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## 2024 Youth Justice Action Month Social Media Toolkit

*\* This document will be updated with new content each Monday during YJAM. Please check back each week!\**

[GOOGLE FOLDER](#)  
[GRAPHICS](#)  
[BANNERS & LOGOS](#)

### **Introduction:**

**October is here, and that means it's Youth Justice Action Month - #YJAM2024!**

Youth Justice Action Month is an annual month-long campaign where advocates come together to organize digital and in-person events and activities to raise awareness and inspire action on behalf of young people impacted by the justice system.

***YJAM is powered by the [National Youth Justice Network \(NYJN\)](#), the [Coalition for Juvenile Justice \(CJJ\)](#), members, partners, and youth advocates across the country.***

### **#YJAM2024 Theme: YOUth Are Worth It**

Our theme, ***YOUth Are Worth It*** uplifts the belief that youth are worth investments in the full scope of community resources young people need to thrive and gives impacted youth, families

and allies an opportunity to collectively imagine new possibilities for systems of support, healing and restorative justice outside of carceral settings.

#### 5 Ways to participate in Youth Justice Action Month #YJAM2024

- 1) Post or repost #YJAM2024 content to your social media- Instagram, Twitter, and Facebook with the provided graphics- Use our daily social media posting guide below!
- 2) Organize a virtual or in-person youth policy roundtable! Use our roundtable toolkit to support your organization to hold a youth policy roundtable in your community.
- 3) Post and Share your photos with us- share photos of your work and the ways you are taking action for Youth Justice Action Month - make sure to use this year's theme hashtags/ tag us to keep us in the loop! #YJAM2024 & #YouthAreWorthIt
- 4) Using the theme **YOUth Are Worth It** to create your own graphic stating what investments young people deserve. Make sure to tag us and use the hashtags: #YouthAreWorthIt and #YJAM2024 hashtags so we can amplify!

#### **JJDPA @ 50**

This year's YJAM comes during the same year as the 50th anniversary of the JJDPA! The JJDPA provides core protections for young people in the legal system. Learn about the JJDPA, why it matters and special social media posts to lift up from the U.S. Office of Juvenile Justice and Delinquency Prevention.

[OJJDP JJDPA @ 50 Toolkit](#)

#### **YOUth Are Worth It! Video Series:** (Live on 10/1; Check Back for Links)

Presented by NYJN the Coalition for Juvenile Justice, the "YOUth Are Worth It!" video series explores the work of the youth justice movement to re-envision true justice, healing and safety.

- **Episode 1** - Youth Are Worth Being Heard. Youth justice advocates discuss the importance of centering youth leadership in advocacy spaces. [Video Link](#)
- **Episode 2** - Youth Are Worth Keeping Safe. Youth justice advocates discuss a transformational vision of community safety that moves away from failed carceral models of youth punishment towards building resourceful and abundant communities. [Video Link](#)
- **Episode 3** - Youth Are Worth Investment - Why the JJDPA Matters. Youth justice leaders discuss the transformative power that the Juvenile Justice and Delinquency Prevention Act has had as a federal protection for young people in the legal system, and why it's crucial to reauthorize during this 50th year marking of the cornerstone legislation. [Video Link](#)
- **Episode 4** - Youth Are Worth Racial Justice. In Episode 4, youth justice leaders and experts discuss the history and contemporary repercussions of systemic racism in the foundation of the youth legal system and the ways youth of color are viewed and disproportionately impacted. [Video Link](#)

- **Episode 5 - Youth Are Worth Healing.** In Episode 5, leaders and experts discuss why it's critical to move youth justice away from punishment toward healing. When talking about forms of justice it can be easy to focus on wrongdoing and discipline. But, by doing this we miss out on important opportunities of honoring beautiful human beings who make up that space in the first place. As our finale, this video will focus on the power of self-love in continuing to define progress. [Video Link](#)

### **Social Media Captions & Images by Week:**

The following social media posts have been created for you to easily copy, paste and schedule into your social media calendars. We've provided three-four posts for you to choose from each week, and we encourage you to create your own! Of course, you can tweak and/or use your own copy, images and links!

