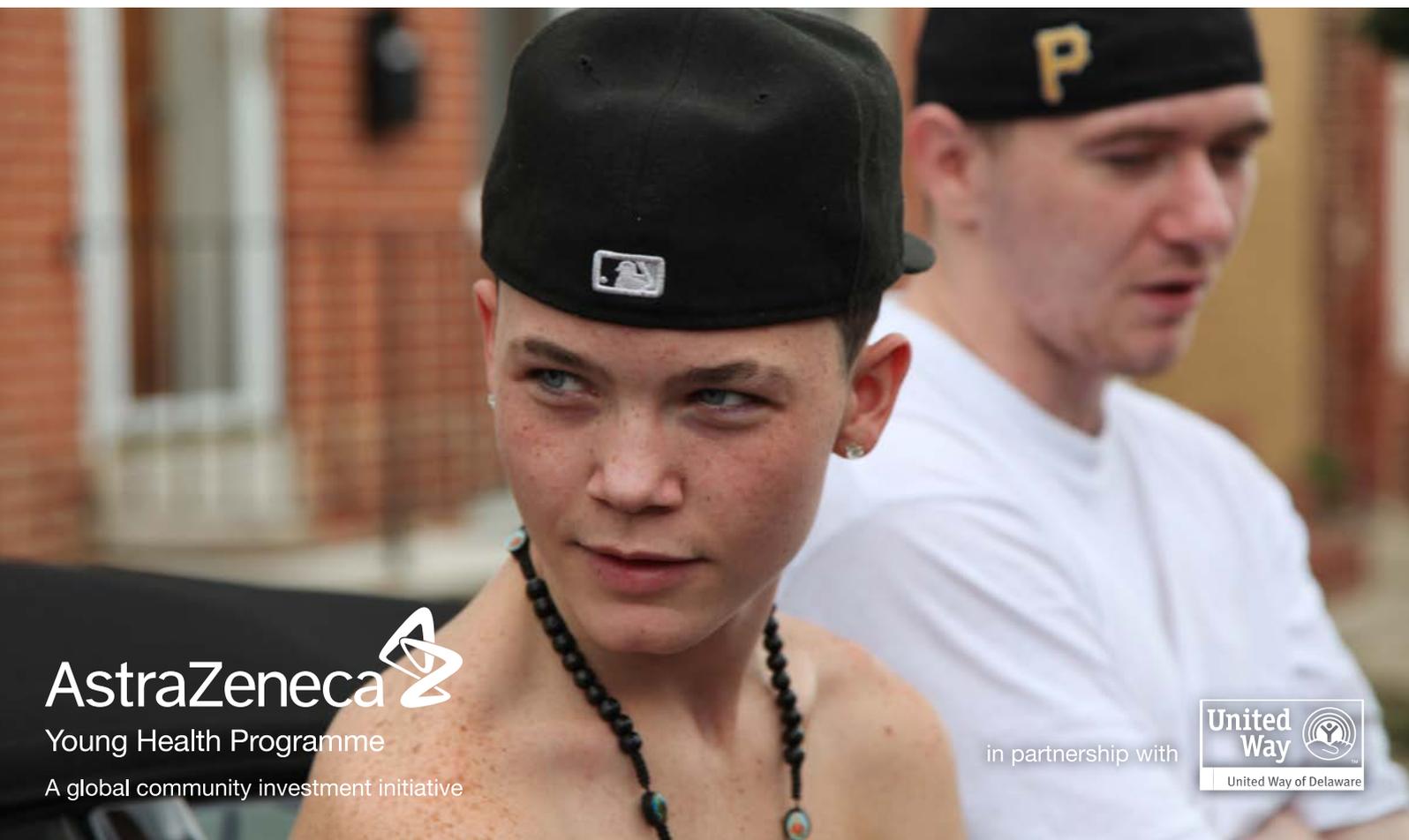


# Young Health Programme in the US

Physical, social and emotional well-being is essential for the academic success of Delaware's adolescents. Evidence shows that young people, aged 12 to 15 years of age, are especially susceptible to a range of health and learning risks and are experiencing rapid developmental changes that can make them susceptible to negative behaviours, including drug and alcohol abuse and risky sexual activities.

The Young Health Programme in the US, IM40<sup>®</sup>, provides the resources necessary for adolescent youth to live healthier lives through a proactive focus on their strengths and assets, based on the highly successful 40 Developmental Assets model created by the Search Institute.

