

MEMORANDUM
PLACER COUNTY HEALTH AND HUMAN SERVICES
Children's System of Care

TO: Honorable Board of Supervisors
FROM: Jeffrey S. Brown, M.P.H., M.S.W., Director of Health and Human Services
Richard S. Knecht, Director of Children's System of Care
DATE: July 7, 2015
SUBJECT: Annual Report by the Placer County Youth Commission

ACTION REQUESTED:

1. Receive Annual Report from the Placer County Youth Commission.

BACKGROUND:

On May 12, 2009, the Placer County Youth Commission (PCYC) was established by unanimous vote of Resolution 2009-116. The resolution requires that an annual report be prepared and delivered to the Board of Supervisors.

The Youth Commissioners would like to present their annual 2014-2015 report to the Board of Supervisors to share their experiences, accomplishments, impacts, and future plans. This year the Commissioners helped enact local policy, created new programs, researched issues, and raised the profile of Placer Youth making a difference in their communities. Highlights of the 14-15 Youth Commission include:

- Advocated for local social host ordinances (SHO) with the purpose and intent of holding adult hosts accountable for ensuring minors are not consuming alcoholic beverages, marijuana, or other controlled substances.
- Developed and implemented the first annual Placer Youth Impact Awards.
- Continued to promote mental health awareness and created plans for the National Alliance on Mental Illness' "Ending the Silence" program to be implemented in local schools.
- Created a website and have integrated online forms and interactions in their programming and outreach and recruitment.

Additionally, the Placer County Youth Commission has provided civic engagement, training, leadership roles, and skill building for Placer youth which has assisted them in pursuing their future goals.

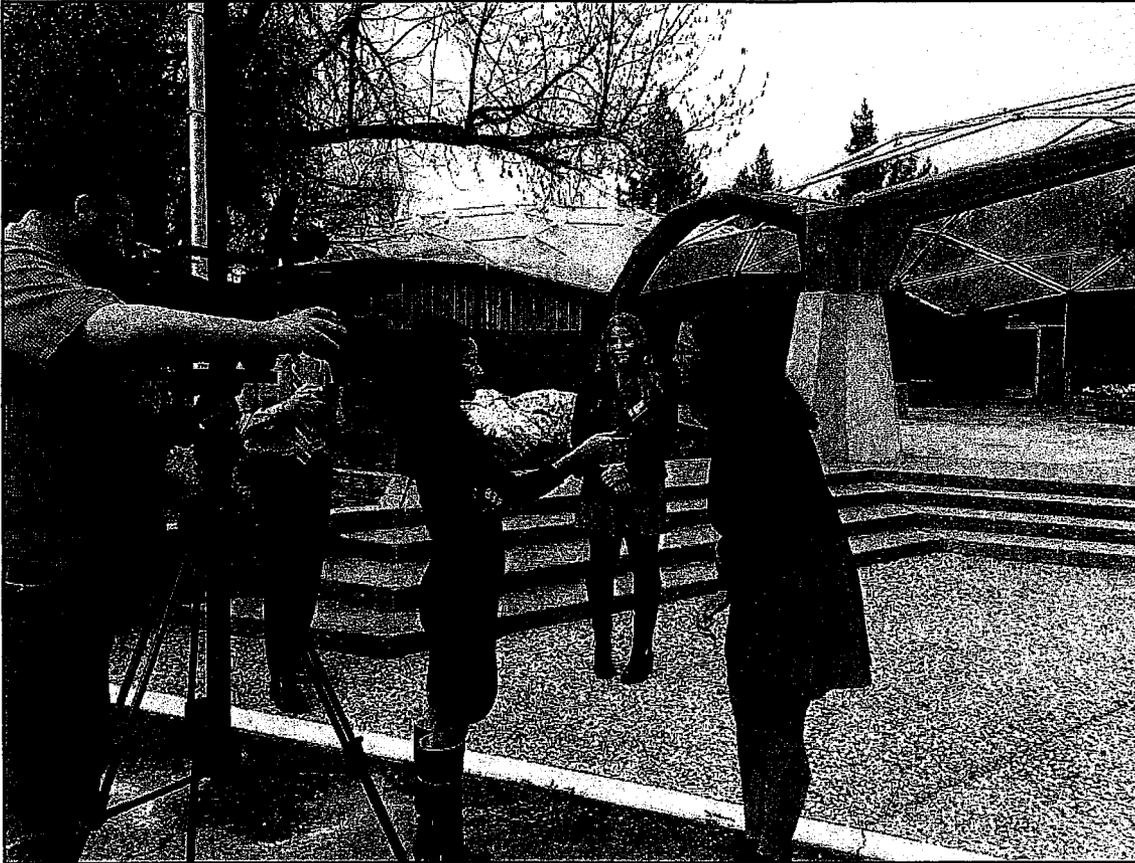
FISCAL IMPACT:

There is no fiscal impact.

