



**A REPLICABLE, OUTCOME-ORIENTED MODEL
FOR YOUTH ENGAGEMENT IN POLICY CHANGE**



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YOUTH CAN AND SHOULD BE ENGAGED IN YOUR POLICY CHANGE INITIATIVE.

EFFECTIVE YOUTH ENGAGEMENT CAN:

- Integrate effective and creative strategies to policy change efforts
- Generate and amplify public support
- Help you successfully change public health policies

Research shows that youth engagement can be a powerful component of a policy change effort only if the youth program is specifically designed to encourage advocacy activities.¹ EVOLVEMENT satisfies this requirement and more.

EVOLVEMENT is a replicable program using **Rescue SCG's** proprietary model for **youth engagement that contributes quantifiable results** to policy change efforts. **EVOLVEMENT** efforts are structured into campaigns, Measures of Progress (MOPs), youth-led projects, and events to **simplify youth involvement, increase impact, and maximize youth creativity.**

Whether you want to launch a new youth engagement effort or expand an existing effort, **Rescue SCG** can implement **EVOLVEMENT** locally, becoming your resident Youth Engagement Department. Rescue SCG is a **true full-service partner that recruits youth, conducts trainings, manages mini-grants, guides youth projects, and reports on process evaluation measures.** Using the **EVOLVEMENT** model, **Rescue SCG** has the capacity to guide the completion of 20, 50, or even 100 or more youth projects per month, resulting in a **significant amount of grassroots advocacy in your community.**



EVOLVEMENT IN ACTION

Youth nationwide completing Evolvement projects.

1. Tercafi E, Kole SL, Feighery E, Winkleby M, Altman DG. Teens as advocates for substance use prevention: Strategies for implementation. Health Promotion Practice. 2002;3(1):18-29

Hinnant E, Nimsch C, Stone-Wiggins B. Examination of the relationship between community support and tobacco control activities as a part of youth empowerment programs. Health Education & Behavior. 2004;31:629-640.

WHY CHOOSE RESCUE SCG AND THE EVOLVEMENT MODEL?

Rescue SCG's EVOLVEMENT model is based on a decade of experience developing and leading diverse youth programs throughout the U.S. Partnering with **Rescue SCG** for your program leverages this experience, making your program more efficient, cost-effective, and productive than the average youth engagement program, as summarized below.

Average Youth Engagement Program

Uses large and expensive annual youth summits to recruit teens

Only a small fraction of trained youth get involved

Focuses on one or two large events or projects per year

Relies on a small group of core youth to implement most activities, where a program with 300 "members" only has 10 – 20 active youth

Mini-grants are provided to organizations to develop their own local activity or project, often an overwhelming goal for small groups

Uses pictures and qualitative summaries to demonstrate outcomes

Primarily uses telephone and manual tracking to work with youth

Process data are rarely collected due to large amounts of paperwork and limited time resources

Campaign planning takes time to develop, often resulting in lost momentum and youth losing interest

A Rescue SCG EVOLVEMENT Program

Uses **many small youth trainings** to maximize resources, flexibility, and reach more geographically and culturally diverse youth

Almost **80% of trained youth start a project after trainings**, with over 40% successfully completing a project (defined as achieving at least 30 MOPs)

Ensures each local group completes at least **20 projects per year**, easily achieving hundreds of youth-led projects across the program

80% of youth are active in projects and events, so different youth are involved each month. For example, a program with 300 trained youth has approximately 40 different youth involved each month, and 240 different youth per year

Mini-grants are provided simply for **recruiting teens and providing encouragement year-round** while Rescue SCG Youth Action Coordinators work directly with youth and their projects, exponentially increasing the potential impact of one mini-grantee

Relies on quantifiable **Measures of Progress** to demonstrate outcomes, such as the number of surveys, testimonials, petitions, or web hits a specific youth achieved through his/her project

Uses the **Helix™ online system** to manage all youth, allowing a single youth coordinator to simultaneously work with 20 – 30 different youth who are each managing an individual project

Helix™ **minimizes paperwork and provides valuable, real-time process data** such as youth participation rates, youth completion rates, number of active & completed projects, and number of Measures of Progress achieved, all of which can be used for evaluation purposes

Campaign **structure remains consistent** regardless of policy issue, allowing youth to quickly mobilize, act, and engage the public on time-sensitive policy issues

HOW EVOLVEMENT WORKS

EVOLVEMENT already exists as a national youth movement working on a host of positive social change issues, so you don't have to pay to create a new movement from scratch. **EVOLVEMENT** has also established credibility with national student organizations and partners, further simplifying your program implementation. Even though **EVOLVEMENT** already exists, policy change campaigns are different in each location. Rescue SCG works with your team to develop a new, custom campaign focused on your priorities.

