



Recommendations to address Community Disengagement amongst Quebec's English-Speaking Youth Population

Summary:

- Quebec's English-speaking youth population (ages 16-30) is disengaged from their communities
- Instagram (90%) and YouTube (86%) are their most used media channels
- Achieving "a personal goal" (44.1%) and "noticing a problem in the community" (42.9%) are their most likely incentives to get involved

When Y4Y Québec speaks with community organisations (such as ECOL, 4Korners, Neighbours Association, and CEDEC), the message is the same; Quebec's English-speaking youth population (understood by Y4Y to be between ages 16-30) is not engaging in their communities. We define the latter as *"the process by which citizens work and learn together on behalf of their communities to create and realize bold visions for the future. Community Engagement can involve informing citizens about your initiative, inviting their input, collaborating with them to generate solutions, and partnering with the community from the beginning to tackle community issues"*.

Y4Y's project, entitled "Identifying Best Practices to Engage the English-Speaking Youth Community Across Quebec", offers two avenues to address this disengagement. We sought where this demographic chose to spend its time, and what they themselves reported would incite them to get involved.

Firstly, we posed over 500 youth from across Quebec what media channels they used the most on a daily basis. Results point to Instagram (90%) (a plurality uses the platform between 30 minutes to an hour a day) and YouTube (86%) (a plurality uses the platform for over 3 hours a day). Secondly, and as part of the same survey, "a personal goal" (44.1%) and "noticing a problem in the community" (42.9%) emerged as the two most likely reasons to incentive this demographic to get involved in their local community.

Recommendations:

- Organisations to post events (related to problems facing demographic's communities, and/or offer services to further personal goals collected from the demographic) on Instagram, YouTube
- Contact alex.pettem@y4yquebec.org for a copy of "Identifying Best Practices to Engage the English-Speaking Youth Community Across Quebec" 's final report

Y4Y recommends to community organisations interested in engaging with the demographic to promote their content on the aforementioned social media platforms. This content ought to treat either problems facing Anglophone youth's immediate community, or offer services that help further personal goals documented from willing young Anglophone participants. While this demographic likely does not log onto Instagram and YouTube to look for such content, such salient material is likely to stimulate the interest of the aforementioned target demographic regardless.