



# Engaging Millennials & Prevention Education “In Reach” Strategies

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# Objectives

1. Learn what Millennials and Post-Millennials are looking for in social programs.
2. Learn alternatives to delivering our content to reach more of our intended audience.
3. Learn about free phone apps and online programs that will increase engagement with this group.



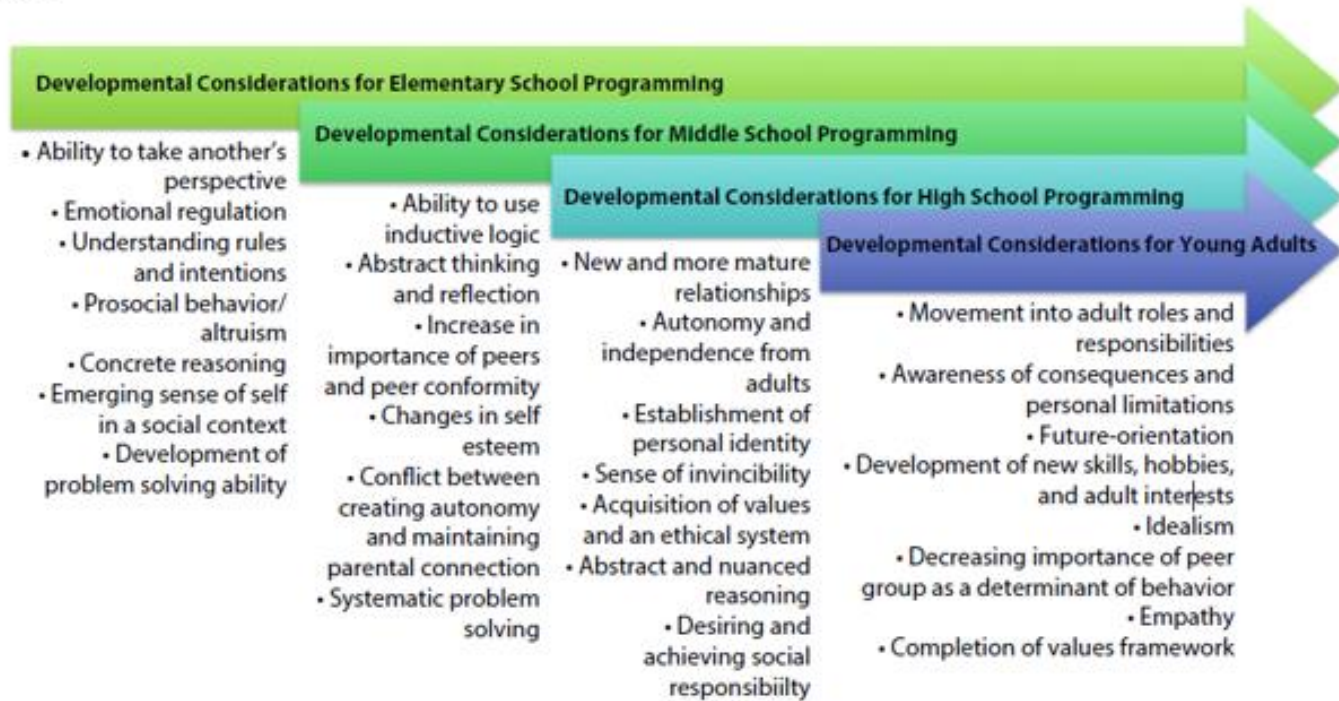
# Your

• My

• Ne

• CS

Figure 5



(Dereli, 2009; Dunn, 1994; Sullivan, Zaitchik, & Tager-Flusberg, 1994; Turiel, 1983; Marcus, 1986; Zahn-Waxler & Radke-Yarrow, 1982; Tan-Nam et al., 1998; Fischer & Rose, 1994; Chen, 1997; Jessor, 1992)

... police while 1978 had one known to conceal, police, or medical authorities.

own to

# Prevention Educators

- How many of you are implementing youth violence prevention programs?
- How many of you have challenges?
- What are your challenges?





Forget the schools exist.

