


SUSSEX COUNTY HEALTH COALITION
Youth Engagement and Serving Organization (YESO)
Committee Meeting Minutes
July 8, 2020
9:00 am to 10:15 am
Zoom – Virtual Meeting

Mission: The YESO Committee exists to positively impact and promote healthy outcomes for children/families through collaboration with key health community partners that empowers families to live healthy lifestyles.

YESO Committee Chair: Regina Sidney-Brown Co-Chair: Lindsay Hughes

YESO Dashboard:

1. Increased Graduation Rate
2. Increased Prevention Activities and Program Capacity for Middle School Students
3. Decreased High Risk Behaviors

IMPACT - Increased assets for youth between the ages of 12 -18, leading to less risky behaviors and increased college and career readiness.

23 Attendees 7 new attendees

Action Items

- Kathryn to connect Scott Michaels with Monica Shockley-Porter for Kent county links on PSA's (done)
- Kathryn to update crisis alleviation matrix and share (done)
- Kathryn to connect with Judy McCormick on crisis alleviation matrix update (done)
- Scott to share "Talk About It" Website for Kathryn to share with the group (done)

Call to Order & Introductions

Lindsay Hughes

Minutes: Approved unanimously: Barbara Antlitz motioned with a second from Mary Johnson

NEW BUSINESS

Guest Speaker

Scott Michaels

The CAUSE & Talk About It

Brief Update, will come back next meeting for further updates

Contest, youth to create 15-30 second PSA with the hashtag and website for the contest Will have further instructions

6 different pillars/categories to create messaging from

Goal is to get everybody to start creating these messages

Running contest, winners, group of them, reshot professionally with a 40K budget to go on TV throughout all 3 counties in Delaware

9 full day workshops, 3 in each county

Heavy need in Kent County still

Youth Panel – COVID – General Takeaways

Time management challenges

Socially hard, but good for quality time with family and those they live with

Social media, political, friend rifts, causing wedges in between groups and friends

Concerns over people not taking proper precautions

School is like a separate, getaway, worrying about the mental health of those who needed that escape from unpleasant home life



Exacerbating already existing mental health issues, not having a great home life or unstable/unhealthy home places
 Increase in substance use, posting about drinking, smoking weed, etc. – bragging across social media
 Need to see more mentorship-based programs
 A lot of people have potential and maybe do not come from the best family
 Pollution lessons, cleanliness – seeing some positive effects due to COVID restrictions
 More groups, when the youth comes together, more of a community and feeling of care and love
 Messaging – real life examples, how to get good or bad outcomes – consistent, quick hit messaging
 Connectivity from the people that have been through it, real life connection, their stories, recovery stories
 Prefer to read something versus watch something – quick tips over a video recording
 Social media – advocacy posts
 Infographic – addicted during quarantine, swipe to read more tips
 Find a way to appeal to them, Tik Tok, Instagram, quick hit messaging
 Entertaining way with messaging
 Adult perspective to help their peers– do not be afraid to be passionate
 Check-in with people
 Share mentors
 Stand your ground, what you believe in – don’t be afraid to stick up for yourself
 Sometimes it does mean losing friends and people, but do not be afraid to
 Reach back to those younger than you that need to hear your voice, strength and they need to know that they can make it, they can make good decisions.

Partner Updates

IMPACT virtual block party Facebook live, teens to young adults. 7pm, focusing on the transition from high school to adulthood.

Meeting adjourned at 10:18 a.m.

Attendee Matrix

	Name	Organization	Sector Served
1.	Alayajia Hurst	IMPACT	Youth panel member
2	Kathryn Burritt	SCHC	
3	Cheryl Doucette	SCHC	
4	Matt Johnston	4H	Youth panel member
5	Crystal Timmons-Bryant	SCHC	
6	Jayla Mullen	IMPACT	Youth panel member
7	Julian Santiago	American Lung Association	Youth panel member
8	Barbara Antlitz	CAMP Rehoboth	LGBTQ+ youth
9	Christina Andrews	Parent Information Center of Delaware	Children ages 0-21 w/disabilities and their families



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10	Dawn Paramore	Systems of Care	Sussex County Community Resource Specialist
11	Judy McCormick	Delaware Council on Gambling Problems	Director of Youth Prevention
12	Nikki Mowbray	Multiplying Good	Community Service
13	Karen Johnston	U of D Cooperative Extension	4-H , youth and adults
14	Natasha Mullen	Milestones Consultants	
15	Lindsay Hughes	University of DE	4H
16	Matt Coyle	American Lung Association	Nonprofits
17	Tom Harris	State of DE	Juvenile probation
18	Julia Culver	CAMP Rehoboth	Youth panel member
19	Scott Michaels	The CAUSE Talk About It	
20	Melinda Dubinski		
21	Mary Johnson		
22	Monica Shockley-Porter	Dover Behavioral Health	
23	Kyle Morris	4H	Youth panel member