EVOLVEMENT is a turnkey program where the **Rescue SCG** team has the tools, strategies, and experiences necessary to launch in your community quickly and efficiently. When you fund an **EVOLVEMENT** program, all youth recruited in your area focus solely on your efforts. This allows you to benefit from the cost savings of a shared youth movement brand without sacrificing any of your local impact.

Incredibly Simple, Powerfully Effective

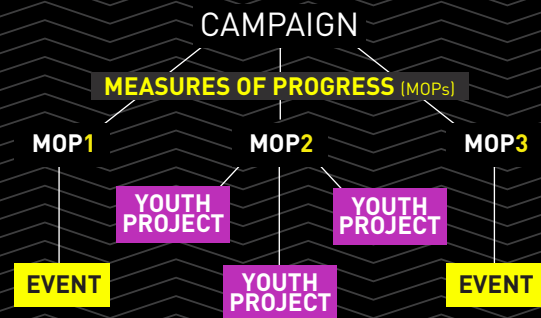
EVOLVEMENT efforts are structured into policy change campaigns, Measures of Progress (MOP), youth-led projects, and events to **simplify youth involvement, increase impact, and maximize youth creativity**. **EVOLVEMENT** is designed to provide organizations with the support needed to achieve policy, environmental, or corporate practice change by providing a highly active, on-the-ground youth movement that contributes tangibly to the overall change effort.

Rescue SCG begins with **branded campaign development** that defines S.M.A.R.T. campaign objectives, an appealing campaign brand name, and specific MOPs that contribute to your objectives.

Next, **Rescue SCG recruits organizations** that already work with high school youth in the local community through a **mini-grant program**. Through these mini-grantees, **Rescue SCG recruits and trains youth** on the campaign issue and how to get involved.

Youth projects are coordinated and tracked through **Helix™, an online project management system** designed specifically to support the **EVOLVEMENT** model. Youth propose projects and events on Helix™ and **must use MOPs to measure impact**. In a dual-adult advisor structure, **Rescue SCG Youth Action Coordinators efficiently and cost-effectively guide youth on project and event planning online**, while Mini-Grant Advisors provide **direct, in-person support**.

THE EVOLVEMENT MODEL



THE LANGUAGE OF EVOLVEMENT

THE EVOLVEMENT MODEL INCLUDES FOUR BASIC CONCEPTS:

BRANDED CAMPAIGN

Your policy change issue is organized into a campaign with an appealing brand and S.M.A.R.T. objectives.

MEASURES OF PROGRESS (MOPs)

Tangible and quantifiable indicators of progress are identified and implemented to achieve your S.M.A.R.T. objectives, such as petition signatures, support statements, and surveys.

MINI-GRANTEES

Existing youth organizations are provided with mini-grants to participate in your youth engagement effort, making youth recruitment and training efficient and expedient.

YOUTH PROJECTS & EVENTS

Youth lead projects and events in your community to reach your community members and stakeholders. Youth measure their impact by completing Measures of Progress.

PLANNING AN EVOLVEMENT CAMPAIGN

Each **EVOLVEMENT** campaign is custom-made to match a client's policy change objectives. The **Rescue SCG** team works with you to clarify the objectives and identify Measures of Progress that youth can work on to support your overall policy change effort.



Y Street, a program that uses the Evolvment model, was named Group Youth Advocate of the Year in 2011 by the Campaign for Tobacco-Free Kids.

Below are some campaign examples developed using the **EVOLVEMENT** model.

