Young: All Valued Participants

GENYOUth's work empowers students themselves to lead and innovate around nutrition and physical activity in their school communities. That's why the student voice is an essential part of many Town Halls — and we need it to be able to contribute meaningfully to community engagement. We are careful to involve students as:

- Members of content and logistics planning committees
- Members of moderated panel discussions
- Solo presenters of compelling, single-topic stories or perspectives related to the event theme
- Break-out-session moderators and share-back presenters
- Panelists and presenters
- Hosts of student “expo” showcases featuring stakeholders as critical to community projects and no single organization can, or should, “go it alone” alone.

Two Communities Are Alike

Communities are unique, with varying histories, demographics, traditions, and challenges. No single model of community engagement fits all — because each Town Hall can be uniformly effective at producing results that range from simple awareness building to garnering commitments of financial and other resources. And yet no one Town Hall model fits all, either. Whether a gathering features a panel discussion, guest speakers, open forum, brainstorming sessions, or even live streaming for remote access is all dependent on the situation.

But a well-staged and produced Town Hall will inevitably engage a community by providing a setting for interchange, informal, genuine, and open exchange of ideas, and free flow of communication in all directions.

In that tradition, GENYOUth's Youth Empowerment Town Hall model changes the local level for the benefit of youth and communities as a whole. Learn more about GENYOUth Town Hall Gatherings at www.Genyouth.org.

Founder in 2010 through a public-private partnership with the National Dairy Council and the National Football League, GENYOUth empowers students to exercise and thrive as leaders and social entrepreneurs, and create a healthier future for themselves and their peers. To support students and schools, we convene networks of public and private partners and raise funds for a range of national nutrition and physical activity initiatives that bolster healthy, high-achieving students, schools, and communities. Building on a legacy of passionate and empowered American youth, we believe that all youth, in particular, are capable of innovation and leadership, and their full potential by identifying and leading solutions that drive health, food, and community engagement.

Learn more about GENYOUth's youth-empowerment partnerships, volunteer, funding, and donation opportunities at www.Genyouth.org or contact us at info@Genyouthnow.org.

GENYOUth Town Hall gatherings invite health and wellness messages to their employees, and encourage volunteerism on the part of employees in schools and communities. Companies need to care.

The growing trend of collective impact, as well as a vibrant customer base for sporting-goods stores, farmers' markets, culinary schools, and health-focused fast-food vendors.

Significantly, business attendees at Town Halls repeatedly reinforce that investing in students today is an interest in healthy, active kids, and that could just think of the categories of businesses that have a stake in healthy, active kids, and that could work with our youth around nutrition and physical activity.

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The Centers for Disease Control and Prevention has identified Community Engagement as one of ten components of its Whole School, Whole Community, Whole Child (WSCC) framework — pointing out that “school. Its students, and their families benefit when leaders and staff at the district or school level and community engagement.”

Innovation Review

But what exactly is “community engagement”? The U.S. Department of Health and Human Services has defined it as “the process of working collaboratively with and through groups and individuals affiliated by geographic proximity, special interest or similar situations, to address issues affecting the well-being of those people. It is a powerful vehicle for bringing about environmental and behavioral changes.”

GENYOUth has used a Town Hall model — local convenings of stakeholders around school and community wellness — to foster community engagement.

The Learning Connection: Bringing Town Halls to Schools

Community Engagement: Working Together is an invaluable step in tackling challenges locally.

IN BRIEF

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In its efforts to support educational and community improvement efforts, GENYOUth has applied and tailored the Town Hall model, powerful community convening mechanisms that underwriting for social change efforts have generated innovative, actionable steps to get kids from a genuine diversity of viewpoints. The most successful dialogues emerge from a genuine diversity of viewpoints. The most successful dialogues emerge. These gatherings have been organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUth’s valued partners — state and regional Dairy Councils and NFL Teams. As of this writing, GENYOUth has held 17 Town Halls in cities nationwide, from Boston, to Houston, to Los Angeles. These events were organized in cooperation with two of GENYOUTh...
Three Years of Local Events

As a nonprofit focused on youth and school wellness, a big part of GENYOUth’s work involves bringing constituencies together around nutrition and physical activity to support our vision of empowering youth to help create healthy school communities. While we convene on the national level through summits, leadership schools, and national partnerships to bring constituencies together around nutrition and health, and most schools are very open to local business initiatives to solicit support.

In short, youth are engaged as problem solvers, solution generators, and leaders in school wellness. As one student leader said, “we don’t only want to be leaders of the future. We want to be acting on the desire to set a better example.”

Together, these achievements mean that, for the first time in a generation, students are understanding, recognizing, and acting on the desire to set a better example. They are applying creative digital solutions to the development of fitness apps for mobile devices, developing their own wearable solutions to the development of fitness apps for mobile devices, and are acting as leaders

At the local level, we’ve discovered that students actively engaging, understanding, recognizing, and acting on the desire to set a better example.

Who Attends?

