East Harlem Youth Food Educators Program (YOFE)
YOFE: WHAT WE DO?

• Educate youth about the food and beverage strategies of big food companies
• Train youth to develop countermarketing campaigns against unhealthy foods
• Empower and prepare youth to be advocates for a healthier community
WHY YOUNG PEOPLE?

• Valuable resource for health communication and promotion
• Convincing communicators with their peers and family
• Immersed in their communities
• Familiar with use of social media to interact with others
• Energy, passion, and committed
YOFE PARTICIPANTS

• Ages 13-18
• Racially and ethnically diverse
• Previous involvement in food justice work
• Reliable, creative and motivated
• Community members
• Nominated from partner organizations
YOFE PROGRAM MODEL

• Program Structure
  o Pre-service Training
    ▪ Focuses on: Community Health and Nutrition, Countermarketing, Advertising, Public Speaking, Arts, Media and Design
  o Community Outreach & Presentations

• Stipends & Incentives

• Job Readiness

• Youth Empowerment
This campaign highlighted the deceitful marketing McDonalds employs.
Campaign used memes to appeal to a youthful audience. The memes exposed the unhealthful, and non-food ingredients in fast foods.
This anti-sugary beverage campaign altered logos and slogans of popular beverage brands to convey countermarketing messages and to discourage the target audience from consuming sugary drinks.

“Dying 4 Now”
Successes and Challenges

• Successes
  - Trained 26 youths
  - Reached ~300 people through community presentations

• Challenges
  - Sustaining countermarketing campaigns
  - Executing community campaigns local and city-wide
YOFTE NEXT STEPS

• Continuing campaign work and community outreach
• Establishing a network of youth and food organizations interested in food countermarketing work and campaigns
• Working with partner agencies to collaborate on countermarketing projects and efforts
Includes:

• Program background
• 10 workshops/sessions with learning objectives and activities
• Best practices and lessons learned
• Literature review
• Handouts
• Evaluation materials
Contact Information

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