



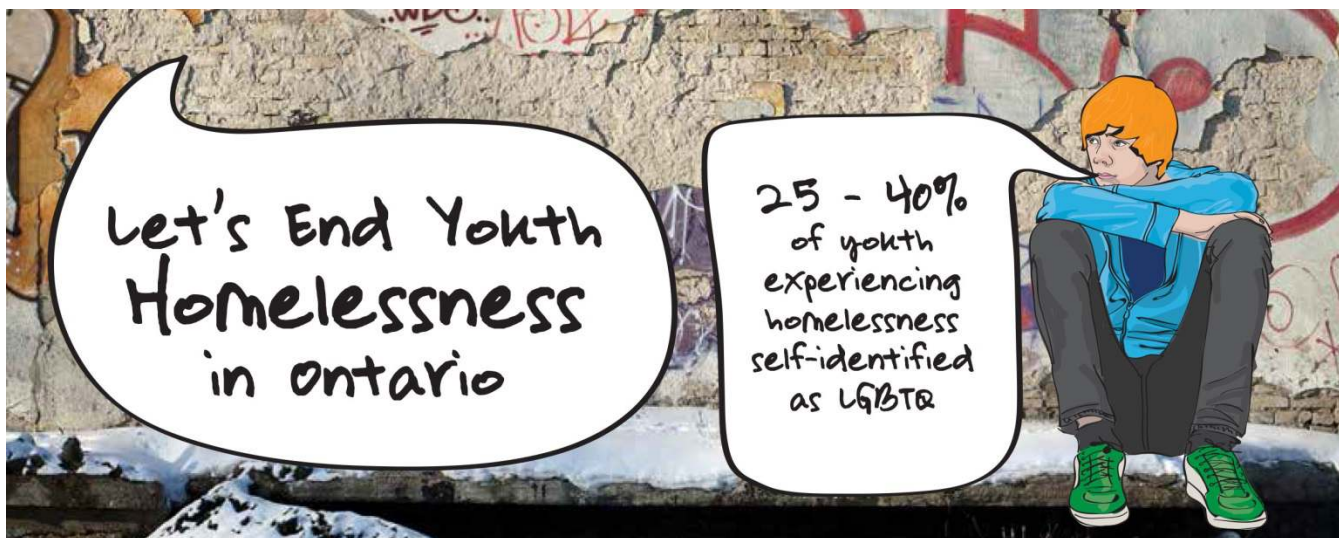
United Way
Kingston, Frontenac,
Lennox and Addington

Update
March 2016

Ending Youth Homelessness in KFL&A

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- The reasons youth are homeless are different from adults who are homeless, and the solutions need to be unique. Plans for homelessness in every community should include a dedicated plan, community-based solutions and youth-centred services for youth who are homeless.
- All youth, rural or urban, benefit from a sense of connection and services in their home community. Many rural communities would benefit from more services for youth.
- Youth under the age of 18 years typically lack the skills and experience to successfully live independently, especially youth who leave the care of Family & Children's Service at the age of 16.
- Housing options need to match the needs of youth – shelters, supportive or transitional housing, permanent affordable housing choices – should be readily available for youth.

1 in 5 shelter users are youth



What We Know About Youth Homelessness

Youth in Shelters

- 1 in 5 of the homeless population using shelters are unattached youth between the ages of 16-25. In some communities this is as high as 1 in 3.
- A further 1% of youth who are homeless are under the age of 16 (Segaert, 2012).
- It is estimated that about 200,000 Canadians experience homelessness annually, and about 30,000 are homeless on any given night (Gaetz et al., 2013:22).
 - An additional 50,000 Canadians may be couch surfing or 'hidden homeless'
- There are at least 35,000 young people who are homeless during the year, and 6,000 on any given night (Gaetz et al., 2013:22).
 - This does not include young people who:
 - do not enter the shelter system
 - are absolutely homeless and are sleeping out of doors or in other places unsuitable for human habitation
 - or those who are temporarily staying with friends and have nowhere else to live (couch surfers).
- The youth homeless population is diverse.
 - 37% of youth in shelters are female (Segaert, 2012).
 - Young women are especially at risk of crime and violence (including sexual assault) while homeless, leading them to find alternatives to the streets, even if those alternatives pose other significant risks (Gaetz et al., 2010)
 - Certain significant sub-populations of youth are over-represented, including Aboriginal youth (Baskin, 2013) and in some cities like Toronto, black youth (Springer et al. 2013).
 - 25-40% of the youth who are homeless identify as lesbian, gay, bisexual, transgendered, transsexual or queer (LGBTQ), compared to only 5-10% of the general population (Abramovich, 2013; Josephson & Wright, 2000).
- Typically, young people who remain homeless for extended periods of time are also exposed to early sexual activity, exploitation, addictions and safety issues in a compressed time frame (Milburn et al. 2009; Saewyc et al., 2013; Gaetz, 2004; Gaetz et al., 2010).

Access to **housing and employment** may be very restricted for teens under the age of 18 (particularly those under 16).

- In Ontario, there are barriers to accessing social assistance for youth under the age of 18, which leads many young people to participate in the informal economy, often including illegal and quasi-legal activities such as drug dealing and the sex trade. (Gaetz)
- The high school dropout rate for homeless youth is 65% (Gaetz et al., 2010), much higher than the drop-out rate for young people in Canada which is 8.5% (Statistics Canada, 2012),
 - High school drop-outs face a considerable disadvantage in the labour market and may face exposure to a life of poverty (Sum et al., 2009; Statistics Canada, 2010; 2012b; 2012c).
- 77 % of homeless youth are unemployed. Most homeless kids lack enough education, job experience, life skills, and stability to find and maintain employment.

Young people aged 16-24 make up about 20% of the homeless population, or 30,000 annually. A further 1,500 are under the age of 16 and unaccompanied by adults.

(Segaert, 2012:16)

Causes of Youth Homelessness

The causes of youth homelessness are not necessarily the same as adults. The key causes of youth homelessness include:

- Family conflict underlies youth homelessness and many are fleeing abuse or leaving the care of child welfare services.
- Youth homelessness is rarely experienced as a single event – and may be the end result of a process that involves multiple ruptures with family and community and numerous episodes of leaving, even if for short periods.
- Homeless youth typically lack the experience and skills necessary to live independently and this is especially true for those under the age of 18.
- While there are some commonalities that surround the experience of homelessness for young people and adults, for instance - lack of affordable housing, need for discharge planning and system response related to health care and youth justice issues - there are important differences including physical, mental, social and emotional development.

The school drop-out rate for homeless youth is 65%.

At any time during the year as many as 65,000 youth in Canada are without a place to call home.



Homeless kids come from every part of the country and every background.

Youth living in rural communities often have to leave their friends and support system because often there are no services in rural areas to support youth at risk or homeless.

Contrary to the stereotype that kids are on the street because they don't want to live by their parents' rules, most have fled or been forced out of homes where there is abuse and neglect.^[4]

More than 50% of homeless youth have been in jail, a youth detention centre, or prison

- About half of homeless kids come from middle – and upper – income families.^[6]
- About 43 % of homeless youth have been involved in the child welfare system, many have moved through a series of foster or group homes.
- Mental health issues are also a major factor in youth homelessness.
- One trusted service provider, family member or mentor can make all the difference.
- What homeless kids need is a wide range of services and support to become productive and successful adults.

For all of these reasons and more, a province wide, youth-based strategy to address youth homelessness must be distinct from the adult sector.

Gaetz, S. (2014). *Coming of Age: Reimagining the Response to Youth Homelessness in Canada*. Toronto: The Canadian Homelessness Research Network Press

[1] Youth Homelessness in Canada: The Road to Solutions, *Raising the Roof*, 2009., [2] *Raising the Roof*, Youth Homelessness., [3] *No Way Home*, The Fifth Estate, CBC, 10 March 2004., [4] *101 Things You Need To Know About Youth Homelessness*, St. Thomas University, NB, 2006., [5] St. Thomas University, *101 Things*., [6] St. Thomas University, *101 Things*., [7] St. Thomas University, *101 Things*.

2014 Plan

A shared community plan to End Youth Homelessness in Kingston & Area was launched in October 2014. This can be found at: <http://unitedwaykfla.ca/programs/youth-homelessness/>

The 2014 plan was developed with input from youth in the area – through focus groups, a forum and input from a Youth Planning Committee. A steering committee provided guidance as the United Way researched the issue.

A point in time count was done in 2013 and again in 2014. Data showed us that **one third** of people in shelters are youth between the ages of 15 and 24. This is higher than the national average of one fifth of people in shelters who are youth.