**Hashtags:** #YJAM, #YJAM2024, #youthareworthit to amplify your message!

### **Handles to Tag:**

National Youth Justice Network - Instagram, Twitter & Facebook: @WeAreNYJN

Center for Juvenile Justice - Instagram: @coalitionforjuvjustice | Twitter (X): @4juvjustice

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### **Launch Post: Tuesday, Oct.1: YOUth Are Worth It!**

It's here! Youth Justice Action Month #YJAM2024 starts today! This year's theme "YOUth Are Worth It" uplifts the belief that youth are worth investments in the full scope of community resources they need to thrive! Tell us - what youth investments do you want in your community? #YJAM2024 #youthareworthit

[\[Image Link\]](#)

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### **Week One: YOUth Are Worth Being Heard - Amplifying Youth Voices**

**Video:** YOUth Are Worth Being Heard! Check out the first episode of the YOUth Are Worth it! video series on why creating true youth justice means centering youth leadership!

<https://youtu.be/w8VklBBT4bk> #YJAM, #YJAM2024, #youthareworthit @WeAreNYJN

@coalitionforjuvjustice

**Blog:** "How can we have productive conversations about protecting young people without looking through their lens?" Check out the latest blog from the Coalition for Juvenile Justice!

**Youth Are Worth Being Heard!** #YJAM2024, #youthareworthit @coalitionforjuvjustice

@4juvjustice

[Article LINK](#)

[Image Link](#)

**Leadership:** YOUth Are Worth leadership investment! Did you know groups that teach leadership, advocacy and organizing help youth see new ways of engaging in the world and teach how to change harmful systems. Tag your favorite program investing in youth leadership below! #YJAM2024, #youthareworthit

[\[Image Link\]](#)

**Joy:** YOUth Are Worth experiencing joy not just reliving their trauma! As advocates, we must engage in storytelling with ethics, allowing youth to choose when and where to share their stories - or not at all! Check out @WeAreNYJN + @CfJJ's ethical storytelling toolkit for tips on how to engage in youth storytelling with dignity and agency. #YJAM2024, #youthareworthit

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## **Week Two: YOUth Are Worth Keeping Safe - Highlighting what true community safety looks like**

**Video:** YOUth Are Worth Keeping Safe! Check out Episode 2 of the "YOUth Are Worth It!" video series and hear how the youth justice movement is reimagining what it means to create community safety away from carceral models by resourcing communities and families with what they need to thrive! [https://youtu.be/0IDWU\\_gRpYc](https://youtu.be/0IDWU_gRpYc) #YJAM, #YJAM2024, #youthareworthit @WeAreNYJN @coalitionforjuvjustice

**Blog:** "We need a 'paradigm shift,' whereby our focus on enforcement is replaced with a focus on community. In championing communities to meet their housing, employment, educational, and public health needs, we also address the root causes of arrest and incarceration." Read the latest blog from @coalitionforjuvjustice's Emerging Leaders Committee!

<https://www.juvjustice.org/blog/1501> #YJAM, #YJAM2024, #youthareworthit

**True Safety:** YOUth Are Worth TRUE safety! Black and Brown communities are historically under-resourced, over-policed and disproportionately criminalized. Locking up more young people doesn't keep us safe - investing in the abundant resources youth and families need does! When we listen to young people, they will tell us exactly what they need to create the safety we all want. #YJAM2024, #youthareworthit

[\[Image Link\]](#) [\[Youth Voices Quote 1\]](#) [\[Youth Voices Quote 2\]](#) [\[Youth Voices Quote 3\]](#)

**Resources:** Investing in recreation, housing, family sustaining jobs, green spaces, mental health care, health care, and transformative schools creates true safety - not more police and prisons. #YJAM2024, #youthareworthit

[\[Image Links\]](#)

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## Week Three: YOUth Are Worth Investment - JJDPA and Policy Transformations

**Video:** YOUth Are Worth Investment! Check out episode 3 of the YOUth Are Worth It! video series all about the Juvenile Justice and Delinquency Prevention Act. The JJDPA provides core protections for young people in the legal system. It matters for young people and we need Congress to reauthorize the JJDPA this year! [https://youtu.be/5EpDb5ep\\_Wc](https://youtu.be/5EpDb5ep_Wc) #YJAM, #YJAM2024, #youthareworthit @WeAreNYJN @coalitionforjuvjustice

