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<b>Report To:</b>	<b>Education &amp; Communities Committee</b>	<b>Date:</b>	<b>31 October 2017</b>
<b>Report By:</b>	<b>Corporate Director: Education, Communities &amp; OD</b>	<b>Report No:</b>	<b>EDUCOM/83/17/HS</b>
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<b>Subject:</b>	<b>Year of Young People 2018 – Inverclyde Plan</b>		

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## 1.0 PURPOSE

- 1.1 The purpose of this report is to inform the Education & Communities Committee of the work being undertaken to plan Inverclyde's contribution to the 2018 themed year, the Year of Young People. The report will provide further information on the Year of Young People and the planned activity and seek endorsement of the Inverclyde's Year of Young People 2018 *Draft Plan*.

## 2.0 SUMMARY

- 2.1 The Scottish Government established its first Themed Year in 2009, 'Year of Homecoming'. This proved a success for Scotland, creating a string of benefits for the country whilst boosting tourism. In recognition of the success, a series of Themed Years were announced and have continued to be a success for the country. Currently we are in 2017 within the Year of History, Heritage and Archaeology.
- 2.2 The Scottish Government has however taken a bold step to move away from the traditional Themed Year concept which has been focused around tourism. Whilst tourism is exceptionally important to Scotland, next year will see an exciting programme of educational and cultural events centred on another of Scotland's great assets, our Young People.
- 2.3 This themed year differs significantly from previous years. The Scottish Government wishes to use 2018 to showcase the skills and talents of our young people, in particular by requiring that all local and national plans being developed are co-designed and co-produced with young people themselves.
- 2.4 Three national youth work organisations were approached to work with young people to assist design and co-ordinate the Year of Young People, those being: Children in Scotland, Young Scot and the Scottish Youth Parliament

## 3.0 RECOMMENDATIONS

- 3.1 It is recommended that the Committee:
- Notes the requirement of the Council to develop a Plan for the Year of Young People 2018
  - Endorses Inverclyde's Draft Year of Young People 2018 plan
  - Agrees to receive the final plan in January 2018, an update on progress in August 2018 and an evaluation by February 2019

**Wilma Bain**  
**Corporate Director Education, Communities and Organisational Development**

## 4.0 BACKGROUND

- 4.1 As a result, the Year of Young People 2018 (YoYP 2018) has been co-designed with young people right from the very beginning, everything from the year's six themes to the logo and website have been co-designed with young people.
- 4.2 A significant exercise of consulting young people across Scotland and the recruitment of young people to become Ambassadors (4 have been recruited for Inverclyde) for the themed year resulted in a planned approach with the following sub-themes being identified:
- 4.3 Participation; Education; Health & Wellbeing; Equality & Discrimination; Enterprise & Regeneration & Culture
- 4.4 Each Local Authority has been asked to devise a plan for progressing the YoYP. A named officer (Mark Conway, Team Leader, Community Learning and Development) has been identified to progress this work.
- 4.5 In keeping with the ethos of co-design as outlined at Paragraph 1.4, local young people including Inverclyde's Members of Scottish Youth Parliament, Youth Council and Youth Work Sub Group have also played a significant part in the development of the plan.
- 4.6 Over the past few months and over the coming months until December 2017, the various groups named above will continue to develop an ambitious, engaging and celebratory plan which will showcase the skills, talents and contributions that Inverclyde's young people make to their communities. Officers, Partners and Young People will work to engage stakeholders.

**Participation** – looking at how young people can influence public services and decisions which affect their lives

**Education** – creating a stronger role for young people in shaping their learning

**Health and Wellbeing** – supporting young people to lead healthier, active lives and have opportunities to learn about and improve their mental health and resilience

**Equality and Discrimination** – broadcasting the value of young Scots, challenging negative perceptions of young people, and supporting young people to take leading roles in challenging discrimination in all its forms

**Enterprise and Regeneration** – celebrating young people's role in innovation, entrepreneurship and the Scottish economy as well as making Scotland a greener and more pleasant place to live

**Culture** – celebrating young people's talent and contribution to Scottish culture and arts

Discussions have taken place across the authority to devise a plan that Inverclyde can be proud of. The plan will encompass the 6 sub themes and outline the key areas on which the Council and its partners will capitalise, through communications and promotion. A copy of the *draft* Inverclyde Year of Young People 2018 Plan can be found in Appendix 1.

