

Supporting young people in your community

WHAT?

NYCI in partnership with our member organisations and the wider youth work sector is running the "Youth Work Changes Lives" campaign from 2017-2019 to highlight the positive contribution of youth work to young people, local communities and Irish society as a whole.

WHY?

The youth work sector makes a positive and significant contribution in the lives of young people. Too much of the excellent work undertaken by youth work organisations is unseen and unheard by politicians, policymakers and the public in general. This has an impact on policy and investment decisions. With your help we are trying to change that through the "Youth Work Changes Lives" campaign. Collectively as a sector we need to spread the message about the value of youth work and the need for investment in youth work services.

WHO?

In the first instance we will be focusing on local public representatives, however over time we also plan that the campaign will engage with local politicians, civil society and the population as a whole

HOW?

Consider how best to incorporate the 'Youth Work Changes Lives' campaign into your annual work plans. You will know best how your organisation can contribute. Aim to include activities that highlight the role of youth work locally and nationally. Making direct contact with your local public representatives, the media and the public (inviting them to showcases and events, arranging to meet them face to face etc) is one of the best ways to promote your message. See 'What you can do' for just some of the ways you can get involved, and for more check out www.youthworkchangeslives.ie

What you can do

- ✓ Email, phone or better still meet with your local politicians, TDs, Senators, Councillors about your work and the campaign.
- ✓ In your organisation or club, develop proposals on how best to promote "Youth Work Changes Lives" in the area.
- ✓ Organise a local or regional youth work showcase in cooperation with other organisations to promote and highlight the contribution of young people and youth work.
- ✓ Incorporate the "Youth Work Changes Lives" message in your press releases to local newspapers and radio stations.
- ✓ Produce a report, film etc on the work/contribution of your organisation and invite politicians, media, parents, other stakeholders to the launch event.

If you are having a meeting with a politician or holding a public event, don't forget to take some photos for your records and for local media.

Need help drafting a press release or finding local contacts? NYCI can provide advice and practical supports to organisations planning activities.





Why invest in youth work?

€1 SPENT ON YOUTH WORK

SAVES THE STATE €2.20

NYCI Indecon report

380,000 YOUNG PEOPLE

40,000 VOLUNTEERS
1,400 STAFF

NYCI Indecon report

The need for investment is CRITICAL ...

The youth population in Ireland will **increase by 12%** between now and 2025.

CSO Census 2016 Data

While funding for youth work has increased in the last two budgets, the sector suffered a

31% ↓ **loss between 2008 & 2014**

Funding for youth work is **still 22%** ↓ **below what is was in 2008**

NYCI General Election Manifesto



Your local stories

Never under estimate the power of sharing personal stories showing that "Youth Work Changes Lives". Think about what you get out of youth work; what you are proud of; and the changes you've seen or brought about. Highlighting your experiences is crucial in raising awareness and building support among politicians and policy makers for groups, projects and initiatives active in your local area.

Have a story to share? Send it on to youthwork@nyci.ie

Feedback and support

We would like to get your feedback on how any local meetings/ activities/events which you organise go, and the response you get from local politicians, media and the general public. Send on any photos, letters, newspaper articles or online content. This really helps us all, as we can build up a national picture of how the campaign is progressing and track who has been contacted.

Further Information/Feedback

If you require any further information or advice or would like to send feedback on your activities as part of this campaign please contact the 'Youth Work Changes Lives' team on:

T: 01-478 4122 or E: youthwork@nyci.ie
www.youthworkchangeslives.ie

