



## **MEDIA AND PRESS KIT: Pre-Session Communication Information**

WEBSITE <http://youthspeak.ca/> please feel free to cut and paste information from the YouthSpeak website to use in materials when sharing news of the event. When changing the size of the logo or any YouthSpeak images copied from the website, be sure to change the width and height proportionately in order not to distort it in any way. If a different format is required, please advise.

### **Media and Video/Audio/Photo/Note-taking Guidelines**

Thank you for your interest in YouthSpeak and for your support in helping us expand our reach and build support for achieving our vision and mission. As an organization that trains youth to be leaders, YouthSpeak is in the communication and empowerment business by creating a safe space for youth to have a voice. Youth who have personal experience are trained to share their stories in presentations with key outcomes related to self-worth; empathy; resilience and help-seeking behaviour. YouthSpeak programs help youth navigate challenges associated with mental health and inclusivity that can lead to long term impact on the quality of life for the individual, their family and the community. As such, we appreciate the opportunity to work with you.

### **Media**

The following guidelines provide the framework to be respectful of the youth who are willing to share their stories.

1. Interviews with, and/or photos of, our youth speakers may be arranged with permission from the individual youth. All interviews are conducted in the presence of the YouthSpeak staff support person. Youth speakers will be informed prior to giving permission of the nature and use of the material such as the general content and headline of any accompanying written material.
2. **As a standard practice we do not allow any video/audio-taping or note-taking by media personnel or others of the youth speakers while sharing their stories.** Special requests may be made to the YouthSpeak support staff person who will make arrangements with the youth speakers for permission.
3. If media personnel attend a YouthSpeak presentation, the organizers for the event must inform the YouthSpeak support staff person who will provide these guidelines with the media personnel.
4. Youth speakers have the right to decline their participation at any time.

### **About the Presentations**

The interactive presentations include trained youth speakers who share their personal stories, interactives that build themes of wellness and inclusivity, self-care strategies and empowerment. The speakers give a message of hope, self-acceptance, empathy and encourage help-seeking behaviour. This presentation engages participants with the following format:

- ✓ **Interactive Introduction/Warm Up**
- ✓ **Trained Youth Speakers share their personal stories**
- ✓ **Interactives / Discussions relevant to the topic and age group**
- ✓ **Q&A**
- ✓ **Resources**

The speakers bios can be taken directly from the website pages **Team** <https://youthspeak.ca/team/> and information on the specific **Programs** <https://youthspeak.ca/programs/>

### **Suggested Intro on event day**

*The youth are part of a team of Youth Facilitators with YouthSpeak Charity, an organization that provides youth-led interactive presentations on topics that are relevant to insert your goals for the presentation(s).*

YouthSpeak has reached over 437,000 in its 21+years, creating important conversations promoting well-being, compassion and hope, by empowering youth to share personal stories and coping strategies through in-person and online presentations. Their vision is for all youth to be inspired and empowered to live resilient and meaningful lives.

### **Social Media**

We love to promote the good work you are doing on our socials to raise awareness, generate interest, increase attendance and community engagement. Assets include images for twitter, Instagram and banners to be inserted in your school newsletter

Please note: no identifying photos of students would be taken without permission. See links below to **follow us** and **tag us** in any posts you do, and we will reshare.

**[Instagram](#) | [TikTok](#) | [Twitter](#) | [YouTube](#) | [Facebook](#) | [LinkedIn](#)**

PLEASE NOTE: IF YOU WOULD PREFER NOT TO HAVE YOUR ORGANIZATIONS NAME ON OUR SOCIALS, PLEASE LET US KNOW AS SOON AS POSSIBLE

*Thank you for working with us to support student mental health & equity in your community!*