## 5.0 PROPOSAL - INVERCLYDE YoYP DRAFT PLAN 2018

- 5.1 Inverclyde's plan proposes a significant 'Highlight' event or activity for each theme, some of which are dependent on funding being secured.

**Participation** – Hosting two 'Clyde Conversations' Events in February 2018 and November 2018 bringing young people together to discuss key issues affecting them and to develop a plan of action to address these issues

**Education** – Launching Inverclyde's Police Scotland Young Volunteers initiative in January 2018 with 24 young people and a range of Adult Volunteers to support this project.

Set up Young Person consultancy group to evaluate the impact of Scottish Attainment Challenge and Pupil Equity Funding on Young People. February 2018

**Health & Wellbeing** – We hope to re-launch "Youth in the Park" in 2018, bringing together a range of youth work partners under the banner of Health & Wellbeing and Participation

**Equality and Discrimination** – Achieving and Launching Inverclyde’s LGBT Youth Charter  
**Enterprise and Regeneration** – A range of enterprise and fundraising activities throughout the year with proceeds going to local charities – all led and delivered by young people  
**Culture** – Subject to specific funding, Inverclyde plan on hosting a large scale Youth Work Event in Port Glasgow over 2 days in June 2018 for all 32 Local Authorities and we expect 320+ young people to attend

The work being proposed not only encourages our young people to engage in civic life, but also promotes a positive story of young people across our communities and beyond.

## 6.0 IMPLICATIONS

### Finance

6.1 In the main, it is anticipated that the proposed local YoYP 2018 Plan will be contained within existing service budget with expectation of some external funding to supplement. Some of the activity being proposed is however dependent on the funding being secured. Nevertheless, it is important that any plan to celebrate, acknowledge and inspire our young people should be both daring and ambitious.

#### Financial Implications:

##### One off Costs

Cost Centre	Budget Heading	Budget Years	Proposed Spend this Report £000	Virement From	Other Comments
N/A					

##### Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact £000	Virement From (If Applicable)	Other Comments
N/A					

### Legal

6.2 None

### Human Resources

6.3 None

### Equalities

6.4 The plan is inclusive of all young people

### Repopulation

6.5 The plan will encourage young people to feel they belong and are important contributors to the future of Inverclyde.

## 7.0 CONSULTATIONS

7.1 There will be various consultations carried out with young people to ensure their views are reflected in both the plan and the activities on offer during 2018.

## 8.0 BACKGROUND PAPERS

8.1 None.



SUPPORTING

year of young people  
bliadhna na h-òigridh  
2018

Inverclyde  
council

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# Inverclyde's Year of Young People 2018 Plan

## Supporting Communities...Creating Change

The Scottish Government established its first Themed year in 2009, 'Year of Homecoming'. This proved a success for Scotland, creating a string of benefits for the country whilst boosting tourism. In recognition of the success, a series of Themed Years were announced and has continued to be a success for the country. Currently we are within the Year of History, Heritage and Archaeology.

The Scottish Government has however taken a bold step to move away from the traditional Themed Year concept which has been focused around tourism, but to create a themed year that will celebrate a sub group of the Scottish population, our young people. 2018 will see Scotland celebrate the **Year of Young People**.

This year will see an exciting programme of educational and cultural events centred on another of Scotland's great assets, our young people, driven by collaboration across a range of sectors and interests. A high impact, celebratory events programme, with young people at the heart of development and delivery, will create new and valuable experiences for young Scots and their families and visitors.