# New Setting

- In-House
- Training Room
- Community Center
- Library
- Online



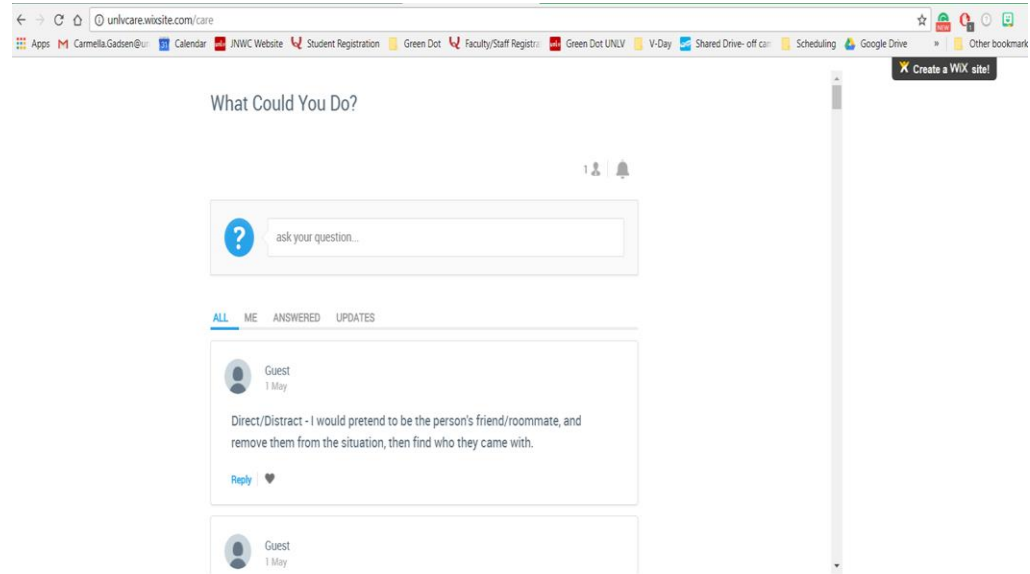
# Livestreaming

- Example: Teach-In
- Apps
  - [Facebook](#)
  - [Instagram](#)
  - [Periscope](#) (Twitter)
- Materials
  - Phone/Tablet
  - Tripod/Stable surface



# Interaction

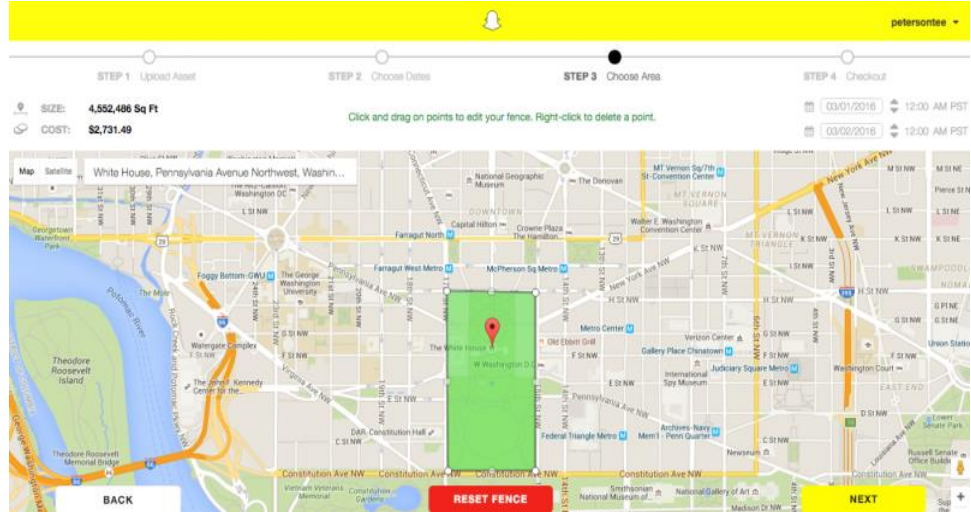
- Comments on live feed (FB, IG, and Periscope)
- Data Collection
  - [Qualtrics](#)
  - [SurveyMonkey](#)
- **Anonymous responses**
  - CARE Advocates example
    - [tinyurl.com/unlvcare1](https://tinyurl.com/unlvcare1)
    - [WIX.com](#)





# Marketing

- Flyers @ [Canva.com](https://www.canva.com)
- Press Release to TV & Radio
- Facebook
  - Event page
  - Sponsored Ads
- Snapchat
  - [Geofilter](#)
  - \$5/20,000 square feet
  - \*Place it on school
- [Tinyurl](#)



## An example

Turn this URL:

```
http://www.amazon.com/Kindle-Wireless-Reading-Display-Globally/dp/B003FSUDM4/ref=amb_link_353259562_2?pf_rd_m=ATVPDKIK_X0DER&pf_rd_s=center-10&pf_rd_r=11EYKTN682A79T370AM3&pf_rd_t=201&pf_rd_p=1270985982&pf_rd_i=B002Y27P3M
```

into this TinyURL:

<http://tinyurl.com/KindleWireless>

Which one would you rather cut and paste into your browser? That's the power of TinyURL!

