



Chapel Hill Youth Initiative Update

January 30, 2019

Town Council Business Meeting



Agenda

- Background
- Demographics
- Focus Group Findings
- Key Themes



Council Considerations

- Receive the Youth Initiative Report
- Provide input on next steps



Background

Town Mission

“learning, serving, and working together to build a community where people thrive”



Who are youth?

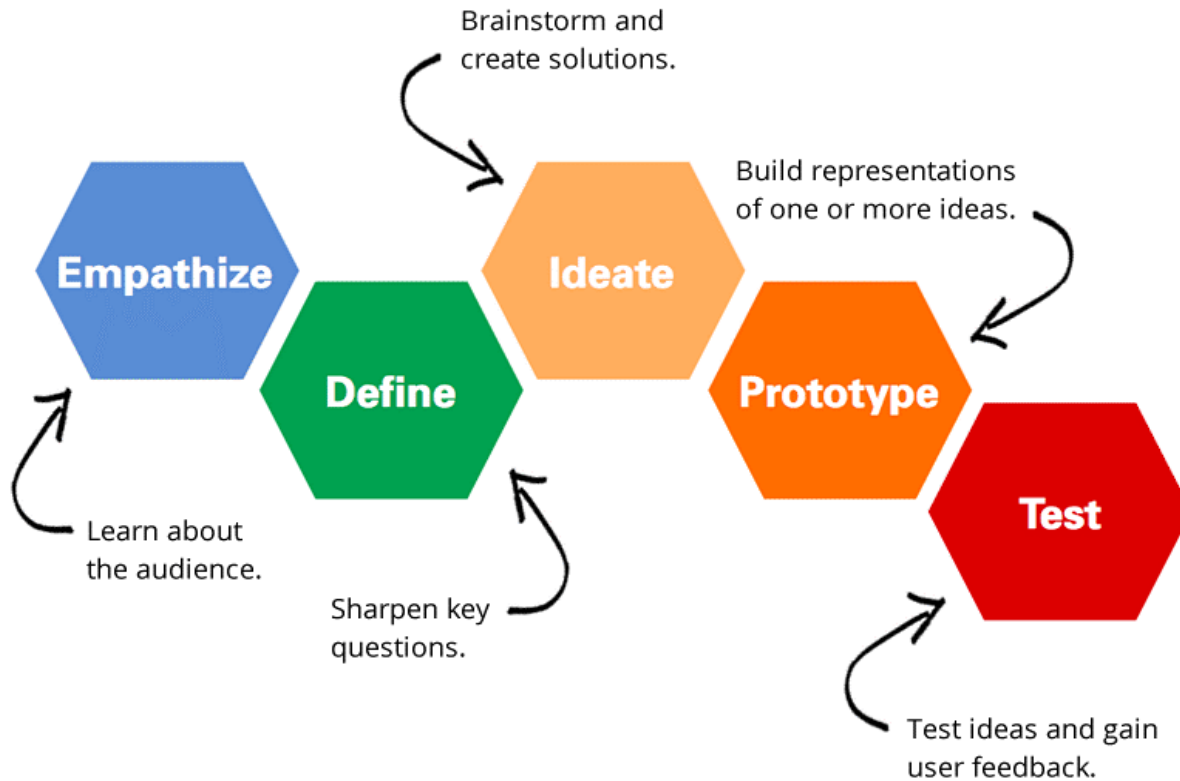
Middle and High School
aged youth

Town Staff Team

- **Chris Blue**, Executive Director for Community Safety, Chapel Hill Police Chief
- **Susan Brown**, Executive Director for Community Arts & Culture, Library Director
- **Loryn Clark**, Executive Director for Housing and Community
- **Linda Smith**, Interim Executive Director for Parks and Recreation
- **Sarah Vinas**, Assistant Director, Housing and Community
- **Molly Luby**, Library Special Projects Coordinator
- **Megan Peters**, Community Connections Coordinator
- **Beth Vasquez**, Town Ombuds
- **John French**, Resident Services Coordinator

What we did

- Gathered quantitative demographic information on Chapel Hill youth
- Directly engaged with youth
- Identify next steps based on what we learned



Our Approach:

Human
Centered
Design

Research Process

- Gathered and analyzed data on youth
- Conducted focus groups
 - 14 focus groups
 - 180 youth participants
- Mayor's convening of youth-serving organizations