This themed year as referred to earlier, differs significantly more than previous years. The Scottish Government wishes to use this year to showcase the skills and talents of our young people, in particular by requiring that the local and national plans being developed are co-designed and co-produced with young people.

Three national youth work organisations were approached to work with young people to assist design and coordinate the **Year of Young People**, those being; Children In Scotland, Young Scot and the Scottish Youth Parliament. As a result, the **Year of Young People 2018 (YoYP 2018)** has been co-designed with young people right from the very beginning and co-design is central to all aspects of the year. Preparation work started over two years ago, and young people have been co-designing their year with partners since then. Everything from the year's six themes to the logo and website were co-designed with young people, and we want to ensure that co-design continues throughout partner's planning and preparation of their activities

A significant exercise of consulting young people across Scotland and the recruitment of young people to become Ambassadors for the themed year resulted in a planned approach to the themed year with the following sub themes being identified:

- **Participation** – looking at how young people can influence public services and decisions which affect their lives
- **Education** – creating a stronger role for young people in shaping their learning
- **Health and Wellbeing** – supporting young people to lead healthier, active lives and have opportunities to learn about and improve their mental health and resilience
- **Equality and Discrimination** – broadcasting the value of young Scots, challenging negative perceptions of young people, and supporting young people to take leading roles in challenging discrimination in all its forms
- **Enterprise and Regeneration** – celebrating young people's role in innovation, entrepreneurship and the Scottish economy as well as making Scotland a greener and more pleasant place to live
- **Culture** – celebrating young people's talent and contribution to Scottish culture and arts.

Inverclyde Council's Community Learning and Development service recognises that there are significant opportunities for local young people to gain positive press and recognition from its communities whilst promoting a positive story of our young people. The work being proposed not only encourages our young people to engage in civic life, but also shows the commitment of the

authority to the United Nations Convention on the Rights of the Child (UNCRC), especially underpinning articles 3, 4, 12, 13, 14, 17, 28, 29 and 31. Above all the work will promote a positive story of young people across our communities and beyond.

Woven throughout the work of the plan will be an emphasis on recognising the many hours that young people give back to their local communities. It is intended that Saltire Awards will be intensely promoted throughout the year. Furthermore, we intend on offering a range of additional accredited opportunities for young people which may include Youth Achievement Awards, John Muir Award and SQA units and awards. We are planning on hosting Inverclyde's first ever Young Person's Celebration Event during National Youth Work Week in November 2018.

The following tables outline the proposed activity across all the sub themes for Inverclyde over and above that being delivered by community and voluntary groups throughout the authority area. The Youth Work Sub Group acknowledges that for some of the activity being proposed, is dependent on the funding being secured. However, the group felt that it was important that any plan to celebrate, acknowledge and inspire our young people should be daring and ambitious in its ask.

The following undernoted endorse the ambition of this proposed plan:-

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Member of Scottish Youth Parliament  
(Greenock & Inverclyde)

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Member of Scottish Youth Parliament  
(Greenock & Inverclyde)

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Chairperson, Inverclyde Youth Council  
(Inverclyde)

