YOUTH EMERGENCY READINESS AMBASSADORS

Program Overview

2020

Summer

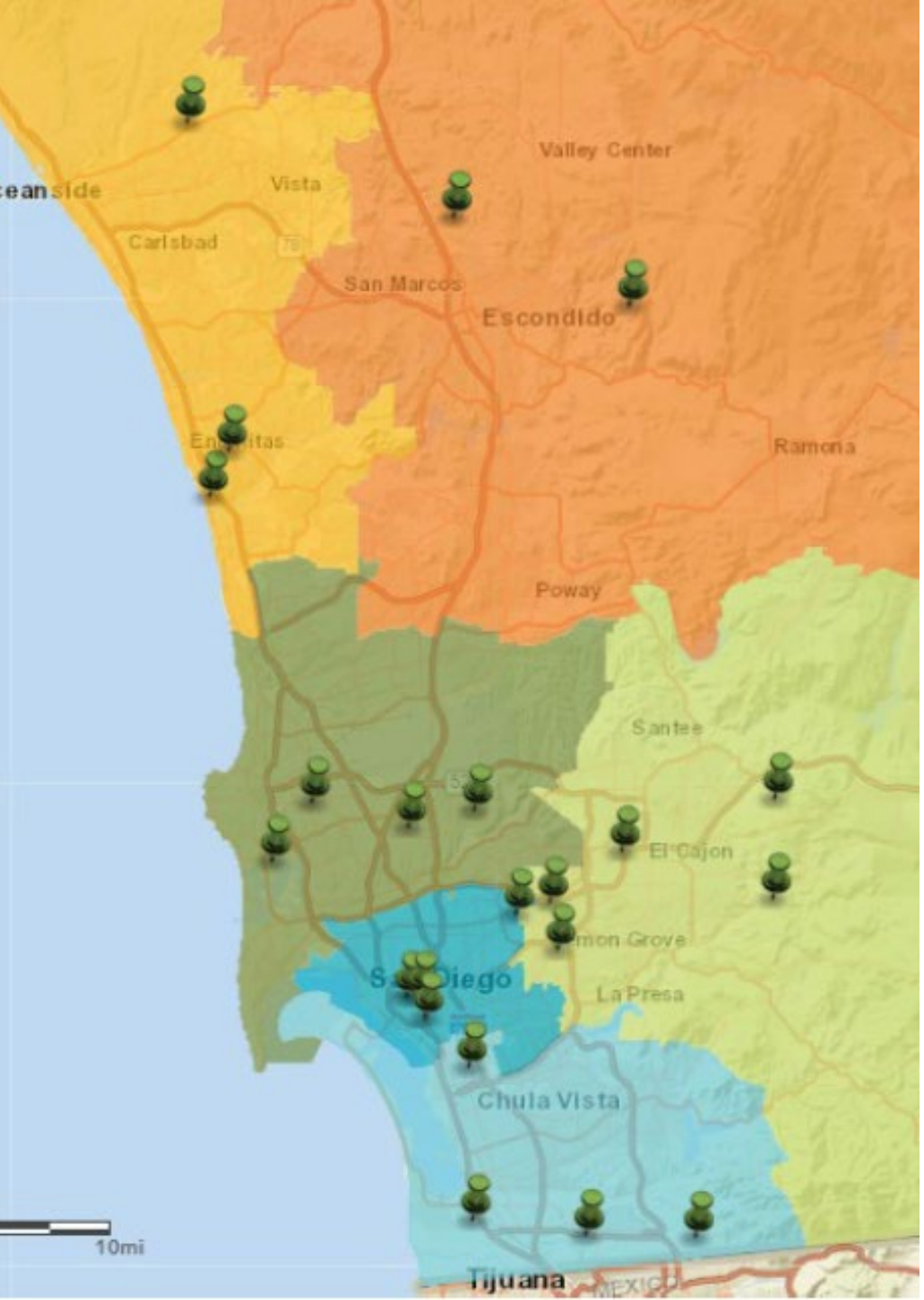
Cohort

Goals:

- Increase the number of prepared hard-to-reach youth in San Diego County through age and culturally appropriate outreach conducted by their peers.
- Educate youth ambassadors about natural and public health disasters and the social effects of these disasters on communities to help them carry out this outreach.

Funding

- Funded by the CA For All CERT & Listos Grant.
- $28,000 total budgeted.
- Each YERA receives a $1200 stipend.



Recruitment

- Organizations with youth leadership programs, particularly in underserved populations, throughout the region were asked to share the recruitment with youth leaders.
- 58 youth applied - 37 were interviewed & 24 youth were offered the position

22 youth between the ages 16-21 accepted the offer to participate in the YERA program.

George
County of San Die...
SANDRA AJJA
County Fire CER...
dan
Tara Beeston (Cou...
County of San ...
amandaperez
Jaocb Clark
kirratruesdale
Serena Jones
Montserrat Urbi...
Aisha
Ray Castillo
Bryn B (she/her)
MILENA MARINO
Mayra Duran
Marissa Williams
Arturo Bustos
Nikko Edwards, jr
Isabela Avila
Katharine Cam...
Jocelyn Carlos

Timeline

- Each YERA team worked over a period of three months to develop and carry out an outreach plan to share preparedness education to their peers within their districts.

