

YOUNG PEOPLE MATTER

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Youth Voice Champions

Co-produced by young people from:

NHS Youth Forum

#iwill Ambassadors

CLIC Sargent Youth Ambassadors

Community Impact Group at The Scouts Association

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What is the Young People Matter message about?

We, as young people and Youth Voice Champions, felt that there was something missing in the conversation around the Covid-19 crisis.

Young people's needs weren't being recognised. Nor was their contribution to Covid-19 response - by staying at home and following guidelines, by caring for others, by volunteering or working in key sectors.

Where young people were being mentioned directly, often in tabloids and the reactionary corners of social media, it was mostly as potential rule breakers.

That's why we reached out to organisations we value and respect, across sectors, who have the potential to reach a huge audience of young people, to ask them to unite in an uplifting message - **that young people matter.**

Read the full story behind the message in this open letter: <https://www.iwill.org.uk/young-people-matter>

How can you share?

Download the graphics:

- [Dropbox](#)
- [WeTransfer](#)

Take a look at our draft social media posts - or draft your own

Launch your message across your social media platforms on **Wednesday 29th April at 11am**

How can you reach as many people as possible?

- We're keen for government to get the message. If it makes sense for your organisation, tag 10 Downing Street.
- Tag your partners, or organisations you might not usually work with - to encourage them to share the message to.
- Or, directly tag young people that you work with - closely or specifically want to recognise (in keeping with your digital Safeguarding policies)
- You may want to let your staff team or networks know you will be sharing the message in advance, and ask them to spread the word
- If you use paid promotion to amplify your posts, consider supporting this message

Key messages

If you want to draft your own social media messages, you might like to draw from these key messages:

- Young people's voices are too easily ignored - we must ensure that they are heard throughout the crisis response.
- Young people's health and wellbeing is under pressure - we cannot forget their health needs.
- Young people deserve thanks and recognition because:
 - All young people are making a difference by following government guidance.
 - Young people are at the heart of families and communities. Many play an often invisible role as part of this, supporting siblings, parents, relatives, and neighbours. Many carry the weight of being young carers.
 - Young people are key workers, healthcare workers and volunteers.

Draft Social Post - Thanks (all young people)

Twitter

By staying at home, young people are keeping each other safe & saving lives. In homes & communities all over the UK, they're supporting families, friends & neighbours. We want to say 🌟thank you 🌟 to all young people - you are making a difference.
#YoungPeopleMatter

Facebook/ Insta / LinkedIn

By staying at home, young people are playing their part in keeping each other safe - and saving lives.
In every corner of the UK, in every community, young people are supporting families, friends & neighbours.
Whether you are Netflix bingeing, ice-cream eating, bread making, babysitting, caring or volunteering, we want to say 🌟thank you 🌟 to all young people - you are making a difference. #YoungPeopleMatter

Draft Social Post - Thanks (young staff & volunteers)

Twitter

We couldn't do our work without our young [RELEVANT GROUP]. We're joining together with organisations across sectors to say 🌟 thank you 🌟 for everything that you do. With your help, we are tackling the COVID-19 pandemic. #YoungPeopleMatter

Facebook/ Insta / LinkedIn

Our [RELEVANT GROUP] are working tirelessly during this difficult time. We couldn't do it without you. But too often, the contribution of young people is forgotten.

That's why we're joining together with organisations across sectors. We're taking a moment to say 🌟 thank you 🌟 for everything that you and our [GROUP] do. With your help, we are tackling the COVID-19 pandemic. #YoungPeopleMatter

Draft Social Post - Thanks (individuals)

Twitter

We want to recognise [NAME] - an [AGE] yr old [ROLE]. As a [ROLE], [NAME] [DESCRIPTION OF ROLE]. [NAME], we are 🌟 so proud 🌟 of the work you & other [ROLES] are doing right now. Young people like you are making a difference. #YoungPeopleMatter

Facebook/ Insta / LinkedIn

Our [RELEVANT GROUP] are working tirelessly during this difficult time. We couldn't do it without you. But too often, the contribution of young people is forgotten.

