



# Community Engagement and Communications

Community engagement impacts youth in **positive** ways:

They are more likely to stay in school and do better academically.

They develop a stronger sense of confidence and self-esteem.

They develop deeper relationships with family and peers.

They are more able to develop values and compassion for others.

Civic engagement is a cornerstone of 4-H activities across Canada and around the world. From public speaking to volunteering their time at local events or on the other side of the world, youth are demonstrating community leadership through 4-H. Today's Generation Z is fundamentally redefining how we communicate - from the tools we use to the way we engage with each other.

As they Learn To Do By Doing, we continue to build opportunities for youth to become engaged and have an authentic voice at the table. The opportunities are endless for active community involvement and positive change. 4-H believes in the ability of youth to make a meaningful difference both locally and globally.

They do this by:

- Making a positive difference in the world around them
- Seeking out ways to lend a hand and to take action
- Advocating for what matters to them, and helping others to do the same
- Being a role model for the change they want to see in the world.

**58%** of Canada's volunteers are youth aged 15 to 24.  
source: StatsCan

**It's a young person's right to participate in matters that affect them.**  
source: UN Convention on the Rights of the Child, ratified by Canada in 1989