

YOUNG LEADERS OF THE WEST

A Case Study for Co-design
and Centering Youth Voice



YELLOW TWO

OVERVIEW

- Background
- Co-designing YLOTW
- Volunteer Journey
- Schools Podcast Challenge
- Youth Forum
- Brimbank Mural
- Key Learnings & Challenges
- Questions



BACKGROUND

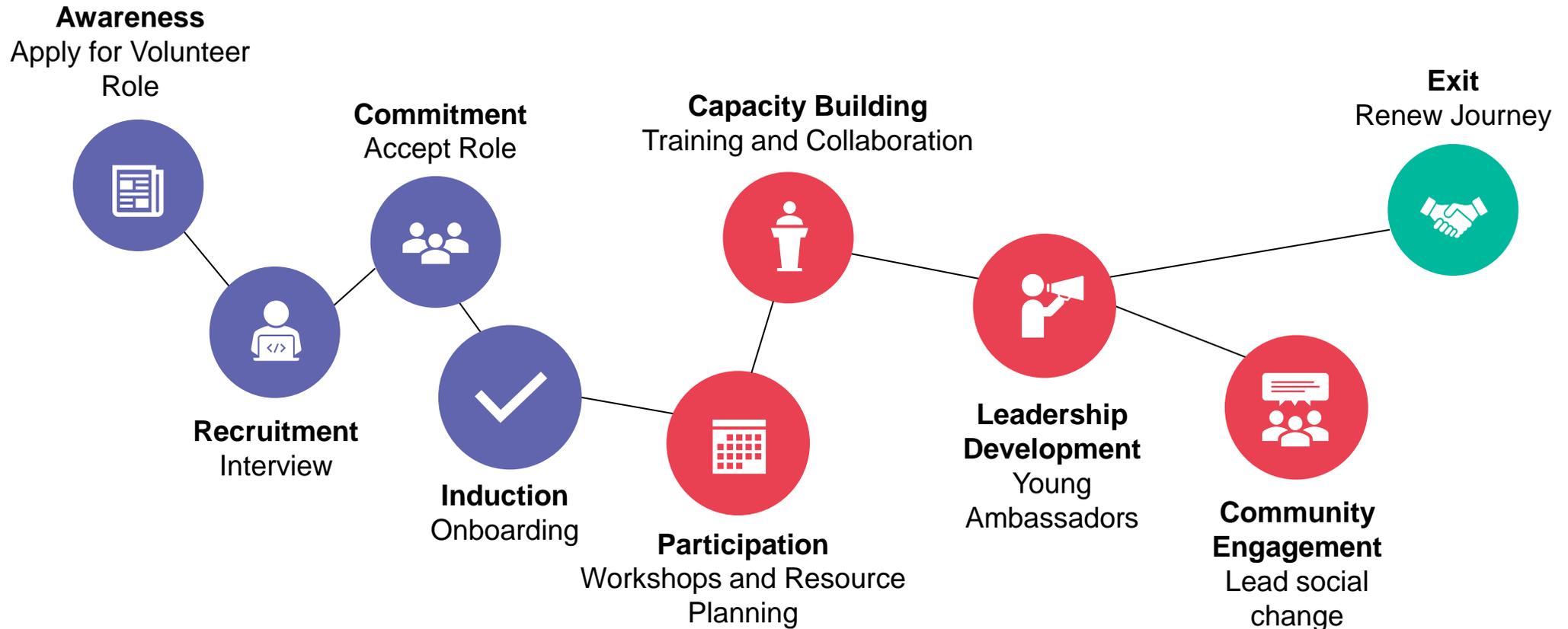
- A gambling harm prevention partnership between the Victorian Responsible Gambling Foundation (VRGF) and IPC Health
- A co-designed program by young people for young people
- Principles of co-design implemented at every stage of the project
- Aims to combine young people's experience with a public health approach to create outcomes



CO-DESIGNING YOUNG LEADERS OF THE WEST



VOLUNTEER JOURNEY



CO-DESIGNING YOUNG LEADERS OF THE WEST

Co-Design Workshops

- Externally facilitated
- Included YLOTW and Steering Committee
- Brought everyone together to shape the project

Workshop 1- Co-Design Principles

Provided an overview of the co-design process and principles to ensure everyone understood how it worked. Developed group rules and set the tone and respect for the rest of the workshops.

Workshop 2- Co-Design Youth Forum

Aim was to develop the agenda for the Youth Forum, the speakers, the content and how the day was going to run.

Workshop 3- Co-Design Branding and Marketing

Aim was to ensure the Young Leaders would decide a brand they were happy with and could identify with, an external creative agency developed the branding which also needed to be consistent with IPC Health colours and branding.

Workshop 4- Co-Design Youth Engagement Resource

Aim was to develop a youth engagement resource and implementation of the resource. We are still in the process of doing this but have a baseline of where to start. The youth engagement resource needs to be fun, interactive and expand from the original Cards to Connect Humanity.

