

Failure Is Built In:

THE CHALLENGES FACING LOW-INCOME BLACK YOUTH

For effective communication, it is vital to understand the target audience's worldview. In the context of low-income Black youth in urban environments, this includes understanding:

The Streets:

A Matter of Survival

Personal survival and safety is the number one issue for many low-income urban youth.

Education/Public Schools:

The Miseducation of Urban Youth

Educator motives – good and bad – are apparent to low-income urban youth.

Economics:

The Poverty Problem

When youth live in poverty, poverty makes them angry.

Healthcare and Public Health:

The “Injured” Body, Mind, and Soul

Healthcare is not on the radar of many youth. Treatment is often unacceptable and it is unrealistic for practitioners to expect clients who have negative experiences to return for care.

Government:

The System

The Lenses Are Only Pointed at Us – Perceptions of the government meant to “serve and protect” are often symbolized by police injustice or brutality, and juvenile and/or family court.

Mass Media:

The Messages to Impressionable Youth Consumers

Low-income urban youth consume huge amounts of largely negative, exploitive entertainment media.

Family/Community:

The Disappearing Village

A loss of extended family and community necessitates the creation of support systems among youth peer groups, which often leads low-income urban youth to negative/risky behaviors.

Mainstream Society:

The Dominant Culture

Mainstream, dominant society does not appear to include them, so youth seek pleasure from instant consumption and immediate gratification.

