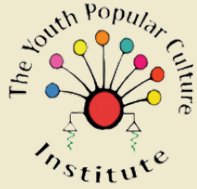


HARRISONBURG, VA



YOUTH LEADERSHIP SUMMIT REPORT 2023

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EXECUTIVE SUMMARY

On June 10, 2023, Faces 4 Change (F4C) and the Youth Popular Culture Institute, Inc. (YPCI) hosted the second annual Harrisonburg Youth Leadership Summit at the Lucy F. Simms Center in Harrisonburg, VA.



Welcoming 25 city youth ages 11 to 17, the Youth Leadership Summit engaged attendees in exciting ways using aspects of youth popular culture to discuss and examine substance use prevention, build leadership skills and lay the groundwork for a successful, drug-free future for the youth, their families, and communities.



PLANNING PROCESS

Planning for the Youth Summit was conducted by the Summit Planning Team, which consisted of twelve (12) individuals from seven (7) different organizations. The following organizations were represented on the Summit Planning Team:

1. Youth Popular Culture Institute, Inc./Faces 4 Change DFC/CARA
2. Harrisonburg-Rockingham Community Service Board (HRCBSB)
3. Boys & Girls Club of Harrisonburg and Rockingham (BGCHR)
4. Sentara Health
5. Futuro Latino DFC
6. James Madison University (JMU)
7. Harrisonburg City Public Schools (HCPS)

The Planning Team met weekly from February 23, 2023, until the date of the Summit. Meetings were spearheaded and agendas were developed by Dr. Hicks Harper (YPCI CEO/F4C Project Director) and Mr. Morgan (YPCI/F4C Project Coordinator & Executive Assistant) and emailed to all Planning Team members prior to the meeting. Meeting agenda topics varied by week and included topics such as recruitment, volunteers, programming, technology, and sponsorships.

The Planning Team established three (3) subcommittees: 1) the Sponsorship Subcommittee; 2) the Branding, Marketing, and Media Subcommittee; and 3) the Programming Subcommittee. Each subcommittee was responsible for conducting activities related to its name, meeting independently, and reporting back to the Planning Team at its weekly meetings.

Prior to the day of the Summit, the Planning Team conducted a site visit of the Lucy F. Simms Center to inspect the auditorium space in which the Summit would be held. The BGCHR provided assistance in securing the Summit location through the city's Parks and Recreation Department.



MARKETING

The Planning Team worked to ensure that information about the Summit was widely distributed to youths and their parents throughout Harrisonburg communities. Spearheaded by the Marketing Subcommittee, the Planning Team implemented a robust marketing strategy which relied on numerous mediums to disseminate information.

In March 2023, staff created a Youth Summit Flyer in both English and Spanish that could be easily distributed. In addition to the flyer, YPCI and F4C developed a promotional video in collaboration with Appeal Productions, a radio public service announcement (PSA), a video PSA, and a press release.



SAVE THE DATE!
SATURDAY, JUNE 10TH, 2023

HARRISONBURG YOUTH LEADERSHIP SUMMIT

CALLING ALL YOUTH LEADERS 12-18 YRS. OLD!
COME OUT FOR A DAY FULL OF GAMES, LUNCH, GIFT CARDS, PRIZES, & MORE!

11AM-3PM
LUCY F. SIMMS CENTER

SPACE IS LIMITED!
REGISTER NOW AT
FACES4CHANGE.ORG/SUMMIT

JOIN OUR YOUTH COALITION & BECOME A FACE 4 CHANGE.

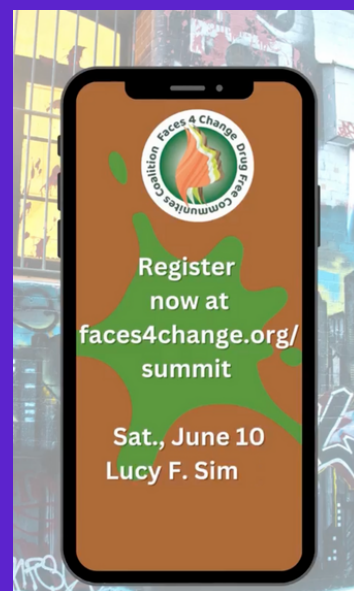
PRIZES TO INCLUDE:

- MASSANUTTEN WATER PARK TICKETS
- JMU FOOTBALL TICKETS
- \$100 GIFT CARD
- AND MORE!

MORE INFO AT
faces4change.org
faces4changeharrisonburg@gmail.com
540-820-0763

#faces4change #hiphopdev #working4positivechange

Logos: DPACARA, JMU, PARKS & REC, aBOWLofGOOD, HR CSB, FUTURE LATINO, CDC, MOLINA HEALTHCARE, OPEN DOORS.



