



**Integrated Model of Partnership
to Achieve Community-Based
Transformation**



*Children & Youth
Master Plan*

City of Danville
October 2022

Prepared by CYFA (Center for Youth and Family Advocacy)
www.cyfadvocacy.org

Acknowledgements

The development of this Children & Youth Master Plan would not have been possible without the commitment and efforts of City departments, community organizations, community leaders, and other stakeholders focused on developing a community-based infrastructure that invests in the well-being, success and achievement of the City's children and youth.

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Danville-Pittsylvania Community

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Danville Police Department
Danville Science Center
Danville Sheriff's Department
Danville Social Services
Institute for Advanced Learning and Research
Office of the Public Defender for the City of Danville
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Opportunity Neighborhoods
Pathfinders Resources, Inc.
PATHS, Inc.
Project Imagine
River District Association
Ruby B. Archie Public Library
Salvation Army of Danville
Smart Beginnings Danville Pittsylvania
S&D Family Styles and Cuts
Sylvan Learning Center
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Letter from CYFA

The development of Danville’s Children & Youth Master Plan has been more than one year in the making. Under the transformative leadership of City Manager Ken Larking, Deputy City Manager Earl B. Reynolds, and Youth and Gang Violence Prevention Coordinator Robert David, Sr., the City brought together a cross-sector of City agencies, organizations, community leaders, community activists, business leaders, and service providers to address the needs of the City’s children and youth. It committed to developing a continuum of coordinated efforts focused on promoting healthy child and adolescent development, preventing negative youth outcomes, and intervening early to avoid youth system contact and involvement. CYFA’s Integrated Model of Partnership to Achieve Community-Based Transformation (IMPACT) has been the vehicle for this public-private coalition to address the complex, adaptive issues of youth opportunity and community safety. This Children & Youth Master Plan is the product of IMPACT, including hundreds of hours of engagement, discussion, and deliberation. The goal of the Master Plan is to meet the needs of the City’s children and youth, ages birth to eighteen (18) years, by:

- Advising the City Council, School Board, and the community on policies that affect children and youth;
- Advancing strategies to promote coordination, alignment, and collaboration by City leaders, governmental agencies, organizations, stakeholders, and the community;
- Researching best practices to achieve successful child and youth-focused outcomes; and
- Guiding funding and investments to holistically meet the needs of the City’s children and youth.

“It is easier to build strong children than repair broken men.”
- Frederick Douglass

The Children & Youth Master Plan endeavors to serve as a blueprint for a youth-centered, community-based infrastructure. The Plan is organized around eight (8) key Strategies upon which to measure youth opportunity and community safety outcomes through the implementation of critical Actions Items organized by thematic Objectives. The Action Items direct necessary work within each Strategy, define sector responsibility, and define the level of urgency in prioritizing collective efforts. Additionally, the Appendix of the Master Plan provides a detailed description of each Action Item and the key measurement and reporting protocols over a five-year period. The hope and promise of the Children & Youth Master Plan is that all Danville City children and youth have equitable access to resources and opportunities to succeed from cradle to career.

CYFA has been honored to serve as the backbone organization in the development of this Children & Youth Master Plan. We stand in gratitude to the City for its visionary leadership and to the community for its sustained commitment to ensuring all City children and youth thrive.

In service,

Devanshi Patel
Chief Executive Officer
Center for Youth and Family Advocacy

Executive Summary

The Children & Youth Master Plan serves as a roadmap for how the City of Danville and the community can work collaboratively to ensure all children and youth have the opportunities and resources necessary to thrive from cradle to career. The Master Plan is the first of its kind for the City, and it strives to establish a strong and steady foundation upon which future master plans can expand and progress to meet the needs of City children and youth. The Children & Youth Master Plan should be updated every five years; however, the first Plan update should be effective in 2025 after a review of data and outcomes resulting from Plan implementation in 2023.

2020 American Community Survey U.S. Census Bureau

Total Population
40,668
City of Danville

The Children & Youth Master Plan is comprehensive, asset-based, and equity-focused.

