

# AGENDA

## YFC Outreach Committee

February 21, 2023



1. Recommendations from the 2022 Strengths and Needs Assessment related to outreach:
  - a. Develop behavioral health appointment preparation cards.
  - b. Update resources page on website to include local resource directory links.
  - c. Seek out public information campaigns YFC can amplify on our own social media accounts.
  - d. Create a youth leadership page on YFC's website with links to resources, programs, and opportunities.
2. Recommendations related to school behavioral health clubs:
  - a. Build a resource manual by identifying existing models for school clubs and locating clubs that are already operating in the region.
  - b. Reach out to students, family members, and faculty at five (5) schools where there is not an operational behavioral health club to offer technical assistance to anyone interested in starting one.

Let's connect these ideas to our Social Marketing Plan so that they are part of the big picture for this committee:

Phase One	Phase Two	Phase Three	Phase Four	Phases Five & Six
Identify Key Players	Hold a Listening Forum with Youth	Identify and Understand the Audience(s)	Develop measurable goals for platform effectiveness	Implement the plan
Identify Policies and Procedures	Identify Program Goals	What marketing medium is most effective?	Cultural Considerations	Measure outcomes
Identify Budget	Identify Standards for Success	Which in-person events would be most successful?	What is the call to action?	
SWAT Analysis		Which social media platforms will be most successful?	What do we hope to motivate the audience to think, feel, or do?	
			Affinity organizations?	