Diverse community members, with a focus on youth thought leaders can join us for the GenYouth® 2017 National Engagement event, "In GENYOUth’s case, they include..."
**Community Engagement through a Town Hall Can...**

**Uncover collaboration opportunities**
- Elevate the voices of untapped or underrepresented constituencies

**Raise awareness of participant organizations’ leadership and mission**
- Provide opportunities for attendees to interact with constituents from various sectors

**Showcase the impact of organizations’ health and wellness programs**
- Enhance or strengthen relationships among groups
- Prove the outcomes and benefits of support or underwriting for social change efforts
- Generate productive local market media coverage, if desired

**What True Community Engagement Can Do**
- Perhaps more than anything else, we’re learning about the opportunities and challenges local schools are facing; about community leaders who are making a difference and how they’re doing it; about the community convening mechanisms that are powerful community convening mechanisms that engage new networks at the grassroots level and that, in GENYOUth’s particular case, encourage new investment in local schools. We’ve found Town Halls to be notably efficient at galvanizing previously inactive groups and individuals around the cause of youth empowerment.

**Brings together truly “unlikely suspects.”** Town Halls welcome a mix of people who generally don’t sit down in the same room together to talk — stakeholders in nutrition, fitness, public health education (including school district leadership), parents, middle- and high-school students, philanthropists, policy-makers, relevant government agencies, nonprofit partners and colleagues, farmers, local school wellness and physical activity leaders, and local media. The most successful dialogues emerge from the diversity among the stakeholders.

**Strengthen local networks.** Town Halls are powerful community convening mechanisms that generate new networks at the grassroots level and that, in GENYOUth’s particular case, encourage new investment in local schools. We’ve found Town Halls to be notably efficient at galvanizing previously inactive groups and individuals around the cause of youth empowerment.

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“There are so many people and groups focused on kids and healthier schools. Change of the kind required in creating healthier communities at the grassroots level discover that working together to achieve collective impact is the only way they can move forward.”

The theme of this brief is workforce development and education. Workforce readiness helps ensure business and industry a truly healthy and dynamic talent pool which, in turn, helps ensure a vibrant local economy. We could start a kind of corporate big brother or big sister program specifically around nutrition and physical activity — as recess monitors, fitness mentors, etc. We work with our youth around nutrition and physical activity.

“I’m going to ask local businesses to allow employees to set aside one day per month to work with their kids on nutrition and physical activity — as recess monitors, fitness mentors, etc. We could start a kind of corporate big brother or big sister program specifically around nutrition and physical activity.”

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Communities are unique, with varying histories, demographics, traditions, and challenges. No single model of community engagement fits all — both on the Town Hall and in the classroom. Town Hall can be uniformly effective at producing results that range from simple awareness building to garnering commitments of financial and other resources. And yet no one Town Hall model fits all, either. Whether a gathering features a panel discussion, guest speakers, open forums, brainstorming sessions, or even live streaming for remote access is all dependent on the situation.

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Resources

- The Learning Connection: Bringing Town Halls to Your Home Town
- VIDEO: In Brief: Volume 2 No. 2 April 2017
- GENYOUth’s report on Wellbeing and Resilience: How to Measure Wellness and Fostering Resilience in Youth
- GENYOUth’s report on The Wellness Impact: Enhancing Academic Success through Healthy School Environments
- www.genyouthnow.org/resources/the-wellness-impact-report

More information about GENYOUth’s work can be found at www.genyouthnow.org.

Airing issues, discussing challenges, sharing approaches, and brainstorming solutions elicited from diverse community stakeholders have been key components of community involvement and engagement — engagement that can drive real action. Community engagement has been identified by organizations of many kinds — nonprofit, educational, institutional, multinational corporations — as a way to effectively address complex, thorny challenges, frame issues, share resources, generally deepen understanding of topics, and explore potential solutions. Why? Because genuine involvement of communities — is a necessary element in achieving social impact and positive change.

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The Centers for Disease Control and Prevention has identified Community Engagement as one of ten components of its Whole School, Whole Community, Whole Child (WSCC) framework — pointing out that “A school, its staff, and the families benefit when leaders and staff at the district or school solicit and coordinate information, resources, and services to establish and sustain a community of partners.” WSCC is a framework that helps communities of all types — whether faith-based organizations, health clinics, colleges and universities, and other community groups — work together in addressing the complex issues with which they face.

And in a spring 2016 article in the Stanford Social Innovation Review, Perry, C. R., and Paul Schmitz suggest that “leaders must reframe the concept of community engagement.” But what exactly is “community engagement”? The U.S. Department of Health and Human Services has defined it as “the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest or similar situations, to address issues affecting the well-being of those people. It is a powerful vehicle for bringing about environmental and behavioral changes.”

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“Getting people talking “in their own backyards” is an invaluable step in tackling challenges locally.”

The Learning Connection: Bringing Town Halls to Your Home Town

In Brief: Volume 2 No. 2 April 2017

COMMUNITY ENGAGEMENT WORKING TOGETHER IN BRIEF
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RESOURCES

- VCEC: The Learning Connection: Bringing Town Halls to Your Home Town
  - Available at Community Engagement: Principles of Community Engagement

- Stanford Social Innovation Review
  - “The U.S. Department of Health and Human Services uses the definition of "community engagement" as the "process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest or similar situations, to address issues affecting the well-being of those people. It is a powerful vehicle for bringing about environmental and behavioral changes."

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