Data also showed that there were equal numbers of female youth to males who were homeless (compared to other communities where one third of youth who are homeless are female).

The causes of homelessness were explored, strategies developed and shared at a community forum in May 2014. The United Way then worked with the Steering Committee to develop an implementation plan.

Importantly, this Plan is the first step, not the last step, in establishing a clear path forward to end youth homelessness in Kingston and area. It will continue to evolve and become more concrete over time.

- **Establishing a coordinated system of care**
 - A system-wide response to assess and meet the needs
 - Collective principles and values
 - Collect and share local data for ongoing learning and response
- **Developing an integrated prevention framework**
 - mechanisms for family counselling and mediation
 - youth engagement in school and promoting community awareness
 - support for mental health programs, employment and career readiness,
 - discharge planning
- **Match youth housing options with their transition to independence**
 - emergency housing services, transitional housing, Housing First options
 - Access to affordable housing units
 - Immediate, flexible case management with follow-up support



2015 Implementation

Following the launch of the Plan, the United Way worked with the Youth Homelessness Steering Committee to develop an implementation plan. The goals and strategies were re-visited over this past year and action plans developed. A mission statement, vision and values were developed, along with an implementation plan.

There were some areas where we identified the need for additional resources.

- We needed dedicated staffing to support the steering committee and implement the strategies
- Awareness and targeted prevention and intervention strategies required a comprehensive communications and awareness plan
- Youth in rural areas needed a plan for their unique needs.

An application was submitted for a Youth Collective Impact grant with Innoweave. The application was to hire a backbone coordinator, a youth engagement coordinator and to develop an awareness and education campaign, which were all critical as we started the implementation. In January 2015 Innoweave approved the first phase of the grant, with coaching to help us define the intended impact, outcomes and develop a theory of change.

Point in Time (PiT) Count

The 2015 Youth PiT count was completed in March, with more emphasis on gathering data from across the region, including rural schools. This will form the baseline for our evaluation with 16 youth who were absolutely homeless, 20 youth in transitional housing and 111 youth in schools who were identified as precariously housed. The process for this specialized PiT count can be found in the 2014 Plan. The

United Way will continue to administer this **Youth PiT Count** annually, combining it with the larger community PiT count that they will administer in 2016.

Theory of Change, Management and Governance

A Theory of Change was developed in March and continues to be updated as we identify new aspects of this complex issue.

Additionally a graphic was developed to identify current and future state, visualizing the theory that if we invest in overall awareness, targeted prevention and intervention, we can reduce the number of youth who are most at risk or are absolutely homeless.

Through the year, the steering committee reviewed and confirmed the Mission, Vision & Values for the initiative and went on to develop a structure that would work on specific areas. Terms of reference and sub committee mandates were developed.

Through coaching a number of working groups were identified and Terms of Reference developed:

211 Protocol & Coordinated Access

Youth advised us that it was hard for them to know where to go. To address this issue, a protocol was developed among frontline workers and the steering committee, with 211 identified as the first point of contact for youth looking for help.

City of Kingston has developed a consistent intake process and the data from this is input into HIFIS, a data management system.

Causes of Youth Homelessness

We heard from youth that the three most common causes for homelessness in KFL&A are:

- Family Conflict
- Addictions & Mental Health
- Employment and Skills Development

Family conflict: a pilot program has been introduced with a Family Mediation Worker available to organizations, families, individuals. This will provide a preventative mechanism.

Addictions & Mental Health: there is a newly developed protocol in place to assist youth with mental health services. Additionally a pilot program provides a mobile worker to help youth access services and navigate the mental health system.

Youth Employment: a task force has been struck to develop strategies to address the issue of youth employment – for barriered youth as well as youth who may have education and skills but who are unable to find employment.

A Hub concept is being envisioned and created to help the most marginalized youth. Services, many of which already exist, will be available for youth who are street involved or at higher risk.

An awareness campaign has been created, targeting three audiences: youth at risk, youth aged 12-24 and the public at large. The campaign will be launched officially in early 2016.

This document provides information about these and some of the work that has been done since the plan was first launched in November 2014.

Voice of Youth

Right from the start, the plan has been developed with the voice of youth. Youth have informed the plan at every stage. They identified the causes of youth homelessness in Kingston and area and they recommended solutions to address the issue.

In August 2015 a Youth Council was created. The mandate is to ensure voice and perspective of youth is at the forefront of the issue of youth homelessness, youth employment and any other programs that are being designed for youth. The council is made up of a diverse mix of youth recruited through organizations i.e. youth housing, youth employment programs, school boards, Y2K, Pathways to Education, Boys & Girls Club as well as youth in the community.

The Youth Council has begun planning for an annual Youth Forum to be held in the spring of 2016 and discussed topics that would be most useful for youth.

They have suggested bringing Adolescent Care Workers from both school boards together so they can be better informed about the services in the community and youth homelessness in general.

They have also recommended bringing together Guidance Counsellors from high schools to learn about existing and new employment and skills development programs, including careers of the future and new career options.

School Boards will work with United Way and the Youth Council to coordinate this.

Activities of Collaborative, Timelines

Homelessness Prevention

Activity		Timelines
<p><i>Support youth engagement in</i></p> <ul style="list-style-type: none"> - school and - community 	<ol style="list-style-type: none"> 1. Youth Council recruited 2. Annual Forum for youth in schools (including alternative schools) organized by Youth Council 3. Forum for Adolescent Care Workers – to help them with referrals and an understanding of the issue 4. Forum for Guidance Counsellors – to help them understand issue and update their information 	<ol style="list-style-type: none"> 1. Current 2. Spring 2016 3. Fall 2016 4. Fall 2016
<p>Establish pilots (e.g. family support, mental health support, supporting LGBTQ mental health, prevention-diversion)</p>	<p>Pilot Programs to collect data, capture findings and build case for future funders:</p> <ol style="list-style-type: none"> 1. Family mediation worker to provide intervention (while youth is still home) in family conflict situations 2. Youth mental health support worker to support youth and help them liaise and access mental health programs including early diagnosis where appropriate 3. LGBTQ mental health worker to support youth who identify as LGBTQ in the community 4. Prevention Diversion workers to provide intake, referrals, immediate support 	<ol style="list-style-type: none"> 1. 2016-17 2. 2016-17 3. 2016-17 4. 2015-16
<p>Promote universal prevention</p> <ul style="list-style-type: none"> • Create and deliver awareness campaigns at schools and community awareness campaign 	<p>Youth have advised us that we need to inform and educate youth in schools, as young as grade 7-8. (The collateral and materials will be made possible if we secure Execution funding from Innoweave)</p> <ol style="list-style-type: none"> 1. Develop education campaign with peer speakers, building on the campaign concept developed in 2016 (thanks to Innoweave) 2. Launch and implement speaking engagements at school assemblies in high schools and targeted Grade 7/8 presentations 	<p>(dependent on timing of execution grant)</p> <ul style="list-style-type: none"> - Spring/Fall 2016 and ongoing

Integrated System of Care

Activity		Timelines
Establish systems and protocols to help youth access services easily, including enhancing coordinated access	1. Review existing systems, identify gaps and how the system can be more youth-centred	1. 2017
Hub for most marginalized youth (collaborative initiative)	1. United Way supported a feasibility and planning report, with oversight from a steering committee 2. Secure location and implementation as per report	1. Report - 2016 (fall) 2. Set up - 2017
Create system to create and share localized research	1. Implementation of HIFIS for all data related to youth entering the system 2. PiT Count	1. 2016 2. Annual; community wide PiT count 2016 (April 6)
Continuous case management and follow up is provided	1. Case managers supported by the City and through the plan 2. Support of youth	1. 2015-16 and ongoing 2. ongoing
Identify issues around institutional discharge into homelessness (i.e. criminal justice, hospital, child welfare)	1. Analysis of data 2. Meet with institutions ie criminal justice, hospital, child welfare 3. Review of OW/ODSP eligibility for youth 4. Implementation of awareness strategy and protocols	1. 2016 2. 2016-17 3. 2015-16 4. 2017-18
Develop strategies for youth employment, skills development and career readiness	1. Consultation with youth, providers, community groups 2. Report with strategies 3. Implementation of strategies	1. 2015 (complete) 2. Spring 2016 3. As per report
Explore feasibility of youth-centred mental health services and residential facility	1. Identify need – collect data 2. Explore feasibility, sustainability	1. 2016 2. 2017-18
Awareness campaign targeting youth who are homeless or marginalized	1. Development of concept and collateral 2. Launch of campaign with ads, psa's, physical collateral- city wide life size and smaller posters, presentation to City Council(dependent on Execution Grant funding)	1. 2015 (complete) 2. Spring 2016 onwards

