




YOUTH REACH MARYLAND

YOU COUNT...¹²³

T O O L K I T

What is the youth count? The Youth Count is an information-gathering initiative to help legislators, federal and state agencies, community-based organizations and others understand the actual number and needs of youth and young adults under age 25 who are experiencing homelessness. The results of this initiative can help inform the number and type of services and resources offered in communities where housing insecurity is prevalent.

How can you help? By spearheading local planning and implementation efforts, you are helping raise awareness of the issue of youth and young adult homelessness and may positively influence future services and resources in your community. You serve an important role in helping build momentum for the campaign, recruit volunteers to help with the count and community events, ensure consistent messaging is shared with media and community partners, and work together for a successful Youth Count in your region.

- **Who is the Youth Count directed to?** The primary audience is  unaccompanied youth and young adults under age 25 in urban, suburban, and rural communities across Maryland to provide important information that help improve housing services and resources offered throughout the state.
- Within this population, there are three subpopulations that are disproportionately represented: pregnant teens, new parents, youth and young adults who identify as LGBTQ, and Black youth and young adults. It is important to seek out ways to reach these subpopulations so that more data can be collected, which will translate into more targeted services to prevent homelessness within the vulnerable groups.

Promoting the Count:

- ❖ Complete the *Youth Count Action Plan* to help organize activities, resources and timelines.
- ❖ Post about the Youth Count survey on your social media as much as possible (include the QR code).
- ❖ Print out the customizable flyers and posters and place/hand them out at large youth focused events or throughout your CoC.
- ❖ Utilize customizable PSAs and share with key youth partners.
- ❖ Promote the count before and after your Youth Count launch on your social media or website (include the QR code).
- ❖ Take pictures at social events administering the survey to promote it.

Resources for the Youth Count:

Check the [Youth REACH website](#) or [Youth REACH Google Drive](#) for downloadable content such as:


- Posters & Flyers
- Survey QR Code
- Social Media Posts
- PSA Templates



Engage Your YABS:

Be sure to engage your YABs throughout the surveying process. YAB members are key partners in understanding how and where to administer the survey. If you do not have a YAB, reach out to [YHSL](#).

Closing out the survey:

Send a close out message to your team and on social media to communicate the success of everyone's efforts and the end of this year's Youth Count survey. 

For Technical Assistance Scheduling
Please Click Here: [Scheduling Link](#)

If you have any questions please reach out to Victoria Barreira, victoria.barreira@ssw.umaryland.edu