



**ECO-MEDIA**

# **Module: Engagement of Young People**

## **Lesson 2: Setting youth engagement in motion**

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# Lesson 2 aims

Lesson 2 equips **youth workers** with the ability to set youth engagement in motion through motivation and sustain **youth engagement**. This will include the who-, what-, where- and how- of youth engagement, offering youth workers a structured guideline to effectively implement youth engagement efforts.

In Lesson 2 you will learn to identify and anticipate at which stage of the programme cycle youth engagement should be incorporated and apply youth-relevant **interventions** for youth engagement.

In addition, Lesson 2 will contribute to identifying the youth of today and the effective methods of appeal and to create follow-up actions and maintain positive relationship building with youth.



# Setting youth engagement in motion

Setting youth engagement in motion involves taking proactive steps to initiate and establish opportunities for young people to actively participate and contribute. Below are some key steps to consider when setting youth engagement in motion:

## Assess Needs and Interests

- Start by understanding the needs, interests, and concerns of young people in your target community or organization. Conduct surveys, interviews, focus groups, or community consultations to **gather valuable insights** directly from young people.

## Establish Clear Objectives

- Define the goals and objectives of the youth engagement initiative. Identify what you aim to achieve, whether it's informing decision-making processes, developing youth-led projects, or advocating for specific changes. Having **clear objectives** will guide your efforts and ensure meaningful outcomes.

## Create Youth-Friendly Spaces

- Design and create **inclusive and accessible spaces** where young people feel comfortable and empowered to engage. This can include **physical spaces** within community centers, schools, or organizations, as well as **online platforms or social media groups** that cater to the preferences and needs of young people.

## Build Partnerships and Networks

- **Collaborate** with other stakeholders, including youth-serving organizations, schools, community leaders, and local businesses. By forging **partnerships**, you can leverage resources, share expertise, and amplify the impact of your youth engagement initiatives.

## Involve Young People in Planning

- Engage young people from the very beginning by involving them in the planning and decision-making processes. Seek their input on the design, activities, and strategies of the engagement initiative. This **collaborative approach** will empower young people and ensure their ownership and investment in the process.

# Setting youth engagement in motion

## Provide Training and Skill Development

- Offer **training sessions and workshops** to equip young people with the necessary skills and knowledge to participate effectively. This can include training on communication, leadership, advocacy, project management, and other relevant areas. Building their capacities will enhance their confidence and ability to engage meaningfully.

## Design Engaging Activities

- Plan and implement engaging activities that **encourage active participation and creative thinking**. This can include group discussions, brainstorming sessions, workshops, interactive games, or community projects. Tailor the activities to the interests and preferences of young people to ensure their active involvement.

## Foster Mentorship and Peer Support

- Establish **mentorship programs** or create opportunities for young people to support and learn from each other. Encourage experienced youth leaders or adult allies to serve as mentors or advisors to younger participants, fostering a sense of guidance and support throughout the engagement process.

