

# Youth Reinvestment Educational Summit Itinerary, Guidance, and Social Media Kit



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## Preparing for February 25<sup>th</sup>

Thank you for RSVPing to the February 25<sup>th</sup> Youth Reinvestment Educational Summit. We look forward to speaking with you about youth development and pre-arrest diversion programming in California.

The educational summit will be held from 10:00AM – 11:30AM and will consist of three panels to frame the programming needs of youth and communities, discuss local programs, and share the how-to of system partnership and collaboration.

Youth and advocates will participate in member office visits following the educational summit from 12:00PM – 3:00PM. The day will conclude at 3:30PM.

Please contact the following individuals if you have any questions:

Anna Johnson, Senior Policy Associate  
National Center for Youth Law  
(920) 471-8177  
[ajohnson@youthlaw.org](mailto:ajohnson@youthlaw.org)

Jasmine Amons, Program & Policy Associate  
National Center for Youth Law  
(510) 915-0661  
[jamons@youthlaw.org](mailto:jamons@youthlaw.org)

## Getting to the Capitol

We highly recommend carpooling, using public transportation, or taking Amtrak if possible.

Please [visit this link](#) if you are interested in driving or participating in a carpool.

Please [click here](#) for a list of parking locations near the Capitol. We highly recommend the 10<sup>th</sup> and L Street Garage.

Please [click here](#) to check Amtrak routes and schedules.

## What to Wear

Please wear business attire. Business attire may include:

- Suit and tie with a nice shirt or blouse
- Pantsuit with a nice shirt or blouse
- Skirt suit with a nice shirt or blouse
- Blazer with a nice shirt or blouse and dress pants

- Jacket or dressy sweater, dress pants, and a nice shirt or blouse

You may also wear a shirt or sweatshirt from a community organization, mentorship program, youth development program, technical or trade school, college or university, or an organization that supports youth with trauma-informed, culturally rooted healing practices.

### What to Bring

Please feel free to bring the following:

- Posters and signs. Example signs include the following messages:
  - Care Not Cages
  - Career Prep Not Confinement
  - College Prep Not Confinement
  - End Mass Incarceration
  - I Support the Youth Reinvestment Grant
  - Job Training Not Jails
  - Our Youth Deserve Better
  - We Deserve Better
- Water bottle
- Snacks
- Bag lunch, if you would prefer to bring your own food
- Business cards, if available

### Itinerary/Agenda

Start Time	Location	Activity
9:00AM	State Capitol, Basement Café	Sign in Pick up materials Make or finalize posters Network and meet folks
9:30AM	State Capitol, Room 4202	Speakers review talking points and practice
10:00AM	State Capitol, Room 4202	Educational Summit begins
11:30AM	Capitol Cafeterias (Basement and 6 <sup>th</sup> Floor)	Lunch
12:00PM	Various Capitol Offices	Visits with Assemblymembers and Senators to discuss the need for investment in youth leadership and development programming
3:00PM	State Capitol, Eureka Room	Debrief on office visits Turn in materials to Anna/Jasmine
3:30PM	Basement Cafe	Day concludes

### Office Visit Talking Points

Youth and advocates will participate in member office visits following the educational summit from 12:00PM – 3:00PM. Please use the following messages to guide your conversations with legislative staffers.

### Key Messages

- Arrest and incarceration are harmful to young people. These experiences are traumatic and disrupt young people's lives and healthy development.
- Diversion is a socially and fiscally responsible alternative. It puts young people on the right path and makes central young people's capacity to learn from their mistakes and change.
- The most effective diversion is trauma-informed, culturally-rooted, and delivered to young people in the communities where they live.