Focus group set-up

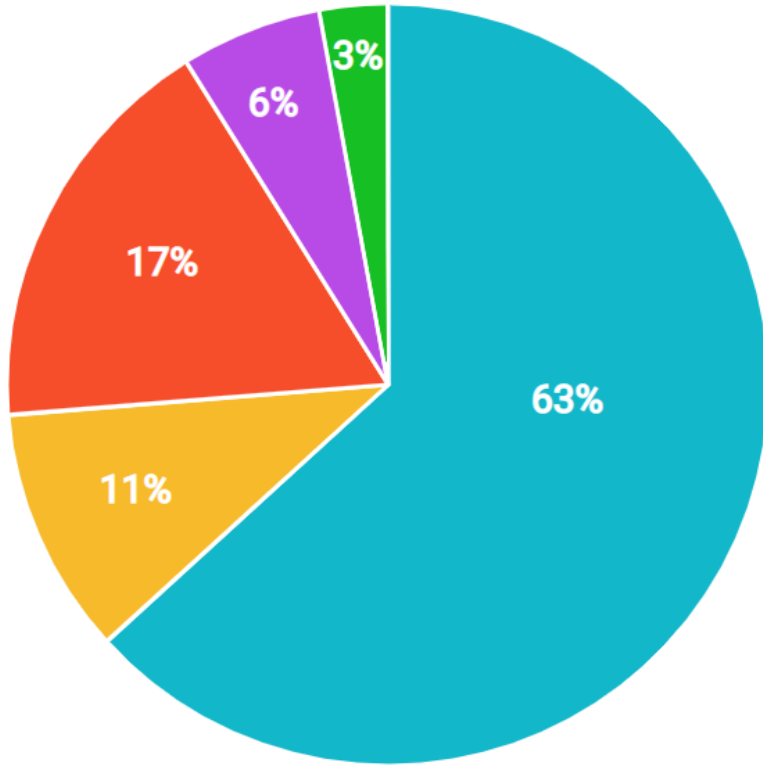


Chapel Hill Youth Demographics



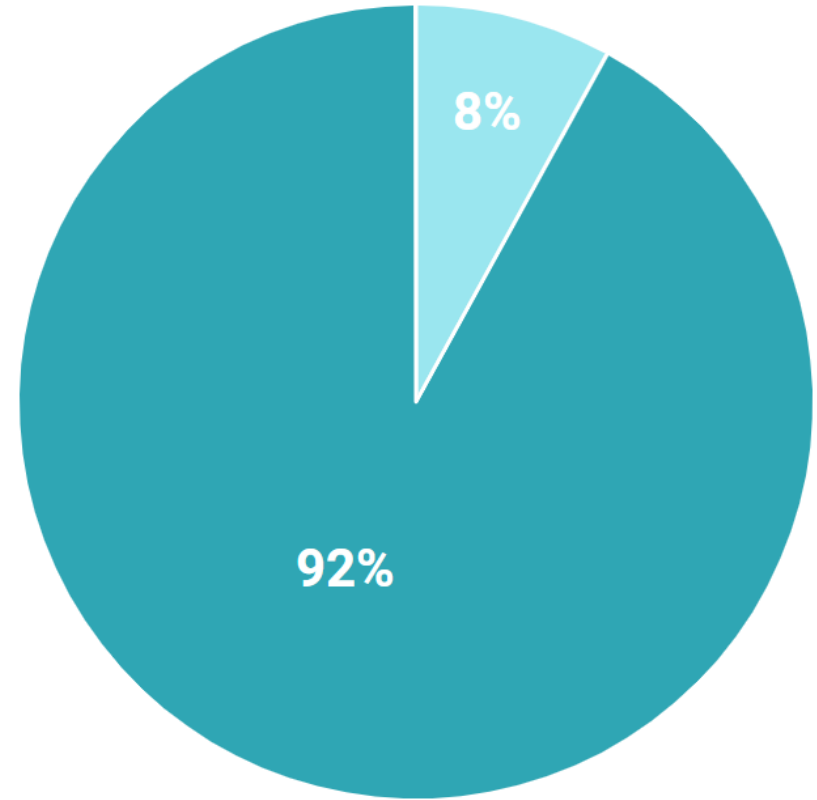
Chapel Hill youth are diverse

RACE



- White (63%)
- African American (11%)
- Asian (17%)
- Two or more races (6%)
- Other (3%)