Increased Range of Housing Options

Activity		Timelines
Enhance role of emergency shelter in providing housing services and support	<ol style="list-style-type: none"> 1. Identify programs and supports available at shelter, including 211 protocol for youth referrals 2. Monitor data 	<ol style="list-style-type: none"> 1. 2015 (complete) 2. Ongoing
Increase amount of transitional housing available	<ol style="list-style-type: none"> 1. Baseline transitional housing units 2. Increase number of units (5 initially and another 5-7 subsequently) 	<ol style="list-style-type: none"> 1. 2015 (complete) 2. 2016-17
Get the most appropriate housing option for youth's needs	<ol style="list-style-type: none"> 1. Housing First workers to help youth find housing 	<ol style="list-style-type: none"> 1. 2015-16 (complete)
Work with housing liaison, diversion worker, eviction prevention worker, case managers and landlords in providing affordable housing options for youth	<ol style="list-style-type: none"> 1. Increase number of affordable housing units for youth through case management workers 2. Educate landlords on the issue and increase their interest in youth tenants as part of Housing First 	<ol style="list-style-type: none"> 1. Ongoing 2. Fall 2016
Municipalities review OW/ODSP policies to cover existing gaps in eligibility for youth who leave home	<ol style="list-style-type: none"> 1. Speak with City re; issue of OW eligibility 2. Review of eligibility 3. Implementation 	<ol style="list-style-type: none"> 1. 2015 (complete) 2. 2016 3. 2016-17

Regional Engagement & Coordination

Activity		Timelines
Ensure alignment of City of Kingston's housing and homelessness strategies (for Kingston and Frontenac) with community plan	<ol style="list-style-type: none"> 1. Work with City when developing 10 year plan to end homelessness; build strategies developed through collective impact into this plan 	<ol style="list-style-type: none"> 1. 2014-15 (complete)
Develop plans for rural youth in neighbouring and rural communities in Lennox & Addington, Frontenac	<ol style="list-style-type: none"> 1. Rural Summit (Frontenac) to start consultation 2. Consultation with youth and service providers in counties 3. Development of strategies and plan for rural youth 	<ol style="list-style-type: none"> 1. Spring 2016 2. 2016-17 (dependent on funding) 3. 2017-18

Youth Homelessness Steering Committee

Name	Organization
Bhavana Varma (Chair)	United Way KFLA
Andrea Loken	Ontario Secondary School Teachers' Federation (OSSTF)
Annette Keogh	County of Lennox & Addington
Ashley O'Brien	Street Health
Brittney Taylor	YOLK
Carol Roberts	KEYS
Christine Herron	Limestone District School Board
Colleen Fairholme	Kingston Military Family Resource Centre
Danielle Quenneville	K3C Community Counselling Centres
Daren Dougall	Ministry of Children and Youth Services
Darlene Bolger	Algonquin Lakeshore Catholic District School Board
Darren Keuhl	Kingston Police
David Townsend	Southern Frontenac Community Services
Derek Brown	United Way KFLA
Diane Irwin	St. Lawrence Youth Association
Janet Barry	Community Living Kingston
Janice Minard	Community Representative
Joshua Conner	Kingston Police
Kim Hockey	United Way KFLA (backbone coordinator)
Jason Beaubiah	Kingston Youth Shelter
Maddy Ross	Premier's Council on Youth Opportunities
Maria Stebelsky	At Home L&A
Maribeth Scott	Northern Frontenac Community Services
Mary Beth Gauthier	Empire Life
Matt Kussin	Queen's University
Michelle Campigotto	Family & Children Services of FL&A
Nicki Collins	Pathways for Children & Youth
Robin Witzke	Addictions & Mental Health KFLA
Roger Romero	Pathways to Education, Y2K
Shawn Quigley	Youth Diversion
Steve Woodman	Family & Children Services of FL&A
Tara Everitt	Home Base Housing, Youth Services
Valerie Watson	City of Kingston

211 Protocol

We heard from youth that it is a challenge for them to know where to go – there are so many different services for different demographics and situations. To address this, the steering committee agreed that it made sense to direct youth to 211 – a simple, easy to remember number and a referral agent is available 24/7 to speak in real time.

211 will refer youth to the appropriate services, including a warm hand over where possible, and local service providers will follow their own protocols to triage and help youth who call. A protocol has been developed.

Programs

Existing programs

The Government of Ontario is funding some positions that we believe will have a positive impact:

- Transitions Worker who supports youth who have been clients of Family & Children Services, assisting them and connecting them with services in the area
- Transitional Aged Youth (TAY coordinates supports for youth struggling with mental health and/or addiction issues, assisting their transition from one service provider to another and/or connecting them with various community supports

Additionally the Ministry of Children & Youth is offering funding for 3 years for a number of programs in Kingston and area through the **Stepping Up** stream.

Programs that support youth:

- Kingston Youth Shelter
- Transitional Housing counselors at two locations
- Prevention/eviction workers
- Housing First with case management
- Youth Counselling programs through K3C Counselling Centres
- A Youth Trustee program is also offered through this agency.

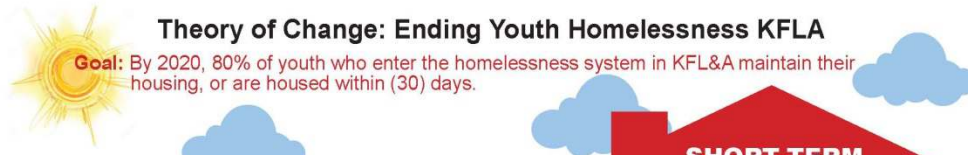
Pilot programs

- A Transitional Housing counselor
- A Family Mediation Worker
- A Mental Health & Addictions Youth Worker

In development

- A single site hub will allow a variety of agencies (all funded by existing resources) offer a range of services to the most marginalized youth
- At Home in Lennox & Addington is working to develop transitional housing in Lennox & Addington.
- Youth Employment: The City of Kingston and United Way are working with a Youth Employment Task Force to develop a youth employment strategy
- Regional plans: Rural plans will be developed, recognizing that the needs of youth in rural areas need unique solutions

Theory of Change: Ending Youth Homelessness KFLA



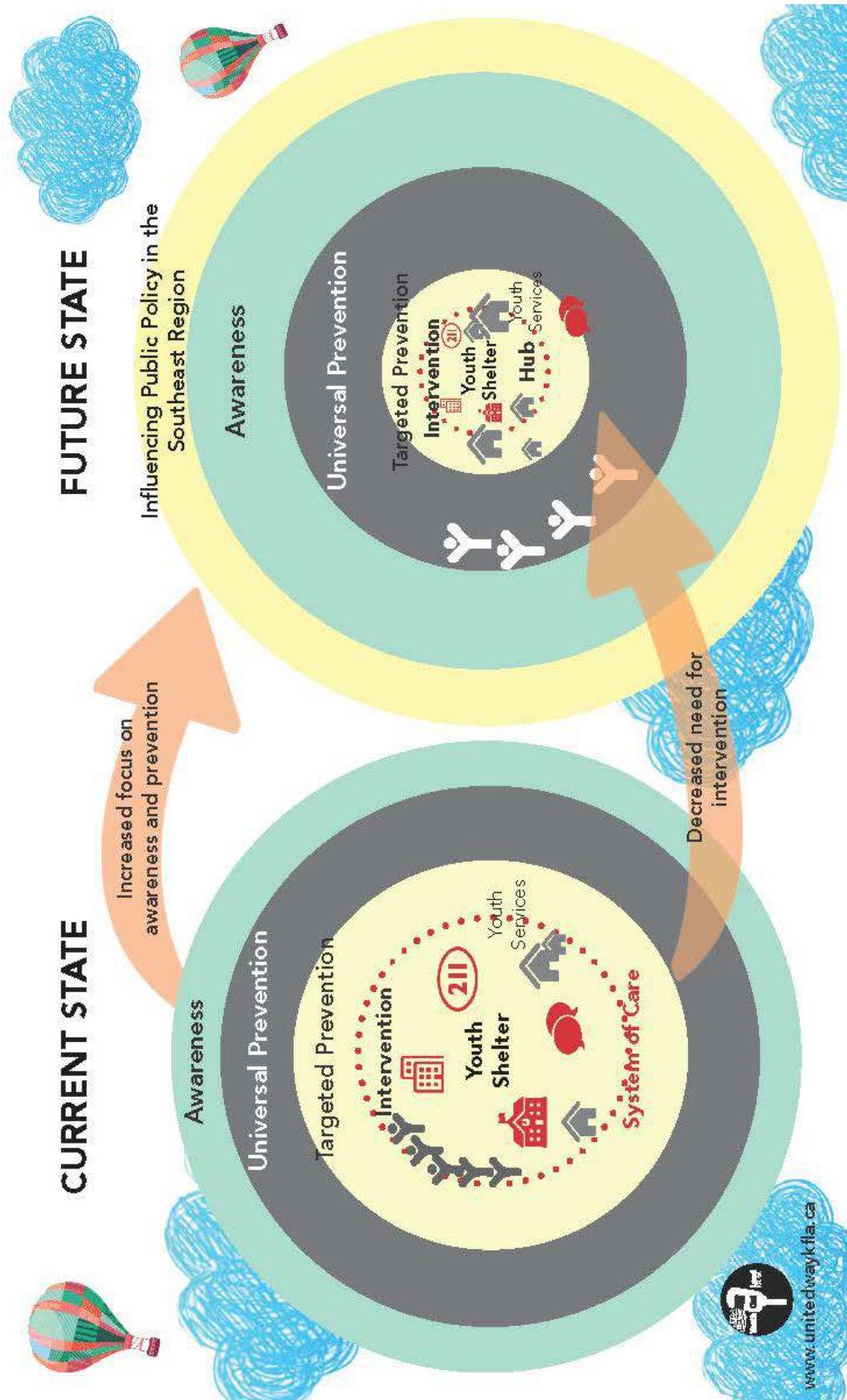
Theory of Change: Ending Youth Homelessness KFLA

