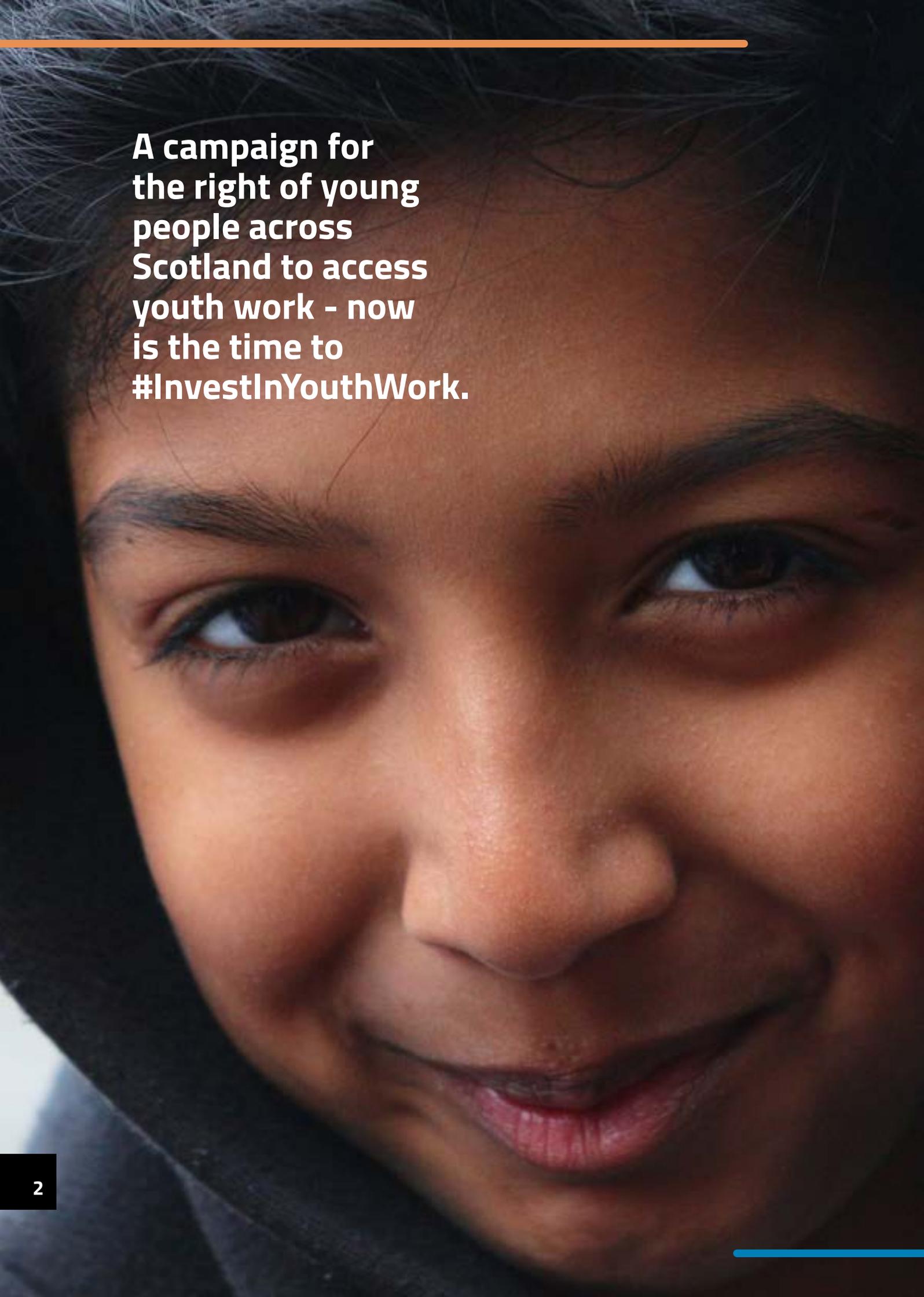




#InvestInYouthWork

-Campaign Toolkit-



**A campaign for
the right of young
people across
Scotland to access
youth work - now
is the time to
#InvestInYouthWork.**

When? It all starts on **Monday 4th November**, the beginning of Youth Work Week 2019.

Come and join us - take action to protect and grow youth work

We need more people to support and campaign for youth work, help us build a campaign that really changes the future of youth work and young people for the better. YouthLink Scotland are running this campaign, in partnership with our members and on behalf of youth workers and young people. We all need to take action if we want to ensure a positive future for our youth work sector and the young people we work with.

Whether you are a paid or volunteer youth worker, or you work for a local authority or a voluntary sector organisation, take action and celebrate youth work and the need for investment.

What is #InvestInYouthWork?

