



YAM CASE STUDY

EMPOWERING YOUTH THROUGH FILMMAKING

A YOUNG STUDENT FINDS HER VOICE AND CREATIVITY

PROBLEM

Danika Krul a passionate young student from Glebe Collegiate was in search of a more individualized and experiential approach to learning. She was struggling with her physical and mental health and wanted to find alternatives to her education. She decided to transfer to Richard Pfaff an alternative school that offers a flexible schedule, workplace opportunities and a smaller independent learning environment to expand on her creativity.

SOLUTION

Within her first few weeks at Richard Pfaff, Danika was introduced to Youth Ottawa's Youth Active Media program, a program designed to introduce students to the art of filmmaking. Over 6-weeks the specialized skills workshop teaches students how to make videos with little or no budget while equipping them with the necessary skills to thrive in today's modern workplace.

Almost immediately Danika started to show improvements in her health and thrived in the Youth Active Media block course. The program offered a hands-on experiential component that was lacking in some of her other programs. For the first time in her life school became something she was naturally interested in and she was offered the space and time to apply herself creatively.

"I am so glad to have the opportunity to give back to the community by providing these youth with the opportunities that they wouldn't have otherwise."

- **Danika Krul**
Youth Active Media Facilitator

IMPACT

During her participation in the program, Danika discovered an opportunity to become a production assistant at Hot Shoe Production - a social enterprise created by Youth Ottawa and the Social Planning Council. The social enterprise specializes in commercial video production and employs youth from Youth Active Media to create videos for clients.

Danika excelled at both the Youth Active Media program and her work with Hot Shoe Production. After graduation, Danika was offered a position as a video facilitator for Youth Active Media. The very program she began with herself. Now, Danika works with over 7 classes/year and inspires over 2,500 youth per year.