

# Managing a Virtual Youth Advisory Council: Lessons from YUP!

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2024WARD: Building Brighter Futures for Today's Youth Leaders  
June 25-27, 2024



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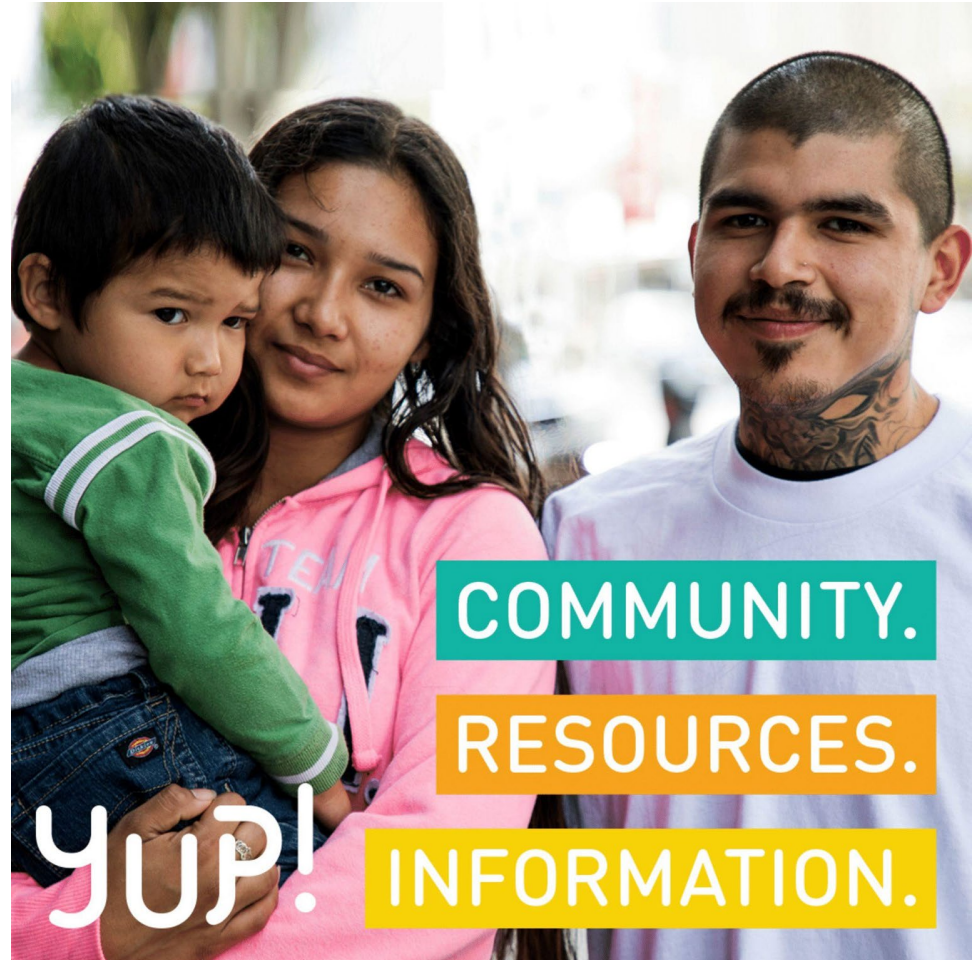
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- Policy and Research Group, #90AP2692-01-00

## After viewing this presentation, participants will be able to:

- Describe the importance of engaging with youth advisory councils for youth program development
- Identify the unique benefits of and challenges with facilitating and engaging a virtual, national youth advisory council

# What is YUP!?

- A free, holistic mobile health website co-created with young parents to support young parents
- Videos and articles made by young parents and experts on topics ranging from self-care to finishing school to sexual health to co-parenting
- Registered users can create a profile, join discussions, and make connections with other young parents



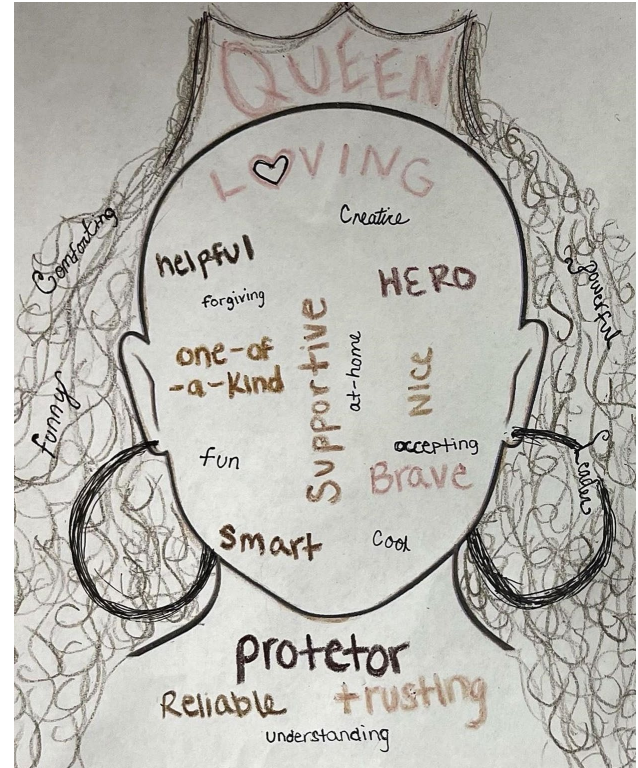


## Why use a Youth Advisory Council?

- Give young people a voice to create and implement programs
- Gather feedback and ideas from priority population
- Members can act as direct messengers for outreach efforts

# Virtual YUP! YAC (Youth Advisory Council)

- 6-8 young parents, aged 15-24
- Paid opportunity, up to 5 hours per month
- Monthly meetings on Zoom
- Assigned activities





# YAC Activities

- Social media or IRL promotion
- Content creation (articles, videos, affirmations)
- Feedback on new or existing website features
- Presentations to community organizations
- Podcast guest appearances



# Sample YUP! Affirmations and Tips

- Users opt-in to receive text or email notifications every day
- Examples:
  - “When it comes to being an amazing parent, age is just a number.”
  - “I am strong and resilient.”
  - “Tell yourself: I am thankful for the ability and chance to learn, grow and transform.”
  - “Did you know WIC offers free nutrition classes and foods for you and your baby?”
  - “Single parents, you are not alone. Start a discussion forum on YUP! to connect with other single parents.”



# Benefits of a Virtual YAC

- Allows for national recruitment, including moms and dads
- Provides flexibility, which increases retention
- Less expensive than in person



# Challenges with a Virtual YAC

- Engaging with the youngest parents (15-16) and young fathers
- Virtual engagement (Zoom exhaustion)
- Building rapport and connection among members
- Scheduling across time zones

# Lessons Learned from YUP!'s Virtual YAC

- Be flexible with on video requirements
- Think about time commitment
- Ongoing recruitment for new members due to turnover
- Use virtual engagement tools
- Pay with gift cards or electronic transfers
- Form text group for connection between meetings
- Designate lead member as liaison with program staff

**Describe your parenting style in one word.**

learning  
freestyle  
evolving  
crazy  
open  
gentle  
relaxed  
modern

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YUP!: [www.youngunitedparents.org](http://www.youngunitedparents.org)

Sentient Research: [www.sentientresearch.net](http://www.sentientresearch.net)

“ When I first found out I was going to be a dad, I thought it was the end of the world.

But then I found out it was just the beginning of a new world. ”

- Pablo, 20 years old, Los Angeles, CA  
2 sons; 4 years & 4 months