



# Youth Master Plan Talking Points for Steering Committee, Working Group Members & Partners

## Why It Matters

The Youth Master Plan serves as a comprehensive roadmap for creating a positive youth development-focused, results-oriented New Orleans and is facilitated by the New Orleans Children & Youth Planning Board (CYPB) and its Youth Advisory Board, the Mayor's Office of Youth and Families (OYF), and the New Orleans Youth Alliance (NOYA), with co-direction and co-authorship by New Orleans youth.

CYPB recently released implementation steps, along with methods for monitoring and evaluating the plans' success, for improving youth well-being across multiple sectors in the city—including public safety, health, and economic stability—as part of [Phase 3](#) of the city's first-ever Youth Master Plan. [Fifteen solutions were prioritized for focused implementation](#) in the first two years of the 10-year roadmap.

## Messaging Guidelines

Below are tangible recommendations for how the steering committee members can ensure that the objective and importance of the Youth Master Plan comes through in all communications.

WHAT WILL MATTER TO POTENTIAL YOUTH MASTER PLAN SUPPORTERS?	RECOMMENDATION	DO	DON'T
<b>Applicability &amp; Inclusivity</b>	<i>Speak to the plan's applicability across ages and sectors</i>	Talk about how stakeholders from all backgrounds played a part in the plan's creation and implementation	Limit the plan's scope to those just working in education or other arenas that are assumed to be youth-centered

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<b>Applicability &amp; Inclusivity (cont.)</b>	<i>Speak to the plan's applicability across ages and sectors (cont.)</i>	<p>Emphasize the need for stakeholders across sectors to be engaged in the implementing and monitoring process if they want to see the impact in their issue area</p> <p>Acknowledge that the plan's solutions account for all developmental stages from birth to 24, and their families</p>	
	<i>Highlight the fact that the Youth Master Plan is backed by the City, and that there are legitimate policy actions in the works to support the plan</i>	<p>Talk about how City leaders (as an entity) are ready to improve the future of children and youth across Orleans Parish</p> <p>Highlight specific actions that have been taken to support the plan, including the 2021 Executive Order, the City Council resolution, and the Orleans Parish School Board resolution in support of encouraging school leaders to utilize YMP resources</p>	<p>Focus too much on the individual elected leader who was involved, in terms of city government approvals and resolutions</p>
	<i>Try to connect the plan to the work the person you're talking to is already doing</i>	<p>Explain the plan in simple layman's terms and give examples for how people can incorporate the plan in any arena</p> <p>Continue to show how the plan is connected across issue areas.</p>	<p>Use jargon or inaccessible, academic language to describe the plan</p> <p>Limit your explanation of the full breadth of the plan to one sector/issue area</p>

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<b>Applicability &amp; Inclusivity (cont.)</b>	<i>Offer three concrete and specific examples of Youth Master Plan solutions across a couple categories</i>	<p><b>Recommended solutions to uplift:</b></p> <ul style="list-style-type: none"> <li>• City-wide low-cost or free transit for youth, birth to 24</li> <li>• Increasing pathways to Career &amp; Technical Education training</li> <li>• Building capacity for schools to support mental and behavioral health needs of students</li> </ul> <p>Invite your listener to find the rest of the solutions at <a href="http://nolayouthmasterplan.org">nolayouthmasterplan.org</a></p>	Over-generalize or make up solutions.
<b>Accountability</b>	<i>Focus on how implementation is being tracked and monitored</i>	<p>Speak to how the plan is an ongoing 10-year process where progress is being tracked</p> <p>Give prospective supporters high-level overviews of tracking data and encourage them to learn more using the resources at <a href="http://nolayouthmasterplan.org">nolayouthmasterplan.org</a></p> <p>Talk about how the information is being shared through every step of the progress and how targets for success are named in the plan</p>	<p>Get too deep into the data in early conversations.</p> <p>Highball or lowball statistics or data tracking</p>
<b>Youth-Centered and Supported</b>	<i>Help folks understand that youth are the solution, not the problem and that this</i>	Remind folks that young people need to be included in all decisions that impact	Frame young people and their behavior as the problem

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Youth-Centered and Supported (cont.)	<i>plan is young people telling us what they need to thrive</i>	them ( <a href="#">reference "A New Narrative for New Orleans" / the Youth Vision</a> )	Compare young people to older generations, or old solutions to new and consistent problems
	<i>Focus on how young people have been a part of every step of the plan from initial ideating to implementation. They will be the ultimate arbiters of the plan's success</i>	Offer examples of how young people can be brought into decision making in all sorts of organizations (churches, schools, non-profits)	Talk about incorporating youth voice as a one-time, extractive process