



ADOLESCENTS LISTENING TO EACH OTHER

An online service for health promotion

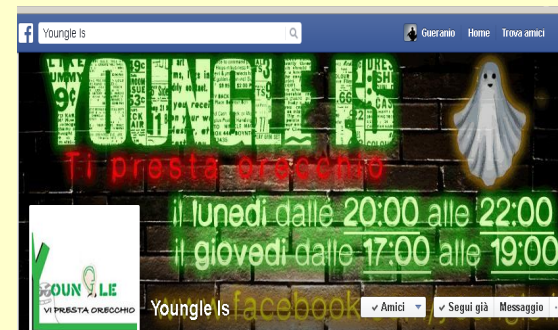
Rachele Donini

5th EUSPR's Meeting

Palma, Oct. 16-18, 2014

YOUNGLE IS:

- Universal prevention
- Health promotion
- Peer education
- Media education
- Teen agers
- Facebook profile
- Listening



A BIT OF HISTORY...

Date	Main Steps
1990	C.I.C. creation
2009/11	Mapping existing CICs in the schools
2011	Planning to offer a service to all the students in the district - Online CIC
2012	Social Net Skills – Youngle (Italian National Project)

A BIT OF HISTORY...

Date	Main Steps
Sept 2012	Peer Selection and recruitment in schools
Dec 2012	Two days intensive training
Jan/Mar 2013	Ongoing Training Profile building
April 1 ^o 2013	Launching Youngle Is on FB
Apr/Dec 2013	Advertising and Promotion of the service Chat service

Facebook profile page for **Youngle Is**. The browser address bar shows <https://www.facebook.com/youngle.is?ref=ts>.

Profile Cover: A Halloween-themed graphic with the word "YOUNGLE" in large, green, block letters. The letters are filled with various text snippets. To the right is a white ghost icon. Below the name, red text reads "Ti presta orecchio". Further down, green text specifies broadcast times: "il lunedì dalle 20:00 alle 22:00" and "il giovedì dalle 17:00 alle 19:00". The Youngle logo and "VI PRESTA ORECCHIO" are on the left. Navigation buttons include "Amici", "Segui già", and "Messaggio".

Profile Navigation: Diario, Informazioni, Foto, Amici (53 in comune), Altro.

Informazioni:

- Lavoro: Chiedi
- Scuola superiore: Chiedi
- Vive a Savona: Chiedi
- Città natale: Chiedi

Post:

Post type: **Post** (selected) / Foto/video

Text: "Scrivi qualcosa..."

Youngle Is · 13 ore fa ·

Io vado anche perché domani mi tocca tornare a scuola e svegliarmi presto:((Buonanotte a tutti, a giovedì!)

Mi piace · Commenta · Condividi

Piace a **Giorgia Rosa, Federico Balbo** e altri 2.

Scrivi un commento...

Recenti: 2014, 2013, Anno di nascita

Activity Feed:

- A **Alessio Casati** piace la foto di The Fretboard Journal.
- A **Corrado Schiavon** piace il link di Elena Giacchino.
- A **Andrea Castellini** piace il post di Giorgia Terraani sul...

Friends List:

- Youngle Is
- Sara Cameirana · 5 m
- Michele Marconi · 1 m
- Teresa Mainiero · 15 m
- Diego Buccicardi · **Cellulare**
- Marta Lupp · 1 h
- Marcello Esposito
- Giorgia Rosa · 10 h
- Agnese Fanfani · **Cellulare**
- Leonardo Il Moro · **Web**
- Andrea Riggi · **Cellulare**
- Brigitte Stübner

ALTRI AMICI (2)

- Alessio Casati · **Web**

Search: Cerca

COSTS

Items	Social Net Skills: € 18000	ASL2 Co-funding: € 5000	County School Office: € 7000
Hrs delivered by professionals (3+2 psychologists)	√	√	
2 days intensive training	√		
Prints and stickers	√	√	
Formal Meetings / travels	√		
Informal meetings / travels	√		
5 Netbooks + Internet connection			√
11 Teachers involvement			√

FIRST YEAR MAIN RESULTS (quantitative)

- 400 friends
- 140 followers of the page “Younge Is – The Page”
- 36 chat sessions managed by *peers*
- 40 chats with 28 clients of the service
- 9000 stickers designed and delivered in schools and during social events

FIRST YEAR MAIN RESULTS

(process indicators)

- 10 (out of the initial 16) high schools involved in the project
- 14 selection sessions in schools
- 27 peer educators
- 2 days intensive training
- 16 training meetings (2 ½ hrs)
- 4 reunions with school teachers
- 2 outdoor meetings with *peers*
- 2 outdoor intensive training;
- 3 informal meetings (lunches and dinners)
- 6 meetings with local stakeholders (other social and sanitary services, Municipality, County).

