

Resilient, Resourceful and Reimagined

A manifesto to support Scotland's youth workers & young people

#YWManifesto

On Tuesday 23 February, we launched our sector's youth work manifesto for the 2021 Scottish Parliament elections, outlining three key policy commitments from politicians to support the sector throughout and beyond Covid-19:

1. Make access to youth work opportunities a right for young people in Scotland
2. Increase investment in the youth work sector at a Scottish Government and local authority level
3. Formal recognition of youth work within the strategies and policies of Scottish Government and local authorities

To ensure Scotland's policy makers hear our calls, we're asking you to join us in a week-long social media campaign to show your support for the manifesto from 8-12th March. Each day we'll have a key focus of the manifesto:

Monday 8th March – Policy commitment #1

Our first policy commitment is about ensuring young people have the right to access youth work activities. On Monday we'll be calling for CLD regulations to be strengthened to prevent cuts to youth work provision, and highlighting youth work's role in ensuring young people both know and are able to access their rights.

Tuesday 9th March – Policy commitment #2

We know that investment in youth work leads to massive improvement in outcomes for young people, in relation to attainment, wellbeing and employment. We'll be calling on politicians to reject outright any further cuts to youth work funding, and to commit to proper and sustainable of the funding of the sector.

Wednesday 10th March – Policy commitment #3

Youth work makes a huge contribution to improved outcomes for children and young people: by closing the attainment gap, building skills, improving health and wellbeing, keeping young people safe, and promoting social action. Share your examples and join us in calling for youth work to get the recognition it deserves in local and national policy.

Thursday 11th March – Let's hear your voice

On Thursday, we want to hear voices from across the sector! Take a short video explaining why you're supporting the #YWManifesto and why you think protecting youth work funding is important to the young people you support!



Friday 12th March – Contact your local politician

Friday is contact your local politician day! Use our template letter to write to your local MSP and councillor. Raise awareness of the issue further by posting a direct message to your local politicians by including their social media handles!

How to get involved

We need as many voices as possible to ensure policy makers hear our call, so please consider getting involved with one or more of the following!

- **Share the manifesto** – Tell your followers and stakeholders what each policy commitment would mean for the young people you support. Share our manifesto using the #YWManifesto and our digital campaign assets (see below). Remember to tag us and local politicians, where possible!
- **Write to your local politicians** – Use our template letter and contact your local politician to outline your support. Even better, add in some details about local services that are vital for young people to raise their profile.
- **Take a short video** – Pick up your phone and put your support for the manifesto into a 30 second video! Why are you supporting it? What impact has youth work made to young people you support throughout Covid-19? How can politicians help the sector?
- **Share some local examples** – Highlight some local examples of youth work services that would benefit from investment. How have they improved outcomes for young people? Show your local politicians!

Key messaging:

- A failure to invest in youth work over the next Scottish Parliament will mean young people continue to be disproportionately impacted by the ongoing impact of Covid-19 and lockdown restrictions.
- Youth work has been instrumental in protecting young people from the most harmful effects of Covid-19 and lockdown restrictions, particularly in terms of mental health and wellbeing.
- 97% of young people in Scotland believe youth work should be a right. Their voices need to be heard. Politicians need to act.
- We want to see youth work embedded into local and national policy, giving youth work the recognition it deserves.
- As we continue to recover from the Covid-19 pandemic, this is a unique opportunity to re-evaluate youth work's role in relation to national policy on education, health and wellbeing.



Text for web articles & newsletters

The youth work sector has launched its manifesto for the 2021 Scottish Parliament election in May, urging political parties to take urgent action to safeguard vital youth work services through and beyond the Covid-19 pandemic.

[Resilient, Resourceful and Reimagined](#) asks Scotland's political parties to commit to three key policy asks:

- To ensure young people in Scotland have the right to access youth work activities by strengthening CLD legislation
- To increase investment in youth work services at a national and local authority level
- To give youth work the recognition it deserves by embedding it in local and national policy and strategies

To support the launch of the #YWManifesto, YouthLink Scotland is inviting the youth work sector to join a week-long campaign to raise awareness of key issues to local politicians and national parties from 8th – 12th March.

[Find out more.](#)

Assets

We've created some digital assets for you to share through your social media channels. If sharing on Twitter, remember you can tag up to 10 accounts in an image to increase your reach – get tagging your local politicians!

[Download our campaign assets.](#)

Template Letter

Use our template letter to reach out to your local MSP, MP and Councillor to call on them to back the youth work manifest and take action to ensure local services are properly funded.

You can find your local MP, MSP or councillor by typing in your postcode [here](#).

Use our template, just fill in the blanks with your name etc and email it to them.

[Download our template letter.](#)



Suggested social media posts:

See below for some suggested social media posts, which can be tailored for your or your organisation's use. Remember to tag @YouthLinkScot and use the #YWManifesto hashtag so we can see and share your posts! Increase your impact by tagging local politicians and/or parties in your posts.

Twitter:

Youth work is more important than ever for Scotland's young people, which is why we're supporting Scotland's #YWManifesto! <https://bit.ly/2Nyaw3Z>

We want to strengthen young people's right to access quality youth work opportunities, which is why we're supporting Scotland's #YWManifesto! <https://bit.ly/2Nyaw3Z>

Investing in youth work is absolutely fundamental if we care about young people's recovery from the Covid-19 pandemic, which is why we're supporting Scotland's #YWManifesto! <https://bit.ly/2Nyaw3Z>

Facebook:

We're supporting Scotland's Youth Work Manifesto to call for the funding and recognition our sector deserves! #YWManifesto <https://bit.ly/2Nyaw3Z>

Youth work is more important than ever, which is why we're supporting Scotland's Youth Work Manifesto! #YWManifesto <https://bit.ly/2Nyaw3Z>

Instagram:

Youth work is more important than ever for Scotland's young people, which is why we're supporting Scotland's #YWManifesto! #YoungPeople #YouthWork #Scotland #YouthWorkChangesLives

Scotland's #YWManifesto calls for young people in Scotland to have the right to quality, well-funded youth work services, a cause all our politicians should get behind! #YoungPeople #YouthWork #Scotland #YouthWorkChangesLives