

**#ThisIsYouthWork**

**#InvestInYouthWork**

**YouthLink**  
Scotland  
The national agency for youth work

**YOUTH WORK  
WEEK**

**Monday 7th to Sunday  
13th November 2022**



## Background

More than one in four children and young people are officially recognised as living in poverty in Scotland. This can have a significant impact on health and wellbeing, access to services, educational attainment and pathways to employment. In addition, many young people currently experience poverty related stigma and discrimination. Youth work plays a vital role supporting the needs of young people whilst ensuring they have equal access to services and that their voices are heard.





## Campaign

The focus of Youth Work Week 2022 will be youth work's contribution to tackling poverty. It's all about showcasing the critical role of our sector, in breaking down those barriers that young people experience, from education to mental health through to employability and equalities.

Given the current landscape is dominated by the cost of living crisis, it is an opportunity to tell the impact youth work has on reducing inequalities and supporting young people.

The theme for Youth Work Week 2022 was agreed by YouthLink Scotland's two main sector networks, the Local Authority Youth Work Managers and the National Voluntary Youthwork Organisations, who have asked YouthLink Scotland's Communication Team to create and share a special this toolkit for the week.

This Youth Work Week we will highlight the importance of a youth work approach and pedagogy in supporting children and young people to navigate the challenges and barriers poverty presents in their lives.



It's our chance as a sector to demonstrate strong practice examples, new initiatives, ground-breaking work, radical approaches, tried and tested, policy change work, pilot projects, peer education, research and examples of partnership working across a range of areas:



Digital Youth Work



Outdoor Learning



Community-based youth work



One-to-one support



Support for vulnerable young people



Youth work involvement in community hubs



Detached youth work



Equalities



Mental and physical wellbeing



Youth participation and volunteering



Youth work and schools



Out-of-school and holiday activities



Employability and skills



Arts and culture

## The Details

This is a five day campaign showcasing the impact of youth work. It will demonstrate the power of youth work in supporting young people to navigate the challenges, barriers and inequalities poverty presents in their lives, and empowering them to spotlight social injustice. The whole point of the week is to celebrate the difference youth work makes to young people, turning negative situations and circumstances into something positive.

Each day we would highlight a different area of youth work on the following suggested themes:

- **Monday 7th**      **Universal Youth Work** e.g. Weekly Youth Clubs, Uniformed Groups
- **Tuesday 8th**      **Equalities and Rights** e.g. Targeted equalities groups, Equalities focused work, UNCRC
- **Wednesday 9th**      **Education, Skills and Outdoor Learning** e.g. Youth work awards, Youth work & schools programmes, Employability work, Adventure or Environmental programmes
- **Thursday 10th**      **Health and Wellbeing** e.g. Healthy Eating programmes, Post-COVID Wellbeing activities, Drug & Alcohol Awareness
- **Friday 11th**      **Youth Participation and Volunteering** e.g. Youth Councils, Youth Voice, Peer Education, Community Volunteering

During the campaign we ask young people, youth workers, the public, including high profile figures, to share the impact that youth work has had on them. If you use #ThisIsYouthWork and #InvestInYouthWork and tag @YouthLinkScot, and/or your own partner organisations.



## How to get involved

### Shout about what we do

Every organisation will have their own creative take on the campaign, and their own ideas for content, showing the impact and getting the message out there. The strength and nature of youth work is that one size certainly does not fit all. So we leave each organisation, youth worker, young person to tell their own story. But if you are looking for ideas, we have some suggestions for you below.

### Campaign Suggestions

#### Create video

Grab your phone and record a short video. You could interview staff and young people, share footage of activities or share your own thoughts in a video diary style piece!

#### Share photographs

Share photographs from your work with young people, you can include quotes, stats and facts about your work and how this is breaking down those barriers.

#### Quotes

Quotes that capture young people, youth workers and organisations and why it's youth work that makes the difference.

#### Evidence

Stats and facts that demonstrate positive impact.



## Blogs

We are always looking for your stories of impact to share, so send us a blog and we will share and feature on our website.

## Case Studies

Case studies can be very powerful, the experience of young people and their journey.

## Reach out to your local politicians

Get in touch with your MSP, MP and local councillors and get them involved.

## And don't forget to keep an eye on our channels...

We'll also be sharing our own content throughout Youth Work Week, so keep an eye on our [Twitter](#), [Facebook](#) and [Instagram](#) too!

## Shout about what we need

As well as telling the story of youth work's positive impact, let's get the message out there, loud and clear, that government, politicians etc. need to take action so let's make sure they know what our sector's Asks are!





## Campaign Asks

We are asking Government Ministers, Politicians, Funders and others, to invest further in youth work to ensure that additional burden is not placed on children, young people and their families as the poverty crisis deepens. And commit to:

- **A right for all young people to access youth work opportunities**
- **Investment in youth work services**
- **Formal recognition of the positive impact of youth work across public policy areas**

These Asks reflect the fundamental actions the youth work sector has called for in both our National and Local Government Manifestos. You can access them here:

[\*\*Holyrood Manifesto 2021\*\*](#)

[\*\*Local Government Manifesto 2022\*\*](#)





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