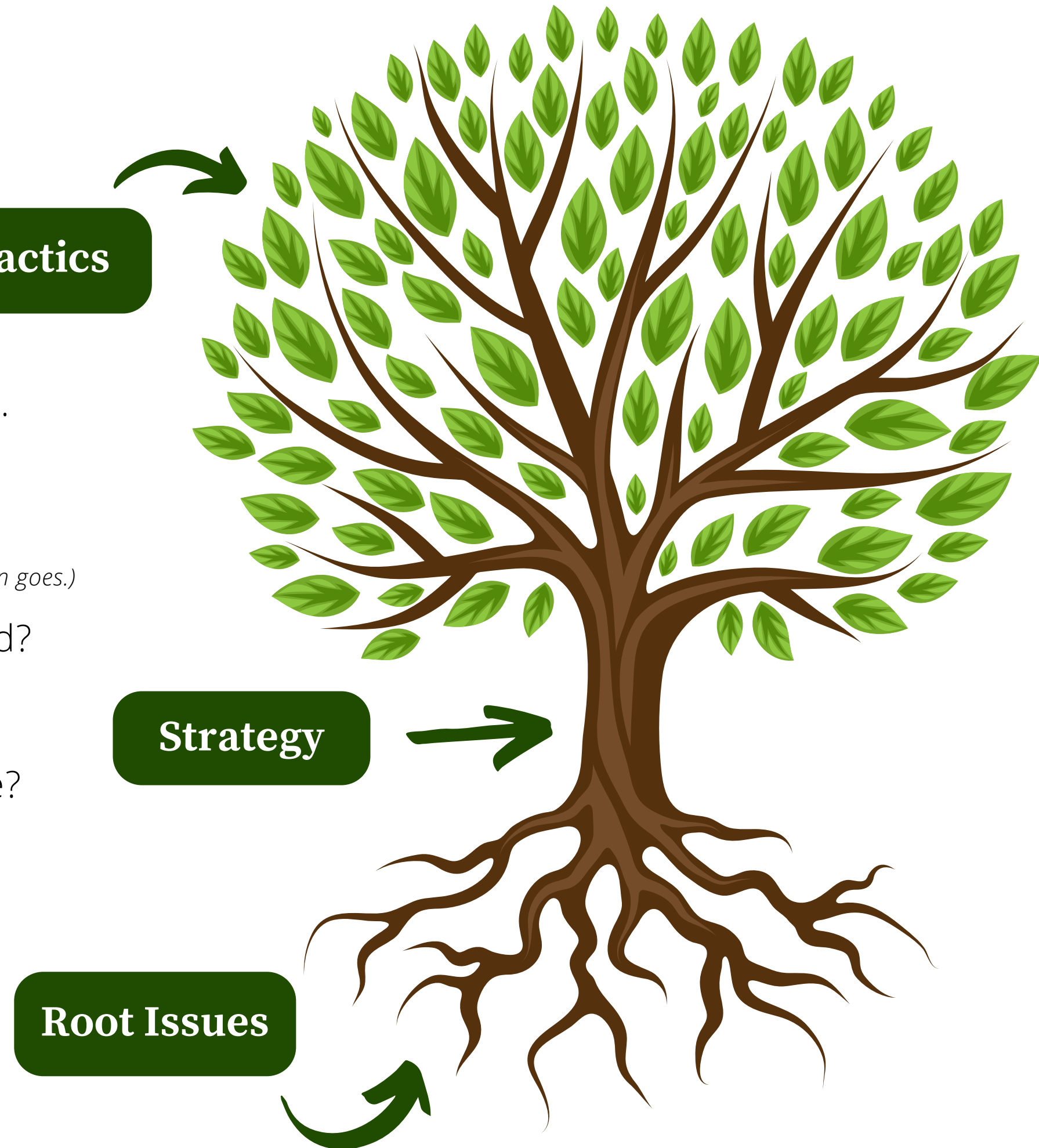
- What stood out to you in the example shared?
- What was the issue?
- What kind of leadership roles did youth have?
- Who were the decision makers?

Nominate one person to share out when we return to the large group

Tactics

Strategy

Root Issues





BREAK

"SMARTIEY" Goals

One of the tools that we have to offer today are **SMARTIEY** goals - some of you might be familiar with SMART goals, but working in social justice and youth-led work, we have adapted SMART goals and added Inclusive, Equitable, and Youth Voice.

By incorporating equity, inclusion, and youth voice into your SMART goals, you can make sure your organization's commitment to racial equity, inclusion, and youth voice is anchored by tangible and actionable steps.

S	Strategic	Reflects an important dimension of what your organization seeks to accomplish (programmatic or capacity-building priorities).
M	Measurable	Includes standards by which reasonable people can agree on whether the goal has been met (by numbers or defined qualities)
A	Ambitious	Challenging enough that achievement would mean significant progress—a “stretch” for the organization
R	Realistic	Not so challenging as to indicate lack of thought about resources, capacity, or execution; possible to track and worth the time and energy to do so
T	Time-Bound	Includes a clear deadline
I	Inclusive	Brings traditionally marginalized people—particularly those most impacted—into processes, activities, and decision/policy-making in a way that shares power
E	Equitable	Seeks to address systemic injustice, inequity, or oppression
Y	Youth Voice	Includes meaningful youth participation and leadership

SMART GOAL

Build a volunteer team of 100 door-to-door canvassers by May...



SMART GOAL

Build a volunteer team of 100 door-to-door canvassers by May...

SMARTIEY GOAL

...with at least 10 youth of color recruited as volunteer leaders first, so that they can help shape the way we run the canvasses



SMART GOAL

Hold meetings with 3 elected officials
to discuss policy change by May...



SMART GOAL

Hold meetings with 3 elected officials to discuss policy change by May...