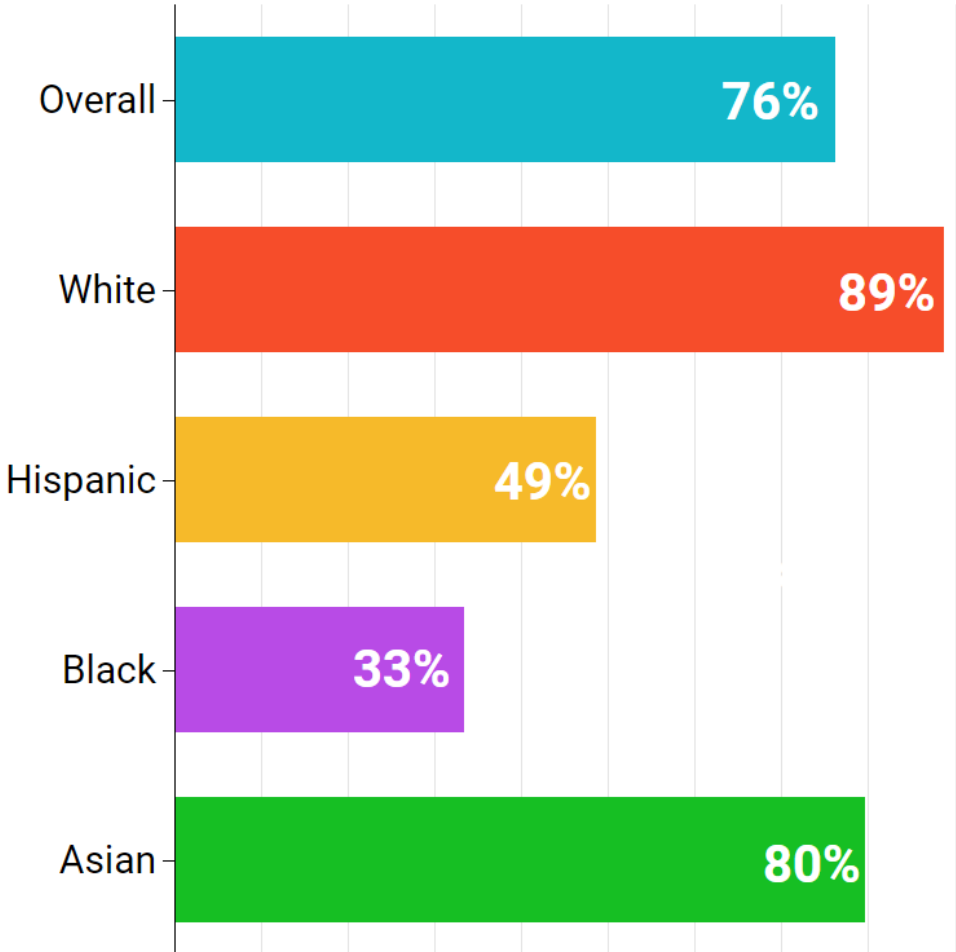
ETHNICITY



- Hispanic (8%)
- Not Hispanic (92%)

Inequities exist in educational achievement

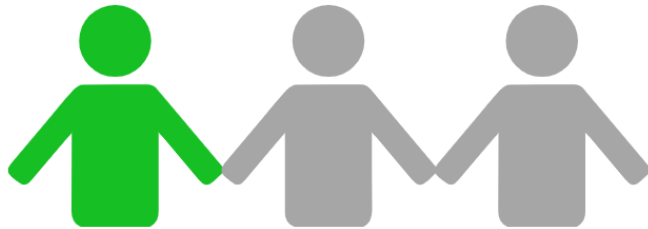
2016-'17 College and Career Readiness in Chapel Hill/Carrboro high schools