# Millennials and Post-Millennials

- Millennials 1980-1995
- Stereotypes?



# Millennial Organizing

- Milkman, Ruth. 2017. "A New Political Generation: Millennials and the Post-2008 Wave of Protest." *American Sociological Review* 2017, Vol. 82(1) 1–31

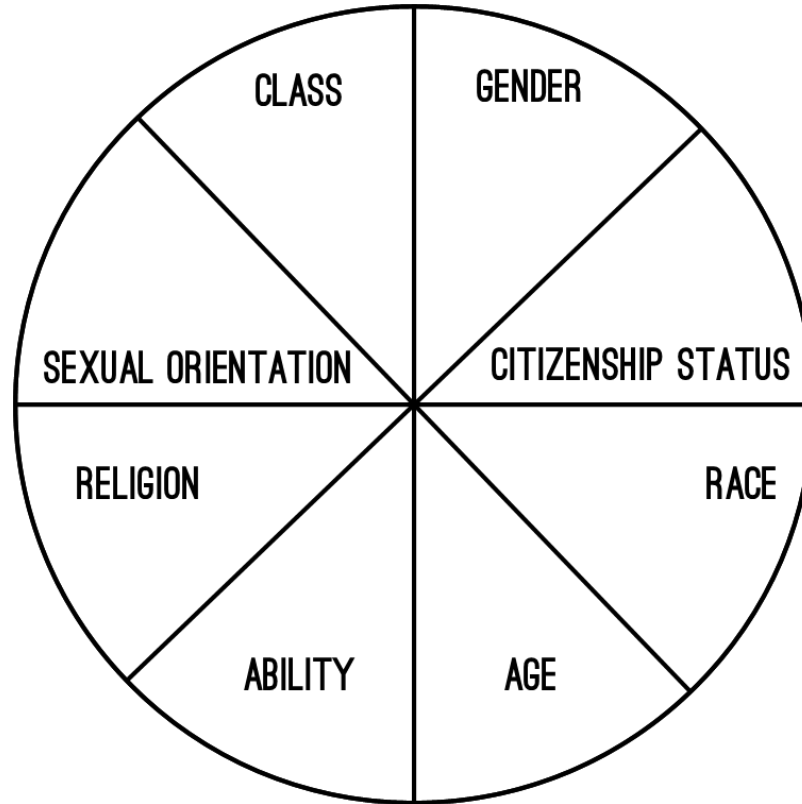


# Intersectionality





# Activity: Social Identity Wheel



# What youth are our programs *really* for?

- “Is this solution disrupting patriarchy and racism? If not, it’s not a solution.”  
-Author Unknown
- Good programs are accessible and inclusive
- Millennials and Post-Millennials are looking for programs that are intersectional
- They WILL at some point lose interest in a program that is not
- Diverse solutions are better. longer-



# Ideas for addressing...

- **Classism**

- a biased or discriminatory attitude based on distinctions made between social or economic classes.
- Do you have food at your programs?
- Is there an online module that doesn't require transportation?
- Are you using accessible language?
- Do you have just as much traditional marketing as you do digital?
- **Can someone living in poverty**

- **Sexism & Cissexism**

- prejudice, stereotyping, or discrimination, typically against women, on the basis of sex.
- prejudice or discrimination against transgender people.
- Is this hetero- and cis-normative?
- Are you including men, trans people, and gender nonconforming youth in your data, pictures, and examples?
- **Am I departing from the traditional and wrong notion that victims are cisgender**



# Ideas for addressing...

- **Nativism**

- the policy of protecting the interests of native-born or established inhabitants against those of immigrants.
- (Anti-Immigrant sentiment)
- Is it accessible to immigrants, both documented and undocumented?
- Do your examples include and reflect immigrant experiences?
- Do you assume law enforcement is an option for bystanders/victims?