# 1. PARTICIPATION

What are we doing	When are we doing it?	Who is involved?	What is needed?
<p style="text-align: center;"><b>☆☆☆HIGHLIGHT☆☆☆</b></p> <p>Inverclyde will host 2 <i>Clyde Conversations</i> Events in February and October 2018 <i>bringing young people together to discuss key issues</i> affecting them and to <i>develop a plan of action</i> to address these issues.</p>	February & October 2018	<ul style="list-style-type: none"> <li>• Inverclyde's MSYPs</li> <li>• Young People</li> <li>• Community Learning and Development Youth Work Services</li> <li>• Schools</li> <li>• Inverclyde Youth Council</li> <li>• Partners</li> <li>• Elected Members</li> <li>• Chief Officers</li> </ul>	<ul style="list-style-type: none"> <li>• Venue (Town Hall TBC)</li> <li>• Equipment</li> <li>• Promotion / Printed Materials</li> <li>• Budget</li> <li>• Staffing</li> </ul>
<p>Inverclyde Community Learning and Development's <i>Youth Work team</i> will work with a <i>group of 10 young people</i> to improve their communication, team building and presentation skills by <i>taking part in a National Youth Event</i> which includes a <i>6 months training programme</i>, presenting to their peers at the event and ultimately gaining the <i>Participative Democracy Certificate</i>.</p>	January - June 2018	<ul style="list-style-type: none"> <li>• Young People</li> <li>• Community Learning and Development Youth Work Services</li> <li>• Education Services</li> <li>• Youthlink Scotland</li> </ul>	<ul style="list-style-type: none"> <li>• Venue (I Youth Zone)</li> <li>• Equipment</li> <li>• Promotion / Printed Materials</li> <li>• Budget</li> <li>• Staffing</li> </ul>
<p>We will continue to develop the <i>3 I Youth Zones in Port Glasgow, Greenock and Gourock</i> with a key focus on <i>participation</i> – strengthening our <i>Steering Groups</i> to give young people <i>meaningful ownership</i> of our services, <i>developing the Inverclyde Youth Council</i> and delivering on our <i>Youth Participation Strategy</i>.</p>	Throughout 2018	<ul style="list-style-type: none"> <li>• Young People</li> <li>• Community Learning and Development Youth Work Services</li> <li>• Port Glasgow, Greenock and Gourock I Youth Zones</li> <li>• Youth Work Sub</li> <li>• Inverclyde Youth Council</li> </ul>	<ul style="list-style-type: none"> <li>• Venue (I Youth Zones)</li> <li>• Promotion / Printed Materials</li> <li>• Staffing</li> <li>• Budget</li> </ul>



## 2. EDUCATION

What are we doing	When are we doing it?	Who is involved?	What is needed?
<p style="text-align: center;"><b>☆☆☆HIGHLIGHT☆☆☆</b></p> <p>Launching Inverclyde's <b>Police Scotland Young Volunteers</b> initiative in January 2018 with <b>24 young people</b> and a range of <b>Adult Volunteers</b> to support this project.</p>	<p>November 2017: Recruitment of young volunteers January 2018 - Launch Delivery throughout 2018</p>	<ul style="list-style-type: none"> <li>• Young People (Volunteers)</li> <li>• Police Scotland</li> <li>• Community Learning and Development Youth Work Services</li> </ul>	<ul style="list-style-type: none"> <li>• Time</li> <li>• Venue Port Glasgow I zone</li> <li>• Budget</li> <li>• Staffing: Support Time</li> </ul>
<p>The will be a series of <b>Educational Roadshows'</b> take place across our Schools and year groups that will be <b>interactive</b> and <b>engaging</b> across a range of topics including <b>Cyber-safety, Crush and sexual bullying , Drugs and Alcohol</b>, including a number of <b>authority wide events</b>.</p>	<p>Throughout 2018</p>	<ul style="list-style-type: none"> <li>• Young People</li> <li>• Community Learning and Development Youth Work Services</li> <li>• Teachers / Schools</li> <li>• Police</li> <li>• Women's Aid</li> </ul>	<ul style="list-style-type: none"> <li>• Time</li> <li>• Transport</li> <li>• Resources</li> <li>• 3<sup>rd</sup> Sector Services</li> </ul>
<p><b>Delivery of Attainment Programmes</b> we will work with S1 to S3 pupils across all <b>6 Secondary Schools</b> delivering engaging educational programmes to <b>improve attainment, encourage participation</b> and engagement, <b>improve attendance</b>, promoting self-confidence, encouraging <b>inclusion</b>, using a range of methods and <b>accreditation opportunities</b>.</p>	<p>Throughout 2018</p>	<ul style="list-style-type: none"> <li>• Young People</li> <li>• Time</li> <li>• Venue</li> <li>• Transport</li> <li>• Promotion / Printed Materials</li> <li>• Partners Services</li> <li>• Schools</li> <li>• Partners</li> </ul>	<ul style="list-style-type: none"> <li>• Time</li> <li>• Venue</li> <li>• Transport</li> <li>• Promotion / Printed Materials</li> <li>• Partners</li> </ul>
<p>As part of the <b>attainment challenge</b> we will be closely looking at how teachers involve <b>pupils in setting targets for their learning</b>. This includes <b>mentoring programmes and improved learner conversations</b> to ensure that every young person achieves their very best. We will also engage more <b>proactively with pupils as to their thoughts and aspirations</b> for their future careers and become more <b>flexible and adaptable</b> with our senior phase.</p> <p>We will set up an <b>Inverclyde consultancy group</b> of young people to evaluate the <b>impact of the Scottish Attainment Challenge and Pupil Equity Funding on young people</b>.</p>	<p>Throughout 2018</p> <p>Throughout 2018</p>	<ul style="list-style-type: none"> <li>• Education HQ</li> <li>• Secondary Schools</li> <li>• Young People</li> <li>• Community Learning and Development Youth Work Service's</li> <li>• Attainment Challenge staff</li>   <li>• Head of Education</li> <li>• Young People</li> <li>• Schools</li> <li>• Community Learning and Development Youth Work Service's</li> <li>• Attainment Challenge staff</li> </ul>	<ul style="list-style-type: none"> <li>• Time</li> <li>• Venue</li> <li>• Young People</li> <li>• Resources</li>   <li>• Time</li> <li>• Venue</li> <li>• Young People</li> <li>• Resources</li> <li>• 3<sup>rd</sup> Sector Services</li> </ul>