Annual Workshops

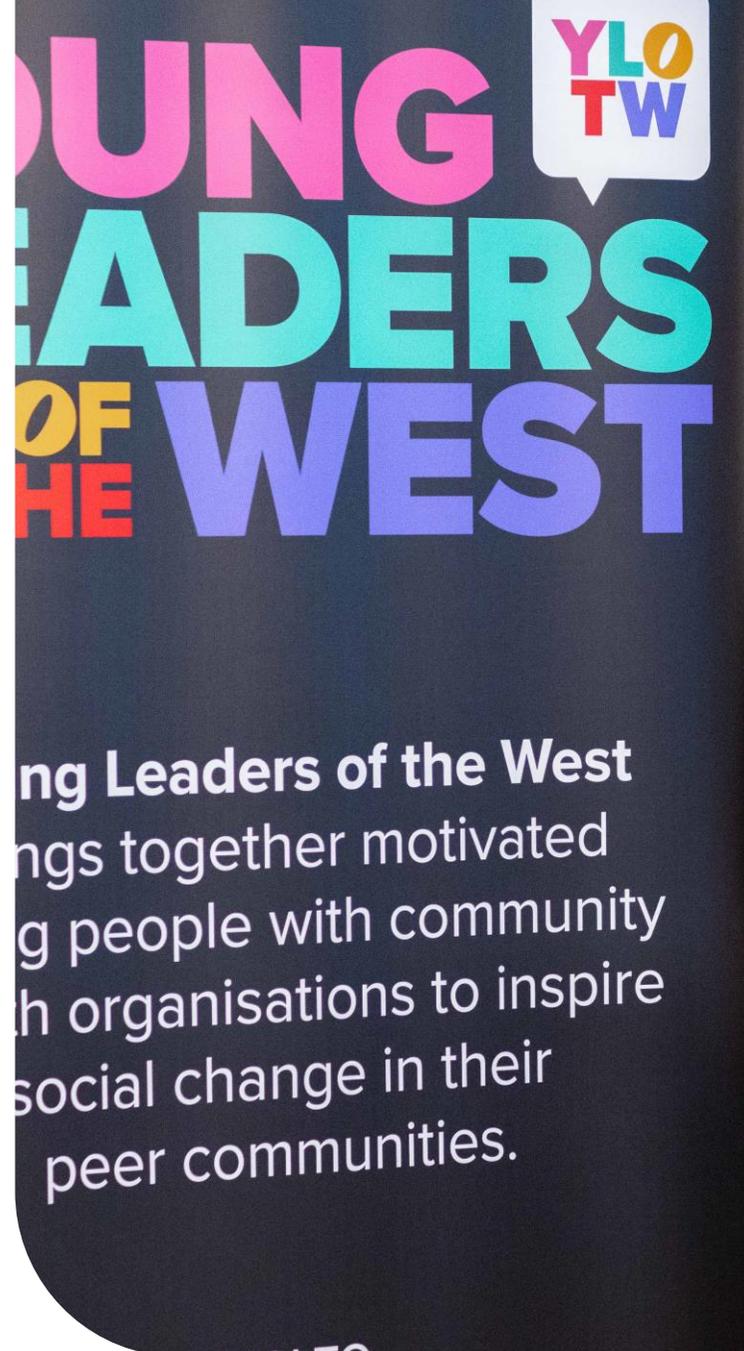
Each year the Young Leaders and Steering Committee have a three-hour workshop to discuss the achievements from the year and plan for the following year.



REFLECTIONS FROM A YOUNG LEADER

Daniel

- Participating in co-design process helps me to feel valued as a young person
- You gain the most when outside your comfort zone
- It is inspiring and invigorating to be part of the community working to create positive change
- I have gained more confidence



SCHOOLS PODCAST CHALLENGE

- Resulted from annual co-design workshop
- Engaged Making Media to work in partnership with IPC Health and YLOTW
- 5 schools participated in first year
- Aimed to educate school students on gambling harm
- Students listened to and interviewed a person with lived experience of gambling harm
- Students gained podcasting skills
- Schools received a digital flipbook to consolidate learnings and share in school community
- Schools educated their wider community on the risks and harms of gambling through promotion of the podcast and flipbook



DIGITAL FLIPBOOK

Search

The image shows a digital flipbook interface. On the left, a large circular graphic contains the text "MAKING MEDIA". The main area is a video player showing a video of two students in a recording studio. The video has several text overlays: "LIVE FM" in a black circle, "Williamstown High School students broadcasting across our neighbourhood and the world in 2022" in a yellow box, a logo with a yellow anchor and the text "HOLD FAST", "Our Gambling Harm Community Resource" in a blue and yellow banner, and "A student podcast, radio and video production that educates our school and local community about gambling harm." in a black box. At the bottom of the video, there are logos for "ipHealth" and "Victorian Responsible Gambling Foundation". The video player has navigation controls at the bottom, including a search icon, a grid icon, a volume icon, left and right arrows, a "1/19" indicator, and a full-screen icon. The background of the interface is a dark blue acoustic foam pattern.

