



“LA Youth: Know Your Rights” Campaign

KYR Partner Media Kit

Disclaimer: *The resources and links provided are for general informational purposes only. The County makes no guarantees, expressed or implied, about the information included here. This information is not guaranteed to prevent the risk of detention, arrest, and possible prosecution. Please be cautious and make sure you are informed about the risks involved.*

About the Campaign

The “**LA Youth: Know Your Rights**” campaign is designed to equip young people with accessible, practical information about their civic rights and safe ways to participate in civic action.

Utilizing a series of resources and social media content, the campaign helps youth understand what civic engagement can look like, what their rights are when taking action, how to have conversations with parents and caregivers, and strategies for protecting their mental health and well-being.

Our goal is to make civic engagement more accessible, so young people can use their voices and safely participate in their communities in ways that feel right for them.

Explore the campaign resources: dyd.lacounty.gov/KYR

A Message to Partners

Young people deserve access to information that helps them understand their rights, make informed decisions, and feel supported when they participate in civic engagement in their communities.

We invite you to help amplify the “**LA Youth: Know Your Rights**” campaign to connect young people, families, caregivers, educators, and community members with these resources.

Your organization can play an important role by sharing campaign content through your existing networks and platforms. By reposting a social media graphic, disseminating the campaign in a newsletter, sharing the landing page with your community, or encouraging young people to explore these resources, you are educating and empowering youth to safely take action and express their voices on issues that matter in their lives.

Ways Partners Can Support

1. **Share the campaign landing page:** Distribute via newsletters, websites, resource guides, and community emails.
 - a. Share dyd.lacounty.gov/KYR
2. **Share the KYR Youth Toolkit:** Share the toolkit directly with youth, families, caregivers, educators, and community members.
 - a. Download toolkit at bit.ly/kyryouthtoolkit
3. **Repost or reshare campaign posts:** Post on your social media channels and tag @lacountyouth on Instagram.
 - a. Download social media posts at bit.ly/kyrposts

Suggested Partner Language

Versions	Copy
Short version	Young people deserve to know and exercise their civic rights to safely express their opinions. Explore the LA Youth: Know Your Rights webpage for resources on civic engagement, protest rights, talking with parents and caregivers, and mental health and wellness. Visit dyd.lacounty.gov/KYR to learn more!
Social media version	 Young people: your voice matters! The LA Youth: Know Your Rights campaign gives you the tools to understand your civic rights, take action, talk to trusted adults, and protect your mental well-being.  Explore the campaign + access resources: dyd.lacounty.gov/KYR
Newsletter & Email version	Subject: LA Youth: Know Your Rights!

	Body: Empower young people to know their rights and drive local change. The LA Youth: Know Your Rights campaign offers practical resources on civic participation, peaceful protest, family discussions, and wellness support. Share these resources with the young people, families, educators, and community members in your network. Visit dyd.lacounty.gov/KYR
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Campaign Social Media Content

Link to Download Materials: bit.ly/kyrposts

Visual	Suggested Caption
 The poster features a vibrant orange background with silhouettes of diverse young people. At the top, a megaphone icon is next to the text 'LA YOUTH: KNOW YOUR RIGHTS!'. Below this, a banner reads 'YOUTH CIVIC ENGAGEMENT STARTS WITH BEING INFORMED'. In the center, a group of five young people are shown, with one holding a sign that says 'MAKE YOUR VOICE HEARD!'. At the bottom left, a list of bullet points states: '• Understand your civic engagement rights', '• Learn how to engage safely & responsibly', and '• Access resources and support services in your community'. At the bottom right, there is a QR code with the text 'SCAN BELOW' and 'Learn more about your rights & access resources at dyd.lacounty.gov/kyr'. Logos for the Department of Youth Development and the Office of the Youth Advocate are at the very bottom.	📣 Your voice and your community matters. And knowing your rights is a powerful first step to making change! Our “LA Youth: Know Your Rights” campaign is here to help young people understand their civic rights, find ways to safely take action, and care for themselves along the way. 🔗 Visit dyd.lacounty.gov/KYR to access resources, tools, and downloadable materials. Stay tuned for more information, such as mental health tips and more!

LA YOUTH: KNOW YOUR RIGHTS! CIVIC ENGAGEMENT 101

Did You Know?

Civic engagement is about using your voice and your ideas to shape the world around you. There are many ways to engage in civic participation and make a difference in your community!

Ways to Participate in Civic Engagement:

- Engaging in lawful public demonstrations or protests
- Volunteering, fundraising, or donating
- Joining or starting a club
- Using social media & digital tools
- Meeting with local leaders or school officials
- Running for youth leadership roles
- Organizing community forums or events

Learn more about your rights & access resources at dyd.lacounty.gov/kyr



In Partnership With

 committed to support informed and empowered youth in LA County!

💡 What does it mean to get involved in your community?

Civic engagement can look different for everyone and there are often many ways to make a difference. Find what works for you and your community.

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LA YOUTH: KNOW YOUR RIGHTS! PROTESTING

Before You Go: Stay Ready, Stay Safe

- ☐ Bring water, medications, and cash
- ☐ Dress for the weather
- ☐ Carry your phone + portable charger
- ☐ Write down emergency contacts (don't rely only on your phone)
- ☐ Share your location only with trusted people
- ☐ Avoid sharing personal details publicly and using privacy settings on social media

During a Protest

- ✓ You CAN:
- Protest on public sidewalks, parks, and plazas
 - Hand out flyers or information in public spaces
 - Chant, sing, and express your message

- ✗ You CANNOT:
- Block entrances, sidewalks or buildings
 - Occupy other premises or high-traffic property
 - Use speech that is obscene or incites immediate harm

Your Voice Matters:
 Civic engagement starts with you. The First Amendment protects your right to speak up, gather, & peacefully protest.

Learn more about your rights & access resources at dyd.lacounty.gov/kyr



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 committed to support informed and empowered youth in LA County!

💡 Civic action starts with knowing your rights. Get informed, stay safe, and make your voice heard with confidence.

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LA YOUTH: KNOW YOUR RIGHTS!

YOUTH MENTAL HEALTH & CIVIC ENGAGEMENT

Participating in civic action is important, but your health & wellbeing come first!

BEFORE CIVIC ACTION: Prepare your mind

1. Ground Yourself: Remind yourself why you're showing up and learn your rights about what's legal in your community to reduce fear and uncertainty.
2. Plan for Emotional Safety: Go with trusted friends or mentors and use a buddy system. Create self-soothing plan (breathing exercises, grounding music, affirmations, or prayer if that helps you).



DURING CIVIC ACTION: Stay grounded and connected

1. Check in with your body: Are you tense, hungry, or anxious? Take short breaks & use grounding techniques.
2. Stay Aware: If tensions rise or you feel unsafe, move toward calmer areas or leave and find a safe space.
3. Stay Connected: Talk with your friends during breaks, share how you're feeling. Encourage each other to leave if anyone feels overwhelmed.



AFTER CIVIC ACTION: Reflect, rest, and restore

1. Reflect: Journal about what you felt and talk with trusted peers, mentors, or family about your experience.
2. Rest: Do something you enjoy or that grounds you afterwards.
3. Restore: Recognize your impact because even small acts of civic engagement matter!



Learn more about your rights & access resources at dyc.lacounty.gov/kyr



Disclaimer: This info provided is for general information purposes only. The County makes no guarantee, warranty, or liability about the information provided here. This information is not legal advice and should not be used as a substitute for legal advice. Please consult with a lawyer for more information about the law.

♥ Taking action is powerful, but so is taking care of yourself. Pace your civic engagement by making space for rest and joy.

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