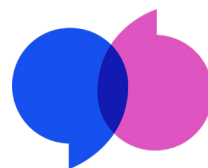




National Youth Work Week 2023

Impact and Influence:
Stats and Stories

6th to 12th November 2023



**YouthLink
Scotland**

#YWW2023

#InvestInYouthWork

A week of campaigning

Unleash the power of youth work during National Youth Work Week 2023. Let's demonstrate our **Influence through our Stats and Stories** as we reveal the profound impact and influence of youth work on young people, communities, and society.

This Youth Work Week will be a platform for all of us to showcase the extraordinary impact of youth work and remind ourselves and others of its immense value.

By demonstrating our life changing impact, we will strengthen our sector, celebrate our achievements, and create lasting change for young people.



Let's make sure that our decision-makers and funders are in no doubt about the power of youth work and the role we play in overcoming the barriers of poverty, improving mental health, making sure our young people achieve and attain, participate in society and make their voices heard.

So, let's make a noise with our impact and show our influence by highlighting the results. It's all about demonstrating that impact across universal and targeted youth work.

What does it look like?

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. All with impact stats, evaluation and case studies.

We want you to share your content throughout the week showcasing the very best of your work, all through the lens of the impact it has on the young people you work with.

We're excited to hear about the wide-ranging impact that youth work is having across different areas, including:

Digital Youth Work: Examining the power of technology in engaging and empowering young people.

Outdoor Learning: Showcasing the transformative experiences and educational opportunities provided through outdoor activities.

Community-based Youth Work: Spotlighting the role of youth work in fostering strong communities and promoting social cohesion.

One-to-One Support: Sharing stories of support that has made a significant difference in the lives of young people.

Detached Youth Work: Uncovering the innovative approaches employed in reaching out to young people in non-traditional settings.

Equalities: The role of youth work in promoting equality and inclusivity for all young people.

Mental and Physical Wellbeing: Sharing success stories, evaluation and statistics on how youth work contributes to the overall wellbeing of young people.

Youth Participation and Volunteering: Celebrating the active involvement of young people in shaping their communities through participation and volunteering.



Youth Work and Schools: Examining the collaborative efforts between youth work and education to enhance young people's learning experiences.

Summer Programmes: Showcasing the positive outcomes and transformative opportunities provided by summer programmes.

Employability and Skills: Highlighting the role of youth work in equipping young people with the necessary skills and experiences for future life and work.

Arts and Culture: Exploring how youth work engages young individuals in artistic and cultural experiences, fostering creativity and personal growth.

Youth Justice and Prevention: Supporting young people with a rights respecting approach which builds resilience and addresses the drivers of youth violence.

Let's shed light on the immense impact youth work has on shaping the lives of young people, particularly those at the margins who face the most significant barriers.



How to get involved.

We know how busy youth workers are.

It can be as simple as writing your best stats on paper, taking a snap and posting it up on your socials or you can get stuck into the whole week using the following suggestions.

Five Days, Five Calls to Action

Each day we will highlight a different ask to secure the future of the youth work sector using [#InvestInYouthWork](#) [#YWW23](#)

Monday 6th - A right to youth work – young people have the right to access youth work as an essential part of their education.

Tuesday 7th - Increased investment – investing in youth work is an investment in Scotland's young people and needs to be our top priority.

Wednesday 8th - Access to spaces – ensure youth work has a right to access the school estate as part of our education system, and find a long-term solution to the lack of access to indoor community spaces.

Thursday 9th - Policy guarantee – the role of youth work written into the strategies and policies of local and national government.

Friday 10th - Workforce for the future – Investment in the youth work workforce, paid and volunteer, to halt the decline in quality youth work services for young people.

Boosting your impact on socials



Let's make sure our government gets a 'handle' on our impact and influence. Here is a list of the most relevant government ministers and their policy areas. So, if your project is focused on young people living with poverty, you would want to tag in the Cabinet Secretary for Social Justice.

We would also suggest tagging in our Minister, Graeme Dey in every post during the week, and use the hashtags:

#YWW23 #InvestInYouthWork



Relevant Scottish Government Ministers

Minister for Higher and Further Education,
and our youth work minister -
[@GraemeDeyMSP](#)

Jenny Gilruth, Cabinet Secretary for
Education and Skills - [@JennyGilruth](#)

Neil Gray, Cabinet Secretary for Wellbeing
Economy and Fair Work - [@neilcgray](#)

Shirley-Anne Somerville, Cabinet Secretary
for Social Justice - [@S_A_Somerville](#)

Mairi McAllan, Cabinet Secretary for
Environment - [@MairiMcAllan](#)

Michael Matheson, Cabinet Secretary for
Health - [@MathesonMichael](#)

Angela Constance, Cabinet Secretary for
Justice - [@AConstanceSNP](#)

Emma Roddick, Minister for Equalities,
Migration and Refugees - [@Emma_Roddick](#)

Natalie Don, Minister for Children and Young
People and the Promise - [@NatalieDon](#)

Maree Todd, Minister for Mental Wellbeing
and Sport - [@MareeToddMSP](#)

Christina McKelvie, Minister for Culture and
Europe - [@ChristinaSNP](#)





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.

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.

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!

Help us build a national wall of youth work impact

Send us your best impact stats, case studies and research, and of course quotes and photos, we will add it to an impact wall on our website that we can share with policymakers. Please send info for the wall to spaterson@youthlink.scot

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.

Organise a special event

It's chance to get everyone together to celebrate your impact so why not put on an event, you might want to ask your local politicians and councillors to come along as well.

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 [X](#), [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!



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