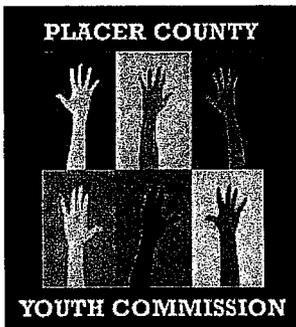
Attachment:

Placer County Youth Commission Annual Report

Attachment A



Placer County Youth Commission 2014 - 2015 Annual Report





Mission Statement

The Placer County Youth Commission integrates youth voice into local policy by researching youth issues and concerns, relating findings and positions to local policy makers, and engaging the community to create positive change.

Goals

- To advise the Board of Supervisors and other decision makers on youth related issues
- To serve as a recognized community forum to discuss youth related concerns, ideas, and solutions
- To represent and raise the profile of Placer County youth
- To initiate and maintain positive change in the community and its youth
- To promote positive activities, provide service opportunities, and encourage youth involvement in the community
- To better prepare youth to become responsible and active citizens

VOICE!

2014 – 2015 Placer County Youth Commissioners

July, 2014 - June, 2015

Riley O'Keefe
President
District 5

Daelin Arney
Vice President
District 5

Azin Mirzaagha
Secretary
District 1

Jack Bell
Treasurer
District 3

Shelby Sparks
Outreach Officer
District 5

Scott Irons
Public Relations Lead
District 5

Leenah Bassouni
Public Relations Lead
District 2

Mikayla Riggs
Public Relations Lead
District 5

Daniel de Valk
Technologies Officer
District 2

Ethan Wong
Historian
District 4

Annina Hanlon
Health And Wellbeing
Committee Chair
District 5

Tyler Tate
Youth Futures Chair
District 1

Alex Cooney
Vital Communities Chair
District 4

Anna Lienhard
District 1

Julia Shobozian
District 3

Matthew Wong
District 3

Caitlyn Jordan
District 4

Natalie Barron
District 4

2014 – 2015 Placer County Youth Commission Active Ambassadors

Kathryn Sobczak
District 1

Henry Low
District 2

Carly Cramer
District 5

Kaela Dandeneau
District 2

Jocelyn Tool
District 1

Ivy Liu
District 4

Samuel Diddier
District

Karlee Dornbush
District 2

Sarah Chang
District 2

Brendyn Ikeda
District 5

Brian Lee
District 2

Undral Khuyag
District 2

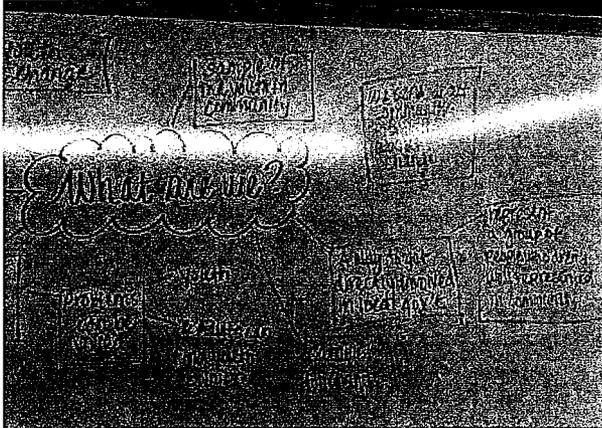
2014-15 Placer County Youth Commission Advisor

Kara Sutter
Placer County HHS

Perseverance and hard work brought results in 2014-15. The Placer County Youth Commission (PCYC) never gave up working to achieve goals set by previous term Commissions and they worked hard to develop and successfully accomplish their own projects as well.