Beginning in May, these the media products and information were shared through radio (WSVA), social media (Facebook, Instagram, Twitter [now X], and Youtube), the local Daily News-Record newspaper, and e-announcements to F4C coalition members and collaborators. As June 10 drew nearer, social media posts were created more frequently, and Planning Team and coalition members posted flyers throughout the city and even went going door-to-door in local neighborhoods to spread the word.

DAY-OF PREPARATION



Prior to the Summit beginning at 10:30am, members of the Planning Team arrived at the Simms Center at 8:30am to set up the space. Balloons decorated both inside and outside of the Simms Center. Round tables were set up in the middle of the auditorium for the students to sit at, while rectangular tables were set up along the south and west sides of the room for sponsors to set up informational tables. A check-in and registration table were set up along the north wall of the room along with tables for food and drinks. Additionally, a table was set up by the stage for presentation and audio equipment. A youth leadership banner was hung on the north wall for youth to sign to demonstrate their commitment to being a youth leader.



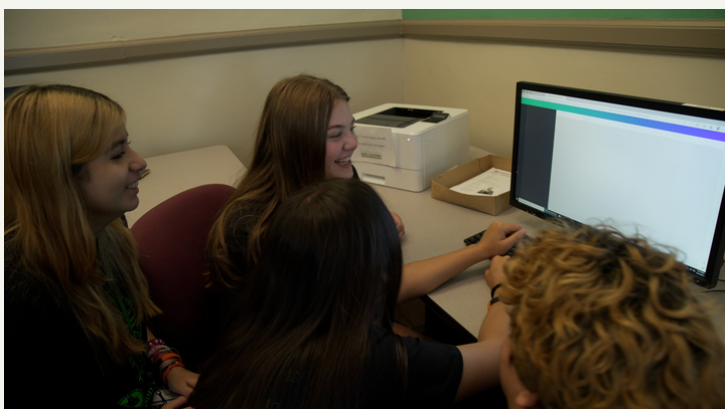
As the youth began to arrive and check-in at 10:30, they were given a Summit t-shirt to change into before coming into the Waffles and Juice Mingle, sponsored by Capital Waffles. A headshot photo of each attendee was also taken and incorporated to comprise a Summit picture collage.

Greetings and Welcome were offered by the three Summit hosts: Kathryn Kidd, Chrissy Donald, and Naomi Pencle. Kathryn is a middle school student, Naomi is a JMU student and YPCI/F4C intern, and Chrissy is the YPCI/F4C Events Coordinator. After being welcomed, the youth attendees participated in a motivational warm-up activity before hearing a substance-use prevention talk about ways they can "Walk the Walk: Lead the Talk" – the Summit theme.



PROGRAMMING

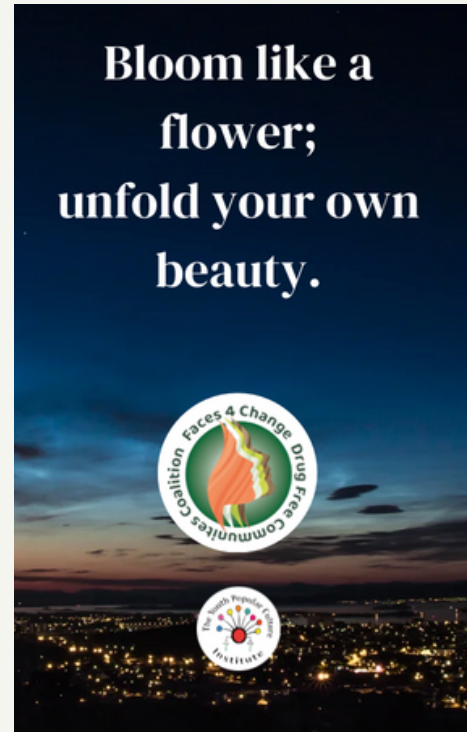
Throughout the course of the day, the youth attendees engaged in numerous interactive programming activities and educational talks. Subject matters included “Walk the walk, lead the talk;” mental health, depression, and anxiety; the dangers of vaping; “The Seven Habits of Highly Effective Teens;” “Law Enforcement Is Your Friend;” and how to handle the transition from high school to college while remaining substance use free.



Speakers were local experts and practitioners in their fields, including a high school mental health counselor and a member of an organization that focuses on positive youth development. Many of the presentations and activities incorporated elements of Hip-Hop 2 Prevent (H2P) Substance Abuse, an U.S. Department of Health and Human Services evidence-based youth substance use prevention curriculum (www.hiphop2prevent.com).

