



Runaway and Homeless Youth Training & Technical Assistance Center

2021 Runaway and Homeless Youth Grantee Regional Training - Midwest

Attractive Impact: Outreach & Engagement Strategies to Captivate, Draw, and Involve Youth

Welcome Presenters!



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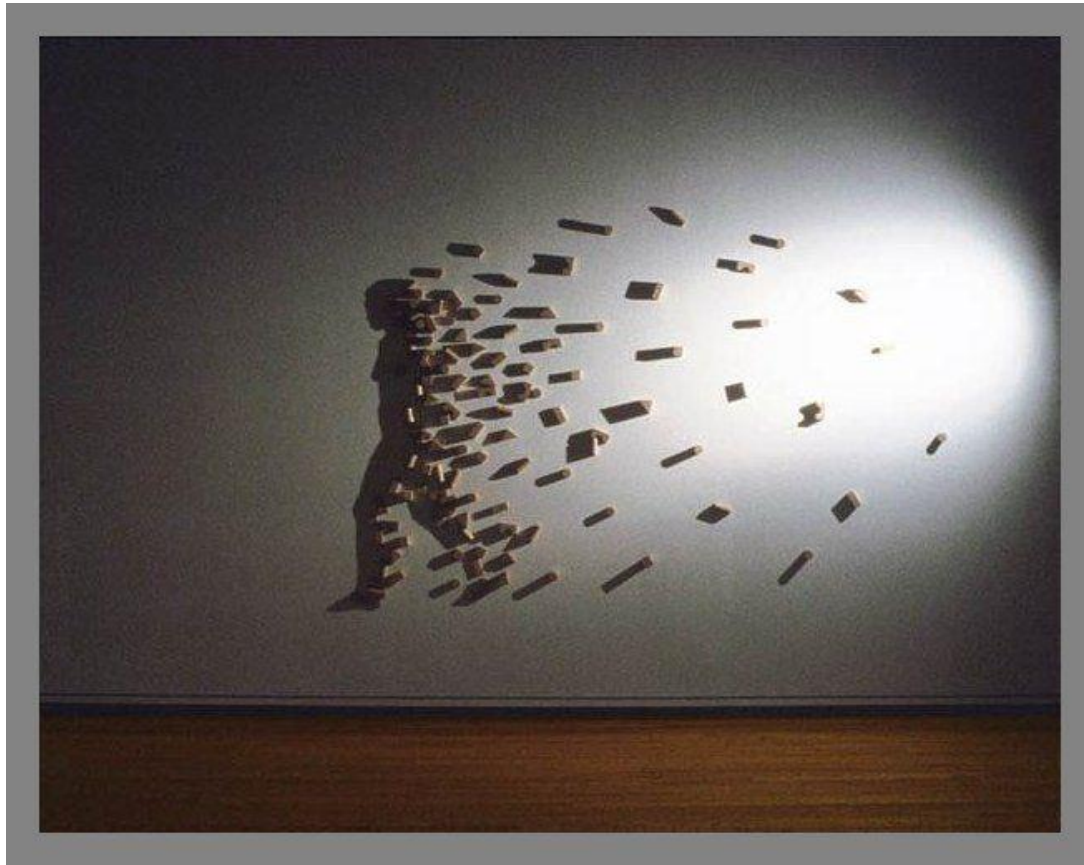
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Layers of Engagement



There are two types of engagement:
fundamental and *service* engagement

- ❑ *Fundamental* Engagement is the “...act of intentionally pursuing an authentic connection with another person.”
- ❑ *Service* Engagement is youth accepting services or resources provided.