FIRST YEAR MAIN RESULTS

(qualitative)

- Chat Topics
- Cognitive/affective empowerment
- Cohesion, sense of membership
- Communicative skills development

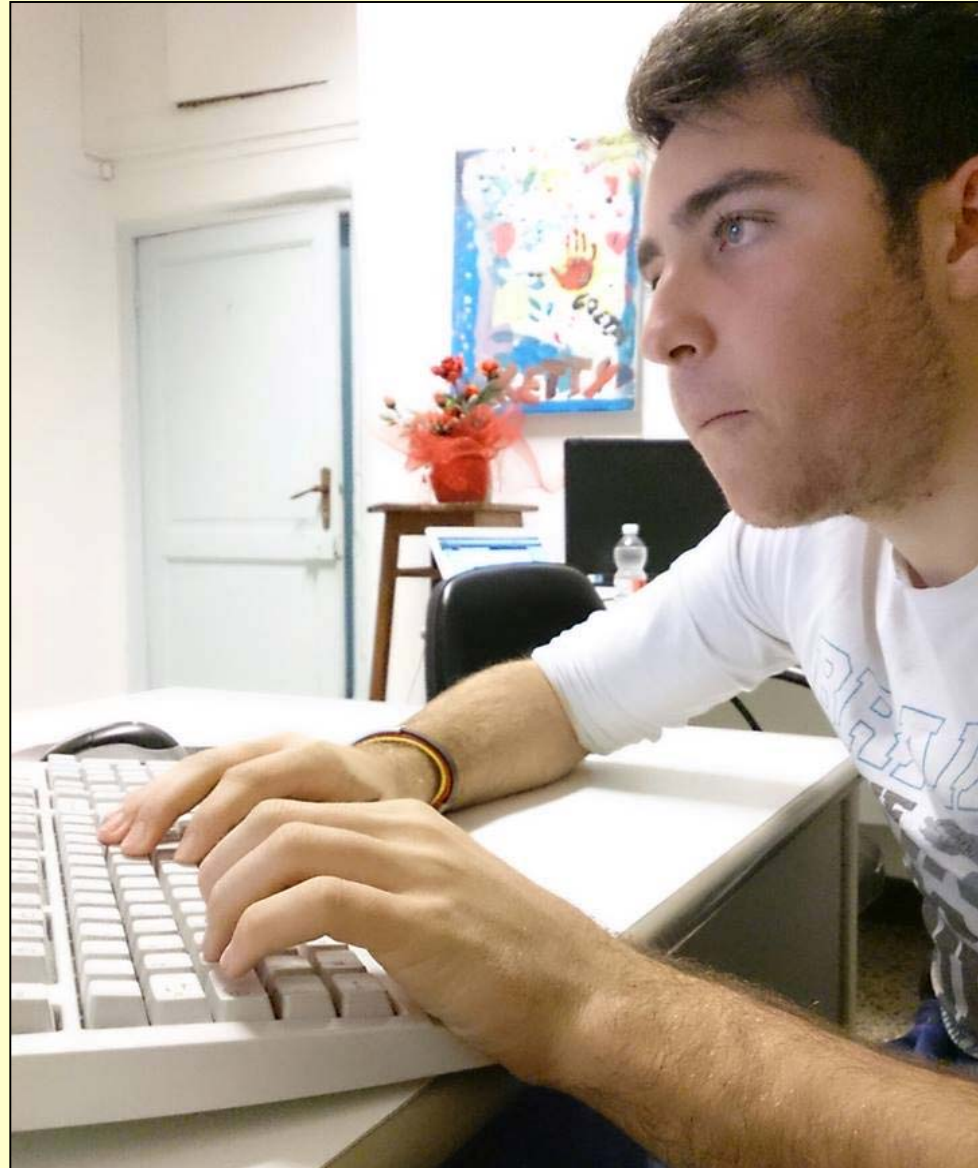
7 SOULS INSIDE A PEER

- Target (of the training)



7 SOULS INSIDE A PEER

- Practitioner (in chat)



7 SOULS INSIDE A PEER

- Stakeholder (as a teen in natural contexts)



7 SOULS INSIDE A PEER

- Trainer (peer as peer-supporter)



7 SOULS INSIDE A PEER

- Testimonial (during conferences and external events)



7 SOULS INSIDE A PEER

- Designer of the intervention (promotion and advertising)



7 SOULS INSIDE A PEER

- Co-pilot with the practitioners

