



Our innovative Youth Ambassador Program is an equity service learning model guided by digital activism. It is available to all youth and all schools across the country. This simple program levels the playing field for service, giving access to the same service opportunities to every student. The digital activism platform offered by American SPCC provides a true equity model for all youth.

Created by an educator, this is a service learning model rooted in project-based activism, with an intensified focus on digital activism. A Google AdWords Grant of \$40,000 per month greatly enhances our digital activism potential. This innovative program honors youth and students who cannot necessarily do traditional service.

Our teaching and service learning model provides community service, reflection opportunities, and develops civic responsibility in all youth and students. The Youth Ambassadors are introduced to the power of exponential growth through digital activism and a strong sense of community through our youth movement model.

**VISION:**

We envision a society free of child abuse that promotes the positive care of children and youth, and effectively addresses the epidemic of child abuse.

**MISSION:**

We empower a network of individuals and organizations dedicated to the positive physical, emotional, and intellectual development of children and youth in the United States.

**CAUSE:**

Child abuse is our cause. American SPCC advocates for children's rights, and creates greater awareness and visibility of the potential, current, and long-term effects associated with the societal epidemic of childhood abuse, maltreatment, neglect, and exploitation.

**INTRO:**

Each week, the equivalent of a classroom full of American children is lost forever due to abuse, maltreatment, and neglect. It is American SPCC's Vision and Mission to build an active, caring community, and empower youth advocacy through youth-inspired solutions to end abuse - positively affecting the welfare of children, youth, and families. Through educational resources American SPCC aims to increase awareness of child maltreatment, advocate for children's rights, promote prudent parenting and positive discipline, and offer anti-bullying strategies. With this multi-platform approach American SPCC intends to initiate and generate a shift within societal and cultural beliefs as they relate to child maltreatment.

## YOUTH AMBASSADOR PROGRAM COMPONENTS

1. FACULTY/TEACHER/COUNSELOR STIPEND
2. AMBASSADORS
  - a. Projects
  - b. Youth Involvement
  - c. Incentives
3. SUPPORT
  - a. American SPCC
  - b. Youth Advisory Board

### 1. FACULTY/TEACHER/COUNSELOR STIPEND

An annual stipend is available to qualified educational professionals, such as certified teachers, certified counselors, and other faculty members. These professionals act as the liaison between the Youth Ambassadors and the organization. With American SPCC support, they organize a group of youth and moderate and coordinate student projects. They also approve any service hours and grant incentives, badges and titles, where applicable.

#### **WHO: Education Professionals Eligible for Annual Stipends:**

- Certified Faculty member
- Certified School Counselor
- IB Faculty Members (International Baccalaureate program)

#### **WHAT: Coordinating Youth Ambassador (Student) Projects:**

- Obtain [project suggestions](#) from American SPCC (handouts, flyers, & info)
- Coordinate and manage student service-based (non-fundraising) projects
- Promote program to other leadership and service clubs, e.g. Key Club, National Honor Society
- Verify the student service hours, where applicable, and American SPCC grants the service hours
- Encourage outreach to colleagues, friends, school newsletter, etc.
- Maintain communication with American SPCC and provide honest feedback about what works and what doesn't

## HOW: Getting Started is Easy

- Establish ASPCC relationship and apply for stipend
- Recruit students for the [Youth Ambassador Program](#)
- Have the Youth Ambassadors [Join](#) online at americanspcc.org
- Gather and meet with students regularly (e.g. every 1-2 months)
- Get your first project suggestion from American SPCC

## 2. YOUTH AMBASSADORS

The Youth Ambassadors are a collective group of individual volunteer students and youth leaders, with a passion for service and a desire to make a difference in the epidemic of child abuse. They engage in American SPCC suggested project-based digital activism, activities, events, aimed at promoting awareness and education of child abuse, and advocacy for children's rights. Youth Ambassadors [Join](#) the program by filling out a brief form on American SPCC's website.

The action items of the Youth Ambassadors are driven by youth-inspired solutions to end abuse, guided by the Youth Advisory Board and approved by American SPCC, for the purpose of supporting the organization's vision and mission.

American SPCC provides the platform and the tools necessary to support the Youth Ambassadors projects (language, tools, legislation, advocacy-spread the word, etc.). The Youth Ambassadors' activities and projects are supervised and supported by a certified faculty member, teacher, or counselor.

Youth Ambassadors are encouraged to research relevant child abuse topics and offer their own project suggestions on ways to improve and affect change, e.g. call-to-action campaigns, digital activism through social media and online channels, relevant legislation, etc. The Youth Ambassadors will be given the opportunity to gather all their valuable research, information and actions to present at the Annual Youth Forum.

### I. **Projects:**

- American SPCC provides regular featured project suggestions
- Projects are service-based (non-fundraising)
- Projects are focused towards digital activism & #hashtag campaigns
- Youth Ambassadors are encouraged to suggest their own service projects
- For self-suggested projects, a [proposal form](#) must be submitted for approval
- ASPCC approved projects are eligible for service hours (verified by faculty)
- We may also offer appropriate projects from our network of partners

II. **Student Involvement:**

- [Join](#) the Youth Ambassador Program today
- Get your teachers or counselors involved
- Select a digital campaign from the [featured projects](#)
- Create your own idea (must submit [proposal form](#) for approval first)
- Spread the word through social media channels
- Share & tweet our projects & campaigns
- Tag us on our [Facebook](#), [Twitter](#), and [Instagram](#)
- Sharing promotes exponential growth for social change
- Ask friends and fellow students to join the [Youth Ambassador Program](#)
- Encourage fellow students, friends, and family to support the project(s)
- Grab a cell phone or computer, and start sharing
- It's that easy!

III. **Incentives:**

- Achievement incentives are available to Youth Ambassadors. They range from stickers and certificates to badges and titles. Larger incentives, such as internships and scholarships, are under consideration and may be added to the program at a later date.

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***“How wonderful it is that nobody need wait a single moment before starting to improve the world.” — Anne Frank***

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### **3. SUPPORT**

#### **AMERICAN SPCC SUPPORT**

American SPCC commits to providing regular project suggestions and digital activism activities for the Youth Ambassadors to engage. We will further provide flyers and necessary supplies to support our student projects. We are dedicated to working with our faculty members making this program simple to implement and trouble-free to maintain.

#### **YOUTH ADVISORY BOARD (YAB) SUPPORT**

American SPCC's Youth Advisory Board is a group of active and impassioned youth leaders. This leadership-based counsel of young advocates supports our Youth Ambassador Program. All youth are pursuing 'Youth-Inspired Solutions to End Abuse.' The YAB is focused on organizing youth participation in social change emphasizing issue-oriented activism against child abuse. Youth activism and youth engagement in community are the cornerstone of the Youth Advisory Board.

Our Youth Advisory Board consists of five to twelve members selected for their leadership and service, informed on children's and youth concerns related to all forms of child abuse. Currently, the members of this diverse Board are high schools students in the Portland area and other members attend local community colleges or four-year universities.