Source: 2017 Racial Equity Report Card, produced by Youth Justice Project

Some youth and families are burdened by financial stress

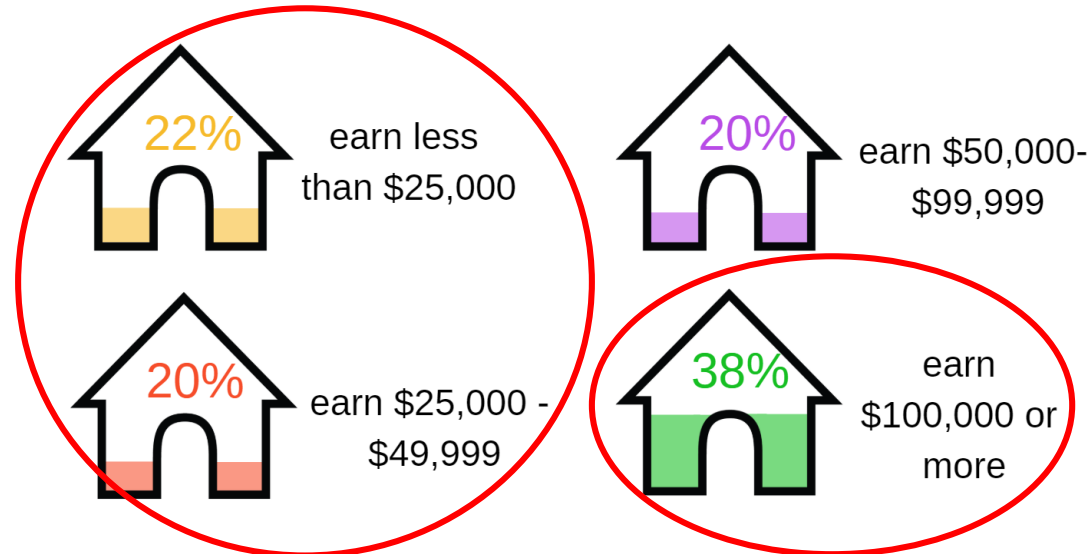
Financial stress



1 in 3

Chapel Hill & Carrboro middle and high school students' families experience financial stress

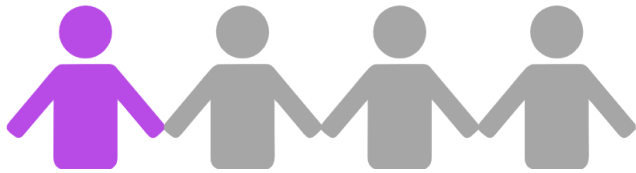
Chapel Hill Household Income



**Includes all households, not just those with youth*

Mental health and wellness are challenges facing our youth

Mental Health



1 in 4 high school



1 in 5 middle school

Chapel Hill & Carrboro students felt sad or hopeless enough for 2 weeks or more and stopped usual activities

Sleep



< 8 hours

70% of Chapel Hill & Carrboro high school students get less than 8 hours of sleep

Chapel Hill Youth Focus Groups

Who did we target?

- A diverse group of youth with a focus on minority populations

Who did we reach?

- 180 middle and high school aged Chapel Hill residents
- ~30 youth focused organizations attended mayoral convening



What is important to youth



Places

- Home
- School
- Local landmarks and cities
- Friends' House
- Area businesses
- Other cities and destinations



Activities

- School
- Sports
- Clubs
- Hanging out with friends
- Entertainment
- Volunteering



People

- Friends
- Family
- Teachers
- Siblings
- Coaches
- Pets

Goals and challenges for youth



I want to...

- Have a satisfying/successful career
- Go to college
- Make the world better
- Travel
- Spend time with family/friends
- Help others
- Be happy



Obstacles in my way...

- Academic pressures
- Time
- Self
- Money
- People
- Mental health
- Age
- Spaces that feel unwelcoming

Youth react differently to places in Chapel Hill

Positive reaction to places:

- Open to people of all ages
- No barriers to entry
- Offer opportunities for food and fellowship



Youth are curious

**What
should the
Town ask
you?**



Questions about...

- Society and cultural issues
How do you feel about gun violence?
- General support and resource needs
What resources/support do you need that you do not have now?
- Town specific items
How can we build unity between diverse communities within Chapel Hill?
- Personal life
What do you like?

Key Themes

- Safe, inclusive, and welcoming spaces
- Busy schedules and pressures to succeed
- Discrimination impacts youths' lived experiences
- Youth face mental health challenges

What we are doing

- Make existing spaces safe, inclusive, and welcoming for youth
 - Space improvements in town facilities
 - Pilot a youth-friendly business designation

What we are doing

- Continue building intentional partnerships on themes of equity, diversity, and inclusion
 - Hold more focus groups and convenings
 - Include youth in the development and testing of ideas and solutions
 - Strengthen School-Town collaboration



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What are the sections of the focus groups?

Section 1: My World

- Participants share the places, activities, people, wishes, and challenges in their lives
- To understand the lives of Chapel Hill youth












What are the sections of the focus groups?

Section 2: Chapel Hill Photos

- Participants react to photos of various Chapel Hill locations
- To understand what youth do and do not like about various locations



Photo Reaction!

1			
	Why did you react this way?		
2			
	Why did you react this way?		
3			
	Why did you react this way?		

What are the sections of the focus groups?

Section 3: Question Storming

- Participants tell us what questions Chapel Hill should be asking them

