



## 2018 Outreach Toolkit

# YES Conference

## Youth for the Environment and Sustainability

**The 5th Annual Youth for the Environment and Sustainability (YES) Conference is coming to Laney College (Right by Lake Merritt BART Station) in Oakland on Saturday, February 24, 2018! We need your help to get the word out to individuals and organizations working with middle and high school students in the Bay Area.**

### **About the 5th Annual Youth for the Environment and Sustainability (YES) Conference**

The 2018 YES Conference will convene 1,000 middle and high school youth from around the Bay Area. The Conference will provide a forum for Bay Area youth to highlight innovative projects addressing climate change, transportation and environmental protection issues.

The YES Conference is a component of the Spare the Air Youth Program. The program aims to educate, inspire and empower youth and families in the San Francisco Bay Area to walk, bicycle, carpool, and take transit. A part of the Metropolitan Transportation Commission (MTC)'s Climate Initiatives Program, in partnership with the Bay Area Air Quality Management District, Spare the Air Youth seeks to find effective ways to reduce greenhouse gas emissions related to transportation while also providing a regional resource for students, parents, teachers and program providers. The program also supports Bay Area Safe Routes to School outreach and encouragement efforts.

### **Who will attend**

The goal of the conference is to facilitate networking, learning and information sharing on all topics related to climate change, transportation and environmental protection. The conference is open to middle and high school students in the nine counties around the Bay Area. Help us engage a diverse youth audience. This conference touches upon all aspects of everyone's lives, which is why we hope to see a broad showing of attendees representing all of our Bay Area communities.

### **Here's how you can help:**

- Promote the conference on your website and in your communications channels – see below for social media posts, e-newsletter copy and useful conference links
- Share the registration link with your networks – see below for social media posts and e-newsletter copy
- Personally reach out to individuals and organizations you know who work with Bay Area youth
- Use the hashtag #YESConference2018 on social media to build awareness

Please share the 5th Annual Youth for the Environment and Sustainability (YES) Conference widely with your networks. To learn more about how you can help promote the conference, email Raquel Trinidad at [rtrinidad@baaqmd.gov](mailto:rtrinidad@baaqmd.gov) or Kristina Chu at [kchu@baaqmd.gov](mailto:kchu@baaqmd.gov).

## Sample Tweets (to be used up to January 5, 2018)

Youth leaders: have solutions to fight climate change? Register to present at the 2018YESConference: [www.sparetheairyouth.org](http://www.sparetheairyouth.org). #YESConference2018

Does your school encourage biking/walking/carpooling? Share ideas. Present at the 2018YESConference: [www.sparetheairyouth.org](http://www.sparetheairyouth.org). #YESConference2018

Students: have solutions to fight pollution? Register to present at the 2018YESConference: [www.sparetheairyouth.org](http://www.sparetheairyouth.org). #YESConference2018

Share ideas. Share solutions. Present at the Youth for the Environment and Sustainability Conference: [www.sparetheairyouth.org](http://www.sparetheairyouth.org). #YESConference2018

## Sample Tweets (to be used up to February 24, 2018)

Say YES to clean air and a healthy #SFBay! Attend the FREE YES Conference Feb 24, 2018. Register at [www.sparetheairyouth.org](http://www.sparetheairyouth.org). #YESConference2018

Say YES to healthy transportation options! Attend the FREE YES Conference Feb 24, 2018. Register at [www.sparetheairyouth.org](http://www.sparetheairyouth.org). #YESConference2018

Say YES to youth-led climate solutions! Attend the YES Conference Feb 24, 2018. It's FREE. Register at [www.sparetheairyouth.org](http://www.sparetheairyouth.org). #YESConference2018

## Sample Facebook Posts (to be used up to January 5, 2018)

Do you want to share your work with your peers? Need some public speaking practice? Sign up to present at the next YES Conference on Feb 24! Register to lead a panel session, individual presentation or an interactive activity and showcase your AWESOME work to other students from around the SF Bay! #YESConference2018

<http://www.sparetheyouth.org/call-presentationsession-proposals>

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The award-winning Youth for the Environment and Sustainability (YES) Conference brings students together to discuss youth-led solutions to climate change and air pollution. Register to lead a panel session, individual presentation or an interactive activity and showcase your AWESOME work to other students from around the SF Bay! #YESConference2018

<http://www.sparetheyouth.org/call-presentationsession-proposals>

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Is your school a leader in encouraging walking, biking and carpooling? Share your experience with students from all over the SF Bay Area. Register to lead a panel session, individual presentation or an interactive activity at the 2018 Youth for the Environment and Sustainability (YES) Conference. #YESConference2018