PROGRAMMING

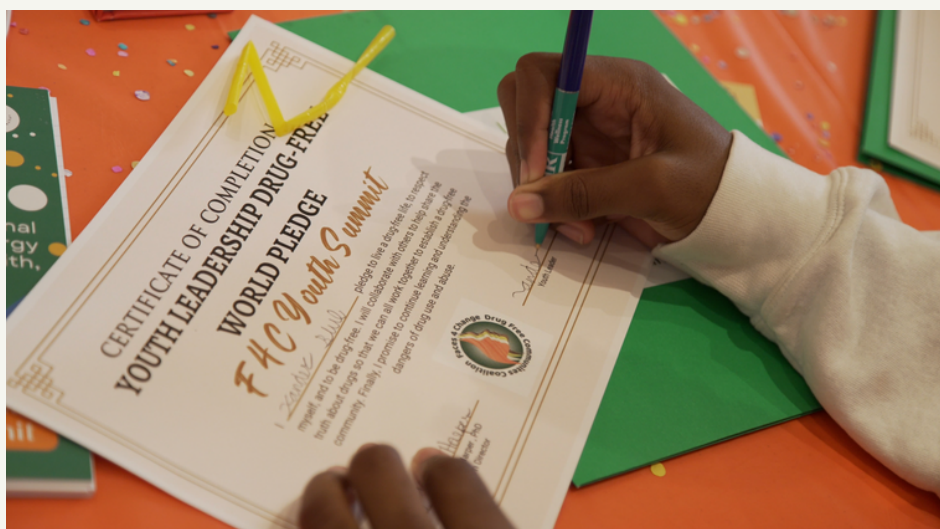
Additionally, the youth participated in an activity to create their own motivational substance use prevention posters. Organized into four teams, the youth created four posters:



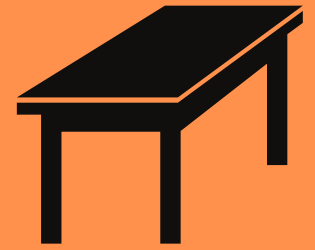
PROGRAMMING

The burgers lunch, sponsored by Glendoor Farms and Molina Health Care, was welcomed by the youth during the middle of the Summit along with A Bowl of Good's delicious cookies.

Towards the end of the day, the youth signed a Leadership Banner and recited the Youth Leader's Pledge. Youth were engaged throughout the presentations and activities, and various prizes/gifts were distributed through both presenter questions and random giveaways. Prizes/gifts included monetary gift cards, sports equipment, hoodies, headphones, JMU football tickets, Massanutten Water Park tickets, and other valued items.



INFO RESOURCE TABLES



Other local organizations were there as well, providing information on the resources they provide to the community. In attendance were: The Boys and Girls Club of Harrisonburg & Rockingham County, United Way of Harrisonburg and Rockingham County, Futuro Latino, Faces 4 Change/Youth Popular Culture Institute, Inc., Harrisonburg-Rockingham Community Service Board, Molina Healthcare, and the Harrisonburg Redevelopment and Housing Authority.



SPONSORSHIPS AND COLLABORATORS

The Youth Summit production was supported by numerous sponsors and collaborators. Sponsors donated prizes, food, and money to the Summit, while collaborators supported the Summit with their time, energy, and effort. The Sponsorship Subcommittee secured many of the listed sponsors.

SPONSORS



COLLABORATORS



WE THANK YOU FOR YOUR CONTINUED SUPPORT OF OUR PROGRAMS

SUMMIT DEBRIEF

In the weeks following the Summit, the Planning Team met to debrief about the challenges and successes of the Youth Summit implementation and to form recommendations for implementation of future Youth Leadership Summits. The Team also reached out for feedback from community stakeholders that attended the Summit. Debriefing topics included recruitment, programming, food, media, prizes and sponsorships, planning and preparation, and other important topics.

Identified challenges with Summit implementation included adhering to the program's schedule, poor Wi-Fi connection, and not having planning meeting dates set far enough in advance.

Successes with Summit implementation included the reach of social media posts and other marketing efforts, the impact of the various programming topics, the food, the variety of committed sponsors, and the positive media coverage the Summit received.

The 2023 Youth Summit Planning Committee developed the following recommendations for future Youth Summit implementation:

1. Hold the event earlier in the year, potentially in April or May, to avoid conflicts with HHS graduation or other school-related events.
2. Continue to use a variety of marketing tactics with an even larger focus on guerilla marketing.
3. Have more variety in the programming activities. Focus more on hands-on activities rather than presentations and speakers.
4. Conduct a run-through of the Summit a day in advance to identify any areas that need correction before the day of implementation.
5. Have a visible prize list for youth attendees to see what is available.
6. Set reoccurring planning meetings well in advance of the meeting dates.
7. Determine the 2024 Summit date as early as possible.