This Master Plan is the product of the collaborative efforts of cross-sector partners invested in the success of the City's children and youth, including:

- community and stakeholder engagement;
- data collection and analysis;
- envisioning healthy outcomes for children and youth; and
- developing a detailed blueprint to achieve the dual goals of thriving youth and community safety.

This Master Plan aligns with the City's ongoing efforts to reimagine what can be economically, socially, and culturally possible for its residents. Through its implementation, the City explicitly acknowledges that the mutually beneficial goals of youth opportunity and community safety are not future goals to be achieved by future generations; rather, their realization begins today.

2,370
Under 5

2,825
5-9 years

2,314
10-14 years

2,271
15-19 years

2,575
20-24 years

View the Danville Dashboard to learn more about IMPACT's progress and milestones. <https://bit.ly/CYFADanville>



Children & Youth Master Plan Overview

CYFA's Integrated Model of Partnership to Achieve Community-Based Transformation (IMPACT) works to achieve population-level outcomes for youth opportunity and community safety. IMPACT brought together more than seventy (70) community members and nearly forty (40) stakeholders to collaborate intentionally in the development of this Children & Youth Master Plan. The Master Plan provides infrastructure critical to creating the conditions necessary for each City of Danville child and youth to thrive across eight (8) interrelated Strategies validated by the Well-being Indicator Tool for Youth:

- Safety & Security;
- Cognitive Health;
- Mental Health;
- Physical Health;
- Purpose:
- Community;
- Relationships; and
- Environment.

IMPACT focuses on changing systems and structures to improve community outcomes at scale (and not discrete programmatic interventions).

Each of the eight (8) Strategies in this Master Plan includes thematic Objectives and discrete Action Items that detail the scope of work, methodology for implementation, timelines for implementation, classification of sector responsibility, and accountability and reporting protocols. As additional data, resources, and outcomes become available, the Action Items necessary to meet the needs of the City's children and youth will evolve.

The Children & Youth Master Plan must be viewed as a working document, and likewise the Action Items as a starting point for collective investment in education, health, justice, child protection, workforce development, and commitment to social safety-nets. The future success of this Master Plan is highly dependent on dedicated resources, investment, and commitment to equity, improvement in data collection and analysis, transparency in data reporting, sustaining and improving community-based and system collaboration, and building capacity to expand resources and strengthen impact.

Although aspirational, this plan is achievable. Critical to the success of this Children & Youth Master Plan, however, is the designation of a specific entity charged with responsibility for coordinating the Plan's implementation and reporting on progress to the City Council, School Board, and the community.

Strategies

Safety & Security

Children and youth have the necessities of life, feel free from emotional and physical harm, and have a sense of control over what happens in their surroundings and with the people in their lives.

Cognitive Health

Children and youth's intellectual potential and engagement in activities that promote growth, curiosity, and identity development are supported and cultivated.

Mental Health

Children and youth have the ability to cope with adversity and manage emotions in healthy and positive ways.

Physical Health

Children and youth have the ability to care for their bodies through prevention and management of physical illness, use of health care services, and engagement in healthy behaviors.

Purpose

Children and youth have the ability to recognize their place in and connection to the world.

Community

Children and youth experience a sense of belongingness and connection to the people, cultures, and places in their lives.

Relationships

Children and youth have the skills necessary to form and sustain supportive and healthy interpersonal connections with peers, family, and caring adults.

Environment

Children and youth have access to and are connected with nature.

Community members and other stakeholders participated in workgroups to:

- 1) Identify the Action Items necessary to achieve each Strategy;
- 2) Classify the sector(s) responsible for each Action Item; and
- 3) Prioritize implementation of each Action Item.

The Children & Youth Master Plan promotes positive outcomes to be experienced by City residents for generations to come.

