



# Youth Work Week

3-9 November 2014

Resources Pack



The Commonwealth

3-9 NOVEMBER  
Youth Work Week  
2014



National Youth Agency

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# What is Youth Work Week?

Youth Work Week celebrates the contribution and achievements of youth workers, youth organisations and young people throughout the Commonwealth. We are pleased to announce that for the third year running we will be celebrating Youth Work Week from 3rd - 9th November 2014.

The Commonwealth, in partnership with the National Youth Agency (UK), has been promoting Youth Work Week since 2012 to provide youth organisations with an opportunity to highlight the excellent work they do with young people locally, nationally and internationally to an audience of decision makers and the general public.

Youth Work Week is a chance to highlight the contribution of youth work to the development of young people and to turn public attention towards the positive roles played by youth workers in their communities. Groups and organisations are invited to use the week to promote their work with young people.

The Youth Work Week campaign aims to highlight the role of youth work makes in supporting young people to understand more about themselves, others and society and equip them to operate in the wider world.

The Commonwealth theme for this year's Youth Work Week is [Youth Empowerment through Soft Skills](#). We encourage youth organisations and young people to focus their events and activities for the week around this theme.

Increasingly youth work's ability to encourage young people's development is being recognised. In youth work, we talk about 'soft skills'; the personal qualities and attitudes which enable people to interact effectively and think creatively, how to work together in a team and build self-confidence, resilience, motivation and ability to concentrate.

There is a growing appreciation of the importance of developing essential soft skills in young people for many spheres in life, including success in education and employment. Studies have also shown soft skills help young people maximise their other abilities.

Since 2012, we have seen growing interest in the week all over the 53-nation Commonwealth. Youth workers in Commonwealth countries have set up national youth worker associations, held consultations on the contribution of youth work to national development and hosted ceremonies and other events to recognise outstanding youth workers.

These materials aim to provide some background information and guidance to make the most of Youth Work Week. This will allow you to opening the doors, so people can see for themselves the activities and relationships that are at the heart of youth work.

# The Commonwealth

The Commonwealth is an association of 53 independent nations, working together towards shared goals in development and democracy. There are over two billion people living in Commonwealth countries, over half of whom are under 25.

## Member States

Africa	Asia	Caribbean and Americas	Europe	Pacific
Botswana	Bangladesh	Antigua & Barbuda	Cyprus	Australia
Cameroon	Brunei Darussalam	The Bahamas	Malta	Fiji
Ghana	India	Barbados	United Kingdom	Kiribati
Kenya	Malaysia	Belize		Nauru
Lesotho	Maldives	Canada		New Zealand
Malawi	Pakistan	Dominica		Papua New Guinea
Mauritius	Singapore	Grenada		Samoa
Mozambique	Sri Lanka	Guyana		Solomon Islands
Namibia		Jamaica		Tonga
Nigeria		Saint Lucia		Tuvalu
Rwanda		St Kitts & Nevis		Vanuatu
Seychelles		St Vincent &		
Sierra Leone		The Grenadines		
South Africa		Trinidad & Tobago		
Swaziland				
Uganda				
United Republic of Tanzania				
Zambia				

## Commonwealth Youth Programme

The Commonwealth Youth Programme, delivered by the Commonwealth Secretariat, continues to prioritise youth work professionalisation. Over the years, thousands of students have graduated with the Commonwealth's Diploma in Youth Development Work. Current initiatives include:

- Establishment of a Commonwealth Youth Workers Association
- Launch of a new youth clubs manual
- Developing Commonwealth code of ethics in youth work for consultation
- Joint hosting of the second Commonwealth Conference on Education and Training of Youth Workers, in collaboration with the Government of South Africa and University of South Africa in September 2015
- Formation of a new Consortium of Academic Institutions for the delivery of Youth Work Training

We look forward to hearing how you are celebrating Youth Work Week this year.

# Commonwealth Youth Worker Awards

The Commonwealth Youth Worker Awards recognise the excellence of youth workers and their enduring positive impact on young people and local communities.

First launched by the Commonwealth Youth Programme in 2013, the scheme is aimed at recognising and celebrating outstanding youth workers from across the 53 countries of the Commonwealth and overseas territories.

In 2014 the Commonwealth Youth Programme is again welcoming nominations from young people, youth organisations and youth workers. The awards will be presented during Youth Work Week in November 2014.

Application forms can be found on the Commonwealth website ([www.thecommonwealth.org](http://www.thecommonwealth.org)) along with further information. The deadline for the receipt of nominations is 30 August 2014.

