



## Youth REACH MD Youth Count 2026

### Recommended Methods: A CoC Checklist

#### Preparing

- Review your CoC's data and count debriefs from previous years to identify key areas of focus or strategies to employ
- Review materials available on [youthreachmd.com](http://youthreachmd.com) & Youth REACH Shared Google Drive
- Attend steering committee meetings, regional planning calls, and webinars
  - Youth REACH Survey - 2026 Youth Count Planning Meeting Dates:  
12/11/2025, 1/8/2025 &  
2/12/2025
- Meet with DHCD for Technical Assistance

#### Building a Team

- Recruit a minimum of 3 Youth Ambassadors to your leadership team and involve them as early and as much as possible, including having them:
  - Identify locations to post flyers and/or administer surveys
  - Map routes for survey administration
  - Develop scripts to use when approaching youth to survey
  - Administer surveys
  - Develop marketing strategies
  - Help train volunteers
  - Plan magnet events
  - Select survey participation incentives
  - Act as program ambassadors
  - Promote the count in their communities and on social media

#### Building a Team (continued)

- Engage a wide variety of partners (See below list for suggested partners):
  - Public schools (start with McKinney Vento Liaisons – they receive info from Valerie at MSDE about YRMD)
  - Colleges, universities, and technical schools (financial aid staff especially)
  - Hospitals
  - Advocacy organizations and legal service providers
  - Religious institutions
  - Soup kitchens/food pantries
  - Police departments and emergency services
  - Community Centers
  - Homeless service providers
  - Community Coalitions
  - Local Management Board
  - Local government agencies (social services, juvenile services, health department, parks and rec, etc.)
  - Local businesses
  - Libraries
  - LGBTQ- and immigrant-serving organizations
  - American Job Centers/local workforce boards
  - Other direct service providers (mental health, substance use, etc.)
- Engage your local YABs hosting agency or reach out to YHSI for more information

## Planning

- Hold local planning meetings prior to the count to prepare
- Create an action plan for implementation of your selected count strategies
- Plan to use a mix of all of the following count strategies:
  - Site/service-based
  - School-based
  - Street outreach

## Getting the Word Out

- Develop uses social media, local news stations, flyers/posters, and radio to advertise and distribute the survey
- Place flyers/posters at a variety of locations including the ones below:
  - Local businesses
  - Libraries
  - Local government buildings/offices
  - Police/fire departments
  - Community events/fairs/festivals
  - Service providers (homeless service providers and others)
  - Youth-identified hotspots (e.g. malls, community centers, parks, clubs, laundry mats, fast food restaurants)
  - Colleges, universities, and vocational schools
  - Places of worship
  - Bus stops and other transportation hubs
  - Public schools
  - Hotels/motels
  - Storage facilities
  - Methadone clinics

## Surveying Methods & Strategies

- Distribute survey at multiple types of locations:
  - Public schools (focus on high schools)
  - Libraries
  - Youth-identified hotspots (e.g. malls, community centers, parks, clubs, laundry mats, fast food restaurants)
  - Colleges, universities, and vocational schools
  - Soup kitchens/food pantries
  - Homeless service providers
  - Other service providers
  - LGBTQ service providers
  - Methadone clinics
  - Encampments
  - Local government offices (social services, health department, etc.)
  - Nightlife locations
  - Religious institutions
- Because the survey is fully digital be sure to post in as many places as possible and advertise the QR Code for the survey

## Wrap Up

- Debrief and complete debrief questionnaire as a group