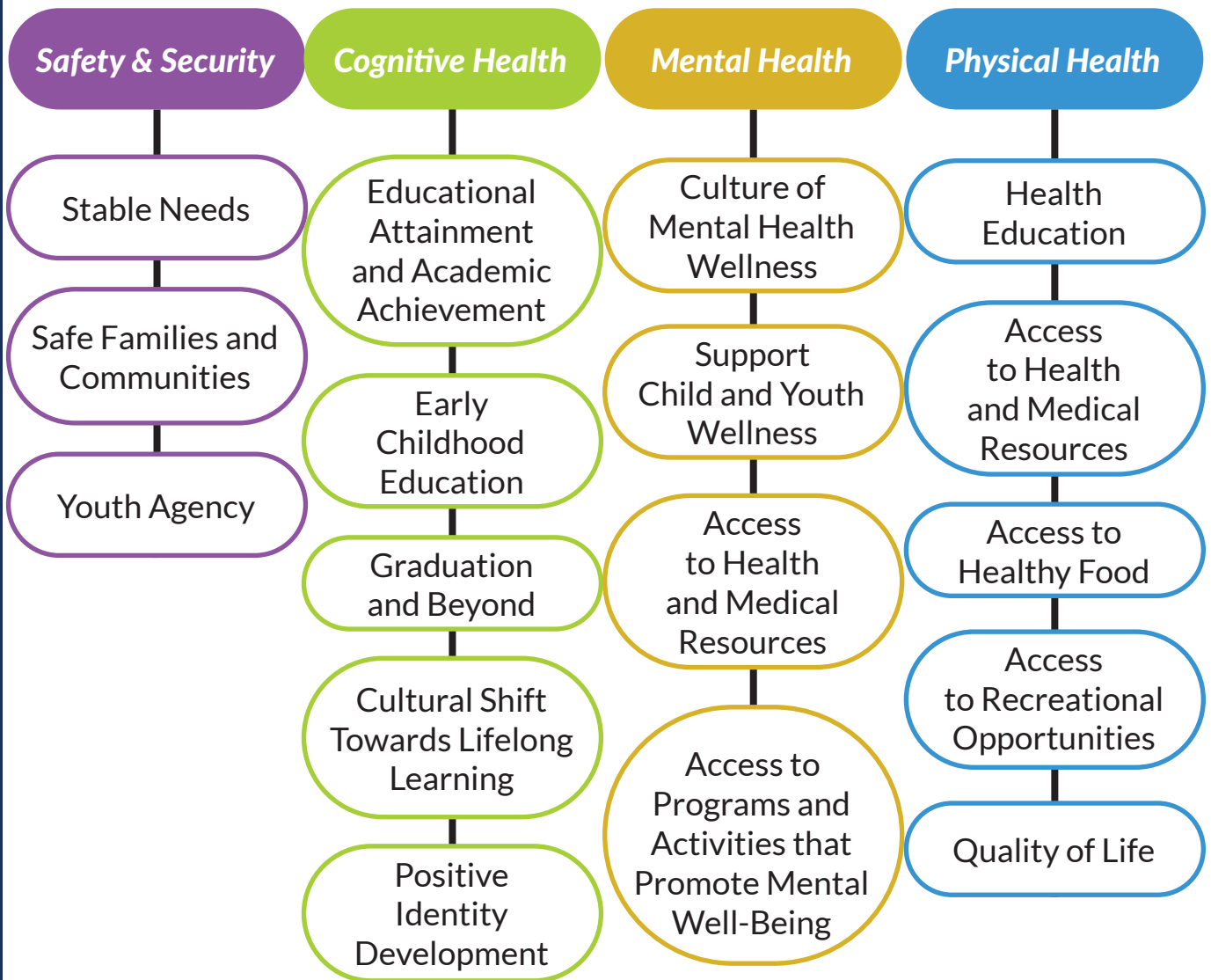
Sectors

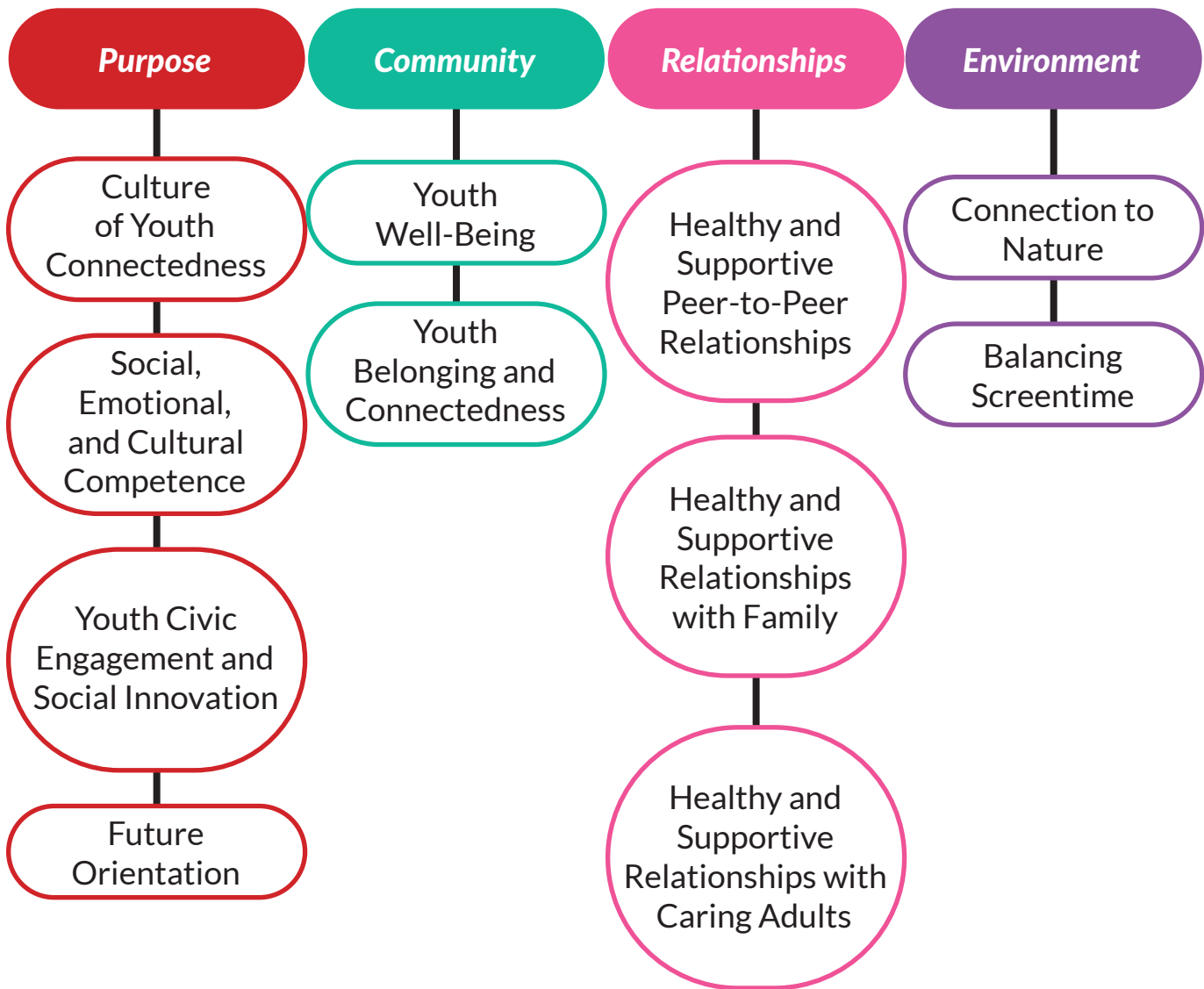
- Community
- City
- Schools

Priority

- Immediate: Less than 1 year
- Short-Term: 1 to 2 years
- Long-term: 2 to 3 years

Objectives At-A-Glance





Safety & Security

The Safety & Security Workgroup focused on promoting the conditions necessary to ensure all City children and youth have the necessities of life, feel free from emotional and physical harm, and have a sense of control over what happens in their surroundings and with the people in their lives. The Action Items developed to advance and achieve the Safety & Security Strategy fall within the following three (3) Objectives:

- Stable Needs;
- Safe Families and Communities; and
- Youth Agency.

Coordinate the Delivery of Social Safety-Net Services Through a Community-Based Social Safety-Net Consortium.

