

POWER ^{OF} YOUTH

COMMUNICATIONS PACK
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#POWEROFYOUTH

What is the #PowerOfYouth campaign about?

During this global pandemic, now more than ever we need young people to be active citizens. They have the talent, energy and ideas to make a powerful difference both in the immediate response to this crisis, and to build a better future. We must listen to them. We must work with them. We are in this together – so we must work together.

Young people have been needlessly excluded from the conversation on coronavirus. Their lives have changed beyond recognition – and their futures are at risk. They deserve to have their voices heard and their questions answered. We can no longer afford to make decisions about young people, without young people.

Across the UK, young people are already helping others through this crisis – as siblings, friends, carers and volunteers. We should recognise and celebrate their efforts. We must support and empower them to make a positive impact on the issues that matter to them and their communities.

Let's put an end to the stereotype of young people as 'rule breakers'. They're making a difference, following the guidance and saving lives.

This is why we're launching the Power of Youth campaign – a nationwide collaborative effort aiming to recognise young people for their efforts, empower more young people to make a difference, and give young people opportunities to shape their future.

Why should you take part?

Young people have been (and will continue to be) one of the groups hardest hit by the pandemic – their future plans have been uprooted and their mental health concerns increased:

- Young employees are most likely to have **LOST WORK** due to furloughing, jobs losses and hours reductions.¹
- There are over one million young people with known needs that have been amplified by the pandemic and an estimated **TWO MILLION** young people with emerging needs triggered or caused by COVID-19.²
- 83% of young people say the pandemic has made their **MENTAL HEALTH WORSE**.³

- Across England 4.1 million children are living in poverty⁴, and approximately **ONE MILLION** children and young people, as well as their families, still do not have adequate access to a device or connectivity at home.⁵
- **TWO THIRDS** of young people are concerned about the impact of the virus on their **FUTURE**.^{6,7}
- Young people feel that their **VOICES HAVE NOT BEEN HEARD** in the pandemic, and that they have not been offered a role building their futures in its wake.⁸
- 88% of people working in the youth sector indicate they are likely or **VERY LIKELY TO REDUCE** service provision to young people.⁹

Despite this:

- Around half of **YOUNG PEOPLE WANT TO HELP** more than they are, but aren't sure how to.¹⁰
- **92%** of 14–25 year olds believe that the pandemic could be a moment to change society for the better.¹¹

It is our collective responsibility to ensure that young people are able to make the positive difference they want to, that their voices are heard and that they have the opportunity to shape their futures. Young people are not just the leaders of tomorrow. They have the power to make a positive difference today.

Who should take part?

#PowerOfYouth does not belong to one organisation or to one brand – it is an expression of the power young people have to lead positive change.

Young people, organisations, leaders, decision makers. Anyone who believes in supporting and empowering young people.

All are welcome to take part in the campaign!

There are four parts to the campaign:



SHOW IT
HEAR IT
SIGN IT
SHARE IT

Find out how you can take part below.

SHOW IT

On 3rd June and Ongoing

Seeing is believing. Young people have been tackling society's toughest issues with determination, passion and creativity – and now they're responding to this crisis. Recognise and celebrate the positive impact young people are having by taking part in Power Of Youth Day and sharing stories of young people making a difference.

Take part in Power of Youth Day: Campaign Launch

As part of Volunteers' Week, on **June 3rd** we will be launching the campaign by recognising and celebrating all of the ways in which young people have made a positive difference helping others through this crisis.

- Record, or ask others to record, a 30 second 'Thank You' video using your own version of [this script](#) to send in to us, and share on your own channels on 3rd June, tagging #PowerOfYouth.
- Spread the message about the #PowerOfYouth by sharing the graphics below.
- Have a young person or group of young people [takeover](#) your social media channels for the day, or part of the day, to amplify their voices.

Show the #PowerOfYouth

- Share [blogs](#), [vlogs](#) and [case studies](#) on your social media channels and with your networks about the difference young people are making in this crisis.
- Ask your senior leaders or decision-makers to write or record a reflective piece on how important it is to work with young people to respond to this crisis and build our future.
- Consider working with the local or national press to amplify your stories about the #PowerOfYouth to the wider public.