### 3. HEALTH & WELLBEING

What are we doing	When are we doing it?	Who is involved?	What is needed?
<p style="text-align: center; color: red; font-weight: bold;">☆☆☆HIGHLIGHT☆☆☆</p> <p>We hope to re-launch “Youth in the Park” in 2018, bringing together a range of youth work partners under the banner of Health &amp; Wellbeing and participation.</p>	July 2018	<ul style="list-style-type: none"> <li>Inverclyde Youth Council</li> <li>Community learning and Developments Youth Work Services</li> <li>Youth Work Sub group</li> <li>Youth providers</li> </ul>	<ul style="list-style-type: none"> <li>Venue (Battery Park)</li> <li>Staffing</li> <li>Budget</li> <li>Partners</li> <li>Event plan</li> </ul>
<p>Promotion of Inter I Youth Zone sporting challenges, these will include Football, Fun World “Team Challenge” and Trampolining. All these events will not only promote physical health but the promotion of healthy eating and well-being.</p>	Throughout 2018	<ul style="list-style-type: none"> <li>Young People</li> <li>I Youth Zone Steering groups</li> <li>Community learning and Development Youth Work Services</li> <li>Youth Work Partners</li> </ul>	<ul style="list-style-type: none"> <li>Venue</li> <li>Staffing</li> <li>Resources</li> <li>Promotion / Printed Materials</li> <li>Transport</li> <li>Budget</li> </ul>
<p>Establishment of a Peer Education Group to explore Health &amp; Wellbeing issues such as Young People’s Mental Health, Drugs &amp; Alcohol and Physical Wellbeing. These groups will train young people within their chosen topic and support them to deliver to wider groupings of their peers.</p>	April – November 2018	<ul style="list-style-type: none"> <li>Young People</li> <li>Community learning and Development Youth Work Services</li> <li>Education Services</li> <li>Strategic Youth Work Partners</li> <li>External Youth Work Providers</li> </ul>	<ul style="list-style-type: none"> <li>Venue</li> <li>Staffing</li> <li>Resources</li> <li>Transport</li> <li>Budget</li> </ul>