Goal: By 2020, 80% of youth who enter the homelessness system in KFL&A maintain their housing, or are housed within (30) days.

Strategies & Activities		Outputs	SHORT-TERM OUTCOMES
Homelessness Prevention	1. Support youth engagement in school & community	# of youth attending annual forum # ACV's attending special session # guidance counselors at session # youth on the Youth Council	<ul style="list-style-type: none"> Youth are more engaged in school and community Youth stay connected with families, with youth diverted from the homelessness system Increased awareness among young people about the issue of youth homelessness, causes and what can be done to avoid becoming homeless Removing public stigma about youth who are homeless
	2. Establish pilots (e.g. family support, mental health support, supporting LGBTQ mental health, prevention-diversion)	# of youth/families seeking help # of clients working with pilot programs # youth at H/M/L risk Range & # of services at Hub	
	3. Promote universal prevention - Create and deliver awareness campaigns at schools and community awareness campaign	# of grade 7-8 programs in schools # community members participating Pre- and post-campaign survey	
Integrated System of Care	1. Establish systems and protocols to help youth access services easily, including enhancing coordinated access	# of youth/families seeking help (also prevention) # referrals between services Reduced wait time for services - priority list for transitional housing, employment services	<ul style="list-style-type: none"> Youth and families are comfortable seeking help from services available to them Hub for most marginalized for centralized access to services Data that informs programming and response to issue Reduction in recidivism and youth maintain more stable housing Reduction in youth discharged from institutions into homelessness Improved employment readiness among marginalized youth Services (intensive, residential) in region for youth with mental health and addictions Youth who are homeless or precariously housed know where to go to access help
	2. Hub for most marginalized youth (collaborative initiative)	# of diverse services available # of hours of programming # of partner agencies providing services at that location # of marginalized youth accessing services	
	3. Create system to create and share localized research	Youth reports created system wide through HIFIS Data collected from pilot programs Appropriate data to collect identified # staff trained in HIFIS use	
	4. Continuous case management and follow-up is provided	# youth with case management support (within and outside the homeless system) # youth on priority list	
	5. Identify issues around institutional discharge into homelessness (i.e. criminal justice, hospital, child welfare)	# youth discharged into homelessness, by source Institutions are aware of the perils of discharging youth into homelessness	
	6. Develop strategies for youth employment, skills development and career readiness	# youth who are recruited to employment programs	
	7. Explore feasibility of youth-centred mental health services and residential facility	Identify need - # youth who could have benefited from service, by location # youth who leave non-residential programs without finishing the program	
Increased range of Housing Options	1. Enhance role of emergency shelter in providing housing services and support	# youth who are: diverted from shelter accessing service connected with long-term services entering shelter finding housing supported in getting housed/re-housed in ReUnite program	<ul style="list-style-type: none"> Youth access emergency shelter when they need it Youth in transitional/supported housing are supported for as long as needed to stabilize Housing first/Rapid Rehousing are options for youth Increase in number of youth accessing affordable housing, increase in number of affordable housing units for youth
	2. Increase amount of transitional housing available	# housing units available, by type	
	3. Get the most appropriate housing option for youth's needs	# youth connected to Housing First # youth housed through Housing First # youth housed by each housing type # workers trained in housing options	
	4. Work with housing liaison, diversion worker, eviction prevention worker, case managers and landlords in providing affordable housing options for youth	# housing units available, by type # landlords attending info session Increase in landlord participation	
	5. Municipalities review OW/ODSP policies to cover existing gaps in eligibility for youth who leave home	# or % youth eligible for OW/ODSP	
Regional Engagement & Coordination	1. Ensure alignment of City of Kingston's housing and homelessness strategies	City plan that complements community plan to end youth homelessness	<ul style="list-style-type: none"> Supported housing in L&A Youth are served in their home community Reduced youth homelessness in the rural communities
	2. Develop plans for rural youth in neighbouring and rural communities in FL&A	Plans for rural youth in neighbouring and rural communities in FL&A Rural summit Collect anecdotal data Increased awareness of rural youth homelessness	



Current State & Future State



Governance & Management Structure

Intended Impact

To reduce the number of youth in Kingston and area who are homeless (unsheltered, temporarily sheltered or provisionally accommodated), and those at risk of homelessness (precariously housed or not meeting public health and safety standards), by 20% by 2020 (based on 2015 baseline)

Mission, Vision, Values

MISSION:

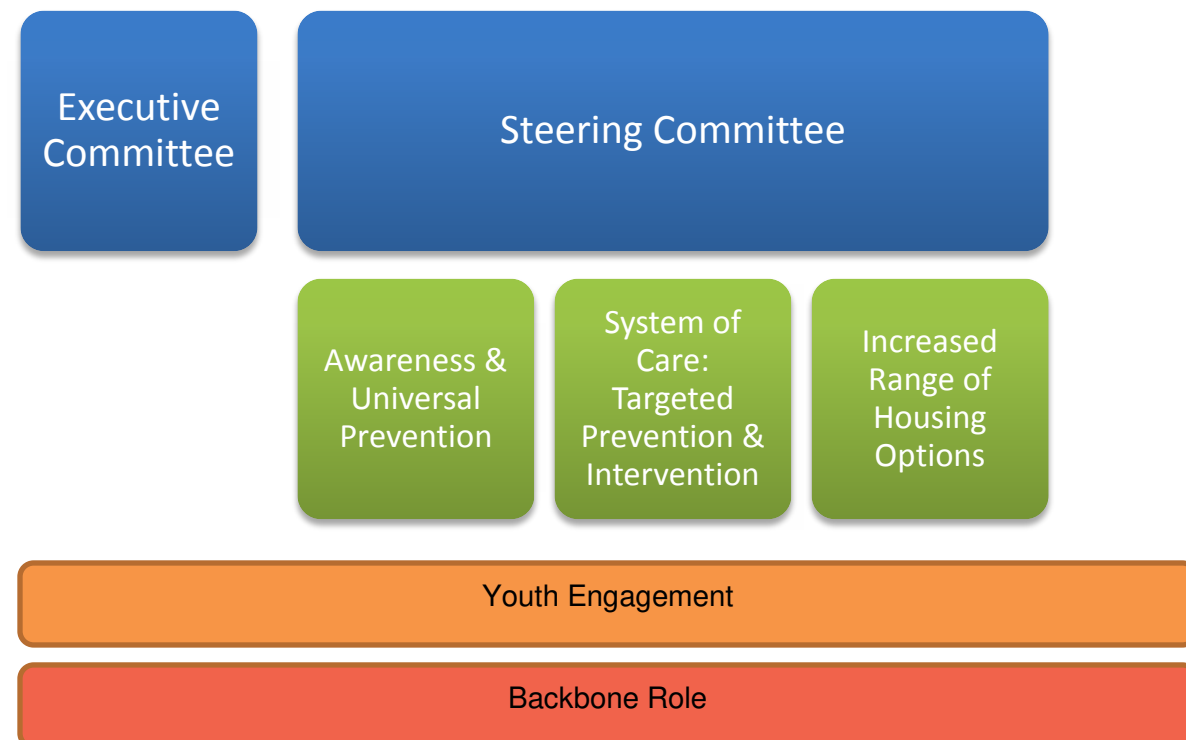
To mobilize the KFL&A community to create, develop and sustain an integrated system of care to prevent and respond to youth homelessness, using proven best practices.