SMARTIEY GOAL

...With 2-3 youth leaders of color trained and prepared first, so that they can lead /facilitate the agenda

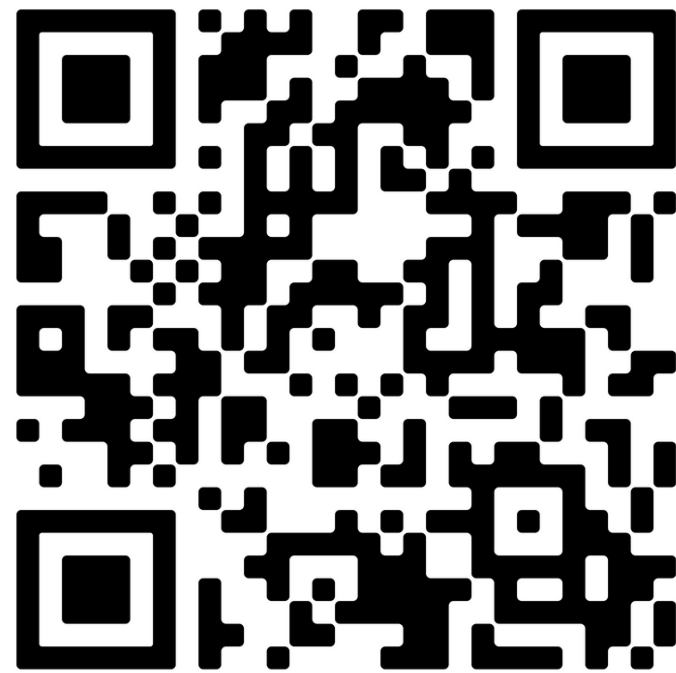


Strategic Action Planning

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ENFORCING LEE LAW NEAR SCHOOLS IN HALF MOON BAY				TIMELINE What you want done, when you will do it and who will do it. Place tactics here.			
VISIONING	CONSTITUENTS, ALLIES, & OPPONENTS	TARGET	TACTICS	March	April	May	June
<ul style="list-style-type: none"> Have a healthy Half Moon Bay: <ul style="list-style-type: none"> Improve public safety Decrease visual clutter preserve the aesthetic character of HMB <p>1) Enact local ordinance strengthening Lee Law to reduce youth exposure to alcohol advertisements near schools</p> <p>2) Increase youth engagement and leadership in policy making</p> <p>3) Educate public regarding public health issues associated with retail alcohol advertising practices</p>	<ul style="list-style-type: none"> youth merchants communities or color low-income communities <ul style="list-style-type: none"> Sheriff's Office environmental organizations neighborhood watch groups community preservation coalitions YLI staff Social Workers-Coastside Hope Families with children, youth public health advocates/ organizations School system: administration, teachers, students Coastside Collaborative <ul style="list-style-type: none"> Unaffected people-"it doesn't affect me, why should I care?" liquor store merchants alcohol companies People who do not shop at corner/ liquor stores conservatives city council members 	<ul style="list-style-type: none"> Mayor City Manager City Attorney <ul style="list-style-type: none"> San Mateo City Council Members Sheriff Officers 	<p>(The main ACTIONS that will make our Target give us what we want)</p> <ul style="list-style-type: none"> Develop Lee Law Presentations Update CYC Report CYC Lee Law Talking Points Visit merchants frequently: <ol style="list-style-type: none"> Take pictures of stores assessed Formal introduction and request for appt Collect testimonies of residents affected by alcohol <ol style="list-style-type: none"> CYC youth Parents Agencies Merchants Make appointment with merchants Create a visual/ map of liquor stores in HMB Write letters to merchants Public Awareness Campaign for enforcement of Lee Law (poster) Contact local ABC Department Contact CHP and HMB Sheriff's Door Knocking at Moonridge Apartments Meet with City attorney to find out if there are relevant sign ordinances in place already Research on/ off sale licenses in HMB <ul style="list-style-type: none"> Present at city council public meeting Endorsement letters from community agencies PSA videos with Pacific Coast TV Half Moon Bay Review- <ol style="list-style-type: none"> Press Release Letters to Editor Opinion Piece Article in HMB Review <ul style="list-style-type: none"> Meet with mayor Meet with city council member Muller Revisit city council members Penrose, Ruddock, Fraser, and City Manager 	<p>-Presented at City Council Meeting</p> <p>-Meeting with Deputy City Manager on current signage ordinance and possible enforcement</p> <p>-Meeting with Ruddock: amend current 25% ordinance to 15%</p> <p>-Penrose visited CYC</p> <p>-Follow Up with City Council members: Penrose, Mayor Rick (invite him to CYC), Fraser, Ruddock, and Muller regarding amendment of signage ordinance</p>	<p>-Set up appointment with Sheriff's office</p> <p>-Radio interview (invite city council member (Mayor))</p> <p>-Mayor visits CYC</p> <p>-Attempt to get on agenda to amend signage ordinance</p> <p>-Follow up with deputy City Manager on reducing and enforcing HMB signage ordinance</p> <p>-Opinion Piece/ letters to editor</p> <p>-PSA on pacific coast TV</p> <p>-collect testimonies of parents/ agencies/ merchants</p>	<p>-Begin enforcement?</p> <p>-Signage Campaign</p> <p>-Public Awareness Campaign for Merchants</p> <p>-Healthy Store Retail Assessment (TPP)</p> <p>-letters of endorsement from community organizations</p>	<p>-Continue Enforcement</p> <p>-start planning for town hall (maybe a celebration of enforcement of lee law/ local sign ordinance OR as pressure to enforce lee law)</p> <p>-Need Councilmember sponsorship for town hall</p>

TRAINING EVALUATION





THANK YOU