Raising Community Awareness of PCYC

At the beginning of the term, it was evident that the Placer County Youth

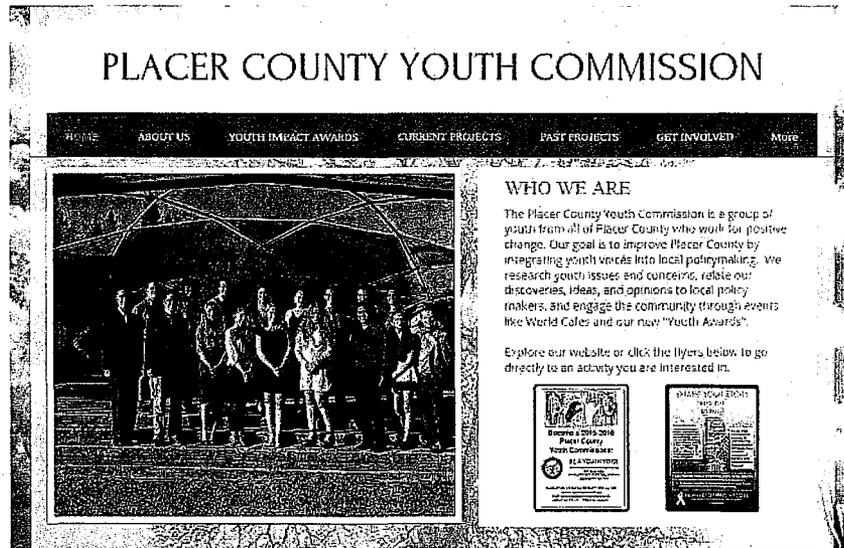


Commission worked mainly in the background in the community; most community youth did not have an existing knowledge of the commission. Thus, one of the primary goals for 2015-16 was to increase the community knowledge of our commission. A committee met with local marketing consultant Steve Ricardelli who volunteered to help them clarify key elements the

commission wanted to convey. An action plan was developed that included creation of a Twitter account to try to increase online impact as well as creating a new, more visually appealing website.

This year the youth commission re-designed the PCYC website at www.placeryouth.com. A new, cleaner layout was developed to create a more modern venue for information about the commission. Page backgrounds are local photos that highlight Placer's beauty and geographic diversity.

The resources available on the website were also expanded. Items accessible on the website include information, pictures and video on the commission and its projects, community news, special youth pages for events such as mental health month or drug fact month, information on how to become involved in the commission, a list of current commissioners, and means to contact the



commission. The website served as a primary outreach tool for recruitment this year. Not only could students learn about the commission online but they also could complete the application process. The 2014-15 Commission reached their goal in creating an appealing website that is also easy for future PCYC members to update and expand.

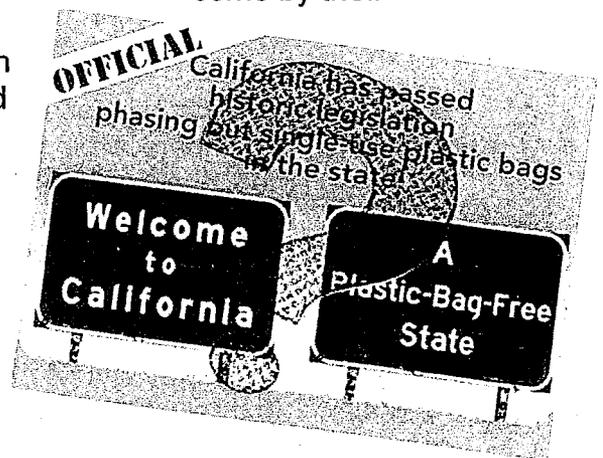
The 14-15 Commission feels its greatest rebranding success was the Placer Youth Impact Awards project. Not only did this project meet its goal to recognize youth in the community, (more on the project in a later report section) but it also helped create a new positive name for the commission and direct youth to the redesigned website.