VISION:

Our vision is a community where all young people have safe, stable and healthy homes, where they can grow to potential.

VALUES

- Youth informed, engaged, led
- Solution focused
- Coordinated approach
- Accessible
- Stable safe and healthy housing
- Create, identify and increase services
- Increased awareness, remove stigma
- Supportive of youth, helping them know where to go, know the community cares



Youth Employment Summary & Strategies

1.0 Background

Collect data re: youth employment; national, provincial, local data; why this is an important issue

2.0 Alignment with Community Initiatives and Programs

What do we know that's already in place:

- There are a number of programs (federal and provincial) to support youth employment. What we need to do locally is find the most effective way to utilize these programs to increase rates of employment among youth

3.0 Vision Statement

Our vision is to empower youth with the skills and opportunities they need to build careers that create a better future for themselves and their communities

4.0 Focus of Work and Desired Outcomes

There are three areas of focus for the work. They include:

1. What is already in place:
 - a. Identifying opportunities regarding youth employment
2. What are the barriers to youth employment?
 - a. What have we heard from youth, employers?
3. Strategies
 - a. What do we need to do differently?
 - b. What will success look like?

5.0 Communication and Engagement

Awareness and mobilize support for this work through the following mechanisms:

- **Communications:**
 - Community
 - Media
- **Youth Engagement:**
 - Youth Council
- **City Staff**
 - Update in a year to City Council

Youth Employment Task Force

Name	Organization
Bhavana Varma (Co-Chair)	United Way FKLA
Lanie Hurdle (Co-Chair)	City of Kingston
Employment	
Elaine Lewis	St. Lawrence College Employment
Elizabeth Kenney	Service Canada
Gillian Watters	KEYS
Christie Scales	KEYS
Jenoa Meagher	KEYS
Lucie Mercier	ACFOMI
Tyler Fainstat	John Howard Society, ReStart Program
Catherine Stewart-Findlay	Career Edge, Napanee
Youth/Social Service Agencies	
Ashley O'Brien	Street Health
Debbie Gillis	K3C Community Counselling Centres
Simon Robinson	K3C (Credit Counselling)
Mary Kloosterman	YMCA of Kingston
Harold Parsons	Boys and Girls club of Kingston & Area
Wendy Vuyk	Pathways to Education
Employers/Private Sector	
Ben Gooch	Providence Care
Bill Stewart	Kingston Chamber of Commerce
Carrie Batt	RBC
Leanne O'Mara	Agnew Food Services
Emily Koolen	HR Association
Julie Blasko	Correctional Service of Canada
Donna Gillespie	KEDCO
Education	
Matt Kussin	Queen's University
Theresa Kennedy	Algonquin Lakeshore Catholic District School Board
Krishna Burra	Limestone District School Board
Private Education	
Michael Teglas	Academy of Learning
Government/Umbrella Organization	
Christina Thomson	Mayor's Office
Kim Hockey	United Way KFLA
Pam Kent	CYSPC
Sharon Smith	City of Kingston
Labour	
Darlene Medhurst	Kingston & District Labour Council
Youth Engagement	
Cody Allen	Youth Council
Derek Brown	United Way KFLA
Community Representatives	
Janet Heyman, La Vern Simkins, Rosemary Lysaght, Wendy Cabral	

Youth Employment Strategies

Data shows that Kingston Youth Unemployment is higher than comparable communities in Ontario. For a number of reasons, Kingston and area has been identified as a region that requires interventions related to youth.

	Kingston	Barrie	Guelph	Whitby	St. Catharines
Population Aged 15-24	18,055	19,330	17,245	17,195	17,890
15-24 % of Total Population in Private HH	15.2%	14.5%	14.3%	14.3%	13.9%
15-24 under the LICO-AT	24.2%	12.5%	17.7%	7.2%	15.9%
Unemployment Rate 15-24	14.3%	13.3%	12.0%	13.7%	13.2%

Segmentation:

Youth looking for employment can be categorized the following ways:

1. Barriered youth looking for jobs
2. Youth looking for jobs who may have high grades, post-secondary education

Each of these segments requires a targeted approach and strategies that reflect youth needs.

Employment Strategies for Barriered Youth

Mentoring:

- assist youth to fit into the work culture, understand their roles/responsibilities to employer & helping employers, as well
- financial literacy starting in gr. 7/8
- ensure basic needs are met

Making business a part of the solution:

- increase their awareness of programs, tools, training/supports and incentives that are available to assist them
- share success stories
- communicate incentive for employers: longer term employees & contribution to community
- ask businesses what they are looking for, ask youth what would make them work ready

Early Starts:

- early intervention in school (i.e.) providing Guidance Counselors & ACW's with more information about resources; bringing them together to identify barriers and update knowledge
- trade fairs for youth at places & times where they are
- analyse gaps/trades/labour market (i.e.) look ahead to the changing work sectors and educate youth on the jobs that need to be filled in the future
- identify the capacity of # of youth that can be served through the current programs in place, identify the need/demand, and the gap

Pre-employment skills:

- Skills Link, Restart programs: scale up and stabilize these programs.
- pre-employment "boot camp" to develop skills

Employment Strategies for Youth with Education, Skills

Mentoring:

- create networking & innovation hubs for young professionals

Making business a part of the solution:

- advocate to public sector: reduce requirement for 5 yrs experience for entry level jobs
- more flexible internships
- help private sector take advantage of new modality of employment – youth don't fit into old (i.e.) embrace technology

Early Starts:

- educate youth on how to highlight transferable skills (i.e.)
 - volunteering & involvement in community
 - work & practical experience
- broaden students' knowledge of what education gets in a job (i.e.) police foundations = what else besides police officer

Pre-employment Skills:

Further develop opportunities for social enterprise, entrepreneurship, virtual hubs for youth

Youth Employment Programs – Kingston & Area

Employment Ontario (MTCU) – ACFOMI, KEYS, ReStart and St. Lawrence College

EO service providers can help youth [who are not students] to connect with employers and get a job placement of 12-16 weeks. We can provide incentives to employers to help cover the cost of wages and training for their new employee and help the participant to cover costs of transportation or the specialized tools and equipment required for the job.

Training and Certifications

We deliver a variety of exciting training opportunities and industry recognized certifications to help youth get that job such as Smart Serve, Service Excellence, Working from Heights and Worker Safety Awareness.

Skills 101 Programs, KEYS

The Skills 101 series are specialized training programs in Kitchen Skills, Retail Sales and Basic Construction. These 5 day training programs are followed by work experience opportunities. Keep checking the KEYS website for the next exciting Skills 101 program.

Career Focus Program (ESDC), KEYS

Career Focus coordinates and funds (a limited number of) internships for recent post-secondary graduates looking to develop their careers. By offering prospective employers wage subsidies to offset the cost of hiring new graduates, Career Focus helps ease the transition into the labour market. The first step to determine eligibility is for youth to meet with an Employment Advisor at KEYS Job Centre, but if community partners (or employers) have any questions they can contact,

JENOA MEAGHER jenoam@keys.ca 613-546-5559 ext. 214

Experience Ontario (Ministry of Education), KEYS

Experience Ontario is a pilot program that will help recent high school graduates who have the potential to go on to postsecondary education and training, but are uncertain of their next steps. The focus of the program is *career exploration*. Participants will have access to a combination of paid work placements, career coaching, mentorship, and information about postsecondary education and training opportunities. This helps participants choose their postsecondary pathway (apprenticeship training, college, or university) with confidence and meet labour market needs.

Participants must be referred by the school from which they graduated and then have their application accepted by the Ministry of Education before they are then referred to KEYS. For more information contact, CAROL ROBERTS carolr@keys.ca 613-546-5559 ext. 312

Skills Link Programs (ESDC), KEYS and SLC

The Skills Link program is a federally funded program for youth aged 15-30, who have experienced some retention issues in the workplace and require some assistance securing permanent employment. The best way to become a preferred candidate for this program is for youth to begin working with an Employment Advisor. All our Skills Link Programs consist of pre-employment training, followed by a supported work placement. Participants get paid for attendance and earn while they learn.