The Programme is in partnership with United Way of Delaware, and engages adults, parents, teachers, coaches, and mentors, mobilising them towards the shared goal of increasing assets of youth in their communities.



**AstraZeneca** 

Young Health Programme

A global community investment initiative

in partnership with



# Young Health Programme in the US



**Factors that impact on youth success include risky behaviours such as substance abuse, early sexual activity, pregnancy and parenthood, body image and eating disorders.**

**Protective assets include social and emotional skills, physical fitness and activity, healthy weight and nutrition, adequate sleep and nurturing connections with caring adults.**

## What do we want to achieve through the Programme?

Build a movement promoting positive youth development and healthy behaviours, which will:

- Protect from risky health behaviours such as smoking, substance abuse and early sexual activity
- Promote improved health such as physical fitness and better nutrition
- Reduce the burden of chronic disease through adolescent health behaviours and development
- Promote social and emotional well-being
- Promote better school performance such as attendance, academic performance and school behaviour
- Build communities that support adolescent health and school performance, which will:
  - Strengthen community resources that support positive youth development
  - Broaden access to health resources for youth
  - Engage youth in designing and implementing critical aspects of the YHP
  - Create a model of positive youth development that can be used in other communities
- The Programme is initially aimed at 12 to 15 year olds who live in high-need neighbourhoods in each of Delaware's three counties. It will be rolled out to other communities throughout the state in coming years

## What activities are taking place locally?

- Using a model to promote positive youth development that engages youth, their families, volunteers and communities in acquiring developmental assets
- Mobilising young people as YHP "Champions" to act as peer mentors
- Educating youth, civic and government leaders regarding the health needs of young people and encouraging them to increase resources that foster good health and academic success
- Empowering teachers, parents, clergy and other adults to help young people achieve academic success by connecting them to existing programmes and resources that promote positive youth development and reduce risky health behaviours
- Training key stakeholders including families, teachers, health providers, youth-serving professionals, community leaders and volunteers to provide supportive relationships, accurate information, and skill building opportunities for targeted youth

## What has been achieved so far?

- YHP: IM40® has established AstraZeneca and United Way of Delaware as catalysts for change in the area of positive youth development by engaging or partnering with more than 730 community-based and youth-serving organisations who have embraced or embedded YHP: IM40® and the developmental asset framework into their ongoing programmes to increase the assets of youth in their community, make better decisions, achieve academic success and reduce risky adolescent behaviours
- United Way of Delaware and implementation partners conducted training and other asset building activities that were attended by more than 22,000 adults that focused on learning about the framework, providing asset building opportunities and developing and sustaining supportive relationships with adolescents i.e. Prevention and Behavioural Health staff of DHSS, YMCA Camp Counsellors, Alternative School staff, community volunteers, YMCA Youth In Government participants
- Since the start of the movement, YHP:IM40® conducted or participated in more than 25,000 activities that focused on training, creating asset building opportunities, such as leadership and civic engagement, and participated in special youth focused events that resulted in nearly 16,000 youth being engaged
- In support of the AZ Global focus on risk and protective factors around non-communicable diseases and the overall Access to Health Strategy, the United Way of Delaware as the YHP: IM40® NGO has partnered with Nemours Health and Prevention Services and kidshealth.org to create an adolescent health toolkit and provide access to online resources in support of an overall Adolescent Health Communications and Health Literacy Strategy

- The key components of the strategy will include an adolescent health toolkit; integrated content on kidshealth.org; a directory of appropriate youth health services, train the trainer sessions for youth-serving professionals and their organisations and leveraging customised technology offerings as available. The main site IM40®.org will offer links to the adolescent health toolkit as well as the kidshealth.org content for use by all asset champion organisations, adults, youth-serving professionals and adolescents
- United Way of Delaware has leveraged the IM40® framework to establish strong partnerships with such diverse sectors as municipal government, community centres, cultural arts and sports

## Local partner

### United Way of Delaware

Founded in 1965, United Way of Delaware (UWD) works to advance the common good by focusing on the three building blocks to a good life: Education, Income and Health. UWD is engaged in a long-term strategy to eliminate the root causes of Delaware's most pressing social problems in New Castle, Kent, and Sussex counties. UWD works collectively with business, government, social service agencies, academic groups, community organisations and concerned individuals to establish positive, long-lasting solutions for today and into the future.