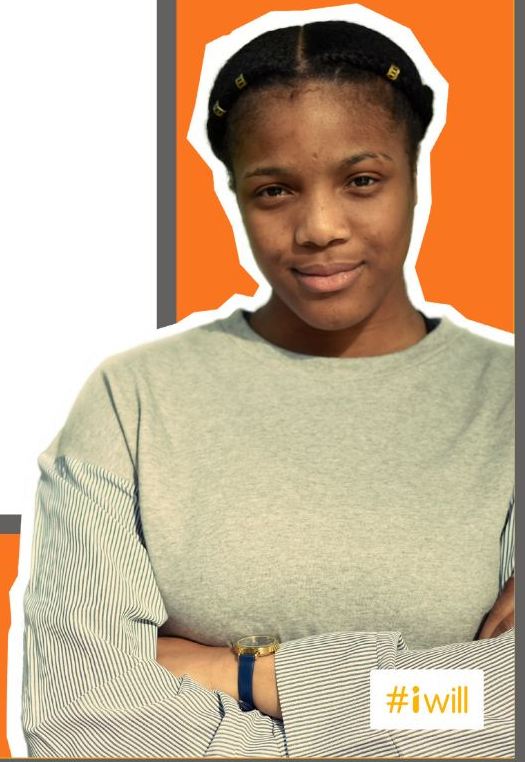
YOUNG PEOPLE AS PARTNERS



WHO WE ARE?

Freya Trevor-Harris
Communications Officer

Princess-Joy Emeanuwa
#iwill Ambassador

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IN THIS PRESENTATION

- What is the #iwill campaign
- Young people as partners
- Top Tips
- Problem Solving Q&A

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WHAT IS #IWILL ABOUT?

- Yes, young people are the leaders of tomorrow. But why wait?
- Young people have the energy, skills and ideas to change their communities and society for the better.
- Too many young people, particularly from less affluent backgrounds, fail to have their voices heard or talents recognised.
- It’s not on one person’s shoulders to change the world! It’s about what we can achieve together.

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OUR AIMS

- Make social action part of life for young people across the UK, particularly targeting less wealthy young people.

- Work with influential partners across all sectors – with more than 1000 pledging partners in total, from system leaders to grassroots and community organisations.

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YOUNG PEOPLE AS PARTNERS

We work with our partner organisations to:

P - Prioritise youth social action in strategies
O - Offer leadership opportunities
W - Work together
E - Evaluate impact
R - Recognise and celebrate

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CASE STUDY: #IWILL AMBASSADOR, BECKY LAWLEY

- Supported by Dudley Young Health Champions, Just Straight Talk and Fixers
- Created a series of postcards which demonstrate the feelings of young people mental health issues.
- These have been placed in GP surgeries, schools, mental health services and social care facilities across the area to encourage young people to create conversations

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CASE STUDY: WASSUP

- Supported by Volunteering Matters
- 30 young women in Suffolk
- Raising Awareness on domestic abuse, gang grooming and sexual violence
- Providing peer-to-peer support, changing Govt. policy
- Working with 600 schoolchildren
- Endorsed by Suffolk Safeguarding Board

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YOUNG PEOPLE AS PARTNERS

We work with young people:

- 250 (nearly 300) #iwill Ambassadors
- Giving platforms to young people (events and communications)
- Steering Groups
- Young Trustees

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YOUNG PEOPLE AS PARTNERS: WHY?

82% of young people care about making the world a better place.

Working with them as partners, offers us:

- Disruption and Urgency
- Energy and Fresh Thinking
- Capacity and Diversity
- Future Ownership

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10 TOP TIPS:
FROM THE NHS YOUTH FORUM

1. **Timing:** engage outside of school hours - holidays, weekends, evenings
2. **Early Engagement:** Involvement from the beginning is meaningful
3. **Let us Lead:** Offer and support on opportunities to lead
4. **Use Social Media:** Instagram, Twitter, Snapchat. Let young people takeover
5. **Get Creative:** Give opportunities to explore ideas in different ways

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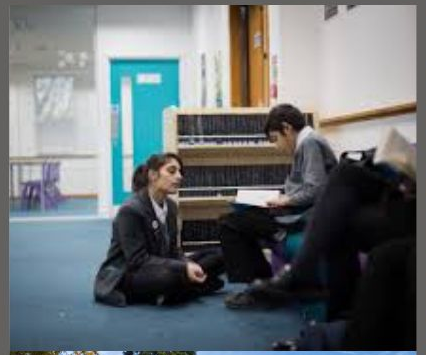
10 TOP TIPS:
FROM THE NHS YOUTH FORUM

6. **Keep it Relaxed:** Keep in-person events informal, build in time for chats with decision makers.
7. **Keep it Simple:** Avoid jargon, explain acronyms, no 'death-by-powerpoint', be more creative!
8. **Be Accessible:** Go to where we are, No cost barriers, recognise different needs, refreshments
9. **Recognise our Contribution:** Thank yous, and understanding what difference their contribution made
10. **Support Us:** Have a 'point of contact', especially if they're the only young person there



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PROBLEM-SOLVING Q&A

What concerns do you have about engaging young people?

What challenges have you faced when trying to engage young people?

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THANK YOU

Proudly supporting youth social action

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