Environmental Sustainability

The Youth Commission started the year with a focus on environmental issues. Youth expressed that it is they who will be dealing with the future impacts of current environmental policy and want to have a greater voice in decisions. Each year PCYC members have listed this as a student priority and this group felt it was time the commission look at how youth could help instigate impactful, permanent change. At an early summer meeting, commission members discussed the far reaching impacts of plastic waste. Carry-out plastic bags, bottled water, and packaging waste were issues that students felt could be impacted by their advocacy. Commissioners then researched plastic bag “bans” by reviewing data and reports from some of the 130 plus California communities with locally approved bans as well as data from other countries. Commissioners called and personally spoke with point people and public employees from these communities to hear experiences regarding both long-existing as well as recently introduced local legislation. PCYC attended the Auburn Sustainability fair and asked people to come by their booth to discuss their thoughts on a plastic bag ban. PCYC concluded that the pros (conservation of resources, reduction in waste, reduced litter and cleanup costs, public support documented to actual grow in communities once enacted, and community members feeling empowered by taking action to be more sustainable) outweighed the cons (inconvenience, cost to consumers, plastic manufacturing losses, and hygienic concerns) and thus voted to support local action to encourage a single-use plastic bag ban and consumer fee for disposable bags.

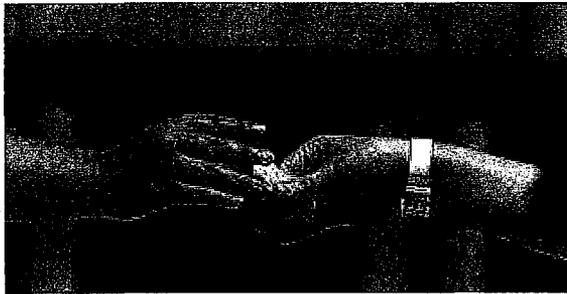
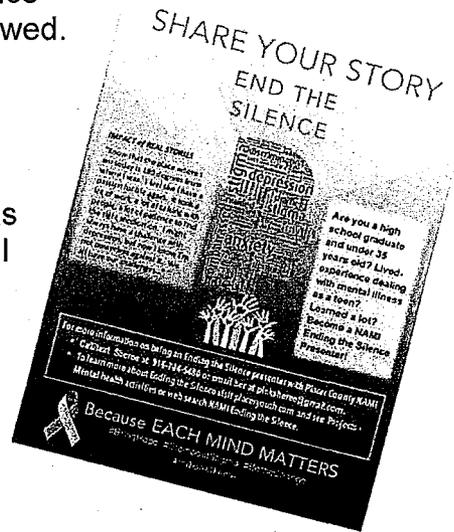


Auburn Sustainability Fair 2014



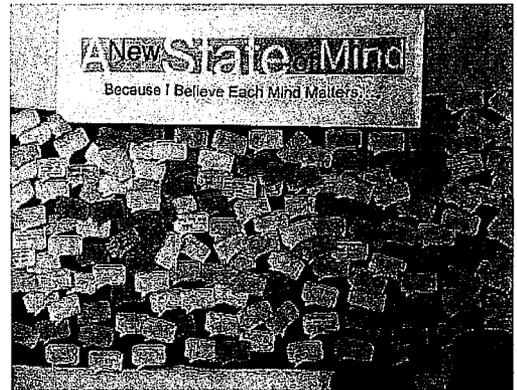
With initial support from NAMI Sacramento volunteers, Granite Bay High School was the first Placer school to utilize the Ending the Silence program, then presentations at Chana High School followed.

PCYC helped promote recruitment for NAMI Placer volunteers through flyers and the website and a press release. A few students from Sierra College, William Jessup University, and Sacramento State volunteered as lived-experience presenters. In April, Sacramento NAMI trained Placer NAMI volunteers and the homegrown Placer program was launched.



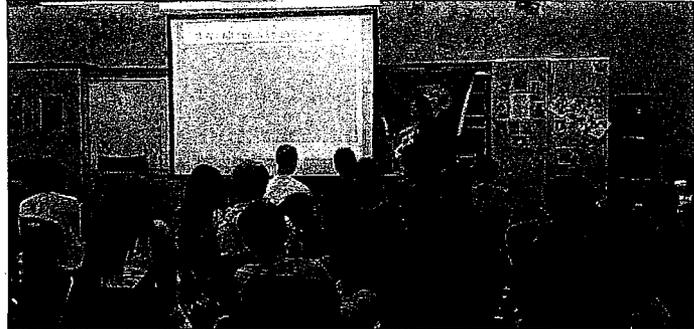
PCYC member Kathryn Sobczak spearheaded a student led Mental Health Awareness Week mid-April at Woodcreek High School. Placer NAMI's presenters worked together to provide a powerful and informational message about mental health

awareness. The Ending the Silence program was integrated into all of the health classrooms at Woodcreek, reaching over 276 students. The Mental Health Awareness Week reached out to the entire student body with mental health information placed in the daily announcements as well as stigma reduction activities in the central quad during lunch.



