

*“The Advocacy Committee recommends the Board of Directors endorse the Youth Policy Alternatives Campaign created by the United Ways of Ontario, the Laidlaw Foundation, and many community partners to focus on the need for Ontario to have an outcomes-based youth policy framework. In June United Way released two reports that underscore the need for a new, more strategic approach to meeting the developmental needs of Ontario’s young people with measurable targets for outcomes that are shared broadly across the youth-serving sector. Campaign calls for an approach similar to that taken by the government and the non-profit sector with respect to early childhood development in Ontario. Working cooperatively, the province of Ontario and the non-profit sector aligned public policy and service outcomes to improve conditions for children in the province.”*

Campaign later renames Ontario Youth Matter! Campaign.

Advocacy Committee November 2008