



Youth and Community Involvement

noregrets

Parachute 

Network Building and Community Mobilization

Building networks and mobilizing community brings together different people to build support and momentum for change. Efforts to build networks of individuals and groups will help to provide support for No Regrets teams as you work to raise awareness and change risk-taking behaviours. Support can mean practical assistance (a car dealership may lend your team a car for the Quick Click activity), but it can also mean just getting people to support you in rallying around injury prevention. Think about the influence a competitive snowboarder at your school or in your community might have on others – or a gym teacher who decides to stand behind injury prevention messages in their class! Bringing together more people into this support network allows change to happen more quickly and effectively.

Clear and consistent messages and actions from a variety of individuals and groups in your school and community can change the culture of risk taking and make taking stupid risks unacceptable behaviour.

Engaging the Community

Now that you are about to plan and implement your signature event, it is important to keep in mind how helpful community involvement can be. A wide network of individuals and groups from your community can offer many different ways to support and enhance your program event. Establishing relationships with local emergency services, businesses, public health organizations, and influential members of the community can go a long way in helping to make your big event successful. Having these individuals at your event increases potential for more people to attend, lends credibility to your team, and can also result in media coverage. Donations and practical assistance can also be extremely helpful.

Another way to increase the number of community members involved in your event is to open it up to the public. Consider inviting other local schools to compete against one another in the Quick Click Challenge, or invite family, friends, and community members to your Wear the Gear Fashion Show. By having more people participating

and in the audience, you improve the quality of your event while also spreading the No Regrets messages to a larger number of people.

Don't forget to reach out to other groups in your school or community (like the Student Council or SADD) that might be interested in participating and have something to offer. Clear and consistent messages and actions from a variety of individuals and groups in your school and community can change the climate of risk taking and make taking stupid risks unacceptable behavior.

Student Mobilization

- Motivate youth to participate by making the event into a competition and offering a prize for the winner
- Invite student bands or cheerleading/dance teams to perform at the event to raise spirits/create hype
- Encourage students to participate in events as teams so that they can have fun with their friends who are simultaneously attending your event
- Invite relevant classes to incorporate your activity or event into the course curriculum (e.g. Wear the Gear Dodgeball in a gym class)
- Many schools hold "buy-outs" where students can pay a dollar or two to get out of class to attend a special school event. Talk to your staff adviser and principal to see if this is an option for you. This may increase the number of students participating as well as the number of spectators. It can also help cover the cost of hosting the event, or go towards fundraising for your No Regrets program
- If a buy-out is not possible, consider holding the event at a busy time such as lunch, or host the event over a week-long period so that more students will have the opportunity to participate
- Provide/sell food and refreshments during the event