



YOUTH PARTNERSHIP

Youth partnership requires long-term investment of resources to have representative youth involved in all parts of an initiative, including agenda setting, decision-making and evaluation. Organizations can tap into youths' wealth of knowledge and expertise to create relevant programs while youths build their skills and capacity to do the work needed to improve road safety for themselves and their peers.

Recommendations and implementation strategies

Integrate youth partnership into strategic plan

Youths are recognized as a stakeholder in the [Second Decade of Action for Road Safety](#) by the World Health Organization. Establishing meaningful youth partnerships as a strategic goal ensures that resources are devoted to accomplishing this goal. This sets the stage for long-term youth partnership and indicates an organization's position on the value of youth partnership.

Strategies to implement this recommendation:

- Consult youth engagement theories and models to form your understanding of youth engagement and partnership e.g., Critical Social Theory of Youth Empowerment, Roger Hart Ladder of Participation and Positive Youth Development.
- Conduct focus groups with youths aged 15 to 24 to solicit their ideas for your organization's strategic plan.
- Educate your staff about the importance of youth engagement in promoting road safety and the organization's youth engagement strategy.

Establish youth advisory committee to co-create and co-lead road safety initiatives

A Youth Advisory Committee (YAC) is a group of young people selected by organizations to work in partnership with and often advise on issues that affect them. YACs are becoming a popular and structured way to partner and engage youth across many fields. Youth in YACs should ideally co-lead an initiative's planning, implementation and evaluation with the organization.

Strategies to implement this recommendation:

- Reach out to your organization's and partner organizations' youth networks to determine interest in joining youth advisory committee.
- Create a term of reference and work plan to transparently outline expectations.
- Have dedicated staff to support and meet regularly with youth advisory council members to develop road safety programming and messaging.
- Build relationships with organizations and youth groups that cater to populations that are otherwise not integrated into decision-making.

Work with network of youth ambassadors

Youth ambassador programs train, mentor and support youth to work within their communities to raise awareness and educate about road safety. Ambassadors are in tune to what's trendy with their peers, what type of messaging their peers might be receptive to and the best channels to reach them.



Ambassadors are often those who have been directly or indirectly impacted by road crashes. Recruit ambassadors who other youth will be able to resonate with, are representative of the population and who may want to share their personal experiences.

Strategies to implement this recommendation:

- Develop a recruitment strategy that targets diverse youth interested in road safety.
- Co-create and implement a plan with youth ambassadors for spreading road safety messaging e.g., through youth-led channel on YouTube, promoting resources on their social media accounts and running programming through schools or community centres.
- Develop and provide training opportunities for youth ambassadors to ensure they have the appropriate skills and knowledge.

Engage youth in evaluating road safety messages and programs

Demonstrating the effectiveness of road safety programming and messaging on youth can be complicated but partnering with youth to do evaluation can provide significant insight into gaps in youth knowledge and skills, what works for youth, as well as enable youth to develop important personal and professional skills.

Strategies to implement this recommendation:

- Hire co-op or summer students from relevant post-secondary programs to create evaluation plans and instill an interest in road safety.
- Provide easy access to data collection tools such as through QR codes and youth-friendly platforms such as SurveyMonkey and Google Forms.
- Offer youth to co-lead different aspects of an evaluation based on what they are interested in e.g., tool development, data collection, data analysis and report writing.

Further resources

- [Establishing your own youth advisory committee](#)
- [Navigating program evaluation: A practical guide for youth leaders](#)
- [Hart's Ladder of Youth Participation](#)
- [Youth for Road Safety Academy](#)

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