## 4. EQUALITY AND DISCRIMINATION

What are we doing	When are we doing it?	Who is involved?	What is needed?
<p style="text-align: center;"><b>☆☆☆HIGHLIGHT☆☆☆</b></p> <p>Inverclyde Community Learning and Development's LGBT Youth Group "Clyde Pride" will <b>achieve and launch</b> Inverclyde's LGBT Youth Charter, to demonstrate that we are an <b>inclusive</b> and <b>LGBT friendly</b> authority with <b>trained staff</b> to <b>support young people</b>.</p>	Throughout 2018 with launch expected in May 2018.	<ul style="list-style-type: none"> <li>• Community Learning and Development Youth Work Services</li> <li>• Young People</li> <li>• Clyde Pride</li> <li>• LGBT Youth Scotland</li> </ul>	<ul style="list-style-type: none"> <li>• Staffing</li> <li>• Charter</li> <li>• Time</li> </ul>
<p>Develop an Inverclyde "Pride" March from Greenock I Youth Zone to the Youth in the Park event at the <b>Battery Park</b> in Greenock. The march will <b>raise awareness</b> of LGBT issues and provide a <b>platform</b> for the group to <b>promote</b> and <b>advertise</b> their services.</p>	July 2018	<ul style="list-style-type: none"> <li>• Community Learning and Development Youth Work Services</li> <li>• Young People</li> <li>• Clyde Pride</li> </ul>	<ul style="list-style-type: none"> <li>• Time</li> <li>• Venue</li> <li>• Staffing</li> <li>• Resources</li> <li>• Budget</li> <li>• Promotion / Printed Materials</li> </ul>
<p>Our Children and Young People will be asked to sign up to the <b>White Ribbon Campaign Pledge</b> with our <b>young people wearing</b> the White Ribbons to <b>raise awareness</b> and support the ending of <b>male violence against women</b>.</p>	August onwards 2018	<ul style="list-style-type: none"> <li>• Young People</li> <li>• Community Learning and Development Youth Work Services</li> <li>• Education Services</li> <li>• Woman's Aid</li> </ul>	<ul style="list-style-type: none"> <li>• Resources</li> <li>• Branding</li> <li>• Staffing</li> <li>• 3<sup>rd</sup> Sector partners</li> <li>• Materials</li> </ul>

## 5. ENTERPRISE AND REGENERATION

What are we doing	When are we doing it?	Who is involved?	What is needed?
<p style="text-align: center; color: red; font-weight: bold;">☆☆☆HIGHLIGHT☆☆☆</p> <p>We will develop and deliver a range of enterprise and fundraising activities throughout the year with proceeds going to local charities – all led and delivered by young people.</p>	Throughout 2018	<ul style="list-style-type: none"> <li>Young People</li> <li>Community Learning and Development Youth Work Services</li> <li>Education Services</li> <li>Local Charities</li> </ul>	<ul style="list-style-type: none"> <li>Promotion / Printed Materials</li> <li>Resources</li> <li>Venues</li> <li>Staffing</li> <li>Budget</li> </ul>
<p>Inverclyde’s Community Learning and Development Youth Work Services team will work with young people in schools and communities to undertake the John Muir Award. This award is given to young people once they have developed an outdoor space for natural habitat to live. Young people will discover, explore and conserve whilst undertaking this award.</p>	Throughout 2018	<ul style="list-style-type: none"> <li>Young People</li> <li>Community Learning and Development Youth Work Services</li> <li>Education Services</li> <li>John Muir Award</li> <li>Local Partners</li> </ul>	<ul style="list-style-type: none"> <li>Budget</li> <li>Staffing</li> <li>Outdoor Space</li> </ul>