The Woodcreek experience was so positive that it was discussed at a Roseville High School District meeting and Ending the Silence is now desired district-wide (six high schools) each term.

Whitney High School also requested Ending the Silence for all their health classes. NAMI Placer presenters spent two full days at Whitney. Over 400 students heard the potentially life-changing information, were inspired by the stories and resilience shared by the young presenters, and made personal commitments to reduce stigma around mental illness.



Student evaluations were overwhelmingly positive on the program with comments such as “people were affected by this”, “the presenters were wonderful”, “lots of great information”, the personal stories were the most impactful”, “the videos were great”, “I liked the openness and encouragement to speak” “the best part was when I got to speak with (the young presenter)” “I am happy to know this program is starting in Placer County”.

YOUTH SUBSTANCE ABUSE PREVENTION

Preventing substance abuse remained a PCYC priority. The commission built upon past projects and launched new initiatives as well.

Partnership with Coalition for Placer Youth

As in past years, the Commission voted to partner with the Coalition for Placer Youth. Commissioner Julia Shobozian attended CPY meetings as the PCYC representative. In February, Commissioners helped at CPY’s community open house and helped lead table activities. CPY and PCYC worked well in partnership with Rocklin Police Department that led to successful adoption of a Rocklin Social Host Ordinance.

Social Host Ordinance – Success!

Background: PCYC’s started research on social host ordinances in 2010-11. A local social host ordinance addresses underage and binge drinking by holding hosts of parties responsible for providing places/locations for underage drinking, especially home parties. Under such ordinances, a host could be fined if police were called to respond to a party where people under the age of 21 are consuming or possess alcohol. The fine is a civil infraction, much like a traffic ticket. Communities in



California have set the fine amount anywhere from \$500 - \$2,500.

In 2011-12, PCYC decided that a local social host ordinance was one of the best means to reduce underage drinking in Placer County and create long term impact. PCYC hosted a community town hall with national experts for local law enforcement, government officials and community members. In the 12-13 term, the Commission presented SHO information at Rocklin meetings and also received the Rocklin School Board's endorsement of the SHO concept.

Current year:

This year Rocklin came forward and contacted PCYC. Commissioners met with Officer Trent Jewel and Shari Crow of the Coalition for Placer Youth to discuss how to best assure the Rocklin SHO being proposed by Rocklin Police Department would be adopted and then well-implemented.



On February 10th Rocklin Police Department proposed a local social host ordinance at the Rocklin City Council meeting. PCYC presented regarding what they

experience as young people and why a social host ordinance would be a good thing for Rocklin. *(Having patiently waited to present at a very long City Council meeting, the Commissioners were personally commended for their civic engagement and given City of Rocklin pins by the mayor).* The Council decided to further assess wording in the ordinance and bring changes back to the voted on at the March 10th City Council Meeting. On March 10th, PCYC attended the meeting to support the ordinance and speak as necessary. The final result was a unanimous vote in favor of the Social Host Ordinance. Local news media contacted PCYC and members were featured on the Channel 3 news.

ORDINANCE NO. 1029

ORDINANCE OF THE CITY COUNCIL
OF THE CITY OF ROCKLIN
ADDING CHAPTER 9.42- SOCIAL HOST ACCOUNTABILITY
TO THE ROCKLIN MUNICIPAL CODE

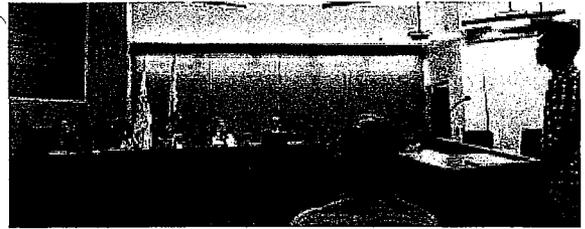


More Social Host Action:

Roseville: After the Rocklin Ordinance passed, Roseville City Council asked PCYC to give an informative presentation at their April 15, 2015 City Council Meeting. PCYC



quickly arranged



a meeting with Police Chief Daniel Hahn to make sure Roseville Police knew of the interest in a social host ordinance. The meeting went very well and PCYC members attended the Council meeting and gave an overview of what a social host ordinance is, how it works, and why they felt it would be impactful. Currently, Roseville will consider adopting a Social Host Ordinance at the

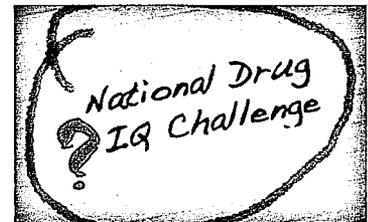
July 15th, City Council meeting. PCYC will be there!