That's why we're joining together with organisations across sectors. We're taking a moment to say 🌟 thank you 🌟 for everything that you and our [GROUP] do. With your help, we are tackling the COVID-19 pandemic. #YoungPeopleMatter

Draft Social Post - Youth Voice

Twitter

In this crisis & for the future - we can't afford to ignore the voices of young people. That's why we're taking this moment to say #YoungPeopleMatter. Why should we care about young people right now? Read this open letter from Youth Expert Advisers

<https://www.iwill.org.uk/young-people-matter>

Facebook/ Insta / LinkedIn

To often, young people don't get a say in decisions that impact their lives.

In this crisis and for the future - we can't afford to ignore the voices of young people. That's why we're taking this moment to say #YoungPeopleMatter.

Why should we care about young people right now? Read this open letter from NHS's two Youth Expert Advisers, on why they brought organisations together to share the message that #YoungPeopleMatter.

<https://www.iwill.org.uk/young-people-matter>

Draft Social Post - Health & wellbeing

Twitter

Young people can be:

- ◆ disabled
- ◆ chronically ill
- ◆ pregnant
- ◆ in hospital long-term
- ◆ have mental health conditions
- ◆ usually in good health - but now need care

In this crisis, we can't afford to forget young people's health. That's why we want to say [#YoungPeopleMatter](#)

Facebook/ Insta / LinkedIn

Young people can be:

- ◆ disabled
- ◆ chronically ill
- ◆ pregnant
- ◆ in hospital long-term
- ◆ have mental health conditions
- ◆ usually in good health - but now need care

The Covid-19 pandemic is having an impact on everyone's health, wellbeing and access to services. In this crisis, and for the future, we can't afford to forget young people's health. That's why we're taking a moment to say [#YoungPeopleMatter](#)

Graphics

The image shows a Twitter profile for 'Youngster' (@stayingathome). The profile banner features the text 'YOUNG PEOPLE MATTER' in large, bold, black letters, with 'YOUNG' in yellow and red. Below the banner, the profile name 'Youngster' and handle '@stayingathome' are visible, along with a bio: 'Young person, helping the way I can.' and a website link 'youngsterathome.com'. The profile statistics show 123 tweets, 456 following, 789 followers, and 10 likes. The main content area displays two tweets. The first tweet, dated Mar 28, says 'We all need to collaborate if we want this to end soon! #StayAtHome #Covid19 #Coronavirus #2020'. The second tweet, dated Jun 28, says 'Check out this campaign! https://youngsterathome.com/ #COVID19 #Coronavirus'. The campaign graphic includes logos for NYC, NYA, NYW, St John, brook, we are wityou, Scouts, UK YOUTH, and others. The text on the graphic reads: 'YOUNG PEOPLE ARE STAYING AT HOME', 'YOUNG PEOPLE ARE PROTECTING THE NHS', 'YOUNG PEOPLE ARE SAVING LIVES', 'YOUNG PEOPLE ARE MAKING A DIFFERENCE', and 'YOUNG PEOPLE MATTER'. Below the graphic, it says 'We can do this! Designing my way through COVID19 youngsterathome.com'. The right sidebar shows 'Who to follow' with users like WPCrums, Glam Ink, and StayAtHome, and a 'Trends' section with #COVID19 (39K Tweets), #Coronavirus (24.9K Tweets), #StayAtHome (17.2K Tweets), and #WeCanDolt (9K Tweets).



YOUNG

MATTER

YOUNG PEOPLE MATTER

Youngster

@stayingathome Follows you

Young person, helping the way I can.

youngsterathome.com

Joined June 2017

Tweet to

Message

Youngster
@stayingathome

We're helping too! #StayHome #Covid19



Young People Matter

Join us
nhs.co.uk

9:28 AM - 19 Jul 2017

2,184 Retweets 9,612 Likes

691 2.0K 9.5K

Tweet your reply

We can do this!

Designing my way through COVID19
youngsterathome.com

Who to follow

Followed by Glam Ink and others

WPCrums @WPCrums

Follow

Followed by Glam Ink and others

Glam Ink @TheGlamInk

Follow

Followed by Glam Ink and others

StayAtHome @Homehom

Follow

Find people you know

Trends

COVID19

19K Tweets

Coronavirus

14.9K Tweets

#StayAtHome

17.2K Tweets

#WeCanDoIt

17.2K Tweets

Instagram



bradgudger
London



394 likes

bradgudger #YoungPeopleM

view all 12 comments





Share on Facebook

Share on Your Timeline



Lisa Smith

Say something about this...



Young People Matter

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat."

NHS.CO.UK



Friends

Cancel

Post to Facebook