## 6. CULTURE

What are we doing	When are we doing it?	Who is involved?	What is needed?
<p style="text-align: center; color: red; font-weight: bold;">☆☆☆HIGHLIGHT☆☆☆</p> <p>Subject to specific funding, Inverclyde plan on hosting a large scale Youth Work Event in Port Glasgow over 2 days in June 2018 for all 32 Local Authorities and we expect 320+ young people to attend. This event will encourage young people to give a presentation on issues affecting them or showcase their local communities through drama, theatre, song, dance etc.</p>	June 2018	<ul style="list-style-type: none"> <li>Young People</li> <li>Community Learning and Development Youth Work Services</li> <li>32 Local Authorities</li> <li>Youthlink Scotland</li> <li>Local Authority Youth Work Managers</li> </ul>	<ul style="list-style-type: none"> <li>Promotion / Printed Materials</li> <li>Sponsorship / Funding</li> <li>Venue</li> <li>Catering</li> <li>Staffing</li> <li>Budget</li> </ul>
<p>Inverclyde – Young Person Celebration Event – an event that will celebrate the achievements, diversity and civic contribution of Inverclyde’s Young People. The event will give a positive platform for young people to be recognised as exceptional young citizens, who are champions within their given category:</p> <ul style="list-style-type: none"> <li>Diversity &amp; Inclusion Champion</li> <li>Environment and Recycling Champion</li> <li>Intergenerational Champion</li> <li>Young Volunteer Champion</li> <li>Sporting &amp; Physical Activities Champion</li> <li>Unsung Hero: Young Carers Champion</li> <li>Youth Voice Champion</li> <li>Champion Apprentice</li> <li>Enterprise Champion of the Year</li> <li>East Ayrshire’s Young Champion (overall winner) – [Depute Provosts Award]</li> </ul>	Event to take place November 2017.	<ul style="list-style-type: none"> <li>Young People</li> <li>Elected Members</li> <li>Chief Officers</li> <li>External Stakeholders</li> <li>Community Learning and Development Youth Work Services</li> <li>Onsite Services</li> </ul>	<ul style="list-style-type: none"> <li>Venue</li> <li>Transport</li> <li>Staffing</li> <li>Budget</li> <li>Promotion / Printed Materials</li> <li>Funding / Sponsorship</li> <li>Catering</li> </ul>
<p>A mini programme of cultural workshops and activities will take place over the YoYP that will raise awareness and challenge young people’s cultural understanding in Inverclyde.</p>	March May September	<ul style="list-style-type: none"> <li>Young People</li> <li>Community Learning and Development Youth Work Services</li> <li>Education Services</li> <li>3<sup>rd</sup> Sector Partners</li> </ul>	<ul style="list-style-type: none"> <li>Resources</li> <li>Staffing</li> <li>Budget</li> <li>Promotion / Printed Materials</li> </ul>

It is recognised that to obtain the greatest impact from the **Year of Young People 2018** themed year that our communication and promotions approach is vital. To this end, there has been some work undertaken to suggest how this aspect of the themed year should be taken forward. The following table outlines the various mediums suggested for conveying the plan and for communicating to the wider communities:

<b>COMMUNICATION AND PROMOTION</b>	
<b>Medium</b>	<b>Description</b>
Hashtag & strapline	It is recommended that a range of campaigns be branded up with the <b>YoYP 2018</b> hashtag and strapline, where it lends itself to the principles of the themed year. A number of suggestions can be found in the table below 'Events, Campaigns and Awareness Opportunities'. It is also suggested that the Council and its Community Planning Partners incorporate the '[INSERT ORGANISATION NAME] is a supporter of <b>2018 Year of Young People</b> ' strapline and consider including a link to the <b>YoYP 2018</b> webpage.
Print	Local Press be encouraged to positively cover the activities planned within this plan and to be encouraged to undertake community interest editorials where we promote the imagery and achievements of young people and highlight the amazing contribution that our young people make to civic life.
Social Media	The <b>YoYP 2018</b> is an excellent opportunity to showcase the positive work being undertaken with our young people and Social Media is a great platform in which to promote this. Our Young People acknowledge that differing social media platforms attract differing aged young people. The feedback from the Youth Council suggests that the use of SnapChat, Instagram, Twitter and Facebook would be the best platforms to use. It is therefore recommended that we utilise the hashtag and straplines across these platforms locally if permitted.
Website	It was suggested that a <b>YoYP 2018</b> page be established within the Community Learning and Development Website to act as a landing page for all <b>YoYP 2018</b> activity taking place within the authority.
Thumb print tree	At Youth in the Park all young people who attend will be encouraged to leave their thumb print as a leaf on our YoYP Inverclyde tree, once finished this tree will then be framed and presented to the Provost as a lasting legacy of the YoYP to be hung in the Municipal Buildings or Grand Corridor

