

# National Youth Work Week 2024



**Upstream Solutions – Youth Work's Role in Prevention**  
Monday 4th to Sunday 10th November 2024

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#YWW2024 #InvestInYouthWork



This year's **National Youth Work Week** celebrates youth work's critical role in **prevention and early intervention**. By providing young people with support, skills, and opportunities, youth work empowers them to navigate challenges with confidence and resilience.

Youth work is about ensuring young people **thrive**. Through early intervention, we can address challenges before they become barriers, helping young people grow, build life skills, and contribute positively to their communities.

Young people actively choose to engage in youth work, drawn by the chance to have fun, make lasting friendships, and be part of something meaningful. Along the way, they build resilience and gain invaluable life skills that prepare them to navigate life's challenges with confidence

We hear stories like **"If it wasn't for youth work, I wouldn't be here today."**

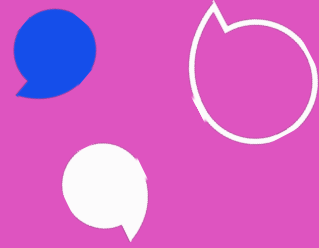
These personal accounts are powerful reminders of how essential youth work is in shaping lives. Our aspiration is clear: we want every young person in Scotland to flourish. Prevention is at the heart of youth work, and it is essential that we invest in these services to ensure every young person has the opportunity to thrive.



Youth work's **social return on investment** is substantial, contributing at least £656m and up to £2 billion annually to society. With long-term support, this impact could be even greater, securing positive outcomes for young people and reducing pressure on wider services.



# Key Messages:



**Working Upstream:** By focusing on prevention, youth work provides ALL young people with a protective layer of support, addressing issues before they arise.

**Targeted early intervention:** Youth work provides effective early support to equip young people who are at risk of poor outcomes, with the skills and confidence to overcome challenges before they escalate.

**Strengthening Communities:** Youth work encourages resilience and well-being, contributing to a brighter future for all.

## How to Get Involved

We want you to be as creative as possible when getting involved in Youth Work Week, but here are some ideas of how you can get involved. Remember to use the #YWW2024 hashtags and tag in @youthlinkscot!

### 1. Share the Empowering Impact of Youth Work

**Photos & Videos:** Highlight activities and stories that showcase how youth work supports young people to grow and succeed.

**Quotes & Stories:** Share personal stories of how youth work has positively impacted young lives.

## 2. Submit to the National Impact Wall

Share case **studies**, **statistics**, and **quotes** that show how youth work is making a real difference in young people's lives! Our refreshed [Impact Hub](#) on our website aims to showcase the most impactful stats, stories and case studies across a broad range of youth work areas. If you have something you want to showcase on our impact hub, get in touch with our Senior Digital & Communications Officer Eddie Nisbet on [enisbet@youthlink.scot](mailto:enisbet@youthlink.scot).

## 3. Engage Young People in Social Media Challenges

Organise a social media challenge for young people to participate in, such as sharing a post about how youth work has helped them, or a challenge that reflects the theme of prevention, for example:

- "What's the best advice you've received through youth work?"
- "What would your life look like if you didn't have youth work?"

Download our [#YWW2024 assets!](#)

## 4. Involve Young Ambassadors

Encourage young people who have benefited from youth work to take over your social media channels for a day or share their experiences directly.



# Themed Days



Each day will focus on different strands of youth work that are related to a preventative approach.

## **Monday 4th November - Mental Health and Wellbeing**

Youth work promotes mental resilience, providing young people with coping strategies and support to prevent anxiety, depression and even self-harm. Youth work has been shown to have a hugely positive impact on young people's wellbeing outcomes.

## **Tuesday 5th November - Employability & Skills**

Youth work promotes mental resilience, providing young people with coping strategies and support to prevent anxiety, depression and even self-harm. Youth work has been shown to have a hugely positive impact on young people's wellbeing outcomes.

## **Wednesday 6th November - Learning & Achievement**

Effective youth work ensures young people remain engaged with formal education and helps improve attendance, attainment and wellbeing in the classroom. By supporting disengaged pupils, youth work prevents young people falling out of education unnecessarily, but also helps young people find alternative pathways.

## Thursday 7th November - Youth Justice

Youth work interventions tackle the causes of offending, including poverty, inequality, unemployment and school exclusions. By supporting young people at risk of coming into contact with the justice system, youth work provides positive alternatives, breaking the cycle of crime before it begins.

