



Youth Now Usage Agreement

*A guide to assist organizations and community partners in using, promoting, and evaluating the **Making the Connection Toolkit**.*

Youth Now is guided by ongoing conversations with our youth and community partners. By using this Toolkit, you agree to uphold the intended purpose, vision, and strategy of the Making the Connection Toolkit, and to follow the instructions and obligations contained in this Usage Agreement.

We are:

- **Youth led:** Youth leadership and presence is imperative at every phase of the toolkit's development and implementation. We use local data from our youth to employ the best strategies.
- **Data-driven:** We provide youth with facts about brain development and Washington State law.
- **Inclusive:** People do not have to be anti-marijuana to support youth prevention.
- **Connected:** Connection is the BEST prevention.
- **Trauma-Informed:** Building capacity for coping and resilience protects youth.

Vision

Our vision is to have healthy, thriving youth free of substance abuse.

Strategy

To change the conversation about substance use. Instead of talking *at* youth, we're talking *with* them through their own language.

Instructions for Use:

- This is a trauma-informed, inclusive toolkit, focusing on connecting youth to information and resources that build resilience. It is not a rigid curriculum.
- Be real and approachable to anyone you are using the toolkit with.
- Do not use anything resembling scare tactics or judgmental tone in conjunction with the Toolkit or other Youth Now products or campaigns.
- Adhere to the premise that connection is the best prevention. Find opportunities to connect, build relationships and have conversations about the information contained in the toolkit.
- The Toolkit and other materials already created for the Youth Now Prevention Initiative by PREVENT! and ESD 112 are available for use, **as is**, free of charge.
- Do not attempt to alter the artwork, design, layout or content of the Toolkit.
- Paraphrasing and moderate tailoring to fit audience needs, for conversation and teaching purposes, as outlined in the Toolkit guide and training, is permitted.
- Guide youth through the feedback survey at the end of each conversation to ensure impact assessment.
- Offer questions, suggestions, and other feedback to help us make the Toolkit better.

Technical Assistance

PREVENT! and ESD 112 are available to provide consultation and technical services for any part of the Toolkit or related resources, billed at a cost of \$80 per hour.

Includes consultation, guidance on:

- Social media content development
- School-based promotion
- Engagement with retailers
- Parent communications
- Additional Toolkit modules
- Translation needs or other specialized tools

Creative Assistance

PREVENT! and ESD 112 retain rights to the toolkit and may provide creative materials in additional formats for a fee for service. If you would like to co-brand materials, or need additional services related to the toolkit, the ESD 112 PREVENT! Creative team is billed at a cost of \$80 per hour. If you have an agency of record to handle the creative, PREVENT! must have final approval on all new uses.

Includes development of:

- Customized materials
- Out of home ads (bus, billboard)
- Major news coverage (radio, television, print and electronic)
- Promo items, banners, posters, etc.
- Web/TV/Radio/Other media

I agree to the terms of this Usage Agreement

Contact

Date

Organization

Email

Phone

Youth Now Contacts

Leanne Reid, PREVENT! Coordinator
Leanne.reid@esd112.org
360-952-3457

Joy Lyons, PREVENT! Program Director
Joy.lyons@esd112.org
360-952-3397