- **Racism**

- prejudice, discrimination, or antagonism directed against someone of a different race based on the belief that one's own race is superior.
- Do you use pictures with People of Color, and **not** as the perpetrator?
  - Diverse stock photos  
<http://leanin.org/getty/>
- Are you using multicultural names?
- **Are you including people of color in your data, pictures, and examples?**

# Ideas for addressing...

- Ageism

- prejudice or discrimination on the basis of a person's age.

- 6 Ways to Connect With an Older Person and Prevent Ageism

- Avoid ageist comments and jokes.
- Maintain regular contact with older people in your life.
- Speak up and put a stop to ageism and elder abuse.
- Wear purple on June 15th - World Elder Abuse Awareness Day

- Ableism

- discrimination in favor of able-bodied people.

- + neurotypical discrimination

- Do you have transcripts available of your program?
- If you have videos, are they captioned?
- **Do your examples, data, and pictures include people with physical and mental disabilities?**

# Ideas for addressing...

- Religious Discrimination

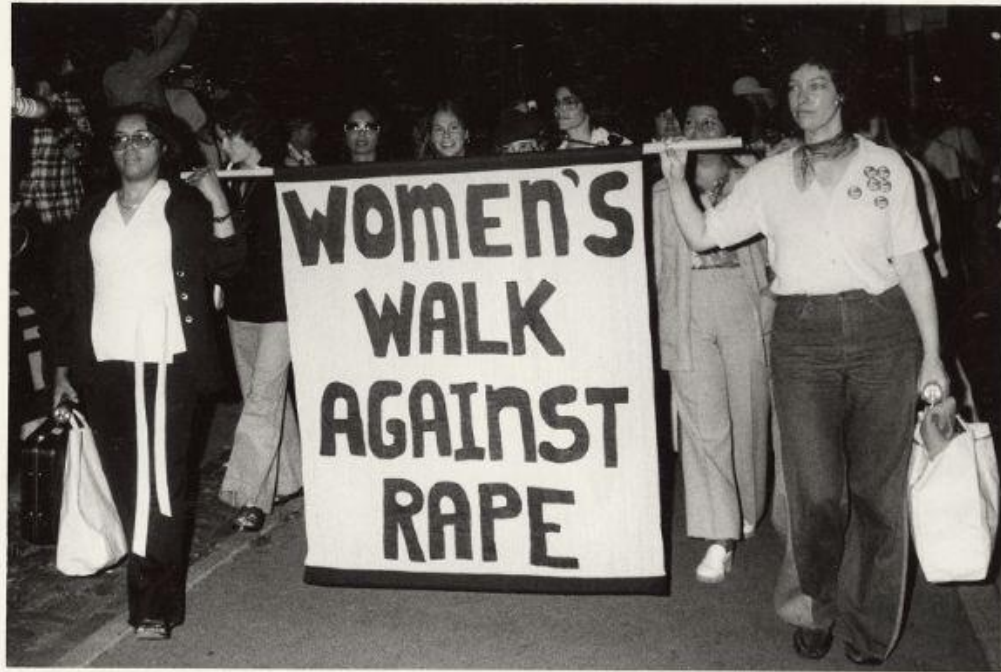
- Religious discrimination involves treating a person (an applicant or employee) unfavorably because of his or her religious beliefs.
- Are you mindful of what religious holidays are falling on the same day as your program?
- Are you having your program in a place of worship? If so, who is comfortable being there?
- **Do your examples, data, and pictures include people of different or no faiths?**

- Heterosexism

- a system of attitudes, bias, and discrimination in favor of opposite-sex sexuality and relationships. It can include the presumption that other people are heterosexual or that opposite-sex attractions and relationships are the only norm and therefore superior.
- **Do your examples, data, and pictures include Lesbian, Gay, Bisexual, Asexual, and/or Queer people?**

# DIY

1. Where will your program and where will you livestream it?
2. Pick three ways to market to youth.
3. Will you collect data? If so, how?
4. How will you make your program inclusive?
5. Who you will recruit for your team to make this program happen?
6. When will you roll this program out?



Harvard University, Schlesinger Library on the History of Women in America, 96-M117-C1-1-7

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