KEYS contact: MARIE HENRY marie.henry@keys.ca 613-546-5559 ext. 260

SLC contact: GLENNA SCHAILLEE gschaillee@sl.on.ca

Youth Job Connection (MTCU) - ACFOMI, KEYS, ReStart

Youth Job Connection is a new youth employment program launching in fall 2015. It was announced in Budget 2015 as a targeted investment by the Ontario government to enhance the skills of youth who experience multiple barriers to employment.

The program will serve youth aged 15 to 29 who experience multiple and/or complex barriers to employment by providing more intensive supports beyond traditional job search and placement opportunities. These include:

Paid pre-employment training to promote job-readiness;

Job matching and paid job placements, with placement supports for participants and hiring incentives for employers;

Mentorship services; and

Education and work transitions supports.

Youth Job Connection will consist of two components:

A year-round component, launching in fall 2015, which will provide intensive employment supports for youth aged 15 to 29 who are not in employment, education or training and who experience multiple barriers to employment.

A summer component – Youth Job Connection: Summer – launching in spring 2016, which will provide summer job opportunities and part-time job placements during the school year to help multi-barriered high school students, aged 15 to 18, make positive educational and career choices. The focus will be on those facing challenging life circumstances and at risk of experiencing poor transitions between education and work.

Student Employment Preparation Programs

Business Education Partnership (OBEP), KEYS

As the Business & Education Partnership Council for Limestone-Algonquin-Lakeshore, KEYS helps to support career exploration activities for students (Grades 7 - 12), connecting students, educators and employers to promote student success and community prosperity. We facilitate and build alliances among business, education, labour and sector councils. We focus on improving school to life transition for students by supporting co-op placements and preparation activities for co-op classes; setting up speakers and delivering a variety of career exploration workshops.

Summer Company, Small Business Development Centre KEDCO

Provides coaching and mentoring from business leaders to students 15-29 who ARE returning to school in the fall and want to run their own business over the summer. Start-up funding and a grant after completing the program is available.

smallbusiness@kingstoncanada.com

MTCU is also preparing to roll out **Youth Job Link**, which will be aimed at students and youth who do not face significant barriers to employment. Services will include job search resources and information to help them transition into the labour market including to summer employment.

Awareness & Education

It has been identified that a comprehensive communications plan needs to be developed to support the goals and strategies of the Action Plan. The following three-pronged approach was adopted by the steering committee to achieve the communication goal of changing community attitudes positively.

- Targeted intervention for youth at risk/youth who are homeless
- Increase awareness of the issue of youth homelessness among students grade 7 and upwards, schools, educators and families
- Reduce stigma associated with youth homelessness among general public

TARGET AUDIENCE

The audiences are identified as:

- Youth at Risk – 16-24 years of age
- Youth Group – 12-24 years of age
- General Public – Kingston, Frontenac, Lennox & Addington

With the Innoweave Youth CI grant, the United Way contracted with local graphic and communications strategy companies to develop a communications strategy.

As always, the initiative was informed by the voice of youth. Youth Focus Groups were held to collect input for collaterals at KEYS, Rise@149, The Space, Boys & Girls Club.

The strategy for the three areas will be as follows:

- Youth at risk or who are homeless: Real stories of youth who are or have been homeless will be shared through life sized cutouts and images in locations across the region, including transit shelters, schools.
- Youth Group: To increase awareness of the issue, causes and services available for youth and their families, an awareness campaign will include an annual forum, presentations at school assemblies, information shared with guidance counselors, adolescent care workers and educators.
- Public: The campaign with real stories, to be launched early spring 2016, will increase awareness of the causes and challenges youth face. Other activities will include an awareness day at Queen's Park, presentations to local municipal councils, landlords and other specific groups.

Marketing and Communications Plan

Background

Kingston was one of two communities (the other being Kamloops B.C.) to be selected to participate in a national pilot project called Mobilizing Local Capacity to End Youth Homelessness in Canada (MLC program). The facilitator of the MLC project in Kingston is the United Way of KFL&A, who worked with a steering committee and youth planning committee to develop an Action Plan. The Plan was developed to support a shared vision to end youth homelessness in Kingston and area and focuses on three goals:

- Establish a System of Care
- Establish an Integrated Homelessness Prevention Framework
- Housing Options Match Youths' Transition to Adulthood

For each goal there is a list of action strategies and implementation steps. It has been identified that a comprehensive communications plan needs to be developed to support the goals and strategies of the Action Plan. The following three-pronged approach was adopted by the steering committee to achieve the communication goal of changing community attitudes positively.

- Targeted intervention for youth at risk/youth who are homeless
- Increase awareness of the issue of youth homelessness among students grade 7 and upwards, schools, educators and families
- Reduce stigma associated with youth homelessness among general public

The Campaign

A creative concept has been developed by BMDodo Design with Avenue Strategy that addresses the three target areas of: intervention, awareness building and reducing stigma.

The creative features youth who have experienced homelessness and have successfully obtained support from community organizations. They share their stories, the realities of what led to homelessness and a sense that there is help and where those at risk may obtain support through the 211 helpline and the various programs, services and service delivery systems.

Through the many stories that will be told within this campaign the myths of youth homelessness and the causes are addressed providing opportunities for education, increased empathy and understanding among all intended audiences.

Some of the specific messages that can be conveyed include:

- youth homelessness in this community IS an issue
- the 5 key causes and challenges of homelessness: family conflict, mental health, addictions, education, employment and training
- defining homelessness, i.e., couch-surfing

The creative is illustrative to protect the privacy of the youth who are featured but the stories are real.

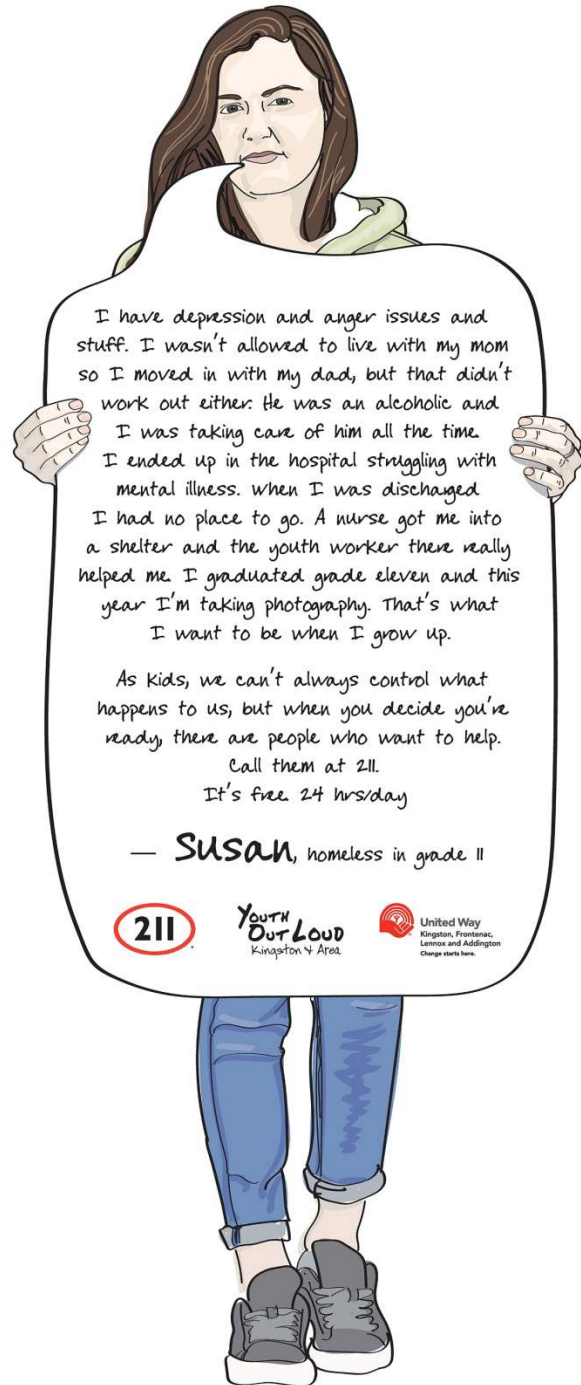
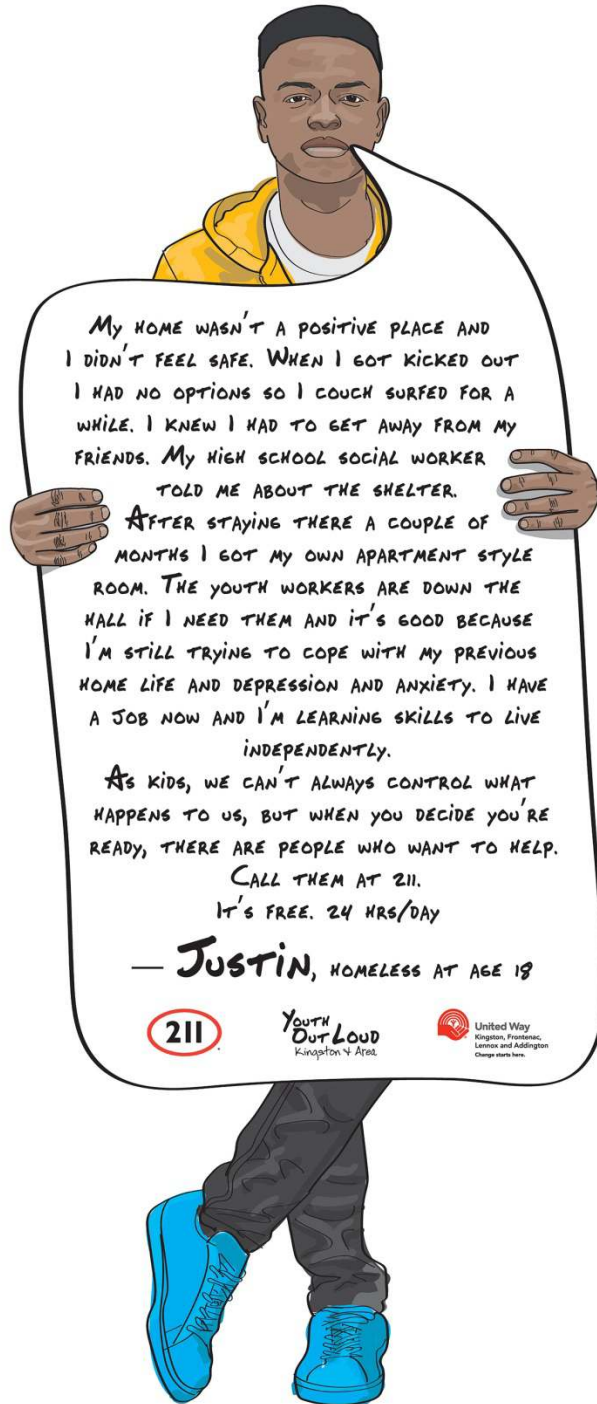
CREATIVE:

