Engaging Youth: Outreach with Greater Impact

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Overview

- Why target youth?
- Challenges
  - Different Communities
  - Urban/Suburban/Rural
- Ways to Engage
  - What do you want?
Why Target Youth?

- They’re smart and insightful (know more than us at their age)
- Concerned about their future and world
- Eager to make a difference in their community
- Action oriented
- Formative years – teens transitioning to adults
Challenges

- Teachers
- Time
- Curriculum
- Student Participation
- Money
- Advocates
Overcoming the Challenges

- Provide Teachers with Resources
- Apply programs to curriculum standards
- Use Project-based learning
- Create with youth-focused medium
- Build relationships
Teachers

- Help find resources – fill needs
- Recruit professionals & knowledgeable persons to assist
- Provide train-the-teacher workshops
Curriculum Standards

- Match to curriculum standards/requirements
- Make it easy to justify spending
- Tie to youth programs in your community
Project-based Learning

- Youth programs – Scouts, 4-H, FFA
- Use youth medium – smart phones, video, visual arts, music
Build Relationships

- Find interested teachers, principals
- Help them along with resources – everything we are talking about today
Resources

- Grants – stormwater fees
- In-kind Services – training, volunteers
- Match-maker – professionals, organizations, community leaders
- Cultivate outside resources
  - MWEA/KWEA, University Extension/4-H, Scouts, non-profits, university/community college
- Missouri resources
  - MO Stream Team, Master Naturalists, MDC technical assistance & grants
Ways to Engage

- Storm Drain Inlet Stenciling
- Water Quality Testing
- Neighborhood Clean-ups
- Community Programs
- Video & Poster Contest
Storm Drain Inlet Stenciling

- Urban to rural communities
- Project-based learning
- Community Impact
- Budget friendly
Water Quality Testing

- Project-based learning
- Curriculum Standards
- Urban to rural communities
- Builds relationships
Neighborhood Cleanups

- Urban to rural communities
- Active learning
- Community Impact
- Builds relationships
- Budget friendly
Community Grant Programs

- Urban to Rural
- Large budgets to shoe-string
- Community grants + partnerships
Rain Gardens

- Project-based learning
- Active participation
- Community impact
Rain Barrels

- New skills
- Discovery process
- Learning
- Community grants + partnerships
Festivals and Fairs

- Urban to Rural
- Curriculum standards
- Large budgets to shoe-string budget
- Community grants + partnerships

Friends of the Kaw internship program
St. Joseph Waterpalooza fair
Career Fair

- Urban to rural communities
- Budget friendly
- Community relationships
Video & Poster PSA Contest

- Youth-focused medium
- Project-based learning
- Curriculum standards
- Urban to rural communities
- Budget friendly
**CHANGE THE FUTURE**

- Stormwater Runoff! (Definition: When pollutants are released to the ground and make their way down into groundwater.)
  - You can get cancer.
  - This is important because it can mess up populations of fish and other species.
  - Stormwater runoff is an important natural resource for our community.
  - Much of the population in our streams and lakes depends on clean water.
  - Groundwater is one of our most important sources of water for drinking, irrigation, and industry.

**DON'T THROW TRASH INTO THE WATER**

In developing countries, 70 percent of industrial wastes are dumped untreated into waters, polluting the usable water supply.

By: Adriana, Karia, Leslie
Middle School VIDEO WINNER

Number One, Number One
Questions

Photos: Shockey Consulting, Friends of the Kaw, Unified Government, Carla & David Dods