Placer Law Enforcement Agencies (PLEA) Meeting:

On April 16th, Commissioner Alex Cooney updated all law enforcement agencies about Social Host Ordinances and the Youth Commission's goal that all Placer County jurisdictions enact similar ordinances to send a clear, consistent message to adults and youth and prevent youth crossing community boundaries to party. PCYC also reminded law enforcement of TRACE, Alcohol Beverage Control investigative officers available at no charge to assist in "tracing" the source of alcohol whenever there is an accident involving underage drinking.

National Drug Facts Week – 2015 PCYC Activity

PCYC decided to utilize its website and promote a student online challenge for the 2015 National Drug IQ challenge. Schools would agree to send students the online survey link to their school web address. Students could fill it out and be entered into a contest to win Chipotle and Starbucks gift cards. PCYC liked the challenge because it gave facts and



immediate feedback. For Del Oro, results were compiled to see which grade had the best Drug Fact IQ. Del Oro High School and Victory High participated in Drug Facts Week activities including informational announcements during the week. 204 students completed the Drug Fact IQ challenge.

Placer County Youth Impact Awards, 2015



PLACER COUNTY
YOUTH COMMISSION

**CALLING ALL
PLACER COUNTY
HIGH SCHOOL
STUDENTS!**

Are you making
a difference
in the community?

Apply to be
recognized at
www.placeryouth.com
Deadline April 6, 2015

Join us for an evening
to celebrate you and
your peers—Sunday,
April 26.

Admire someone that should be recognized? Let them know. Ask them to apply today!

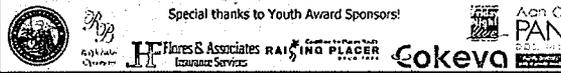
Placer County
**Youth
Impact
Awards**
Igniting Change

**Category Winners
Receive a \$100 Award!**

Categories:

1. Leadership
2. Community Service
3. Overcoming Adversity
4. Applied Talents and Knowledge
5. Impact—(award goes to a group)

Special thanks to Youth Award Sponsors!



Commissioner Tyler Tate proposed a Placer County Youth Awards program to the Commission at the September 10th, 2015 meeting. A subcommittee with Tyler as Chair was formed to research and develop the concept.

PCYC felt the community doesn't hear about all great things young people are doing. While Placer youth volunteer at high rates, young people receive little recognition for all they do. Youth are leaders, innovators, and dedicated volunteers who are making a difference in their communities, a fact the Commission wished to value and reinforce! PCYC decided to also create a category that recognized youth overcoming adversity. By highlighting these stories of strength

and service, the goal was not only to celebrate an individual's resilience or accomplishments, but to inspire and bring hope to others.

The Youth Awards served three purposes:

- 1) Raise the positive profile of Placer youth in the community
- 2) Recognize youth who are making a difference but often receive little recognition.
- 3) Help raise student and community awareness of PCYC itself.

PCYC worked to design the 5 award categories, create the name, design a logo, develop a publicity plan, and Tyler successfully found community sponsorship to attach a monetary award as an incentive for students to enter a submission! To participate in the Youth Impact Awards, students completed a simple online application found on the PCYC website. The five award categories were leadership, community service, applied knowledge and talents, overcoming adversity, and a group impact award. Each category announced one \$100.00 award recipient and an honorable mention, yet all applicants received recognition at the celebration dessert on Sunday, April 26th held at the Woodcreek Golf Course Clubhouse. Placer County Supervisors Jim Holmes and Jack Duran were honored guests who helped present the awards.

