



CENTER FOR NATIVE
AMERICAN YOUTH
AT THE ASPEN INSTITUTE



DESIGN LAB: NARRATIVE CHANGE

The Center for Native American Youth partnered with Illuminative to bring 17 diverse Native youth leaders from across the country together to:

- Learn about the latest research on how the public understands Native people;
- Develop a Native youth-led strategy for narrative change;
- Design and launch a new national campaign for Indigenous People's Day;
- Develop creative content to support the strategy and campaign; and
- Workshop and advise on new tools and best practices.

The first-ever Design Lab was hosted by Buffalo Nickel Creative in the heart of the Osage Nation.

- **Build strategy around future partnerships**
- **Design and launch new national narrative change campaigns**
- **Develop creative content to support strategies**



CENTER FOR NATIVE AMERICAN YOUTH

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YOUTH EXPERIENCE

"It was such an inspiration to work alongside other native youth from different tribal nations who share the same passion as I do. This experience was very prodigious and the work of CNAY and IllumiNATIVE have inspired and motivated me to be a leader for my community and be part of changing the narrative that is centered around indigenous peoples."

- Roger Beyal, *Navajo*



"It was inspiring to work with other Native youth from across the country to begin to change the narrative surrounding Indigenous peoples. CNAY and IllumiNATIVE choosing to seek out and elevate Native youth voices in this process is exemplary of what the world needs to do at this time. Young people have the energy to create movement, and when combined with the wisdom of the ones who have paved the way before us, we WILL be successful in creating a better tomorrow for future generations."

- Brittany McKane, *Seminole & Mvskoke*



The Center for Native American Youth

The Center for Native American Youth (CNAY) at the Aspen Institute is a national leadership development and advocacy organization for Native American youth ages 24 and under. We work to improve their health, safety, and overall well-being through leadership development; policy and research; youth program capacity-building; and strategic media and narrative change partnerships.



Generation Indigenous

As part of the Generation Indigenous initiative launched by President Obama, CNAY also manages the National Native Youth Network, a sustainable platform to connect, engage, and provide opportunities for Native youth.



IllumiNATIVE

Created and led by Native peoples, IllumiNative is a new nonprofit initiative designed to increase the visibility of – and challenge the negative narrative about – Native Nations and peoples in American society. For decades, the lack of representation and information about Native peoples has perpetuated damaging myths and stereotypes.