Overall, the Youth Summit goals and objectives were met to the extent expected and hoped for. We look forward to improving our efforts so that next year's Summit is even more impactful.

APPENDIX - STUDENTS



Students in Attendance:

1. Xander Johnson-Blue
2. Xavier Banks
3. Edward Matos
4. Hiabu Gebrelibanos
5. Malachi Dycus
6. Semaj Dycus
7. Maickell Rosa
8. Quincy Jones
9. Genesis Guivas
10. Giselle Cano Torres
11. Kirsten Kenyon
12. Alix Mungwaba
13. Lionel Mukoma
14. Xavier Perry
15. Santana Perry
16. Abdelnasir Suleimen
17. Makhi Carter
18. Yaretzi Yatziri Baltazar Calixto

APPENDIX - PROGRAM

Harrisonburg Youth Leadership Summit

Youth Working 4 Positive Change

Lucy F. Simms Continuing Education Center
Saturday, June 10, 2023 - 11am til 3pm



10:30am-1:00pm

Waffles & Juice Mingle
"Loteria" & "Pic Collage"

Greetings - Naomi Pencle

Welcome
Imani Banks, Chrissy Donald,
Kathryn Kidd

"MO-TIVATIONAL Warm Up"
Mo Bowler

"Walk the Walk: Lead the Talk"
Chrissy Donald

"Bloom Not Blight" Messaging
with Technology
Victoria Riddle

Lizzo & J. Balvin
"Special" & "Positivo"
Christine Spilman

"Teen Team Time" (TTT) - Lunch
Leadership Photo & Signing of
Leadership Banner

1:00pm-3:00pm

JMU KINETIX Breakdance Crew
Video Highlights

"Vaping: Don't Hold Your Breath"
Collin Carpenter

"The 7 Habits of Highly
Effective Teens"
Nate Riddle

Habit 2: "Begin with the End in Mind"
Joshua Garrido

"Youth Leader's Pledge"
Akiel Baker

"Law Enforcement is
Everyone's Friend"
Captain Jason Kidd

"You Earned It - What's In Your Bag?"
Danielle Winkworth

Sponsors and Collaborators
Victoria Kidd

Concluding Remarks
P. Thandi Hicks Harper, PhD
Luke Morgan

Distribution of Gift Cards & Prizes

APPENDIX - PROGRAM

THANK YOU 2 HARRISONBURG MIDDLE & HIGH SCHOOL STUDENT LEADERS

Harrisonburg Youth Leadership Summit

Logo Design:

Dennis Duarte - 2023 Graduate,
Harrisonburg High School

Summit Planning Team:

Mo Bowler - HRCSB
Collin Carpenter- Boys and Girls Clubs
Onesimo Baltazar Corona - Sentara
Hospital
Chrissy Donald - YPCI & Faces 4 Change
DFC/CARA
Justin Garrido - Futuro Latino DFC
P. Thandi Hicks Harper - YPCI & Faces 4
Change DFC/CARA
Luke Morgan - YPCI & Faces 4 Change
DFC/CARA
Jonny Morris - HRCSB
Yolande Ndjomgoue - JMU & Faces 4
Change DFC/CARA
Victoria Riddle - YPCI & Faces 4 Change
DFC/CARA
Christine Spilman - Harrisonburg High
School
Danielle Winkworth - HRCSB

Youth Popular Culture Institute, Inc - Faces 4 Change Harrisonburg Drug Free Communities & Comprehensive Addiction Recovery Act Executive Team:

Jennifer Hicks-Wilson, BS - Coalition Chair/Business Official
P. Thandi Hicks Harper, PhD - Project Director/Principal Investigator
Victoria Riddle, BS - Digital Media and Marketing Coordinator
Luke Morgan, MPA - Executive Assistant/Project Coordinator
Chrissy Donald, M.S.Ed. - Special Events Coordinator
Yolande Ndjomgoue, BA - Youth Coordinator
Naomi Pencle- JMU Intern

Volunteers:

Nate Riddle
Emily Davis
Jordan Phipps
Akiel Baker

Sponsors & Collaborators:

A Bowl of Good
Appeal Production
Boys and Girls Clubs of Harrisonburg
and Rockingham County
Capitol Waffle Shop
Costco
Futuro Latino DFC
Glendoor Farms
Harrisonburg-Rockingham County
Community Service Board
Harrisonburg-Rockingham County
Parks & Recreation
James Madison University
Massanutten Water Park
Molina HealthCare
On The Road Collaborative
Open Doors Shelter & Support
The City of Harrisonburg
The Centers for Disease Control and
Prevention
Youth Popular Culture Institute, Inc.



faces4change.org