Join in with the themes, aligned to national milestones, by bookmarking our

POWER OF YOUTH CALENDAR

and checking in regularly.

Feel free to use or adapt [these social media posts](#), or create your own.



POWER OF YOUTH

HEAR IT

Young people's voices should not be ignored in this crisis. Their views, experiences and ideas must be heard to shape how we respond to the pandemic and build a better future. No decision about young people should be made without young people.

Take part in a National Conversation on the Power of Youth: Throughout June and July

- Hold a listening event with young people to hear their views, ideas and experiences on what your organisation could be doing, and how you can address the issues you both care about. Make it the start of an ongoing partnership with young people to co-create solutions to our most pressing challenges.
- Hear the #PowerOfYouth: A guide on holding digital listening events with young people - coming soon

Ask the UK Government to engage: Until we get a press conference for young people!

In May, we [shared an open letter](#) with UK Government, calling on them to follow the lead of other countries, including Scotland, and hold a dedicated press conference for young people to answer their questions about the COVID-19 pandemic and to allow under-18s to submit questions to the daily press conference.

- Sign the open letter. You can submit the name of a senior leader at your organisation [here](#), or ask your youth representatives to submit their names [here](#).
- Share the open letter on your website or social media accounts. You can read the press release [here](#), or download the graphics [here](#).
- Ask young people that you work with to share the questions that they would ask at a youth press conference, either from their own Twitter accounts or with your organisation. You can read examples [here](#).

Amplify young people's voices: Ongoing

Offer young people a platform to share their views on the issues that affect their lives, their communities and the future of our country:

- Share [blogs](#) or [vlogs](#) from young people on what they want the future to look like
- Ask young people interview your senior leaders on how they're engaging young people, and on the issues they care about
- Run social media [takeovers](#) to amplify young people's voices on the issues that matter to them
- Ask young people to edit your newsletter with the content they want your networks to hear

If your organisation regularly speaks to young people, please share the key themes/headlines coming out of those conversations under the #PowerOfYouth banner through your comms channels.

