Strategies for Promoting Engagement in Youth Advocacy Program

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Thiiirdspace is a program through Family Voices of TN that engages youth ages 14-24 to build a more inclusive world for people with special healthcare needs, chronic illnesses and disabilities.

Strategies for Promoting Engagement in Youth Advocacy Program
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Expert Mentor: Kara Adams

Mission and Vision of Family Voices of Tennessee:

Who We Are: We are families supporting families of children with special healthcare needs, chronic illnesses or disabilities.

What We Do: We guide them on their journey to find their voice, community and best outcomes.

Thiiirdspace Program Description:
Thiiirdspace is a program through Family Voices of TN that engages youth ages 14-24 to build a more inclusive world for people with special healthcare needs, chronic illnesses and disabilities.

Needs of the Agency:

1. Increased engagement and retention among 14-17-year-olds in the Thiiirdspace youth program.
2. An enhanced Thiiirdspace Instagram presence and marketing strategy.

Project Goals:

1. Student will seek mentors within and outside the occupational therapy profession to help guide creation of the Thiiirdspace marketing protocol.
2. Student will spend time observing and participating in a Thiiirdspace group session in order to build rapport with individuals currently participating in the program.
3. Student will facilitate interviews with current members of Thiiirdspace in order to gain feedback on Thiiirdspace’s Instagram account.
4. Student will develop comprehensive marketing procedure for use of Thiiirdspace and potential use for future programs.
5. Student will enhance Instagram presence of Thiiirdspace and implement feedback from stakeholders with a survey.

Interview Takeaways:

• Average age of interview participants was 18-19 years-old. 92% of participants live in Middle TN.
• All participants reported having an Instagram account. 75% of the sample spend 30+ min on the site per day.
• Respondents were seeking out information related to family/friends and entertaining/funny info on Instagram.
• Majority of respondents want to see more group related content on the page.
• 50% of respondents reported increased engagement with the page over the last 3 months. 33% reported no change.

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• Lastly, thank you to all the participating Thiiirdspace members who are truly creating a more inclusive world.

Project Outcomes:

Marketing Procedure Including:
• Program needs assessment
• 45 compiled community agency contacts
• Compiled data from 2 interviews with current members
• 2 mock handouts, see example below
• Information about Gen Z online habits
• Instagram 12-month schedule and content ideas
• Bootcamp ideas and resources

Instagram Outcomes:
• 60+ new Instagram followers
• Numerous Instagram posts, see examples below
• Daily engagement with similar, local agencies

Info Graphics about topics related to the population
Promotion of Upcoming Events
Sharing member accomplishments and events
Weekly story questions to promote page interaction
Handout example for Thiiirdspace event