

#EducationNeedsYouthWork Campaign

Join us as we campaign for youth work's role in Scotland's education system to get the recognition it deserves from 19th – 23rd February.

[Download this comms pack in Microsoft Word format.](#)

Background Information

We're running an online campaign in February to make sure that young people's voices are heard when it comes to education reform – with youth work at the centre of a holistic educational offer.

When we asked over 700 young learners about their experience during the National Discussion on Education, their response was clear: youth work has a transformative impact on their ability to learn, develop skills and reach their potential.

Access to youth work must be an integral part of Scottish education. [Read Marielle Bruce's blog on our findings here.](#)

2024 promises to be a critical year for Scottish education, which is why the time is now for us to send a clear message to policy makers that Scottish education needs youth work.

What's Happening?

From 19th to 23rd February, we'll be harnessing the power of social media to raise awareness of youth work's impact on young people's attainment and achievement and the important role that youth work has to play in tackling Scotland's poverty related attainment gap. In particular, we'll be showcasing the voice of young people, talking about why they need youth work as part of their education.

Get your young people involved by inviting them to record short video messages, or [download our printable campaign posters](#) for them to share their message. Simply write your messages on your choice of poster and post a picture of them on social media using our #EducationNeedsYouthWork hashtag. Don't forget to tag @YouthLinkScot as well!

We'll be focussing on a specific theme for each of the five days of our campaign to help you get involved:

Monday 19th – Youth work's role in Scottish education

Our first focus is on youth work's role in Scottish education. We want to hear from young people about how youth work is a part of their learner journey. And to hear

from educators across youth work and formal education about the role youth work plays in Scottish education. How does youth work impact on health and wellbeing, readiness to learn and educational outcomes – both in terms of attainment and achievements? How does youth work help young people engage in learning? What skills do youth workers have that complement the formal education offer? How does youth work help to identify and provide additional support the young people who need it most?

Actions:

- **Use our campaign printout** and give us your personalised message about why education needs youth work. Once you're done, take a photo and post on social media!

Tuesday 20th – Strengthening Youth Work & Schools Collaboration

By working in partnership with local youth work providers, schools can greatly improve the educational offer they provide for their pupils – and offer targeted support to young people who face barriers to attainment. We want to hear great examples of youth work and schools partnerships!

Actions:

- **Take to social media** and tell us about your partnership – how did it come about? Are the schools you work with investing Pupil Equity Funding to enable you to deliver support? How have young people benefited so far?
- **We want to hear from your young people** – how has youth work impacted their ability to learn?
- **Record a short video message from teachers** at your school talking about the relationship with the youth work team. It really makes a huge difference when decision makers can see and hear teachers and headteachers talking up the benefits of youth work!

Wednesday 21st – Call to action: A Right to Youth Work in Education

At the heart of our campaign week is our key call to action – we want youth work further integrated within Scottish education. Our education system is failing our most vulnerable learners and for this to change, youth work can no longer be considered an 'added extra'. Education Reform is an opportunity to do this. The evidence is clear, let's send a clear message to decision makers that #EducationNeedsYouthWork.

Actions:

- **Share your most impactful stories**, quotes, stats or anything else you may have that helps demonstrate the impact of your youth work on young learners – remember to tag your local MSPs!
- Why not **invite your local MSP to visit** your youth work project and see the impact you're having.
- **Reach out to your local attainment advisor** to help them understand the benefit of youth work and schools partnerships.

Thursday 22nd – Positive Destinations

Youth work opens endless opportunities beyond the school gates that can lead to positive destinations – supporting skills development and confident transitions through volunteering opportunities, careers support, access to accredited awards, qualifications and other achievements. How have you helped young people towards and into destinations that feel genuinely positive to them? We want to hear all about it!

Actions:

- **Share your success stories** using #EducationNeedsYouthWork.
- **Let us hear from young people** – where are they now? How did youth work help them get there?

Friday 23rd – Delivering Curriculum Entitlements

To round off the week, we want to spark an online discussion about how youth work is key to delivering curriculum entitlements and the changes called for through lifelong learning and skills reform. A right to access youth work would ensure all young people can access the support they need to engage in learning, particularly those affected by the poverty and other barriers to learning. This could be by developing key literacy and numeracy skills, improving health and wellbeing, offering personalised pathways and offering new contexts and opportunities for learning at every stage in a young person's learning journey. Let's celebrate the power of youth work.

Actions:

- **Sum up your thoughts for the week**, once again using our #EducationNeedsYouthWork printout – remember to tag @YouthLinkScot!
- **Share your best impact data** on how youth work is delivering on Curriculum for Excellence outcomes.

How to Get Involved – Content Ideas & Suggestions

We want young people's voices to be at the heart of this campaign, so work with them in advance to help shape your content and capture their stories. Here are some ideas to get you started!

- **Use our printable campaign poster** and invite young people to write their personalised messages about why #EducationNeedsYouthWork. Take a photo and share on social media using our hashtag!
- **Share some photos of your youth work group** in action – what kind of activities do you provide?
- **Create short video messages** to capture young people's stories. What has their learner journey been like? What's their relationship like with youth workers vs teachers? How has youth work helped them with their education?
- **Speak to teachers** and encourage them to join the online conversation! What changes have they seen in attendance, engagement, wellbeing, achievements of young learners?
- **Write a blog** – sometimes the best way to capture your impact is through the written word! Get your pen and paper out and put your thoughts down on the page and share on social media. Want us to host it? We'd be delighted to upload your blog on our website and share it with the world!
- **Share your case studies** – if you've previously recorded young people's success stories in the form of case studies, share them so others can learn from your excellent work.
- **Post examples:**

Sample Social Media Posts

Monday 19th – Youth work's role in Scottish education

#EducationNeedsYouthWork because my learner journey wouldn't be the same without it! 🎓 Youth work shapes experiences, fosters growth & empowers learning. 🌟 Let's give it the recognition it deserves! 🇪🇺

🎓💙 Let's talk about how youth work shapes learning in Scotland!
@YouthLinkScot. #EducationNeedsYouthWork because...

Tuesday 20th – Strengthening Youth Work & Schools Collaboration

🤝 Teaming up with local youth work providers has transformed our education! 🌟 #EducationNeedsYouthWork because it helps us offer tailored support in breaking down barriers between young people and the attainment gap. @YouthLinkScot

Strengthening Youth Work & Schools Collaboration! 🤝 @YouthLinkScot.
#EducationNeedsYouthWork because it helps us to...

Wednesday 21st – Call to action: A Right to Youth Work in Education

🕒 It's time for change. Let's make youth work a bigger part of Scottish education! #EducationNeedsYouthWork because our young people deserve better! Youth work can't be seen as an extra, Education Reform is a chance to change that. 🤝 @YouthLinkScot

Join us: A Right to Youth Work in Education! @YouthLinkScot.
#EducationNeedsYouthWork because...

Thursday 22nd – Positive Destinations

#EducationNeedsYouthWork for positive destinations! Beyond school gates, it opens doors to endless opportunities like volunteering, careers support, and skills development. 🌟 🚀 @YouthLinkScot.

I've witnessed the power of positive destinations through youth work!
@YouthLinkScot. #EducationNeedsYouthWork because...

Friday 23rd – Delivering Curriculum Entitlements

💬 Keep the conversation alive! #EducationNeedsYouthWork as it's vital for curriculum entitlements and supports lifelong learning and skills reform. Access to youth work ensures all, especially those facing barriers, get the support they need for learning. @YouthLinkScot.

#EducationNeedsYouthWork as it is essential for curriculum entitlements
because... @YouthLinkScot.