

briefing outline

Use this outline to brief your co-workers, family, funders, and staff on what you learned today.

1. Communications research shows that mainstream US adults ...
 - a. have negative perceptions about youth (adolescents); see adolescents as “other” with different values
 - b. don’t understand adolescent health or development
 - c. don’t understand why youth programs are important
 - d. don’t see a role for the community in youth development
 - e. think parents and youth are ultimately responsible for all youth issues
 - f. have a un-productive frame for sexuality, particularly adolescent sexuality
2. We have to be intentional with our communications
 - a. Frames trump facts
 - b. Lead with shared beliefs
 - c. Hardworking images
3. Don’t feed the elephants
 - a. Teenagers
 - b. “At risk”
 - c. Crime prevention
 - d. “Protecting” adolescents
 - e. Abstinence/pre-marital sex
 - f. Teen pregnancy = doomed existence
4. We need to use effective messages about youth/youth programs – in your next story ...
 - a. Community benefit/exchange model or adolescents as “us”
 - b. Educate on development as a process
 - c. Link your program/effort to experiences and relationships needed for development
 - d. Include parents (we support parents by ...)
5. Adolescent development, youth development, human development!
6. What can you do?
 - a. Think like an advertiser
 - b. Hijack the agenda
 - c. Everybody sells

Beliefs vs. Specifics

Beliefs:

Category:

Specifics:

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