OUTCOMES

- By the end of the day students who seemed disengaged or uninterested were leading discussions and asking questions
- Schools were thrilled the students were receiving real life skills
- Met VCAL goals in community engagement
- Supported students to step outside their comfort zone

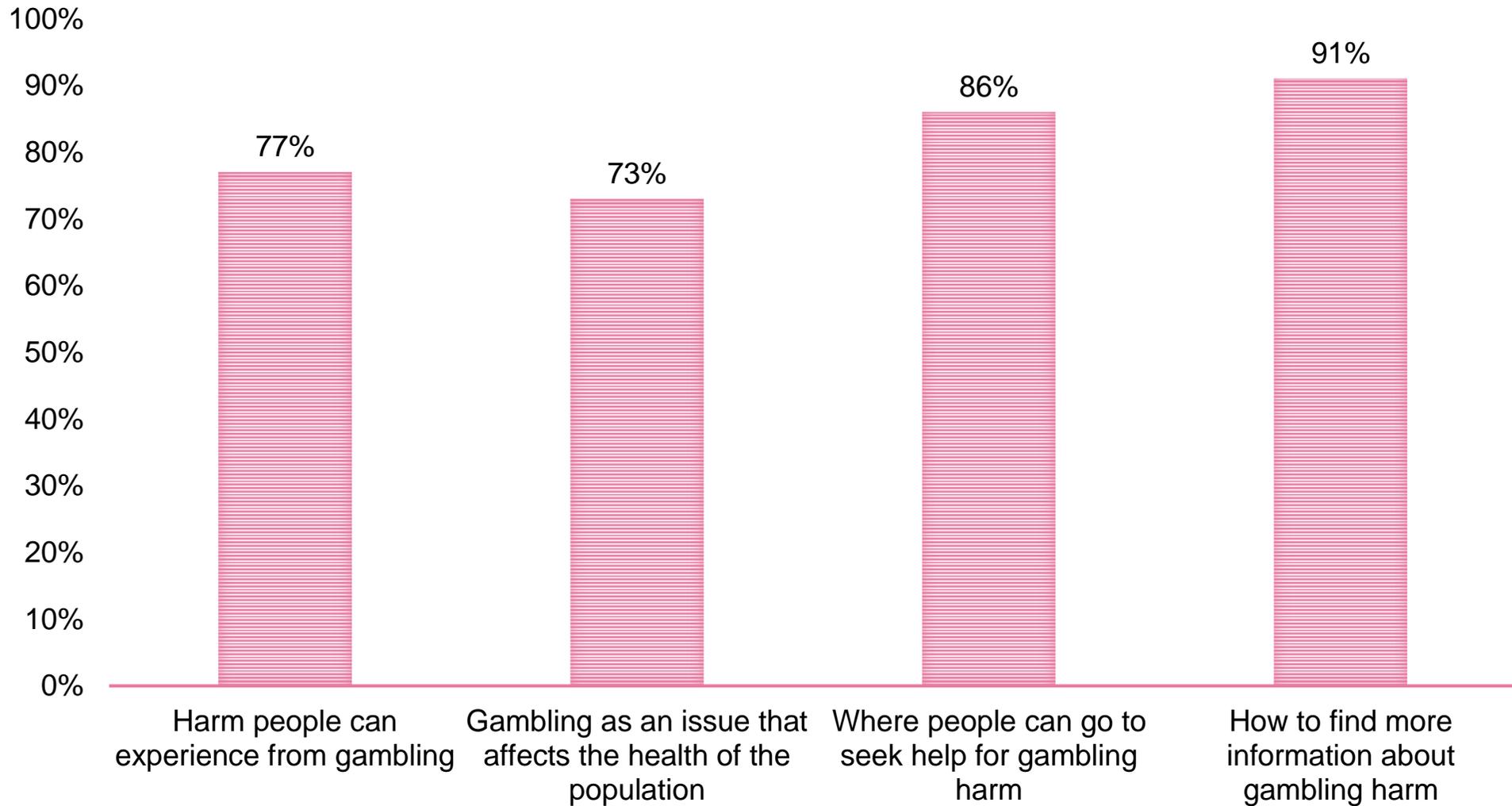
“This program enabled our Year 11 VCAL students to shine. The message of Gambling Harm is so vital for our community, and we are happy that we were involved in this program. It ticked so many boxes of what VCAL and applied learning is all about. For Example, community engagement is a large part of the VCAL program. It's important for our students to understand that we need to help our community and work outside our comfort zone.”