### Talking Points

- The Youth Reinvestment Grant is the first-ever state fund specifically dedicated to keeping young people out of the juvenile system and in the care of the community organizations that are best able to provide guidance and support.
  - Because we have failed to provide community-based support for young people, too many of them end up in the hands of law enforcement.
  - We need more youth diversion programs and community services to respond to crises and mistakes in the lives of young people – not arrest and incarceration.
- There are more than 120 youth lockups in California, and we continue to incarcerate thousands of young people at a cost of \$1 billion a year. This is evidence that this approach has been disastrous, especially for youth of color who make up 80% of the young people in California's youth prisons.
  - Placing youth in the juvenile system costs local communities hundreds of millions of dollars for police services, court costs, probation, and youth detention facilities. Effective diversion with community-based services is a far more cost-effective approach.
  - Pre-arrest diversion is more effective than post-arrest diversion. Youth who go through pre-arrest diversion programs are 2.5 times less likely to re-offend than youth who are not diverted, while youth who go through post-arrest diversion are 1.5 times less likely to re-offend.
  - Arresting and incarcerating youth for minor offenses leaves them less likely to graduate, more likely to suffer negative health-outcomes, and more likely to re-offend.
- Nearly all young people who end up in the juvenile system are survivors of trauma. Arresting and incarcerating youth re-traumatizes them. We need trauma-informed approaches to help young people heal and get on a positive path for the future.
  - Black and Latino youth often grow-up in neighborhoods where spending on punishment has skyrocketed, while investments in the things that create real safety, such as schools, healthcare, jobs, youth programs, are lacking.

- Native American youth experience trauma at higher rates than any other youth population. Programs grounded in Native American tradition and healing are particularly important for Native youth and can strengthen their connection to community.
- According to *Key Findings from an Online Survey of California Adults* conducted in June 2017, more than 2/3 of Californians support reducing youth arrest and reliance on youth prisons.
  - Communities are safer when young people are thriving and healthy.
  - Community-based, owned, and operated organizations are best suited to support youth and address underlying behavior in ways that are culturally-rooted, build on young people’s strengths, and focus on healing.
- Pre-arrest youth diversion programs already exist in many California communities and are very successful at keeping youth out of the system and on healthy pathways to adulthood. Example programs exist in Los Angeles, San Diego, Santa Cruz, and San Francisco Counties.

### Meeting Structure

At the beginning of the meeting, introduce yourself and thank the member or staffer for meeting with the coalition.

The team lead will provide an overview of youth development and diversion and invite folks to speak to the importance of this programming. Note that we are asking the legislature to support trauma-informed, community-based, and health-based interventions for young people in lieu of arrest and incarceration.

If a staffer or member asks a question that you do not know the answer to, please:

1. Write the question down
2. Respond that you do not know the answer, but that someone in the coalition will get back to them
3. Give your notes back to Anna or Jasmine when the day concludes

At the end of the meeting, the team lead will recap what was discussed and thank the member or staffer again.

If you have a business card, you can exchange it with the member or staffer as you leave.

### Social Media Toolkit

We highly encourage you to post about the educational summit on social media. Please refer to

the following pages for general social media guidance, lists of accounts to follow and tag, sample posts, and more.

### Social Media Guidance

- **Do not post and tag any pictures of youth without their permission.**
- Give and get consent. Ask for permission before taking and sharing a photo!
- Post quotes and photos on Twitter, Instagram, SnapChat, and Facebook using these hashtags:
  - #CareNotCages
  - #CounselorsNotCops
  - #EndChildPoverty
  - #FosteringSuccessFund
  - #PassthePlan
  - #YouthIncarceration
  - #YouthReinvestmentGrant
- Like and share posts you see in these hashtags!
- Head over to [Facebook.com/NationalCenterforYouthLaw](https://www.facebook.com/NationalCenterforYouthLaw) for the event Livestream!

### Accounts to Follow and Retweet

#### Event Sponsors

- @AllianceforBMOC
- @BurnsInstitute
- @CAIndianLegal
- @CalTribalFam
- @EndChildPovCA
- @GRACEincCA
- @IdeateCal
- @LibertyHill
- @NCYLNews
- @policylink
- @youthmentoring
- @YouthJusticeLA
- @YoungWomenFree

#### Event Panelists

Panelist	Twitter Accounts
Community Works	@communityworksw
Indian Child and Family Preservation Program	@CalTribalFam
Lupita Carballo, Gloria Gonzalez and Kim McGill, Youth Justice Coalition	@YouthJusticeLA
Frankie Guzman, National Center for Youth Law	@frankievguzman