Used with permission from Risa Rehmert
[The Necessity of Authentic Engagement](#),

Authentic Connection

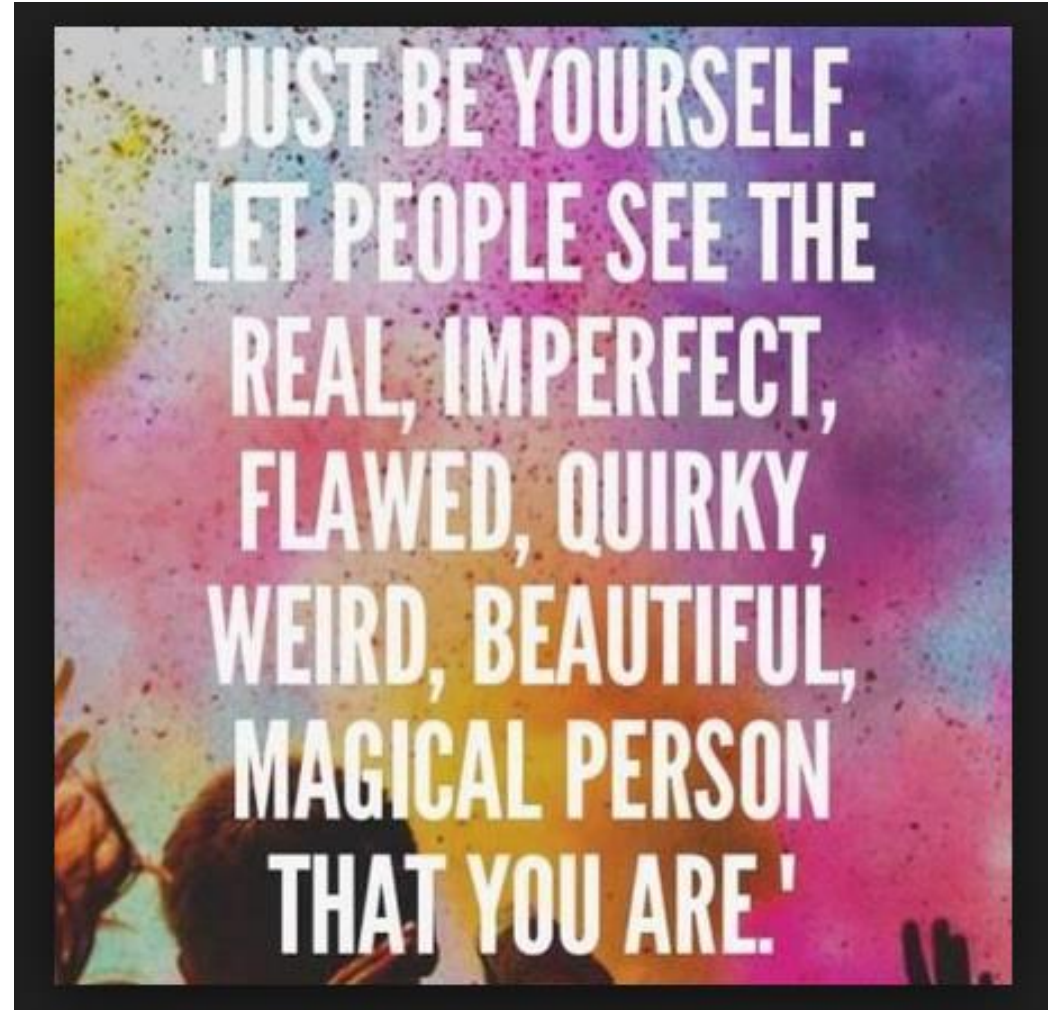
- ❑ In order for youth to utilize the array of services they must ***first*** be engaged through authentic connection. Authentic connection cannot be obtained by strictly providing services. Here is why...
 - ❑ “The trauma of homelessness, even short term, can have a major effect on a youth’s future development.”
 - ❑ Impacts of trauma include detachment, anxiety, fearfulness, loss of identity, **loss of trust**, etc.
 - ❑ Rapport must be established before youth feel comfortable enough to **actively** engage service.
 - ❑ Authentic connection is how the rapport is built.