<http://www.sparetheyouth.org/call-presentationsession-proposals>

## Sample Facebook Posts (to be used up to February 24, 2018)

The next YES Conference is scheduled for Saturday, February 24, 2018 at Laney College in Oakland. The conference is FREE and open to students from all over the SF Bay. #YESConference2018. Get all the info here:

<http://www.sparetheyouth.org>

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Join students from around the San Francisco Bay Area to discuss transportation issues, learn how your decisions can impact climate change and share ways of encouraging others to walk, bike, take transit or carpool to school. #YESConference2018

Upload image of flyer or use this link: <http://www.sparetheyouth.org/2018-yes-conference>

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Attention Bay Area students! Do you have ideas for keeping our region free of pollution? Do you have solutions to fight climate change? Register for the 2018 YES Conference. Join your peers at this award-winning conference:

Upload image of flyer or use this link: <http://www.sparetheyouth.org/2018-yes-conference>

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Join students from around the San Francisco Bay Area to discuss transportation issues, learn how your decisions can impact climate change and share ways of encouraging others to walk, bike, take transit or carpool to school. #YESConference2018. Check out a recap of the inaugural conference:

[https://youtu.be/nODEbbmcYNI?list=PLKctWCO0ug4h\\_7-Mum5rdcjR0hmk5w-yP](https://youtu.be/nODEbbmcYNI?list=PLKctWCO0ug4h_7-Mum5rdcjR0hmk5w-yP)

# Newsletter Announcement

**Note about photographs:** If using photographs included in the electronic toolkit, please credit photos to the appropriate author (which is noted in the folder name).

## Short

### **2018 YES Conference Date Announced**

On Saturday, February 24, 2018, students will have the opportunity to exchange ideas, participate in workshops and share stories from their schools and communities about how youth can lead the way in promoting safe and healthy communities. Students are strongly encouraged to present and showcase their work at the conference by registering to become a presenter.

The 2018 YES Conference will be held at Laney College (900 Fallon Street – Right by the Lake Merritt BART Station, Oakland, 94607). The conference is free and open to students from all nine San Francisco Bay Area counties. Breakfast and lunch will be provided and free shuttles are available from the North and South Bays. For complete conference information and to register, visit [www.sparetheairyouth.org](http://www.sparetheairyouth.org).

## Long

### **Students Invited to Attend Award-Winning Sustainability Conference**

Students Invited to Attend Spare the Air Youth's Youth for the Environment and Sustainability (YES) Conference

Students from throughout the nine Bay Area counties will come together to discuss transportation, clean air, climate change and a healthy San Francisco Bay Area at the fifth annual Youth for the Environment and Sustainability (YES) Conference, scheduled for Saturday, February 24, 2018, at Laney College (900 Fallon Street – right by the Lake Merritt BART station in Oakland). The free day-long regional conference will bring together middle- and high-school students who are passionate about alternative transportation and are spearheading efforts in their communities to reduce pollution and congestion.

Conference organizers are encouraging students to register for the event (<http://www.sparetheairyouth.org/>) as well as to get involved with development of content by signing up to present their own school or community efforts (<http://www.sparetheairyouth.org/call-session-proposals>). Students, teen leaders, teachers and youth advisors can submit proposals to make a presentation, lead or participate in a panel discussion or guide an interactive session.

At the upcoming conference, students will have the opportunity to exchange ideas, participate in workshops, and share stories from their schools and communities about how youth can lead the way in promoting safe and healthy communities. Participants will learn how they can take advantage of alternatives like bicycling, walking, public transit and neighborhood carpooling to promote stronger communities and a cleaner planet.

There is no cost to attend the conference and breakfast and lunch will be provided. Parents and teachers are welcome. Students must have their parents' permission to attend. For complete conference details and to register, visit: <http://www.sparetheairyouth.org/2018-yes-conference>.

Conference updates and related sustainability opportunities and resources are being posted to the Youth for the Environment and Sustainability Facebook page. The YES Conference presentation

proposals will be accepted until January 10, 2018 and the conference registration deadline is February 16, 2018.

The YES Conference is part of the Spare the Air Youth program and is sponsored by the [Metropolitan Transportation Commission](#) (MTC) and the [Bay Area Air Quality Management District](#) (BAAQMD). MTC is the Bay Area's regional transportation planning, coordinating and financing agency. BAAQMD is the agency responsible for protecting air quality in the nine-county Bay Area.

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## **Youth Conference to Promote Student Leadership in Sustainability**

Bay Area youth aren't waiting to take charge of their future. On Saturday, February 24, 2018, they'll be demonstrating their leadership and advocacy at the Youth for the Environment and Sustainability Conference in Oakland. Dubbed the "YES Conference," this day-long program will promote sustainable transportation options, as well as climate change solutions developed by the youth themselves. Middle and high school students from across the nine-county San Francisco Bay Area will join teachers, parents and community leaders to discuss how students can help lead local efforts to reduce pollution, decrease congestion and address climate change issues.