The #InvestInYouthWork campaign highlights the need for proper investment in youth work services across Scotland. This matches the aspiration and expectation from young people following the Year of Young People 2018, and the Scottish Government's commitment to incorporate the UNCRC into Scots Law.

The cash being allocated to youth work is being reduced each year in most local authorities. This is having a detrimental impact on

many young people who are not able to access services they need, and this hits the most vulnerable and disadvantaged young people the hardest. It also has a knock-on impact on voluntary sector provision of youth work.

Research shows that investing in youth work leads to a significant reduction in mental health issues, youth offending and substance abuse, while it also increases educational attainment and leads to increased earnings later in life.

Cutting youth work funding will adversely affect all these social factors and more for an entire generation of young people. This is why now is the time to #InvestInYouthWork.

What are we calling for?

- Return investment in youth work services to pre-austerity levels
- Strengthen the statutory basis for youth work services

The campaign in a nutshell

As with any successful campaign, we must know our **target audience**, what is the **key message** we wish to communicate and **what will be the impact?** What do we wish to change and what does success look like?

- The **Audience** is decision makers and influencers in parliament, local government and policy bodies
- The **Message** we are communicating is that greater investment in youth work services is essential and why
- The **Impact** is that decision makers and influencers pledge to support the campaign and to push for greater investment in youth work services

Key messages

- The impact of youth work on young people
- The impact of youth work on wider society
- The right of young people to access youth work opportunities
- The cost savings – reducing youth work budgets costs councils more in the longer-term

What can members do?

- Take action during Youth Work Week, it's all starting on Monday 4th November 2019 for 5 days
- Support young people to be involved in the campaign

Spread the word through your networks and encourage youth workers to engage with the campaign

Please email YLSCampaigns@youthlinkscotland.org if you can:

- Join us at the launch of our Call to Action at 10am on Tuesday 5th November in Edinburgh
- Commit to being a spokesperson for the campaign
- If you have celebrity ambassadors for your organisation, who can give a short quote or clip in support of #InvestInYouthWork

What will YouthLink Scotland do?

- Influence national and local politicians on behalf of the youth work sector through face-to-face meetings
- Write directly to key local politicians in every local authority, as well as Chief Executives
- Seek cross-party talks with the main political parties in Scotland
- Send our call to action and messaging to all politicians, both local and national, as well as key influencers

The Action Plan

Key dates during Youth Work Week 2019

Join us for 5 days of action – here are the themes for each of those days

Mon 4th - Why is youth work important to you?

Tues 5th - Call to action – Launch of Key Asks to National and Local Government

Wed 6th - The benefit of youth work to society

Thurs 7th – What would be the impact if youth work didn't exist

Fri 8th - Pledge to support the #InvestInYouthWork campaign

Get involved and be part of making the change

- Post a photo on social media using our **pledge sheet** on page 11
- Tell your story of the impact of youth work
- Support young people to tell their youth work story
- Support young people to campaign for youth work investment
- Contact your elected politicians – that's your local councillor, MSP and MP – use our template letter

Engaging with the campaign online

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.

#InvestInYouthWork and tag @YouthLinkScot, and/or your own partner organisations.

Our campaign hub

Keep an eye on our website for campaign updates.

www.youthlinkscotland.org



Social Media – Suggested posts

Twitter

DAY ONE Mon 4th

Youth work is important to me because [INSERT HERE] #InvestInYouthWork @YouthLinkScot

Youth work changed my life by [INSERT HERE] #InvestInYouthWork @YouthLinkScot

DAY TWO Tue 5th

Returning youth work funding to pre-austerity levels would massively boost the prospects of hundreds of thousands of young people in Scotland. This is why now is the time to #InvestInYouthWork @YouthLinkScot

We need to strengthen the statutory basis for youth work services to ensure young people in Scotland get the support they need to thrive. Now is the time to #InvestInYouthWork @YouthLinkScot

DAY THREE Wed 6th

Research shows that youth work reduces costs for education, justice interventions, welfare payments and youth unemployment. Now is the time to #InvestInYouthWork @YouthLinkScot

Youth work helps us build a fair and prosperous society by [INSERT HERE]. Now is the time to #InvestInYouthWork @YouthLinkScot

DAY FOUR Thu 7th

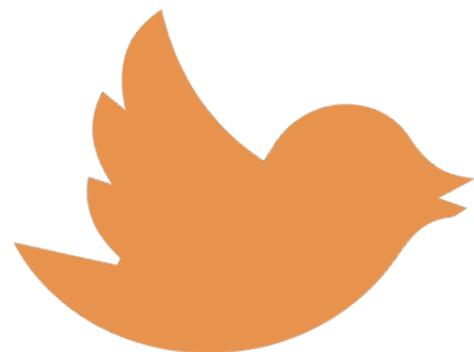
Without youth work, some of the most vulnerable and disadvantaged young people in Scotland would be deprived of life changing support and opportunities. That's why now is the time to #InvestInYouthWork @YouthLinkScot

If youth work didn't exist, I [INSERT HERE] #InvestInYouthWork @YouthLinkScot

DAY FIVE Fri 8th

I'm pledging to support @YouthLinkScot's #InvestInYouthWork campaign because [INSERT HERE]

I'm supporting @YouthLinkScot's #InvestInYouthWork campaign because I believe every young person in Scotland deserves access to the support and opportunities they need to thrive.