Quote sourced from [Substance Abuse and Mental Health Service Administration](#)

Connect; Don't Pitch

What an Authentic You has to offer:

- ☐ Consistency
- ☐ Relatability
- ☐ Transparency
- ☐ Flexibility
- ☐ Impact (Value)
- ☐ Change





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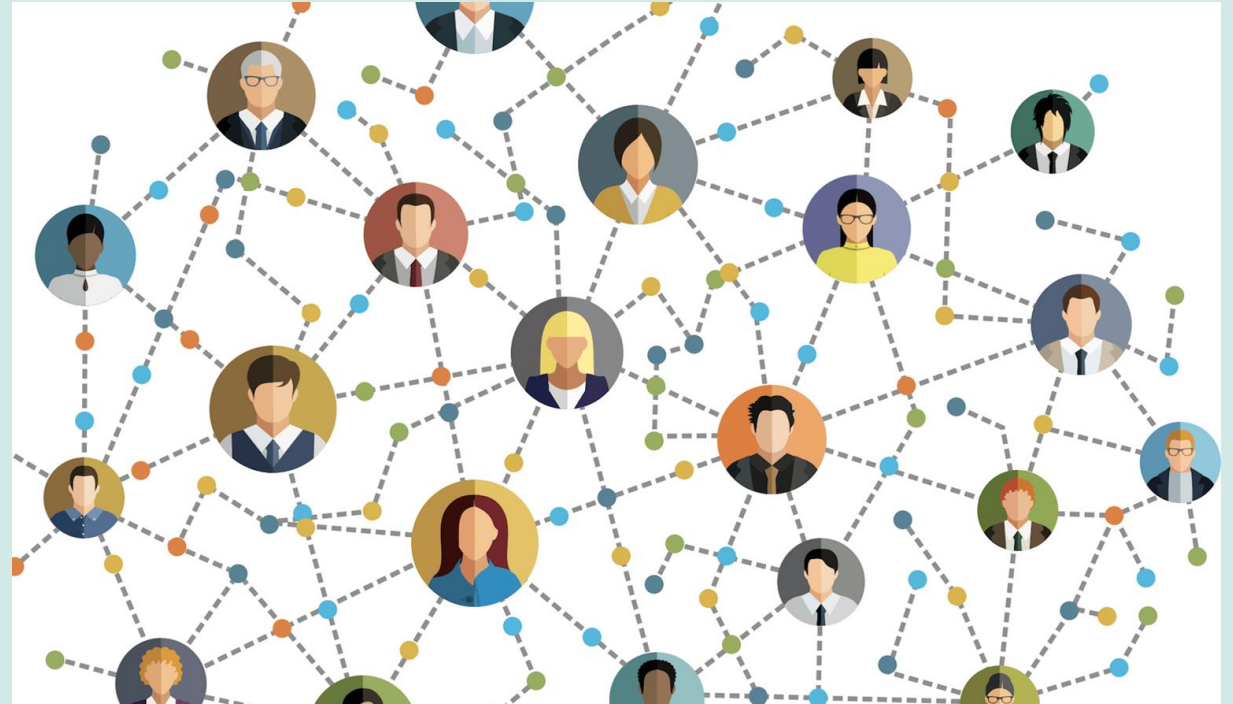
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Activate Your Community

- ❑ Community has untapped engagement potential.
- ❑ Allies in the work are:
 - ❑ Businesses
 - ❑ Religious and cultural centers
 - ❑ Event managers
 - ❑ Community Watch
 - ❑ Teachers/ Students
 - ❑ Youth alumni
- ❑ Benefits to going beyond the Continuum of Care (CoC)
 - ❑ Community building
 - ❑ Greater span of outreach than what resources may allow
 - ❑ Prevention



Make it Fun & Possible

The Event Guide

- ❑ Hold consistent events
 - ❑ Create a variety
 - ❑ Examples: movie night, slam, open mic, game night, sports tournament, trivia, etc...
- ❑ Hold events related to specific holidays or awareness campaigns
 - ❑ *Foreshadowing*



Maximizing Success

- ❑ Events hosted should at time take place outside of expected hours of operation; include weekends, and night hours.
- ❑ Events should have youth interest in mind.
 - ❑ This is an opportunity to create authentic engagement.
 - ❑ Consider youth led or organized events.
 - ❑ Justly compensate youth for their time.
- ❑ Per pandemic rules:
 - ❑ Virtual attendance is possible.
 - ❑ Social distanced and ideally held outside.
 - ❑ Plan B in place that accounts for safety.
- ❑ Be discoverable through social media.
 - ❑ Consider building youth leadership by allowing them to maintain the page(s).
 - ❑ Justly compensate youth for their time.
 - ❑ Make events discoverable: Add location, tag people/organizations, using the #.