The Metropolitan Transportation commission (MTC) and the Bay Area Air Quality Management District (BAAQMD) created the YES Conference as part of their Spare the Air Youth Program, recognizing that the under-18 crowd could dramatically impact climate change by adopting cleaner transportation habits. Because car travel, including daily school trips, is a major source of pollution in the Bay Area, students' efforts to promote bike, transit, and carpool "can go a long way towards improving air quality," says BAAQMD Executive Officer Jack Broadbent.

The YES Conference is specifically intended to foster collaboration between students who live in very different communities so they can learn from each other. As such, the YES Conference aims to promote youth advocacy, communication and leadership skills along with healthy and sustainable transportation habits.

YES Conference participants will discuss the link between transportation and climate change, exchange community engagement and safety strategies, and learn practical skills like bike mechanics. Youth will also get to experience all the elements of a professional conference including poster sessions, keynote speakers, a choice of break-out sessions and complimentary breakfast and lunch with their peers, all at Laney College in Oakland.

Students are encouraged to start practicing sustainable transportation strategies even before they arrive on site. Conference attendees are encouraged to take public transit to the conference and participants from the North Bay and the South Bay are encouraged to catch a ride on one of the free YES Conference shuttle buses.

Detailed shuttle bus information for the YES Conference is available at:

<http://www.sparetheairyouth.org/2016-yes-conference/>. Participants under 18 years of age must submit a signed waiver from their parent/guardian to attend and participate in conference activities.

## E-mail Blast Invitation

### **Subject: Students Are Invited to Join Their Peers at Bay Area Youth Conference**

Do you walk, bike, bus or carpool to school? Are you interested in improving the environment? Do you want to make a difference in your community? If your answers is **YES**, join the 2018 YES Conference!

The Bay Area Air Quality Management District and the Metropolitan Transportation Commission invite you to the award-winning:

### **Youth for the Environment and Sustainability (YES) Conference**

Students interested in transportation and climate change issues, clean air and a healthy environment are invited to the 2018 YES Conference. [Click here to register.](#)

<b>Who?</b>	Middle and high school students from throughout the nine counties of the San Francisco Bay Area
<b>What?</b>	Attend the Youth for the Environment and Sustainability (YES) Conference
<b>When?</b>	Saturday, February 24, 2018  Registration starts at 9 a.m. and the Conference runs from 10 a.m. – 3 p.m.
<b>Where?</b>	Laney College 900 Fallon Street (Right by the Lake Merritt BART Station), Oakland, 94607
<b>Why?</b>	<b>It's FREE!</b>

On Saturday, February 24, 2018, middle- and high-school students from around the nine-county Bay Area will gather to exchange ideas, participate in workshops and share stories from their schools and communities about how youth can lead the way in promoting safe and healthy communities.

**Breakfast and lunch will be provided.**

**Free shuttles available from the North Bay and the South Bay.**

**There will be games, raffle prizes, giveaways and lots of fun!**

Learn how you can take advantage of alternatives like bicycling, walking, public transit and neighborhood carpooling to promote stronger communities and a cleaner planet. The YES Conference will educate, inspire and empower students to change transportation habits to reduce driving and promote clean air and physical activity. With a mix of poster sessions, games, workshops and inspiring speakers of all ages, students will have the opportunity to:

- Hear about innovative school projects other students have worked on;
- Learn how make a difference in their local communities;
- Meet new friends; and
- Have fun!

For more information and to register, visit: <http://www.sparetheairyouth.org>. Participants under 18 years of age must submit a signed waiver from their parent/guardian to attend and participate in conference activities.

## YES Conference Outreach Presentation

If you work with youth, a YES Conference presentation has been developed to help with conference outreach.

You can use the presentation (and accompanied talking points) to discuss the conference. Materials can be found here: <https://drive.google.com/drive/folders/0B-IICPnTfqFdWjBnOE1xOU1Wb3c?usp=sharing>

## Important Links

**Conference Web Page:** <http://www.sparetheairyouth.org/2018-yes-conference>

**Registration to Attend:** <https://www.eventbrite.com/e/youth-for-the-environment-and-sustainability-yes-conference-registration-38874382324>

**Upload your Waiver:** <https://www.formpl.us/form/4975760147218432>

**Registration to Present:** <http://www.sparetheairyouth.org/call-session-proposals>

**Facebook Page:** <https://www.facebook.com/YouthfortheEnvironmentandSustainability>

**Instagram:** <https://instagram.com/yesconference/>

**Conference Hashtag:** #YESConference2018