Objective 1: Stable Needs

Stable access to basic needs - such as food, housing, clothing, education, and medical care - is critical to the healthy development of children and youth. Stability in basic needs also ensures that children and youth feel secure in their environments.

Immediate

- Coordinate the Delivery of Social Safety-Net Services Through a Community-Based Social Safety-Net Consortium



Short-Term

- Reduce Barriers to Food Access.
- Promote Healthy Food Choices for Children and Youth.
- Expand Restaurant-Based Meal Programs for Children, Youth, and Families Experiencing Food Insecurity.
- Improve Housing Security for Underserved Families with Children and School-Aged Youth.
- Launch a Guaranteed Income Pilot Program.
- Develop a Unified and Coordinated Approach to Increase Participation in Federal, State, and Local Safety-Net Programs and Services.



Long-Term: Ages Birth to Five (5) Years

- Invest in Home Visiting Services to Support Families with Children Ages Birth to five (5) Years.



Objective 2: Safe Families and Community

Children and youth need to feel safe and respected at home, at school, and in the community in order to feel valued and valuable.

Immediate

- Develop and Sustain a Restorative Community Culture.



- Prevent and Address Community Trauma.
- Promote a Pro-Attendance Culture at Danville Public Schools.
- Build a Restorative Culture in Danville Public Schools.



Objective 3: Youth Agency

Preparing children and youth to act on their values positively contributes to their ability to serve as agents of change in their environments, communities, and beyond. The Safety & Security Workgroup identified two (2) Action Items for the Youth Agency Objective:

- Integrate Youth Participation in All Outreach Efforts (Community); and
- Establish (Re-Establish) A Youth Council (Purpose).

Cognitive Health

The Cognitive Health Workgroup focused on promoting the conditions necessary to ensure all City children and youth’s intellectual potential and engagement in activities that promote growth, curiosity, and identity development are supported and cultivated. The Action Items developed to advance and achieve the Cognitive Health Strategy fall within the following five (5) Objectives:

- Educational Attainment and Academic Achievement;
- Early Childhood Education;
- Graduation and Beyond;
- Cultural Shift Towards Lifelong Learning; and
- Positive Identity Development.

Cognitive health is the brain’s ability to function at its best.

Objective 1: Educational Attainment and Academic Achievement

Academic skills and educational attainment affects many developmental outcomes, including physical and mental health, career options and wealth, and longevity.

Immediate

- Stand-Up a Community-Based Consortium Focused on Student Learning.
- Fund No-Cost Programs to Address Pandemic-Related Instructional Loss.



Short-Term

- Expand Continuum of Gifted Programming at Danville Public Schools (DPS).



Long-Term

- Increase Literacy Rates of the City’s School-Aged Population at DPS.
- Increase Math Comprehension Rates of the City’s School-Aged Population at DPS.
- Increase Science Comprehension Rates of the City’s School-Aged Population at DPS.
- Increase Enrollment In and Passage Rate of Algebra I by 7th, 8th, and 9th Grade Students at DPS.



Objective 2: Early Childhood Education

Early education is the time when children learn vital social and emotional skills and when a solid foundation is laid for effective child, family, and educational partnerships.

Short-Term

- Increase the Number of Children Ages Three (3) to Five (5) Years with Individualized Education Plans Who Are Enrolled in a Preschool Program.
- Coordinate Literacy Programming for Adults and Their Children Ages Birth to Five (5) Years.
- Implement Universal Dyslexia Testing by 1st Grade.



Long-Term

- Achieve Universal Preschool Enrollment.
- Achieve Universal Kindergarten Readiness.



Objective 3: Graduation and Beyond

Academics and learning processes must be designed to prepare children and youth for life after high school (so they are career or college ready). The Cognitive Health workgroup identified two (2) Action Items for the Graduation and Beyond Objective. Each Action Item is incorporated into the Purpose Strategy:

- Increase Awareness, Participation, and Capacity of Dual Enrollment Program Between DPS and Danville Community College; and
- Promote on-time graduation.