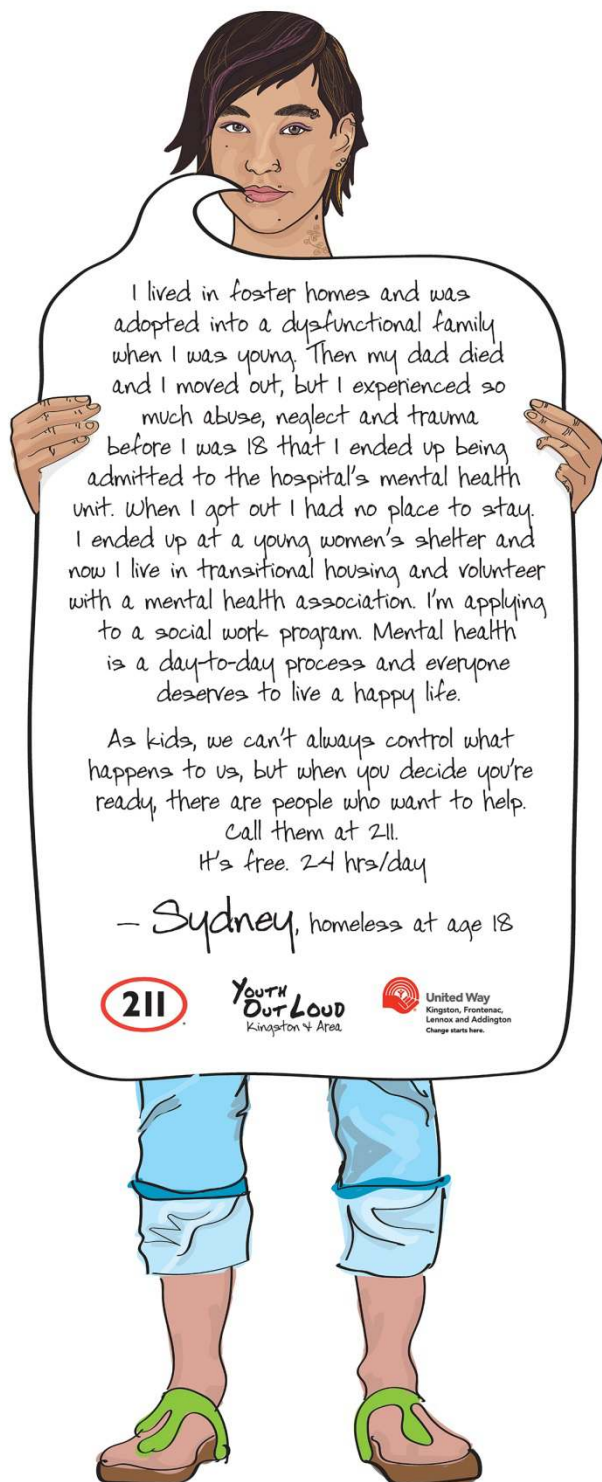
Timelines: Spring launch

Communication vehicles/opportunities

The marketing and communication options for each of the three strategic areas include:

	Target	Paid Media	Earned Media
Targeted Intervention	Youth at risk of homelessness	Bus wrap, shelters, bench ads, cutouts posters in downtown, rural areas, youth shelters, youth services, doctors' offices, library, downtown businesses, hospitals, public poster boards,	Media release/story about campaign and increasing awareness and education of youth homelessness. Feature campaign stories Social media Encourage youth to attend annual forum
Increased awareness of the issue of youth homelessness	Youth 12 to 24 Educators	Bus wrap, shelter, bench ads, posters in schools, doctors' offices, libraries, downtown businesses, public poster boards Cutout for assemblies United Way website - sub site - feature campaign stories	Media release/story about campaign and increasing awareness and education of youth homelessness. Feature campaign stories Encourage attendance to Youth Out Loud forum School assemblies with youth from campaign as speakers Cut outs and posters to be available Adolescent Care Workers education events Guidance Counselor program education event - employment, skills development, careers of the future, aspiration of youth Cutouts at: Starlight Film Festival, Change The World short video segments that could be given to schools to play during assemblies, and then added to you tube. Record the voices of some of the homeless youth telling their stories, and then do some basic storytelling in the video with the illustrations.
Increase awareness and reduce stigma	General public	Bus wrap, Bus shelter, bench ad, Posters, United Way website –feature campaign stories	Media release/story about campaign and increasing awareness and education of youth homelessness. Feature campaign stories. Landlord education event. Youth from campaign as speakers. Speaker from ad campaign at UW events Feature cutouts at all United Way campaign events, workplaces that wish to use them, community events Feature cutouts at: Starlight Film Festival and Next Gen events





I lived in foster homes and was adopted into a dysfunctional family when I was young. Then my dad died and I moved out, but I experienced so much abuse, neglect and trauma before I was 18 that I ended up being admitted to the hospital's mental health unit. When I got out I had no place to stay. I ended up at a young women's shelter and now I live in transitional housing and volunteer with a mental health association. I'm applying to a social work program. Mental health is a day-to-day process and everyone deserves to live a happy life.

As kids, we can't always control what happens to us, but when you decide you're ready, there are people who want to help.

Call them at 211.