If you have any questions, please email us at [l.robinson@commonwealth.int](mailto:l.robinson@commonwealth.int)

The screenshot shows the Commonwealth website's 'Media' section. At the top, there is a navigation bar with 'Our work', 'Member countries', 'Media', 'About us', and 'Knowledge centre'. Below this is a secondary navigation bar with 'News', 'Press releases', 'Events', 'Multimedia', and 'Media contacts'. The main content area features a breadcrumb trail: 'Home > Media > Press releases > Call for entries for Commonwealth Youth Worker Awards 2014'. A large photograph shows a group of diverse people, some holding awards. To the right of the photo is a 'Media contact' section for Will Henley, Communications Officer, with contact details: Tel: +44 (0)20 7747 6379, Mobile: +44 (0)7918 677 759, Email: [w.henley@commonwealth.int](mailto:w.henley@commonwealth.int). Below this is a 'Documents' section with two links: 'Youth Work Week Open Letter to Youth Workers' and 'Commonwealth Youth Worker Awards Submission form'. The main heading is 'Call for entries for Commonwealth Youth Worker Awards 2014', dated 30 July 2014. Social sharing buttons for ShareThis, Facebook, Twitter, and LinkedIn are visible. The text below the heading reads: 'Recognising the exceptional contribution of youth workers throughout the Commonwealth'.

# How to celebrate Youth Work Week

## A checklist of ideas for individuals and organisations

### Organise an event

- Use the 2014 theme of [Youth Empowerment through Soft Skills](#) to run a workshop or training session to help young people build skills such as team-work, self-confidence and resilience.
- Organise a [performing or visual arts competition](#) or workshop involving music, filming, radio presenting, DJ-ing, music production, theatre, painting, drawing, badge making, fashion, or photography.
- [Volunteer](#) or fundraise for your organisation, a charity or a worthy cause.

### Debate policy

- Hold a [workshop, conference or consultation](#) on the role and contribution of youth work to national development.
- Conduct [research on the challenges](#) facing youth workers in your country and share your report with the Commonwealth Youth Programme and national media.
- [Review and share your thoughts](#) on a Commonwealth Code of Ethics in Youth Work or develop your own national code of ethics for youth work professionals.
- [Lobby for a meeting](#) with the Minister of Youth, or other senior officials, to discuss youth work issues in your country.

### Celebrate excellence

- [Nominate an outstanding youth worker](#) for the Commonwealth Youth Worker Awards 2014.
- Organise a [youth worker recognition award](#) for your community or country to promote outstanding youth workers at home.
- [Write a case study on a successful youth work project](#) in your country and share it with the Commonwealth Youth Programme and national media.

### Educate and inform

- [Produce a youth magazine or newsletter](#) featuring articles and opinion pieces by young people, interviews with local community figures or political leaders, or music and movie reviews.
- [Run a social media campaign](#) using Facebook, Twitter or blogging sites to publicise events, educate people about the role of youth workers or the importance of soft skills. Use the hashtag #YWW14 to link with other events around the globe.

# Social media tips

Social media presents an opportunity to raise your profile and be seen by influential figures including press and broadcasters. When used in conjunction with each other, Twitter and Facebook can help you to reach and interact with younger audiences.

- Facebook: When you post a status update try to make it light-hearted and consider finishing with a question. Other options are running competitions or polls which provide an incentive for people to get involved. Tell the Commonwealth Youth Programme about your activities via [facebook.com/CommonwealthYouthProgramme](https://facebook.com/CommonwealthYouthProgramme)
- Twitter: Use the hashtag #YWW14 to interact with other youth workers and young people running events and projects during Youth Work Week. Let us know what you are up to by tweeting [@natyouthagency](https://twitter.com/natyouthagency) and [@commonwealthsec](https://twitter.com/commonwealthsec)

# Case study template

## Title

Something informative but a little intriguing too

## Pull-out quote

This will grab the eye of someone just scanning the document, so it's your chance to hook them into reading the rest of it. Make it short and direct - 30 words is plenty (excluding attribution) This can appear below the title or next to a picture, if available. Make it attributable to someone in the project and give what details you can about the person

## SOMETHING TO BE PROUD OF

How young people in southend informed others about global equality and made a difference to their own lives.

**"Working in a group has given me the confidence I lost through unemployment" *Shauna, 20.***

Southend YMCA's Youth in Action project has not only educated hundreds of young about equality worldwide. It has transformed the prospects of young people who worked on it.

The group of young people behind the project all had views about equality and wanted both to learn more and to engage others.

"He wanted to create a project that would inspire and help other young people", explains volunteer Sammy Lane, 23.

"We wanted to find out if others shared the same concerns, so we sent a survey to 155 other young people in the area.