**JJDPA @ 50:** Did you know that 2024 marks the 50-year anniversary of the signing of the Juvenile Justice and Delinquency Prevention Act (JJDPA)? The JJDPA provides funds for community-based options and system changes and state-level oversight bodies to monitor basic care for youth in the system. Check out why the JJDPA Matters at <https://nyjn.org/publications/the-jjdp-50/>. #YJAM2024, #youthareworthit  
[\[Image Link\]](#) [\[Image Link 2\]](#)

**Core Protections:** The JJDPA matters for youth protections! The JJDPA provides core protections for young people in the legal system, like keeping youth out of adult lock ups and jails in most cases and separated from adults if they are in an adult facility. BUT, not all states opt into the JJDPA and we need it reauthorized this year! Swipe to read about all of the JJDPA's core protections and how you can take action to ensure ALL youth are protected. #YJAM2024, #youthareworthit  
[\[Image Link\]](#) [\[Image Link 2\]](#) [\[Image Link 3\]](#)

**Policy Transformations:** The JJDPA provides critical core protections for young people in the legal system, but there are other policy transformations needed to move youth justice forward! What transformations do you think we need to keep fighting for to create true youth justice? #YJAM2024, #youthareworthit  
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## Week Four: YOUth Are Worth Racial Justice...

**Video:** YOUth Are Worth Racial Justice! Racial justice must always be at the center of youth justice advocacy given the embedded structural racism that exists within the legal system. We must address the harmful narratives about Black and Brown children at the root of children of color being targeted by the carceral system. Watch episode 4 of the YOUth Are Worth It! video series to hear why we must build an anti-racist youth justice movement for change! <https://youtu.be/qi6EjVqPgjk?feature=shared> #YJAM, #YJAM2024, #youthareworthit @WeAreNYJN @coalitionforjuvjustice

**Blog:** Coming Soon!

**Read In:** This #YJAM2024, we recommend you pick up the book: “The Rage of Innocence: How America Criminalizes Black Youth.” In it, author Kristin Henning thoroughly details how the youth legal system criminalizes Black adolescence. “Our nation’s obsession with policing and incarcerating Black America begins with Black children.” #youthareworthit

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**Anti-Racist Movement Building:** What are the keys to an anti-racist youth justice movement?

- Key 1: Building power among those directly impacted by the legal system who have the answers as to what can transform and drive change for the better
- Key 2: Ensure youth and families with lived experience in these harmful systems have the tools and capacity to lead the movement for change at all levels
- Key 3: Operating through an anti-racist lens that moves power to Black, Brown and Indigenous community leadership and voices

What would you add to this list for anti-racist youth justice movement building? Comment below! #YJAM2024, #youthareworthit

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## **Week Five: YOUth Are Worth Healing**

**Video:** YOUth Are Worth Healing! In Episode 5 of the YOUth Are Worth It! Video series, listen to advocates share why healing, not punishment, leads us to true justice and community safety for youth and all of us. <https://youtu.be/8cN4EenWZ8g?feature=shared> #YJAM, #YJAM2024, #youthareworthit @WeAreNYJN @coalitionforjuvjustice

**Blog:** Blog

[YOUth Are Worth Healing\\_ To shift the narrative away from talking about youth punishment towards talking about youth healing. focusing on the power of self-love in continuing to define progress.docx \(sharepoint.com\)](#)

**Read In:** This #YJAM2024, we recommend you pick up the book: “Healing Justice Lineages: Dreaming at the Crossroads of Liberation, Collective Care, and Safety,” edited by Cara Page and Erica Woodland to learn about the roots of the healing justice movement framework. “Healing justice seeks to address the ways events or conditions impact entire communities and movements, and envision ways for us to hold each other together.” #youthareworthit

[\[Image Link\]](#) [\[Image Link 2\]](#)

**Youth Justice is For Us All:** #YJAM2024 is over, but the fight for #youthjustice continues! Comment below how you will continue to create youth justice in your community all year long! #youthareworthit

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