Facebook

DAY ONE Mon 4th

Youth work is important to me because [INSERT HERE]. This is why I'm supporting @YouthLinkScotland's #InvestInYouthWork campaign to ensure youth work in Scotland gets the level of funding it deserves.

DAY TWO Tue 5th

The youth work sector in Scotland is facing a funding crisis, with vital youth work services up and down the country currently under threat. By returning to pre-austerity levels of youth work funding, we can ensure young people in Scotland have the support and opportunities they need to boost their education, employment prospects and emotional development. Now is the time to #InvestInYouthWork @YouthLinkScotland

DAY THREE Wed 6th

Youth work provides some of Scotland's most vulnerable and disadvantaged young people with the skills, confidence and opportunities they need to make a better life for themselves. Without proper funding, none of this is possible. Now is the time to #InvestInYouthWork @YouthLinkScotland

72% of young people have increased confidence, self-worth or sense of identity according to research from The Impact of Community-based Universal Youth Work in Scotland.

Now is the time to
#InvestInYouthWork
@YouthLinkScotland
<http://bit.ly/2lxqwhb>

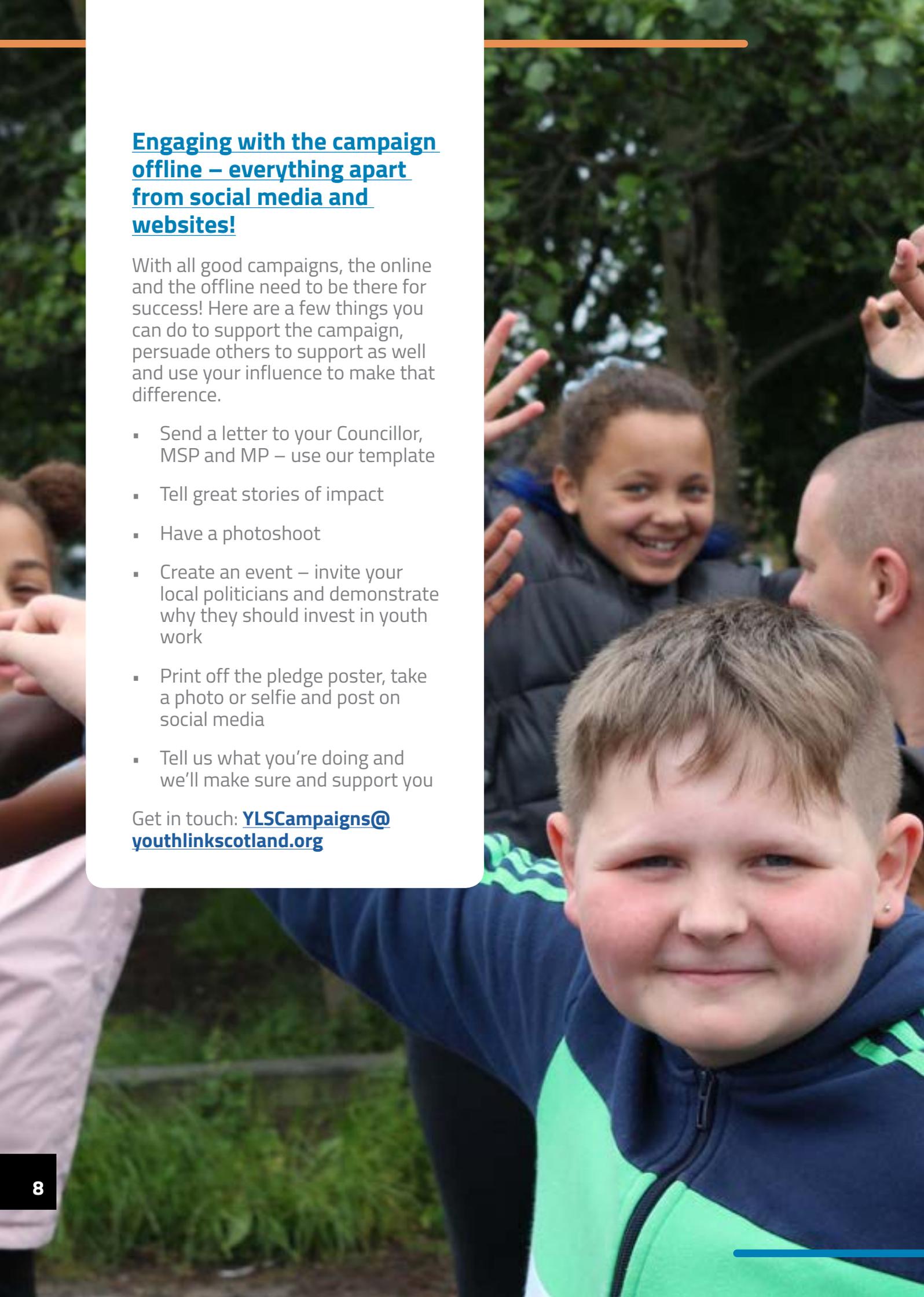
DAY FOUR Thu 7th

Youth work provides vital support to young people in Scotland. It boosts educational attainment. It lowers instances of mental health issues. It reduces the likelihood of youth offending. It adds vitality to our communities. Without youth work, Scotland's young people would be deprived of countless opportunities for personal development. That's why we believe now is the time to #InvestInYouthWork.

DAY FIVE Fri 8th

Youth work benefits some of the most disadvantaged young people in Scotland. It offers opportunities to those who would otherwise miss out. Youth work changes lives. Youth work can even save lives. That's why we're supporting @YouthLinkScotland's #InvestInYouthWork campaign





Engaging with the campaign offline – everything apart from social media and websites!

With all good campaigns, the online and the offline need to be there for success! Here are a few things you can do to support the campaign, persuade others to support as well and use your influence to make that difference.

- Send a letter to your Councillor, MSP and MP – use our template
- Tell great stories of impact
- Have a photoshoot
- Create an event – invite your local politicians and demonstrate why they should invest in youth work
- Print off the pledge poster, take a photo or selfie and post on social media
- Tell us what you're doing and we'll make sure and support you

Get in touch: YLSCampaigns@youthlinkscotland.org

TEMPLATE LETTER DRAFT

Your address and postcode

Date

Dear _____

[Begin your letter by introducing yourself. Introduce the topic of youth work in your local area and/or nationally, what interests and concerns you about it.]

As my Councillor/MSP/MP, I'm asking you to protect and invest in youth work services.

[You may wish to add some personal details into your letter, for example; a personal experience you have had regarding youth work and it's positive impact on you/young people you work with or the benefit you have seen in our community/wider society.]