- Teacher feedback 2022



EVALUATION

Student Increases in Knowledge and Awareness following participation in Schools Podcast Challenge



EVALUATION

We asked students the questions “what have you learned during the Schools Podcast Challenge that has really stuck with you” and “what key message will you share with other people”.

- To be aware of others that might be suffering from gambling harm
- I've learned there is a lot of support for people that need help
- The people who run the ads for gambling use subtle tricks to trick you
- Fred really hit home the impacts of gambling on one's life. On a lighter note, though, the hosting skills are invaluable
- Fred's story has stuck with me
- That gambling can harm your life much more than I originally thought
- Communication skills and how to make first impressions
- What gambling harm is, and I will share how the age groups are affected by it
- Ways you can overcome gambling addiction
- The different ways you can seek help

SCHOOLS PODCAST CHALLENGE LAUNCH

Gambling Harm Awareness Week 2022

- Co-designed event
- Hosted and facilitated by YLOTW
- Panel discussion
- Certificates awarded
- Winning School received podcasting kit
- Catered by Victoria University hospitality students
- Huge turnout of students, parents and teachers
- Over 1000 listens to the podcasts in lead up

“Thank you so much for organising this event and the podcast program, it was an excellent initiative to engage the students and I am sure they learned many different lessons from producing their own podcasts. I really appreciate that my daughter had this opportunity.”

- Parent feedback post launch



YOUTH FORUM

- Entirely co-designed event aiming to reduce the normalisation of gambling harm in young communities
- 18 students from 4 schools
- Students listened to the story of a person with lived experience of gambling harm
- YLOTW presented on gambling harm
- Breakout group discussions to inform a youth strategy for further projects in working with young people around gambling harm
- Students were able to engage with other students as a small group of students present. If larger group may not have engaged with a range of students.



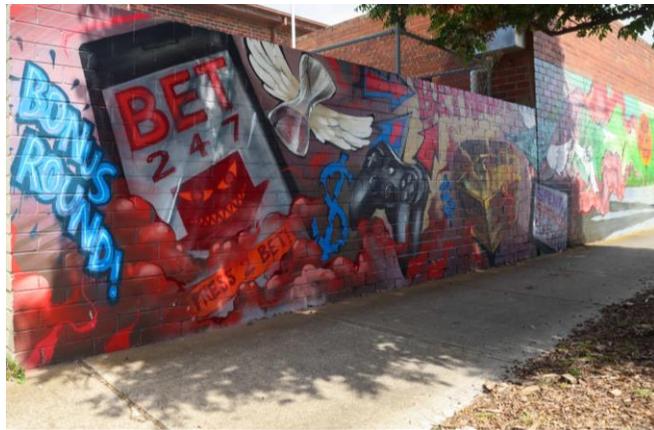
YOUTH FORUM



GAMBLING HARM BRIMBANK MURAL

44 Furlong Road, Sunshine North

- Partnership with Brimbank City Council
- Mural Painter – Sebastian Franz
- Co-design principles implemented through workshops with Seb, YLOTW and IPC Health



BRIMBANK MURAL



KEY LEARNINGS AND CHALLENGES

Young Leaders

Learnings

- You get out what you put in
- The co-design process and approach leads to young people feeling empowered and valued through centering their voices, thoughts and ideas
- Coming together face to face as a group is significant to build relationships and establish a group culture
- Importance of connecting with those who were impacted by the issue (lived experience)
- Need to be flexible and adaptable
- Training and capacity building opportunities help us to feel more confident in the role

Challenges

- Balancing volunteer commitment with other work / study / life commitments
- Zoom fatigue
- It takes time for volunteers to feel comfortable to open up and offer their opinions
- Building rapport and friendships in remote COVID environment



KEY LEARNINGS AND CHALLENGES

IPC Health

Learnings

- Co-design workshops helped develop trust between Young Leaders and partners, which strengthened collaborative decision making
- Funding flexibility brings ideas to life
- IPC Health staff need to have capacity for after hours meetings to suit needs of Young Leaders
- Regular communication and checking in with Young Leaders
- Vouchers provide a tangible reward for time and recognise the expertise of volunteers
- The Young Leaders are a remarkable group of young people who are inspiring and dedicated to the program

Challenges

- Making quick decisions and ensuring all voices and opinions heard in co-design process
- Retaining Young Leaders in a COVID environment and keeping them engaged
- Competing demands for schools makes recruiting schools into programs difficult
- Low attendance at paid training days based on Young Leaders needs
- Finding the best communication channels (e.g. WhatsApp, email, phone calls)
- Recruitment process is timely as volunteers have multiple commitments, priorities and opportunities

QUESTIONS

To find out more email
ylotw@ipchealth.com.au

or visit our website at
<https://www.ipchealth.com.au/ylotw/>