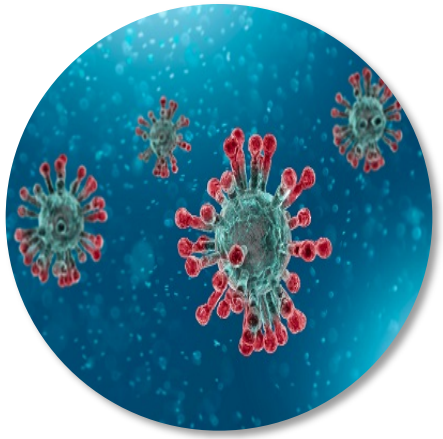
Phase 1	Phase 2	Phase 3
Youth ambassadors received education from subject matter experts and were divided into teams by region. Teams designed, planned, and developed emergency preparedness outreach and education materials.	Youth ambassador teams completed six separate deliverables or outreach events over six weeks to reach their hard-to-reach peers.	Youth ambassador teams developed an after-action report upon completing their outreach to measure their reach and engagement.

Topics Covered:

OES General Preparedness

Wildfire Preparedness

CERT Information



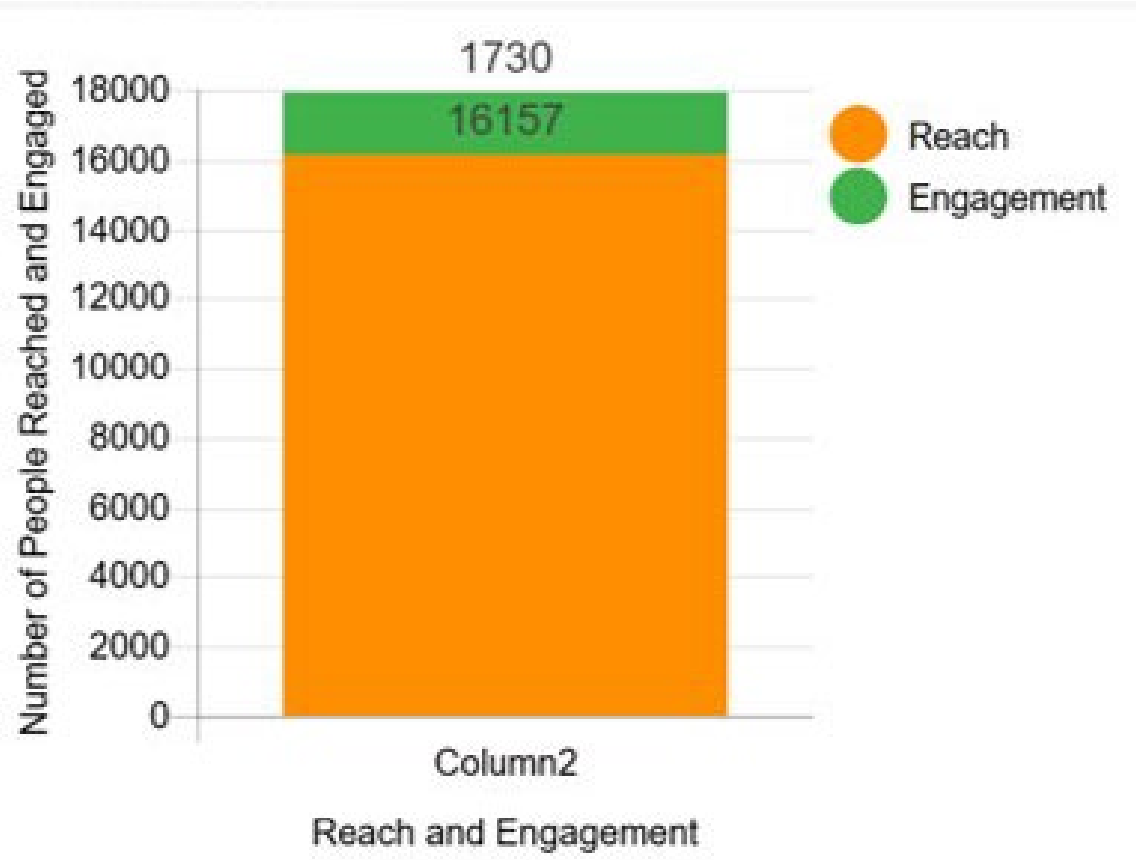
COVID-19 Information

Child Welfare Services

Results

Materials were distributed to youth in the following ways:

- Instagram (stories, posts, TV)
- TikTok
- Youtube
- Paper flyers
- Zoom and Teams Webinars
- Emails to local partners
- Banners
- Face masks



YERA outreach reached over 18,000 people

YOUTH EMERGENCY READINESS AMBASSADORS

Thank you!

Dan Vasquez

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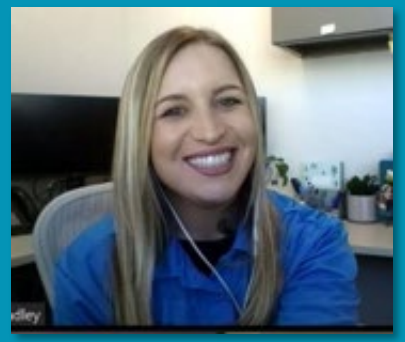

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