Objective 4: Cultural Shift Towards Lifelong Learning

Lifelong learning is the process of continual, voluntary, and self-driven pursuit for personal investment or professional development.

Immediate

- Utilize Restorative Justice in Non-Exclusionary Disciplinary Matters to Amplify School Safety.
- Utilize Restorative Justice in Exclusionary Disciplinary Matters to Amplify School Safety.
- Establish Lifelong Learning as a Common Good.
- Promote Equity in Education Through Family Engagement.



Short-Term

- Explore Year Round and Extended School Year Options at DPS to Address Student Learning and Learning Loss Needs.



Objective 5: Positive Identity Development

Identity is a person's internal organization of their sense of self. Children and youth who are able to cultivate a positive identity through adolescence are more likely to transition smoothly into adulthood.

Immediate

- Adopt a District-Wide Diversity, Equity, and Inclusion Policy.
- Meet the Needs of the Whole Child (Promote Long-Term Development and Success of All Children and Youth).



Mental Health

The Mental Health Workgroup focused on promoting the conditions necessary to ensure each City child and youth has the ability and skills to cope with adversity and manage emotions in healthy and positive ways. The Action Items developed to advance and achieve the Mental Health Strategy fall within the following four (4) Objectives:

- Culture of Mental Health Wellness;
- Support Child and Youth Wellness;
- Access to Health and Medical Resources; and
- Access to Programs and Activities that Promote Mental Well-Being.

Mental health is an essential part of overall health for children and youth.

Objective 1: Culture of Wellness

United States Surgeon General Vivek H. Murthy said, “If we seize this moment, step up for our children and their families in their moment of need, and lead with inclusion, kindness, and respect, we can lay the foundation for a healthier, more resilient, and more fulfilled nation.” By creating a culture of mental health wellness, we ensure all children and youth are supported and their needs are met without stigma and shame.

Short-Term

- Develop an Infant Mental Health Campaign.



Objective 2: Support Child and Youth Wellness

Mental health is shaped by a number of factors, including biological and environmental.

Immediate

- Implement Universal Youth Mental Health First Aid Training for All DPS Staff and Administrators.



Short-Term

- Expand School-Based Health Education and Instruction on Mental Wellness.
- Conduct Regular Mental Health Checks of Students and DPS Staff.



Long-Term

- Implement Universal Screening of Children and Youth for Adverse Childhood Experiences (ACEs) and Trauma.



Objective 3: Access to Health and Medical Resources

Mental health and emotional well-being for all children and youth requires evaluation and analysis of mental models, policies and practices, and public-private collaboration.

Immediate

- Increase School-Based Behavioral Health Supports.
- Connect Children and Youth to Health Insurance.
- Coordinate Multi-Dimensional Communication on National Suicide Prevention Lifeline (988).



Objective 4: Access to Programs and Services

Focusing on youth mental health is now critical, and we all have a role to play in supporting the mental health and well-being of children and youth.

Short-Term

- Create Safe Spaces for Children and Youth.



Physical Health

The Physical Health Workgroup focused on promoting the conditions necessary to ensure City children and youth have the ability to care for their bodies through prevention and management of physical illness, use of health care services, and engagement in healthy behaviors. The Action Items developed to advance and achieve the Physical Health Strategy fall within the following five (5) Objectives:

- Education;
- Access to Health and Medical Resources;
- Access to Healthy Food;
- Access to Recreational Opportunities; and
- Quality of Life.

Physical activity is associated with life expectancy and quality of life.

Objective 1: Health Education

Regular physical activity is vital to overall health, and it can help children and youth improve academic performance, brain health, cardiorespiratory health, and bone and muscular strength, control weight, reduce symptoms of anxiety and depression, and reduce the risk of developing chronic health conditions.

Short-Term

- Promote Proper Nutrition for Children and Youth.
- Promote Health in Children and Youth.
- Develop a Developmental Milestones Campaign for Parents of Infants and Children Ages Birth to Five (5) Years.



Objective 2: Access to Health and Medical Resources

Physical health and mental health are closely connected. Regular physical activity is important for preventing various health conditions and promoting lifelong health.

