

HALTON YOUTH IMPACT SURVEY - METHOD SNAPSHOT

Peer to peer engagement strategy



The HYIS was available online from April 30 to June 14, 2021. Using a combination of direct contact and social media as well as enlisting 25 Youth Impact Ambassadors, children and youth aged 9 to 18 years in Halton Region were invited to complete the survey. During the six weeks that the survey was open, invitations and reminders were sent via social media and email. Participants were recruited through OKN partners and peer to peer engagement using social media, email, flyers, and virtual events through public health, regional and municipal government, and other community organizations throughout Halton.

A total of 2,599 children and youth comprised the final sample. Our main goal was to ensure diverse representation from across our different communities and neighbourhoods in Halton. We wanted to make this a survey by the community for the community. We focused on two key methods of outreach: peer-to-peer engagement, and broad outreach to many diverse community partners. A key strength of our approach to data collection is our **peer-to-peer engagement strategy**.

This strategy has given leadership opportunities to youth, through the creation of our **Youth Impact Ambassador team**. These ambassadors took a leadership role in the communication and promotion of the survey. The 25 youth ambassadors, ranged in age from as young as nine, up to 21 years old. They created nine different youth videos, created campaigns on social media and within their networks, and organized and led community events.

25 Youth Impact Ambassadors



Over 40 community partners



3 social media channels



Over 200 prizes



3 break out rooms



Over 32 different partner promotions



Over 1168 followers



2656 Volunteer hours earned



9 youth videos



400 contacts



4 survey parties



1 weekly survey news message



Over 2500 youth participated!

Our ambassadors created a platform for **youth voice and meaningful youth engagement**. They worked together to actively create a space to talk about youth wellbeing, and told us how much they valued having an opportunity to tell adults and decision makers about their wellbeing and experiences in Halton right now.

A second key strength of this project has been the **support and participation of our partners**. Over 40 community agencies and organizations partnered with us to help get the word out and engage young people to participate. Our partners promoted the survey on their social media, on their websites, in their email distribution lists, with their clients and have helped to host community events led by our ambassadors. This project has created new partnerships, such as with sports organizations and service clubs. We've strengthened existing relationships, for example with our libraries and parks and rec, and collaborated to find creative new ways to do data collection with youth in our communities

This is a survey **by the community for the community**. Through the work of the OKN research committee, and community meetings with many different organizations, we developed survey content that was reflective of the needs and experiences of our partners. Each of our partners are invested in seeing the results of this survey and have spoken about how much they value having access to Halton specific data to better support their program and service delivery.



“Findings from the Halton Youth Impact survey will be used by Public Health to plan research, programs and services that better meet the needs of youth in our community.” *Public Health Surveillance & Evaluation*

“The survey data will help local governments to plan programs and services for children and youth.” *Halton Region Children's Services*



“It [the data] will help us create programs that provide a warm introduction to community activities, so newcomer youth do not enter community programs without information, support or some experience.” *HMC Connections*

This project also provided youth with opportunities for **community engagement**. Youth earned 2656 volunteer hours for participating in the survey during a time when volunteer opportunities were difficult for high school students to find. This project also allowed us to further develop and enhance our **social media presence**. We created a twitter and Instagram account for the survey, and have acquired over 1100 followers, including youth.