

Philadelphia Urban Food & Fitness Alliance (PUFFA)
Health Promotion Council
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Health Promotion Council (HPC) is a nonprofit corporation whose mission is to *promote health, prevent and manage chronic disease, especially among vulnerable populations through community-based outreach, education, and advocacy*. HPC's unique programs advocating healthier lifestyles, together with its innovative work with underrepresented minority groups, have advanced the field of health promotion in Southeastern Pennsylvania and across the state. Established in 1981, HPC became an affiliate of Public Health Management Corporation (PHMC), a leading public health institute in the region, in 1999. PUFFA, funded by the W. K. Kellogg Foundation, is an initiative that focuses on systems and policy change and advocacy for access to healthier food in schools and communities and safe places for fitness and an active lifestyle. Teenaged youth from West and SE Philadelphia are the primary resident advocates for achieving systems and policy change. The PUFFA Youth use social media to educate and inform their peers and decision-makers about the issues.

The PUFFA Fellow will assist the Youth Engagement Supervisor who is the primary person working with teen aged youth from SE and West Philadelphia. The Fellow will have responsibility for identifying teenagers who are interested in working on food access and food justice/advocacy issues and will act as a youth mentor in support of the youth advocacy interventions. The Fellow will be a role model to youth to strengthen their capacity as future leaders and will facilitate youth skill building activities, peer-to-peer learning opportunities and leadership development with the ultimate goal to advance PUFFA youth to become Community Activists.

Responsibilities include helping to:

- Identify and supervise PUFFA youth to implement Students Advocating for Lifestyle Transformation (SALT), a monthly youth-led gathering called SALT & PUFFA. This will include 1) helping youth develop activities aimed at raising awareness; 2) building knowledge; and 3) identifying advocacy opportunities related to food and fitness. Work with youth and PUFFA staff to coordinate logistics of the monthly gathering including outreach to other youth groups, integration of new youth into SALT & PUFFA and supporting the Farm-to-School initiative.
- Support the integration of youth leadership into all aspects of PUFFA programming (ex. summer internship) and advocacy efforts.

- Promote SALT and PUFFA citywide with other youth groups doing work in food systems and food access.
- Conduct outreach to expand PUFFA youth membership by scheduling and conducting screenings of their PUFFA Documentaries at community, school and non-profit events (primarily in West and Southeast Philadelphia).
- Build advocacy skills to spread the word among their peers and to meet with key leaders and decisions makers to advocate for increased access to healthy food and safe places for fitness and play within their community. Such strategies could include communication and public speaking skills using multiple mediums such as appropriate use of text messages, social media, presentations, etc.
- The Fellow will represent PUFFA at community events and as a spoke person for PUFFA youth engagement/advocacy efforts along with other project staff.
- Work with other HPC staff working on food access issues.
- Meet with PUFFA's Program Director or Coordinator on a regular basis for project updates and to discuss challenges and successes of youth engagement activities.

Qualifications:

The successful Fellow will have:

- Sincere interest in issues related to food access in schools and/or the community, food justice or food insecurity.
- The ability to work both independently and as a member of a team (all of whom work in different locations throughout the City).
- Confidence in facilitating meetings and workshops.
- Experience in community organizing is very helpful.
- Strong writing, organizing and speaking skills.
- Knowledge of how to use social media for advocacy and/or education is helpful.
- Experience in working with teenagers is helpful.
- Experience in systems and or policy change advocacy is helpful.
- Knowledge of West or SE Philadelphia is helpful.
- Willingness to do some evening or occasional weekend work.