"The results confirmed that not only were they concerned about the future, they also wanted the opportunity to be involved in making a difference".

The young people organised speakers from organisations such as Amnesty International and Save the Children to get themselves informed about global issues. A group of eight then worked on an equalities project each taking an area of interest and researching facts and figures that they compiled into a 'pop-up' presentation for schools and into a handbook of information and advice for young people leaving home.

They took the presentation out to five schools. One member would make the presentation, others would help pupils work through a quiz they had developed.

Volunteer Shauna Newth, 20, commented "Going into school and working as a group has given me the confidence I lost through unemployment".

Other group members also highlighted how being involved had boosted their skills and confidence. Sheila Lord said the real-life experience of copy-editing the handbook was great for her CV, while Sammy Lane said seeing the project through from start to finish has given her new found leadership skills:

"We all brought something to the project based on our past experience which made it real - and something to be proud of".

Southend YMCA believe young people are inspiring, amazing, creative, talented, funny, courageous and full of potential and sometimes just need a bit help and encouragement to reach their goals. For details of our work visit <http://www.southendymca.org.uk>

## Standfirst or headline

Up to 20 words setting the scene and summarising the information the reader will find out if they read on

## Body copy

This section is the detail of the case study and should include answers to the following questions:

Who?  
What?  
When?  
Where?  
Why?  
How?

We suggest you keep it no more than 300 words. It makes less work for you but also means its more likely to be read. Break it up with sub-headings and bullet points if necessary -for example to emphasise particular outcomes

## Further Information

Give further information about the project, or other useful background

# Press release template

Label as a press release at the top

Put the date at the top

Straightforward heading

Opening paragraphs should contain the most interesting and important facts based on Who, What, Where, When and Why

Insert details of what Youth Work Week is so they know it is part of a National Campaign

Put this at the end of the information you want the journalist to use in the article

Press Release  
**IMMEDIATE/EMBARGOED**  
**DATE**

**Sometown Youth Centre has the International X-Factor**

Young people from Sometown Youth centre will be celebrating Youth Work Week 2013 next Tuesday with a live music performance transmitted to their peers in Tanzania.

DJs, dancers, rappers and musicians will be performing and club members will be using their IT skills to set up a high-quality skype link with the Big City Music (BCM) project in Dar Es Salaam. The youth centre has been building links with BCM for three years and young people chose to set up the international music night as they felt it captured Partnership with the NYA and Commonwealth Secretariat to make Youth Work Week a Commonwealth event.

"It will be a tough technical challenge but we're really looking to it", says Dwain Tailor, 17. "We'll be showing them a range of our styles from grime to folk, and they'll be coming back with some of the latest African beats".

Centre manager Vijay Thakkar said music night transmission would be the culmination of a six month project. "We've seen young people not just gain awareness of life in Africa but also reflect on their own culture and think about what they want to present to others. It's been a deeply educational journey for all those involved and has even helped some members to start making career and life plans".

Organised by the National Youth Agency, Youth Work Week runs from 4-10 November and will see youth groups and projects all over the country showcasing their activities. NYA chief executive Fiona Blacke, said "Youth Work Week is a time when people from every part of the sector can come together to celebrate and promote what youth workers do and the often transformative contribution they are making to young people's lives. It's also exciting to know that this isn't only happening in our small patch, it's also happening in countries across the world, and that we are part of a global movement!"

**-ENDS-**

For more information on Sometown Youth Centre call Joe Bloggs on 01234 567899.

For further information about Youth Work Week, visit [www.nya.org.uk/youth-work-week-2013](http://www.nya.org.uk/youth-work-week-2013) or contact Tiffany Leake, National Youth Agency, Youth Work Week intern at [t.leake@nya.org.uk](mailto:t.leake@nya.org.uk)

**Notes to editors**

1. Sometown Youth Centre was established in 1979 and has currently has 260 members aged 11-19. Last year it won a regional Excellence in Youth Award for its Welcome to Sometown project producing a guide to the area for newly arrived young people.
2. About Youth Work Week: "Youth Week is an annual celebration of Youth Work, run by the National Youth Agency since 1993. The aim is to provide young people, youth workers and youth-focused organisations the opportunity to showcase the impact youth work locally and nationally.

This year the National Youth Agency has partnered with the Commonwealth Secretariat for the second year to showcase the impact of Youth Work in over 54 countries. Find out more at: [www.nya.org.uk/youth-work-week-2013](http://www.nya.org.uk/youth-work-week-2013)

Say whether it's for immediate release or embargoed (on hold until a set date or time) But be aware that some media will ignore an embargo

Include direct quotes

Put contact details here of person who will handle press and media

Notes to the editors should include background information about the organisation and the project



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