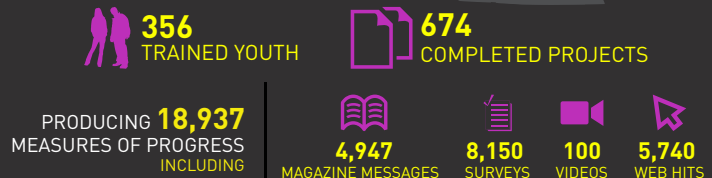
<p>TOBACCO <i>melt down</i></p> <p>Exposing the truth about new dissolvable tobacco products to stimulate change in corporate practice. MOPs included awareness tests and personal messages.</p> <p>(A video about Meltdown is available at RescueSCG.com)</p>	<p>PHYSICAL ACTIVITY <i>act out</i></p> <p>Increasing awareness about the importance of mandatory physical activity in schools. MOPs included assessment surveys, support message cards, and photo pledges.</p>	<p>ALCOHOL <i>SOBER DECET</i></p> <p>Exposing the dangers of energy drink + alcohol beverages to motivate policy change. MOPs included awareness tests and personal messages.</p>	<p>TOBACCO <i>COUNTER BY FORCE</i></p> <p>Assessing the level and impact of tobacco advertising in retail stores, especially those close to schools, parks, and playgrounds. MOPs included store assessment surveys, exposure surveys, and personal messages.</p>
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CASE STUDY: *melt down* CAMPAIGN

In 2009, **Y Street**, Virginia's award-winning youth engagement movement, used the **EVOLVEMENT** model to increase public awareness about dissolvable tobacco products as a basis for a future policy change initiative. MOPs included messages to magazines to stop advertising Snus, educational community surveys, video testimonials, and unique web visits. **EVOLVEMENT** New Mexico replicated the **Meltdown** campaign in 2010, and youth achieved an impressive collection of MOPs in just eight months. As the **EVOLVEMENT** model requires that each project contribute tangibly to the campaign initiative, the **Meltdown** campaign amassed over **25,000** different MOPs in Virginia and New Mexico.

Youth presented survey findings to the **FDA Tobacco Products Scientific Advisory Committee** (TPSAC), who then credited youth efforts in their final report regarding dissolvable tobacco products for providing evidence that the public, including parents and teachers, may not recognize dissolvables as tobacco products.

Y STREET VIRGINIA'S EVOLVEMENT MOVEMENT



EVOLVEMENT NEW MEXICO



GETTING STARTED WITH EVOLVEMENT THE COST

The cost for the **EVOLVEMENT** model is based on clear deliverables. Simply determine how many mini-grantees and policy change campaigns you want, as described below, to build your own **EVOLVEMENT** initiative that meets the needs of your community.

1 MINI-GRANTEE = \$19,000 PER YEAR

Includes all of the resources associated with successfully recruiting, training, and managing one mini-grantee recipient for one year, such as **\$1,000 in youth rewards**, a **\$2,000 mini-grant**, a **local training with 25 youth**, and **direct support** to mini-grantee youth to complete at least 20 projects in one year. Each project will achieve at least **30** of your campaign's Measures of Progress (MOPs), so each mini-grantee will achieve a total of at least **600 MOPs**.

1 EVOLVEMENT CAMPAIGN DEVELOPMENT = \$20,000 PER YEAR

Includes all of the tools and resources associated with developing one policy change campaign for your youth to engage in, such as a **campaign brand**, a **campaign brief with S.M.A.R.T. objectives**, **campaign website with e-versions of the MOPs**, **printed MOPs** (i.e.: petitions, surveys, or message cards), and **progress milestones**.

Sample EVOLVEMENT Program Budgets and Deliverables by Community Size

DELIVERABLE	MINIMUM SIZE	MEDIUM-SIZED PROGRAM	LARGE-SIZED PROGRAM
Mini-Grantees	10	20	30
Branded Campaigns ¹	1	2	3
Trained Youth	250	500	750
Completed Projects	200	400	600
Measures of Progress	6,000	10,000	20,000
TOTAL BUDGET	\$210,000	\$420,000	\$630,000
Locally-Based RSCG Staff ²	1	2 or 3	3 or 4

1. In more populous communities, multiple campaigns may be active at any given time. These budgets account for the anticipated number of specific branded campaigns to address issues pertinent in the community. Multiple branded campaigns also allow youth options to increase their level of involvement.

2. A locally-based staff is hired on a contract basis to work with this EVOLVEMENT initiative and is expertly trained by Rescue SCG. Based on previous experiences, Rescue SCG has found newly hired and trained staff to be the most effective at successfully implementing this strategy.

Note: Future years may require a supplementary budget to work with previously trained youth no longer associated with a mini-grantee. A minimum of 10 mini-grantees and 1 campaign is necessary to launch a new initiative.

CONTACT

Our team is ready to help you launch a youth engagement initiative in your community immediately. To learn more about getting started, please contact us.

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