

Youth Revolution in Brandon

Project Target Risk Factors:

Healthy Eating	Physical Activity
Tobacco Reduction	Mental Wellbeing

Target Population:

Teens and young adults

Project Lead:

Lili Jardine - Coordinator of the Brandon Community Drug and Alcohol Coalition

Community: Brandon

RHA: Brandon

Project Partners:

There are many partners from many sectors - education, health and social services, law enforcement, business and community organizations. [The Brandon Community Drug and Alcohol Education Coalition members](#) and [many sponsors](#) are listed online.

Project Details:

A multiple event and ongoing project

Description:

In 2004 seventeen organizations created the Brandon Community Drug and Alcohol Education Coalition in order to promote healthy life choices, minimize the use of drugs and alcohol among youth and mobilize the community. In 2009 this Coalition received a three-year grant to start the project. A coordinator was hired. In 2010 the coordinator began planning to create a youth group that could develop relevant and engaging programs for youth. The plan was presented to the school principals and trustees in the Brandon School Division. A website with resources and information about the 'Youth Revolution' (Y-R) was launched in June 2010. In September 2010 the Y-R was promoted at the Grade 9 Orientation Day. The coordinator met with the counselors and Y-R coordinators to introduce this initiative and see if there were any schools interested to start a Y-R group in their own school. In October 2010 the Y-R was launched with a Forum: The Start of the Youth Revolution. During the forum a motivational speaker talked about healthy life choices and the youth discussed the issues and brainstormed solutions. Three weeks later, we had a Y-R Summit: The Change Starts with Us. During the summit, the Y-R groups brought ideas of projects or activities to implement in their own schools and/or the community. At the beginning of December, we had a Thank-You Breakfast with the Y-R coordinators to thank them for their hard work. In February 2011, we had another Y-R Summit: Leaders of Positive Change where the students shared their accomplishments, project updates and re-energized. At the end of May, we had the Y-R Ceremony, where all the Y-R received their certificates of accomplishments, the sponsors were acknowledged and we shared the project summary with the community. At the end of June 2011, we had 15 schools with 162 members who had implemented 62 projects. For additional information about the services that the Youth Revolution provides, please visit <http://daeducation.wordpress.com/y-revolution/>

Time:

Y-R started in October 2010 and is ongoing. The Health Canada funding which will end in June 2012 supports the project and the coordinator's time.

Objectives:

- To increase awareness and understanding of healthy lifestyle choices among youth
- To increase awareness and understanding of illicit drug use among youth and its consequences
- To improve the youths' knowledge and level of skills to avoid illicit drugs and risky behaviour
- To empower youth to address community issues
- To be part of the change and mentor more youth while they are becoming community leaders
- To develop positive relationships while generating solutions that will engage more youth

Planning Supports:

The results of an Addictions Foundation of Manitoba survey done in 2008 supported the plan to address youth needs related to drugs and alcohol.

The youth provide the ideas for school and community projects that will engage more youth and address their needs.

Y-R works with the youth and other organizations with similar objectives. Y-R networks with all the coalition partners to generate additional solutions and plans of action.

Results:

In 2010, the stats published in the Brandon Sun stated that drugs, alcohol and violence were the 2nd largest issue. In 2012, the stats published in the Brandon Sun stated that drugs, alcohol and violence were not one of the top 4 issues in the community.

The numbers of members, participating schools and projects are indications of success. By February 2012 there are over 250 members in 18 schools who have implemented over 135 projects. The number of partners/sponsors is up to 60.

The Y-R members and/or the project participants evaluate every project. Every event is evaluated at the end with an exit survey. There is an environmental survey that is being done in 5 schools and we will be using the information in this survey about drugs and alcohol in our report. We are also using the opinions of the Youth Revolution members and their family members. The perception of the community about the Y-R is influenced as more students are getting involved in extra curricular activities.

What worked:

- Having the ideas come from the youth and empowering the youth to come up with solutions
- It's not the talking about drugs that engages them, it's being part of something revolutionary and being part of the change
- Promoting healthy life choices
- Volunteering and leading projects and getting involved with what is going on in the community
- Developing stronger relationships, working together
- Celebrating the accomplishments
- Healthy Brandon is a partner organization and has collaborated on youth initiatives with the Youth Revolution; Lili Jardine, Y-R Coordinator is also the co-chair of Healthy Brandon

What didn't work and any changes made:

- Some projects were too time consuming
- Working on big projects, it's hard to keep them engaged
- Not having enough time to support everyone
- Having a coordinator that is just part time

Unexpected Outcomes:

It's about - the community we create, the relationships, getting together and working on something that we all believe in, being part of the process, going as individuals, feeling more

confident, feeling a sense of reward and accomplishment. It's about how youth feel about themselves and everyone having a voice.

Other notes:

The [website](#) has a lot of resources and media coverage.

Volunteers:

18 Youth Revolution coordinators
230 students from the Brandon School Division
17 partners

Facilities:

Schools, hotels, churches, University, different locations in the community (old folks homes, hospitals, camps, etc)

Equipment:

Computer, LCD projector, speakers, microphones, scanners, printer, photocopy, stereo, sound system, screen for the LCD

Other:

Youth Revolution and sponsors' banners, stationary items, T-shirt for Y-R members

Total Costs:

The overall project costs about \$40,000/year. The donation from Healthy Brandon / Healthy Together Now funding was: \$7450.

Materials developed for your program:

1. [Brochure](#)
2. [Press releases](#)
3. [Y-R Project templates](#)
4. [Video about the Y-Revolution](#)
[Videos of projects](#)
[Video of the big events](#)

Contact Information:

Community: Brandon

Region: Brandon

Contact person: Lili Jardine

Email address: jardine.lili@brandonsd.mb.ca

An alternate contact or for more information on other Healthy Together Now programs in this area please contact Vanessa Hamilton at hamiltonv@brandonrha.mb.ca