## Friday 8th November - Equalities and Inclusion

Youth work offers opportunities for all young people, uniquely contributing to those with protected characteristics. Equality, diversity and inclusion are essential values for all youth work. By focusing on the rights of the most marginalised and excluded young people, youth workers understand the unique barriers caused by inequality and seek to mitigate and break them down.



# Boosting Your Social Media Impact

**Tag Relevant Ministers:** Highlight youth work's empowering impact by tagging key government ministers.

@GraemeDeyMSP (Youth Work Minister)

@JennyGilruth (Education & Skills)

@neilcgray (Health)

@MairiGougeon (Rural Affairs)

@AngusRobertson (International and Culture)

@S\_A\_Somerville (Social Justice)

@AConstance23 (Justice)

@ThomasCArthur (Employment)

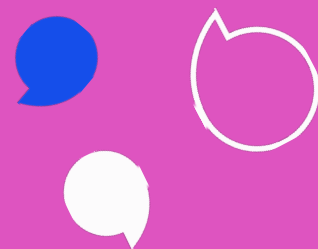
@NatalieDon\_ (CYP and Promise)

@GraemeDeyMSP (Youth Work and Further Education)

@jenni\_minto (Public Health)

@MareeToddMSP (Mental Health)

@kaukabstewart (Equalities)





# Social Media Suggestions



"This #YWW2024, we celebrate youth work's role in prevention & early intervention! By building skills, resilience & confidence, youth work helps young people thrive. #YWW2024 #InvestInYouthWork"



## **Monday 4th November - Mental Health and Wellbeing**

"Supporting youth mental health isn't just reactive – it's preventative. Youth workers make a huge impact on young people's wellbeing. #YWW2024 #InvestInYouthWork"



## **Tuesday 5th November - Employability & Skills**

"Alternative pathways and support for disengaged pupils? That's the power of youth work. #YWW2024 #InvestInYouthWork"



## **Wednesday 6th November - Learning & Achievement**

"Youth work is equipping young people today with the skills and confidence they need to build their future careers. #YWW2024 #InvestInYouthWork"



## **Thursday 7th November - Youth Justice**

"Youth work interventions stop crime before it begins, offering young people a better path forward. #YWW2024 #InvestInYouthWork"



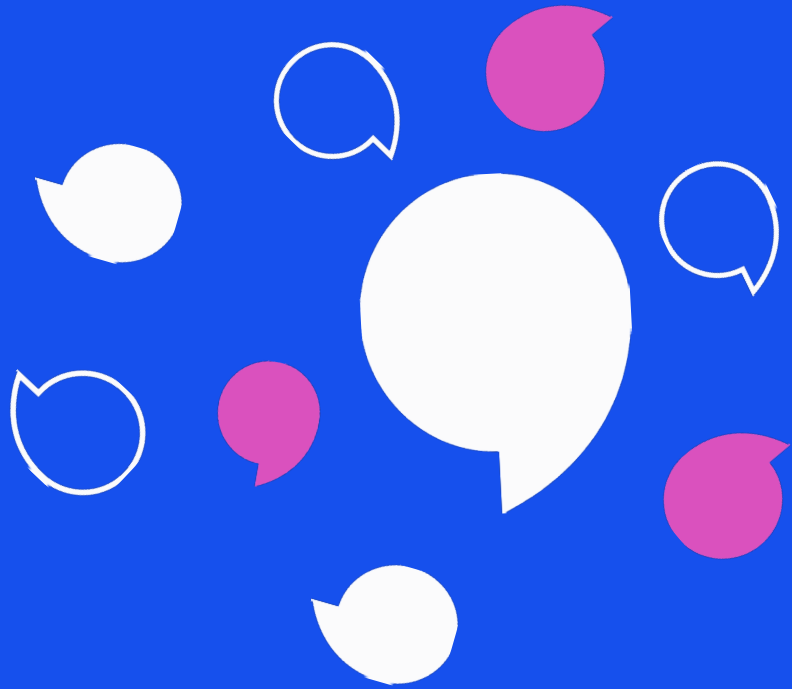
## **Friday 8th November - Equalities and Inclusion**

"By addressing inequality and promoting inclusion, youth workers remove barriers and open doors for those with protected characteristics. #YWW2024 #InvestInYouthWork"

## Get in Touch

For more information or to submit your impact stories, contact [enisbet@youthlink.scot](mailto:enisbet@youthlink.scot)

Download our [#YWW2024 assets!](#)





# YouthLink Scotland

**#YWW2024**  
**#InvestInYouthWork**

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