	@NCYLNews
Chief David Honda, City of Watsonville	@WatsonvilleCity
Stephanie Medley, RYSE Center	@RYSEyouthcenter
Chief Allen A. Nance, City and County of San Francisco	@SF_CPO_A_Nance @sfgov
Jessica Nowlan, Young Women’s Freedom Center	@JessicaNowlan @YoungWomenFree
Marc Philpart, Alliance for Boys and Men of Color and PolicyLink	@mphilpart @AllianceforBMOC @policylink
Michael Provencio, Fathers & Families of San Joaquin	@FFSJstockton
Cintia Hernandez, LAPD	@LosAngelesYDD
Chief Lee Seale, County of Sacramento	@ChiefSeale
Mahka Blu Wakpa, Fernandeano Tataviam Band of Mission Indians	@BluWakpa
Jackie Wong, End Child Poverty California and GRACE, Inc.	@JVuWong @EndChildPovCA @GRACEincCA
Giovanni Douresseau, Youth Mentoring Connection	@youthmentoring

Elected Officials

Member	Twitter Account
Governor Gavin Newsom	@GavinNewsom
Senator Steven Bradford	@StevenBradford
Assemblymember Kansen Chu	@KansenChu
Assemblymember Mike Gipson	@AsmMikeGipson
Assemblymember Reggie Jones-Sawyer	@JonesSawyer59
Senator Holly Mitchell	@HollyJMitchell
Senator Bill Monning	@billmonning
Senator Richard Pan	@DrPanMD
Senator Nancy Skinner	@NancySkinnerCA
Assemblymember Dr. Shirley Weber	@AsmShirleyWeber

**Please tag elected officials in action photos and when quoting them on social media!**

Sample Social Media Language

- We need youth diversion programs that respond to youth crises and mistakes without arrest and incarceration. #CareNotCages #YouthReinvestmentGrant #FosteringSuccessFund
- #YouthReinvestmentGrant is the first California state fund dedicated to keeping young people out of the juvenile system and in the care of community. Stop incarcerating youth for minor offenses and start investing in their futures! #CareNotCages

- Sentencing youth costs communities billions in police services, court costs & detention facilities. #YouthReinvestmentGrant allocates an additional \$40 million to effective diversion programs & trauma-informed community-based services that lead to healing! #CareNotCages
- Youth of color make up 80% of the young ppl in California's youth prisons, costing the state \$1 billion a year. Why not reinvest in our youth through the #YouthReinvestmentGrant & provide opportunities for #CareNotCages?
- Native American youth are served best when tribes are empowered and have ownership of the programs & resources that they provide. Support the #YouthReinvestmentGrant to guarantee tribes can offer trauma-informed, community-based & health-based services for youth! #CareNotCages
- It is essential to provide funding that supports cultural collective interventions for Native American youth & restores traditional practices that emphasize safety, dignity, respect & well-being #YouthReinvestmentGrant #CareNotCages
- Today's Native American youth have inherited a legacy of historical trauma caused by loss of home, land, culture & language. It's time to stop investing in incarceration of Native American youth and start investing in their futures. #CareNotCages #YouthReinvestmentGrant
- Nearly all young people who end up in the juvenile system are survivors of trauma. #YouthIncarceration re-traumatizes. We need trauma-informed approaches to help young people heal & get on a positive path for the future! #YouthReinvestmentGrant #CareNotCages #FosteringSuccessFund
- Relying on law enforcement to deal with foster youth behavior pushed our most vulnerable young ppl into the juvenile system when they needed trauma-informed care. The #FosteringSuccessFund will ensure youth get the care they deserve! #CareNotCages
- Foster youth accused of low-level offenses should be treated appropriately for their age, in community settings, with an emphasis on health & well-being - not detained or arrested. #FosteringSuccessFund #CareNotCages

### Sample Social Media Graphics

Please save the following graphics and use them in your social media posts throughout the day. These images have been customized for Twitter's dimensions but can be used on other platforms, too.





#CARENOTCAGES

WE NEED YOUTH PROGRAMS THAT RESPOND TO YOUTH CRISES AND MISTAKES WITHOUT ARREST AND INCARCERATION.

#YOUTHREINVESTMENTGRANT

#CARENOTCAGES

NATIVE AMERICAN YOUTH ARE BEST SERVED WHEN TRIBES ARE EMPOWERED AND HAVE OWNERSHIP OF THE PROGRAMS AND RESOURCES THAT THEY PROVIDE

#YOUTHREINVESTMENTGRANT





**#CARENOTCAGES**

**STOP INCARCERATING YOUTH FOR MINOR OFFENSES AND START  
INVESTING IN THEIR FUTURES**

**#CARENOTCAGES**

**Communities are  
safer when young  
people are thriving  
and healthy.**

**#YOUTHREINVESTMENTGRANT**