Join in with the themes, aligned to national milestones, by bookmarking our

POWER OF YOUTH CALENDAR

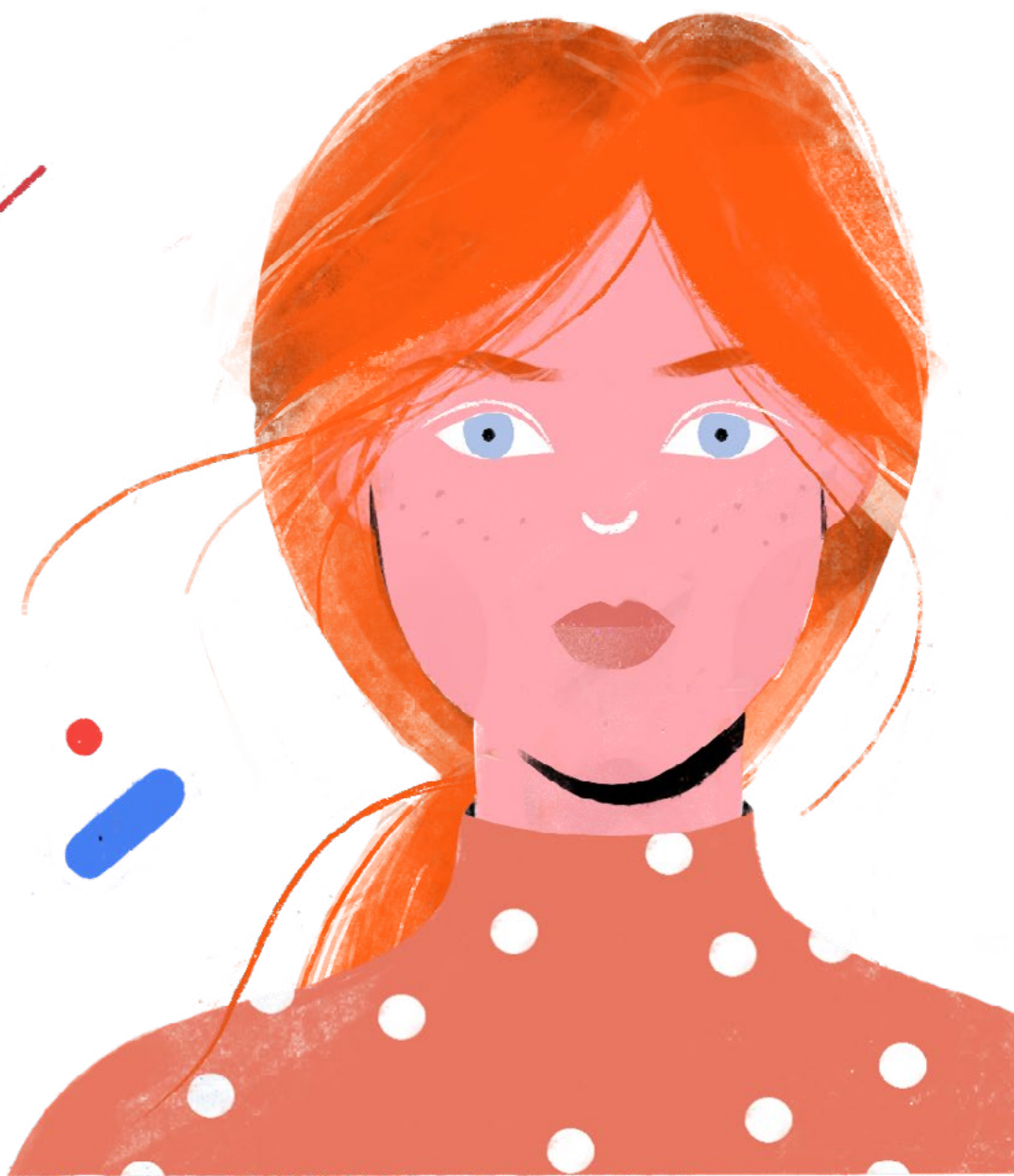
and checking in regularly.

SIGN IT

Summer and Autumn 2020

Make a commitment to the young people you've met. Work in collaboration with them and other organisations to co-create a set of commitments that set out how you will help recognise the power young people have to make a positive difference, and grow the #PowerOfYouth both now, and in a post-pandemic world.

We will be releasing a set of recommendations, co-created with young people from across the UK, in a report due to be published later this year. You're welcome to make your own, or frame yours around the recommendations published in the report.



SHARE IT

November 2020

Every year, organisations and young people come together to shout about the incredible #PowerOfYouth during #iwillWeek. Despite the pandemic, this year is no different. Celebrating what young people are already doing, and looking ahead to what's next. End the year looking into the future by sharing your commitments, what you've learnt by taking part in the campaign, and how you are going to grow the #PowerOfYouth in the post-pandemic world, and to create a better future together.

#iwill Week 2020 runs 16th - 20th November.

We will release resource packs and more information on how you can celebrate the week in October



Find more ways for young people to take part in the campaign on the #PowerOfYouth website:
www.powerofyouth.iwill.org.uk



Endnotes

1. **Resolution Foundation**, [Young workers in the coronavirus crisis](#)
2. **National Youth Agency**, [Vulnerable Young People: COVID-19 Response](#)
3. **Young Minds Coronavirus Report**: [Impact on Young People with Mental Health Needs](#)
4. **Department of Work and Pensions**, [Households below average income \(HBAI\) statistics – GOV.UK](#)
5. **Nominet UK**, [Digital Access for All launches to help solve problem of digital exclusion](#)
6. **Beatfreeks**, [Take the Temperature Report – NationalYouthTrends](#)
7. **YouthLink Scotland**, [LockdownLowdown – what young people in Scotland are thinking about COVID-19](#)
8. **Beatfreeks**, [Take the Temperature Report – NationalYouthTrends](#)
9. **UK Youth**, [The impact of COVID-19 on young people & the youth sector](#)
10. **NCS and YouthSight**
11. **Beatfreeks**, [Take the Temperature Report – NationalYouthTrends](#)





WE FACE
CHALLENGES
TOGETHER, SO
LET'S WORK
TOGETHER.