We recognised that there are a number of local, national and international events, campaigns and awareness opportunities for which the **YoYP 2018** could capitalise on. The following table gives some examples of such events and campaigns. It was felt that work could be done in partnership with our young people either within schools, community or other youth settings to contribute to these events and ensure that the **YoYP 2018** hashtag and strapline is associated and connected with this work. Again this is not an exhaustive list.

9 - 15 January	National Obesity Awareness Week	Obesity Awareness Week promotes how as a country we can eat healthier, be more active and improve our overall health. Access all our resources that highlight the impact of obesity on the NHS.
January	Launch of The Police Young Volunteers	24 young people will become police volunteers
22 - 28 February	Eating Disorders awareness week	Eating Disorders Awareness week is an international awareness event, fighting the myths and misunderstandings that surround eating disorders. Awareness is raised to spotlight the impact eating disorders can have on an individual and highlight what individuals, colleagues and employers can do to support

		someone's recovery.
8 March	No Smoking Day	Help encourage as many smokers as possible to quit on No Smoking Day by organising your own event.
April - dates to be confirmed	Depression Awareness Week	Friends in Need YOUR help to get rid of mental health stigma, get people talking about depression and raise vital funds to allow Friends in Need to keep growing and helping more people through their recovery.
1-31 May	National Walking Month	National Walking Month encourages people to walk more throughout May. Initiatives include, Walk to Work Week and Walk to School Week.
12 - 18 June	Carers Week	Carers Week is an annual campaign to raise awareness of caring by highlighting the challenges that carers face and recognise the contribution they make to families and communities throughout the UK. The campaign encourages others to organise activities and events throughout the UK. You can get involved by pledging your support. Remember to get involved with @carersweek.
22-23 June	National Youth Work Event	Inverclyde will host 320 young people from all 32 Local Authorities to come together in Port Glasgow to show case areas of good Youth Work Practice and issues affecting young people living in their area.
3 - 9 July	Health Information Week	Health Information Week is a campaign to improve access to health information. Staff from local authorities, public libraries, NHS, voluntary sector, independent information and advice centres have all been working together to make their health resources more available to the public.
6-7th July	Youth Beatz Festival	Inverclyde will send a 40 young people to participate in a 2 day youth festival in Dumfries
10 September	World Suicide Prevention Day	World Suicide Prevention Day promotes worldwide commitment and action to prevent suicides. The sponsoring organisation, International Association for Suicide Prevention, the co-sponsor WHO and other partners, advocate for the prevention of suicidal behaviour, provision of adequate treatment and follow-up care for people who attempted suicide, as well as responsible reporting of suicides in the media.
10 October 2017	World Mental Health Day	World Mental Health Day raises public awareness about mental health issues.
25 November - 10 December	16 Days of Action Against Domestic Violence	16 Days of Action Against Domestic Violence is aimed at businesses that lack

		an infrastructure to deal with the large-scale problem that is domestic violence. As it stands, companies can do more to aid their employees who endure domestic violence, train those who witness it, and to protect staff as a whole, with the goal of securing safety and mitigating financial loss.
November	National Youth Work Week	Celebrating young people during National Youth Work Week
December	Fundraising Christmas appeal for the local Foodbank	The 3 I Youth Zones will be used as a venue to raise goods for the Foodbank giving local people food over the Festive Season



## FURTHER INFORMATION

For further information on the planned activities and programmes associated with this plan please contact:

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