It's free. 24 hrs/day

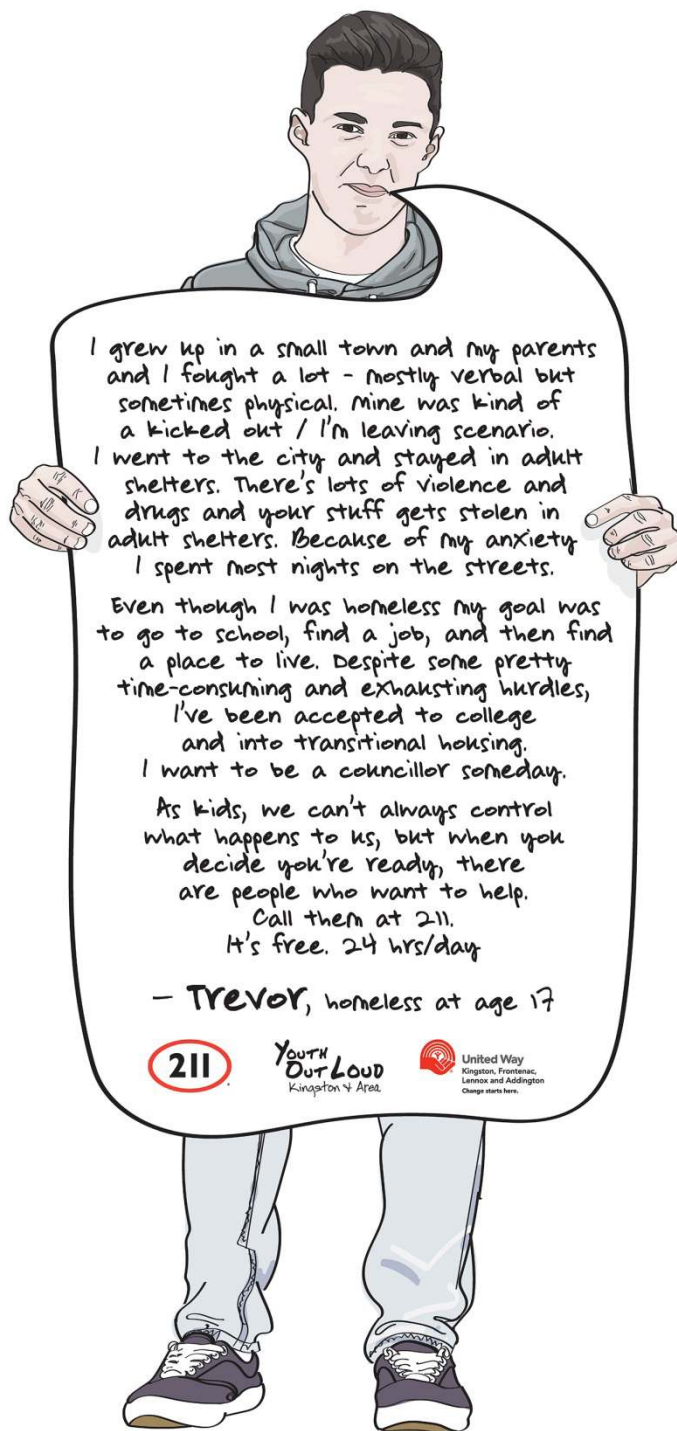
— Sydney, homeless at age 18



YOUTH
Out Loud
Kingston & Area



United Way
Kingston, Frontenac,
Lennox and Addington
Change starts here.



I grew up in a small town and my parents and I fought a lot - mostly verbal but sometimes physical. Mine was kind of a kicked out / I'm leaving scenario. I went to the city and stayed in adult shelters. There's lots of violence and drugs and your stuff gets stolen in adult shelters. Because of my anxiety I spent most nights on the streets.

Even though I was homeless my goal was to go to school, find a job, and then find a place to live. Despite some pretty time-consuming and exhausting hurdles, I've been accepted to college and into transitional housing.

I want to be a councillor someday.

As kids, we can't always control what happens to us, but when you decide you're ready, there are people who want to help.

Call them at 211.

It's free. 24 hrs/day

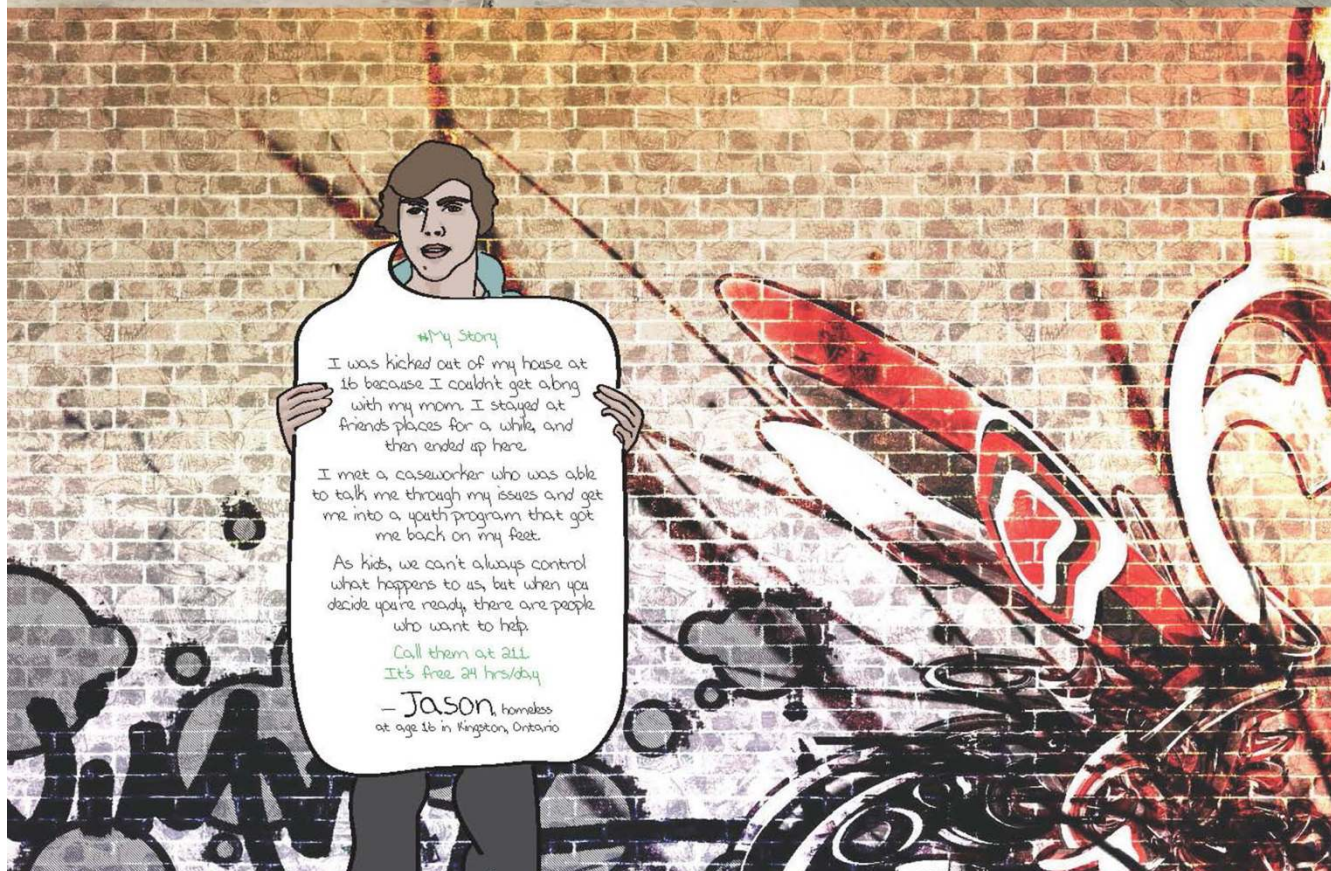
— Trevor, homeless at age 17



YOUTH
Out Loud
Kingston & Area



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Change starts here.



Youth Homelessness Awareness Day at Queen's Park

Save the Date: Monday, November 23, 2015

Youth Homelessness Awareness Day at Queen's Park

United Way of Kingston, Frontenac, Lennox & Addington in partnership with Sophie Kiwala, MPP Kingston and the Islands invite you to a special reception

Monday, November 23, 2015

11:30pm - 1:30pm

Committee Room #228

All Young People should Have A Home

On any given night in Canada, there are over 6,000 young people who experience homelessness. An even greater number of youth are part of the hidden homeless population who 'couch surf'.

Whether visible or not, the issue of youth homelessness exists in every riding across the province – in big and small, urban and rural communities, alike.

No young person should have to prove they deserve a home. For many of them, homelessness is the result of experiencing family conflict, physical, emotional or sexual abuse. Once on the streets, things do not necessarily get better. In fact, it usually gets worse.

What's being done across the province?

Learn about strategies to end youth homelessness, and the work being done in some communities. Hear stories from youth with firsthand knowledge of homelessness.

Let's End Youth Homelessness in Ontario

Help us end youth homelessness in Ontario.

Ending youth homelessness requires a proactive approach that focuses on prevention and helping young people who are homeless to move into housing with supports as rapidly as possible and in a supported, safe and planned way.

Find out what you can do to end youth homelessness in your riding.

**RSVP to United Way KFL&A by:
Monday, November 16th**

Register Now at: <http://youth-homelessness-awareness-day.eventbrite.ca>



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