Immediate

- Increase Participation in Federal Insurance Programs.



Short-Term

- Provide Teen Health Services Throughout the City, Including Mobile Resources.



Long-Term

- Develop a Community Network of Health Providers for the Uninsured.



Objective 3: Access to Healthy Food

Healthy eating is necessary for proper growth and development and to prevent various chronic health conditions.

Short-Term

- Increase Access to Nutrition Through Expanded Network of Farmers Markets Throughout the City.
- Increase Access to Nutrition Through Network of Mobile Farmers Markets Throughout the City.



Long-Term

- Reduce Barriers to Food Access Through Community Gardens.



Objective 4: Access to Recreational Opportunities

The trend towards a sedentary lifestyle is recognized as a significant contributor of many health and social issues. Healthy recreational opportunities can have on the physical, mental, and social health of children and youth. The Physical Health Workgroup identified four (4) Action Items for the Access to Recreational Opportunities Objective:

- Enhance and Expand Sports, Recreational, and Prosocial Programs and Services for Children and Youth to Foster Community Connections and Healthy Relationships (Purpose);
- Involve Young People in Placemaking (Community);
- Use Public Space to Meet the Needs of Young People (Community); and
- Involve Youth in the Development of a Master Bicycle and Pedestrian Plan Within the City's Larger Transportation Plan (Community).

Objective 5: Quality of Life

Healthy and clean environmental conditions are necessary to support overall health. The Physical Health Workgroup identified an Action Item for the Quality of Life Objective, and it is incorporated into the Environment Strategy:

- Advance a Healthful Environment (Air, Water, Noise, Transportation, and Other Natural Resources).

Purpose

The Purpose Workgroup focused on creating conditions necessary to ensure the City's children and youth have the ability to recognize their place in and connection to the world. The Action Items developed to advance and achieve the Purpose Strategy fall within the following four (4) Objectives:

- Culture of Youth Connectedness;
- Social, Emotional, and Cultural Competence;
- Youth Civic Engagement and Social Innovation; and
- Future Orientation.

Youth empowerment requires adults to value children and youth as resources and contributing members of the community.

Objective 1: Culture of Youth Connectedness

Investment in high-quality relationships is necessary for children and youth to develop and thrive.

Immediate

- Enhance and Expand Sports, Recreational, and Prosocial Programs and Services for Children and Youth to Foster Community Connections and Healthy Relationships.



Objective 2: Social, Emotional, and Cultural Competence

Social, emotional, and cultural competencies are not only necessary for children and youth to develop self-concept, positive self-image, interpersonal connections, and empathy but also these competencies lay the foundation for cognitive abilities that are crucial for success throughout life.

Immediate

- Incorporate Social, Emotional, and Academic Learning Into the School Day.



Objective 3: Youth Civic Engagement and Social Innovation

Civic engagement and social innovation can have lasting positive impacts on a young person's self-identity, social and economic mobility, academic performance, and social-emotional well-being.

Immediate

- Build and Sustain Culturally Competent Youth Leadership.
- Establish (Re-Establish) a Youth Council.

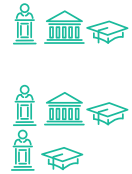


Objective 4: Youth Civic Engagement and Social Innovation

Future orientation is defined as a young person's image of the future and their ability to set future goals and plans for themselves. Future orientation is associated with health outcomes.

Immediate

- Increase Awareness, Participation, and Capacity of Dual Enrollment Program Between DPS and Danville Community College.
- Promote Youth Service and Voice.
- Build Pipeline of Young, Diverse Talent.



Long-Term

- Promote On-Time Graduation.



Community

The Community Workgroup focused on promoting the conditions necessary to ensure the City's children and youth experience a sense of belongingness and connection to the people, cultures, and places in their lives. The Action Items developed to advance and achieve the Community Strategy fall within the following two (2) Objectives:

- Youth Well-Being; and
- Youth Belonging and Connectedness.

“Young people need to be surrounded by people who love, care for, appreciate, and accept them.” -Search Institute

Objective 1: Youth Well-Being

Children and youth require positive environmental, familial, relational, social, health, material, and civic conditions for successful transitions into adulthood.