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Diversify for Success!



- ❑ Diversify your success.
 - ❑ Community statistics on diversity should mirror program statistics on diversity.
 - ❑ The exception is if program statistics show a higher number of services for BIPOC and LGBTQ+ youth since these communities are disproportionately represented in the homeless population.
 - ❑ Recording statistics is a form of accountability.
- ❑ Become informed and provide resources accordingly.
 - ❑ Services and supplies should always be accessible and usable for BIPOC and LGBTQ+ youth.

Defining Outreach - Leading Today

- Leading outreach teams looks vastly different from community to community but must include these fundamental elements: (FINDS)
- Meeting people where they are (Find People)
- “Keyed in” staff (Initiate Hard Conversations)
- Consistency (New Ideas-Same Standards)
- Collaboration (Deal with Others)
- Social Engagement Opportunities *COVID (Social Hours)

Community Outreach/Engagement Must Include:



Trust
Relationships
Transparency
Consistency

Do what you say and find others to say what you mean.



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Leadership Supports Include:

❑ Providing Support & Guidance to Outreach Teams is instrumental to success.



1. Transparency
2. Trust
3. Consistency
4. Relationships
5. Connection



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Core Principles of a Trauma-Informed Approach



Safety

Throughout the organization, patients and staff feel physically and psychologically safe



Trustworthiness & Transparency

Decisions are made with transparency, and with the goal of building and maintaining trust



Peer Support

Individuals with shared experiences are integrated into the organization and viewed as integral to service delivery



Collaboration

Power differences — between staff and clients and among staff — are leveled to support shared decision-making



Empowerment

Patient and staff strengths are recognized, built on, and validated — this includes a belief in resilience and the ability to heal from trauma



Humility & Responsiveness

Biases and stereotypes and historical trauma are recognized and addressed

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Source: Adapted from the Substance Abuse and Mental Health Services Administration's "[Guiding Principles of Trauma-Informed Care](#)."

[TraumaInformedCare.chcs.org](https://traumainformedcare.chcs.org)



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Outreach Includes:

- Street Outreach
- Social Media
- “Office Hours”
- Community Education
- Home “reach”
- Engagement with community partners

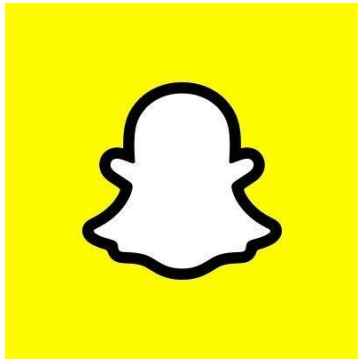


How does outreach look in urban communities versus rural communities?



Virtual Support/Outreach

Using culturally responsive, stigma-aware, youth-centered outreach & engagement requires having an online presence.



Outreach Teams

Wear Identifying Gear	Ask Permission	Selective Grouping
Match Personalities	Learn Rules of Encampment	Collaborate
Build on Data	Consistency	Youth Voice
Reputation Matters	Relate Informally	Letting Them Lead

Resources

- [Engaging Young People in a Virtual World](#)
- [Youth Era: Virtual Support](#)
- [Strategies for Building Client Engagement - Tip Sheet](#)
- [Core Components of Street Outreach - USICH](#)
- [Ending Youth Homelessness Guidebook Series: Promising Program Models](#)
- [The Necessity of Authentic Engagement: 5 Ways to Build Connections with Youth Facing Adversity](#)



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Questions?



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