The Youth Awards received 37 excellent submissions. The awarding committee had a very difficult job in making their final decisions. Students had exhibited extraordinary leadership: they had mentored, helped animals, fought human trafficking, increased tolerance, improved facilities, raised awareness and acceptance for youth with disabilities, helped the environment, shared unique talents and overcome challenges. The 2015 Recipients were as follows:

Leadership

- Andrew Wood
- *Connor Christensen -Honorable Mention*

Community Service

- Kyle Van Rensselaer
- *Gauruv Virk -Honorable Mention*

Applied Knowledge

- Mason Sage
- *Kevin Marer -Honorable Mention*

Overcoming Adversity

- Owen Weitzel
- *Rachel Mulder -Honorable Mention*

Community Impact: Group Award

- A Touch Of Understanding, *Community Based Organization—Youth Force*
- *STOP (Stop Trafficking Of People) Club at Woodcreek High School -Honorable Mention -*



One hundred and twenty eight people attended the dessert and the Commissioners received positive feedback from attendees. Students and community members were impressed with PCYC leadership. Next year the Commission hopes to improve and expand upon this year's event. Having much of the "figuring out" now done, PCYC wants to improve community outreach especially to local media. While press releases were sent, little was published. Next year PCYC hopes to make student service and leadership a story that is better shared.



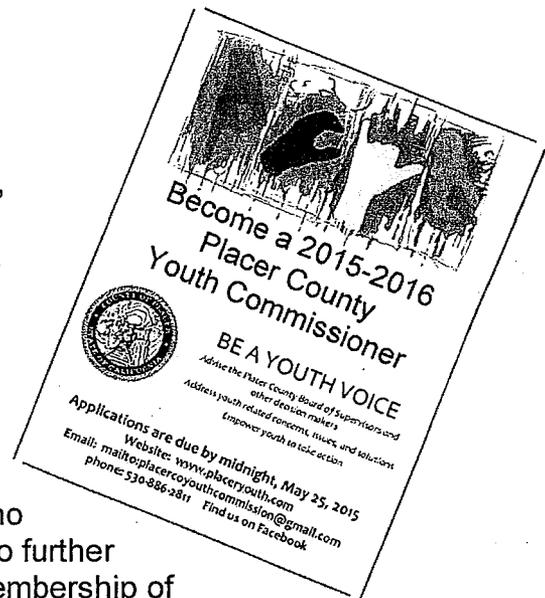
"Let's all share such stories of empowered young people. The more we do that, the more those young people will steer our world's boat ... and fill its sails with love"

T.A. Barron

Recruitment of next term's 2015-16 Commissioners

PCYC applications were due May 25, 2015. PCYC updated its PCYC recruitment video on our website, posted to our Facebook page, as well as sent a promotion and announcement packet to all schools. College and career centers posted the flyers.

Response was strong with 35 applicants applying for the 18 openings. This year in interviews and orientation meetings, we again stressed that participation is the main reward, not titles. Last year we had many active Ambassador members who were not formally appointed. The goal this year is to further on that trajectory and enlarge the active working membership of PCYC even more.



Regular Commission Meetings, Support, Guests, and Officers



Meetings were generally held every second Wednesday in the Board of Supervisors chambers in Auburn and every fourth Wednesday of the month at the Rocklin Library. Meetings were run using parliamentary procedure. President Riley O'keefe led the meetings and meeting minutes were taken and submitted by Secretary Azin Mirzaaga. A County update was provided monthly by Supervisor Holmes' aide, Leah Rosasco!

Special Guests:

- Supervisor Jim Holmes, District 3
- Shari Crow, Coordinator of the Coalition for Placer Youth
- Brandon Barry, past Youth Commissioner and aide to Assembly Woman Elizabeth Gaines.
- Mike Lombardo, Placer County Office of Education
- Steve Ricardelli, Community member, marketing consultant
- Mike Romero, Placer County Tobacco Prevention
- Ian Evans and Stephanie Layton from Community Recovery Resources
- Kelley Brian, University of California Cooperative Extension

PCYC Member Reflections 2014-15

I am able to be someone who can start a change.

I learned planning is the most important part!

I will not be afraid to speak up about problems in my community and world.

I learned I need to be more assertive if I want something to be done.

I learned city council meetings can take forever!

I learned that nothing changes in the community without a catalyst – if not us, then who?

The passion of the Commission to really do what's best for the community – everyone drove me to be a better leader because they deserved the best.

The members of PCYC are inspiring.

Everyone works hard and taught me different strengths.