Immediate

- Foster and Support an Environment that is Welcoming and Inclusive of LGBTQIA+ Children and Youth.
- Educate Children and Youth on Financial Literacy, Financial Security, and Building Intergenerational Wealth.
- Conduct Resource Needs Assessment for Children and Youth.
- Promote a Culture of Wellness in Children and Youth.



Objective 2: Youth Belonging and Connectedness

Belonging and social connectedness have significant impacts on overall health and well-being.

Immediate

- Advance Systemic Transformation Through Adoption of City Resolution (Committing to Ensuring that Positive Outcomes from Sustainable Development Initiatives and Projects Is Equitably Experienced by All City Residents.
- Use Public Space to Meet the Needs of Young People.
- Involve Youth in the Development of a Master Bicycle and Pedestrian Plan Within the City's Larger Transportation Plan.
- Develop and Sustain Culturally Competent Leadership.
- Host Annual Community Youth Days.



Short-Term

- Promote the City’s Rich Civil Rights History.
- Involve Young People in Placemaking.
- Sustain a Culturally Competent Community Through the Implementation of a Collaboration Laboratory.
- Integrate Youth Participation in All Outreach Efforts.



Relationships

The Relationships Workgroup focused on promoting the conditions necessary to ensure the City’s children and youth have the skills necessary to form and sustain supportive and healthy interpersonal connections with peers, family, and caring adults. The Action Items developed to advance and achieve the Relationships Strategy fall within the following three (3) Objectives:

- Healthy and Supportive Peer-to-Peer Relationships;
- Healthy and Supportive Relationships with Family; and
- Healthy and Supportive Relationships with Caring Adults.

“Young people do best when they experience strong, positive relationships in all parts of their lives.” -Search Institute

Objective 1: Healthy and Supportive Peer-to-Peer Relationships

Healthy peer-to-peer relationships provide the foundation for successful adult relationships, including romantic partnerships.

Immediate

- Promote Digital Citizenship (Responsible and Healthy Use of Technology).
- Create Secure Spaces for Youth.



Short-Term

- Develop Youth-Led Forums on Peace.



Objective 2: Healthy and Supportive Relationships with Family

The relationship between children and their parents or caregivers is one of the most important relationships in a child’s life beyond the age of majority.

Long-Term

- Normalize Equitable Family Engagement.



Objective 3: Healthy and Supportive Relationships with Caring Adults

Trusted relationships with caring adults provide youth with positive social interactions, meaningful experiences, healthy role models, and an expanded support system.

Short-Term

- Develop Community Action Grants Program for Youth.



Environment

The Environment Workgroup focused on ensuring the City's children and youth have access to and are connected with nature. The Action Items developed to advance and achieve the Environment Strategy fall within the following two (2) Objectives:

- Connection to Nature; and
- Balancing Screentime.

Connection to nature through structured and unstructured outdoor activities has been shown to have a positive impact on the mental and physical health of children and youth.

Objective 1: Connection to Nature

Children and youth who spend time in nature and feel connected to the outdoors are more likely to report positive developmental outcomes, including physical and mental health.

Immediate

- Increase Children and Youth Nature-Based Experiences.



Long-Term

- Advance a Healthful Environment (Air, Water, Noise, Transportation, and Other Natural Resources)



Objective 2: Balancing Screentime

Young people's brains are continually building neural connections and pruning away less-used ones ("use it or lose it"), and these processes are not immune to the impacts of digital media or screentime. Diversity of digital (online) and real-life (offline) experiences, including downtime to promote opportunities to stimulate imagination, are necessary for healthy brain development. The Environment Workgroup identified two (2) Action Items for the Balancing Screentime Objective:

- Promote Health in Children and Youth (Physical Health); and
- Promote Digital Citizenship (Responsible and Healthy Use of Technology) (Relationships).

Long-Term

- Develop or Update the City's Clean Energy Plan.





CYFA

CENTER FOR YOUTH & FAMILY ADVOCACY