



THE YOUTH ADVISORY COUNCIL

The Youth Advisory Council is a program of the Trevor Project comprised of 20 young people ages 16-24, (to convene monthly via conference call and one time a year in person) that will advise the organization on outreach and programmatic efforts targeted at LGBTQ youth. Currently the organization is running a public service announcement in targeted youth markets on cable and network television, as well as running advertisements on internet websites and in print publications to advertise the Trevor Helpline toll free number. In addition, the organization also distributes the Trevor Survival Kit, an educational tool that contains a workshop guide designed to assist educators in discussing issues around sexuality and suicide. The Youth Advisory Council is engaged in bringing new ideas regarding how best to communicate about the Trevor Helpline to youth and how to best reach and appeal to a wide audience of LGBTQ youth.

By forming the Youth Advisory Council, The Trevor Project invested not only in strengthening the organization by directly involving youth, but also in the leadership development of tomorrow's LGBT leaders. Participants in the Youth Advisory Council have the unique opportunity to have their voices and opinions heard and implemented into the strategies of a national organization.

Objectives

- ✦ Explore the attitudes, behaviors, lifestyles and challenges of LGBTQ youth today. Gain insight into the specific challenges facing gay or questioning youth and identifying barriers and motivations for accessing a helpline.
- ✦ Better understand how young people communicate: where they go for information, how they behave online, what they respond to and what grabs their attention.
- ✦ Gain insight from young people on how Trevor should best refine their message, materials and modes of communication in order reach more young people. Is Trevor's current message eliciting a strong and positive emotional connection with youth? What can Trevor do/change/add to make a bigger impact?
- ✦ Get specific feedback on materials, such as website, Trevor Space, Dear Trevor, PSAs, Posters, etc. that can in turn be incorporated into Trevor materials and messaging.

Timeline

- ✦ Monthly conference calls
- ✦ Individual Projects
- ✦ Face-to-face meeting in Los Angeles, CA funded by Trevor