

Change the Game:

MAKING A DIFFERENCE WITH THE HIP HOP GENERATION. AN INSIDE LOOK AT BLACK URBAN YOUTH AND THE ROLE OF MEDIA

For effective communication, it is vital to understand the receiver's worldview. In the context of low-income urban youth in inner-city environments, this includes understanding:

THE STREETS:

Personal Survival And Safety Is The Number One Issue for Many Low-Income Urban Youth

EDUCATION/PUBLIC SCHOOLS:

The Educational System Has Failed Too Many Of Our Youth

The motives — both good and bad — of educators are readily apparent to low-income youth.

ECONOMICS:

When People Live In Poverty, Poverty Makes Them Angry

GOVERNMENT (THE SYSTEM):

The Lenses Are ONLY Pointed At Us

The perception of youth is likely to be that “the system” symbolizes police injustice or brutality; juvenile and/or family court.

MASS MEDIA:

The Messages We Send To Young People

(The Corporate Hip-Hop Culture of Failure Is Wearing on Black Youth)

Youth consume huge amounts of largely negative, exploitive entertainment media.

FAMILY/COMMUNITY:

The Disappearing Village

MAINSTREAM, DOMINANT SOCIETY:

The Dominant Culture

Mainstream, Dominant Society does not appear to include them, so youth seek pleasure from instant consumption and immediate gratification.

HEALTH CARE AND PUBLIC HEALTH:

The “Injured” Body, Mind & Soul

Health Care and Public Health is not on the “radar” of many. Treatment is often unacceptable, and it is unrealistic for professionals to expect clients who have negative experiences to return for care.



Hopelessness & Resiliency Co-Exist

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CONSIDERATIONS (SO WHAT CAN WE DO?)

Change Views and Attitudes of Educators, Family Planning and Healthcare Providers

Help Teens and Younger Parents Navigate the Healthcare System:

- Offer Sex Education Outside School Settings

- Normalize STI/HIV Testing

- Re-Position Mental Health

Provide an Infrastructure That Supports and Enables Parenting (of Teens):

- Don't Blame Parents, Instead...

- Offer Parent Support Groups; Hold Community Forums; and Provide Parenting Workshops

- Reach Out To and Mobilize Caring Adults, After School programs, Churches and Community-based Organizations (CBOs)

- Create Culturally-Relevant Tools to Support Parent-Child Communication in the Home

- Provide Parenting Support and Early Childhood Development Education for Teen Parents

“PREVENTION, RETENTION AND RECOVERY” MESSAGES ARE REQUIRED

Early Childhood Literacy Messages for Parents

Retention Messages for Middle School Teens:

- Counter “Anti-Intellectualism” Culture (Education is NOT Valued)

- College Access

Recovery Messages for Older Teens and Young Adults:

- Drop Back In/Return to High School

Break the Code of Silence

Respect for Girls/Black Girls

Consistent Condom Use

Demand Your Rights (Access to Quality Healthcare)

STIs/HIV Testing and Treatment (Get Back Up and Try Again)