

change perceptions of young people

story outline

Messaging Summary	
Beliefs	Adolescents as us/Community Benefit
Category	Share an adolescent development fact
Specifics	Link developmental need to your efforts

Messaging Story Outline	
We all have a stake because these adolescents are us. As a community we benefit from the investment ...	Connect to shared belief
Turns out that during adolescence, one of the most important things they need to do ... <ul style="list-style-type: none"> ▼ explore and understand their identity ▼ make connections with community ▼ adjust to their sexually maturing bodies and feelings ▼ gain experience in decision-making 	
Meeting these needs is the goal of our program. We do _____ _____ to support these developmental needs and requirements.	Tell story here (link need to practices to outcomes)
The problem is not all adolescents have access to the kinds of experiences that will support their development and the process of becoming part of our community.	Provide information

REAL LIFE APPLICATION
Response to “why would a parent let their kid dye their hair purple?”

Letting young people experience decision-making in safe ways – like picking styles of hair and dress – is a good thing because during adolescence they are actually developing that capability.

- Things that have been shown to support the development of decision making capabilities are
- Parents who negotiate limits on rules
 - Other opportunities to practice decision-making – like serving on a board, service learning or student government

The problem is that not all parents or young people have access to the ...