[Please include our Call to Action below]

- A return of youth work services funding to pre-austerity levels
- Strengthen the statutory basis of youth work services

[Ask politicians to:]

- Actively promote the crucial preventative spend that investing in youth work achieves
- Pledge to our campaign and champion the rights of young people

[You might want to include a bit about the campaign and some of the facts and stats below]

About the #InvestInYouthWork campaign

The #InvestInYouthWork campaign highlights the need for proper investment in youth work services across Scotland. This matches the aspiration and expectation from young people following the Year of Young People 2018, and the Scottish Government's commitment to incorporate the UNCRC into Scots Law.

The cash being allocated to youth work is being reduced each year in most local authorities. This is having a detrimental impact on many young people who are not able to access services they need, and this hits the most vulnerable and disadvantaged young people the hardest. It also has a knock-on impact on voluntary sector provision of youth work.

The stark reality

Research by Unison and YMCA highlights how severe the cuts to youth services across the UK have been and the devastating effect this has had on young people. In England, many parts of the country now have no recognisable youth work services at all. With the reductions in local authority youth work budgets over the years in Scotland, there is a real danger that some youth work provision could be non-recoverable if urgent action to save and prioritise youth work is not taken.

UNISON asked youth workers how they felt cuts in youth services and other relevant services were having an impact on young people:

- 80% said they thought young people feel less empowered
- 71% said it was now harder for young people to stay in formal education
- 65% said young people were finding it harder to get jobs

What would we lose?

The results of reducing youth work budgets

350,000 young people are currently supported to be more confident, resilient and optimistic for the future.

Without increased and sustainable funding, the youth work approach and traditions could diminish to a non-recoverable state.

The recent research report, [The Impact of Community-based Universal Youth Work in Scotland](#) highlighted the impact of youth work as a vehicle to harness the ambition and ability of young people.

According to research by [Hall Aitken](#), for every £1 invested in youth work, the social return on investment is worth at least £7. Reducing youth work budgets results in increased pressure on statutory services like social care, mental health services, social work, the NHS, the police, the criminal justice system and education. All a result of the loss of support and opportunities youth work services provide. Investing in youth work saves money.

[Ask your Councillor/MSP/MP to take action, this could be on a local or national level.]

Yours sincerely

SIGN HERE

My name is _____

And I believe
now is the time to

#InvestInYouthWork

Pledge
sheet