## Ensure Continuous Feedback and Evaluation

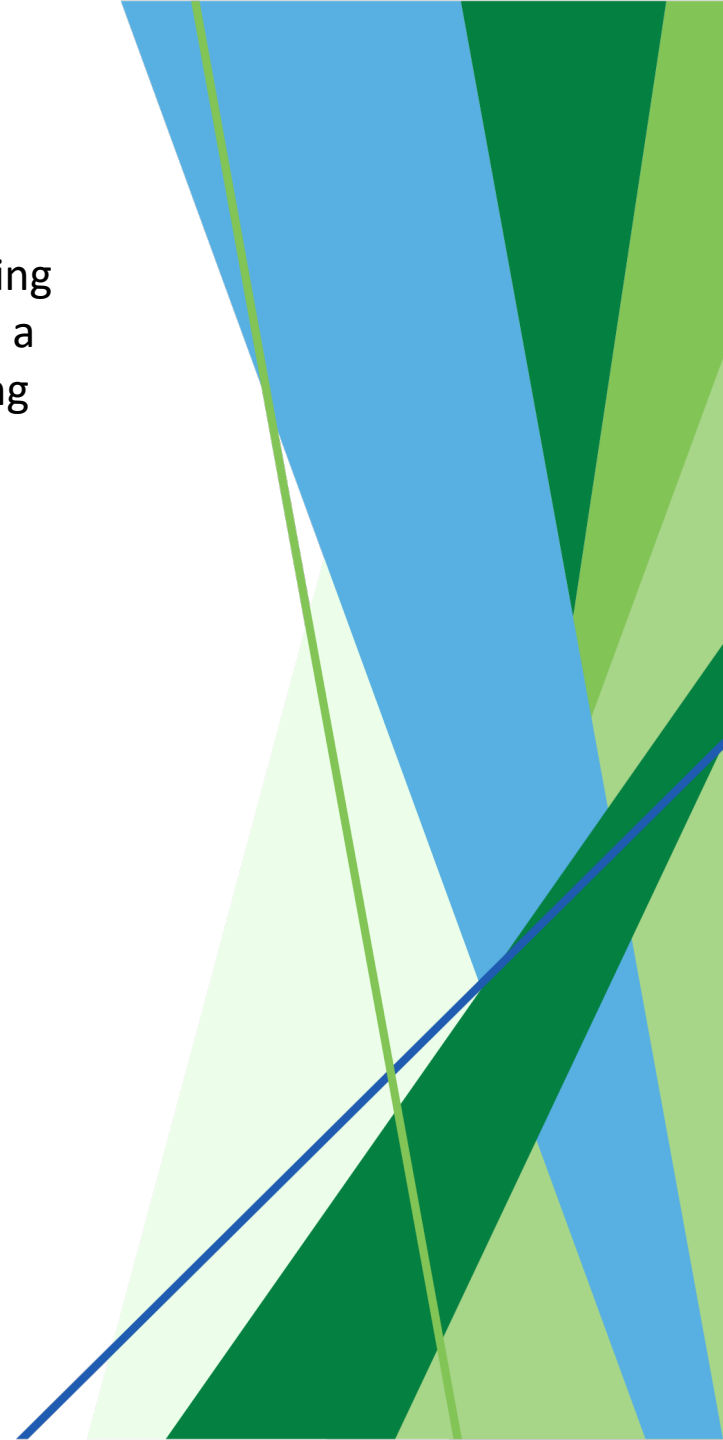
- Regularly seek **feedback** from young people to understand their experiences, challenges, and suggestions for improvement. Use this feedback to refine and **adapt** your engagement strategies. Conduct periodic evaluations to assess the impact and effectiveness of the initiative.

## Sustain Engagement and Follow-up

- Youth engagement should not be a one-time event but an **ongoing process**. Sustain engagement by offering continued opportunities for participation, leadership, and growth. Maintain communication channels and follow up on the outcomes and actions resulting from youth engagement activities

# Setting youth engagement in motion

Remember, setting youth engagement in motion requires a genuine commitment to valuing the voices and contributions of young people. By implementing these steps and fostering a **supportive and inclusive environment**, you can create meaningful opportunities for young people to actively shape their communities and contribute to positive change.



# Setting youth engagement in motion

Incorporating youth engagement in a programme cycle



# Incorporating youth engagement in a programme cycle

Incorporating **youth engagement** in a programme cycle involves integrating meaningful youth participation at different stages of the **programme planning, implementation, and evaluation process**. Here's how youth engagement can be incorporated into each phase of the programme cycle:

## 1. Needs Assessment and Planning:

- Involve young people in the needs assessment process to understand their perspectives, priorities, and aspirations.
- Seek input from youth to identify relevant issues, design programme goals, and determine strategies that align with their interests and needs.
- Create opportunities for youth to actively participate in programme planning, decision-making, and setting objectives.

## 2. Program Design and Development:

- Collaborate with young people to co-design the programme, ensuring their voices are heard and their ideas are incorporated.
- Provide opportunities for youth to contribute to the development of programme content, activities, and materials.
- Incorporate youth-led initiatives or projects within the programme to promote youth ownership and leadership.

## 3. Implementation:

- Assign meaningful roles and responsibilities to young people within the programme implementation. This can include facilitating sessions, leading workshops, or organizing events.
- Provide training, mentorship, and ongoing support to youth participants to enhance their skills and confidence.
- Foster an inclusive and safe environment that encourages open dialogue, active participation, and respect for diverse perspectives.





# Incorporating youth engagement in a programme cycle

## 4. Monitoring and Evaluation:

- Involve young people in monitoring and evaluating the programme's progress and outcomes. Seek their feedback on the effectiveness and relevance of the activities.
- Develop mechanisms for youth to contribute to data collection, analysis, and reporting.
- Ensure that evaluation processes capture the impact of youth engagement on programme outcomes and highlight any changes in young people's knowledge, skills, attitudes, or behaviors.

## 5. Reflection and Adaptation:

- Encourage regular reflection sessions with young people to gather their insights, lessons learned, and recommendations for improvement.
- Actively listen to youth perspectives and use their feedback to adapt programme strategies, activities, and approaches.
- Engage young people in the decision-making process for programme adaptations, ensuring their ideas and concerns are considered.

## 6. Sustainability and Continuity:

- Create pathways for ongoing youth engagement beyond the programme cycle, such as establishing youth advisory committees or leadership opportunities.
- Develop strategies to sustain youth involvement in subsequent programme cycles or related initiatives.
- Advocate for the institutionalization of youth engagement practices within the organization or community to ensure its long-term impact.

Incorporating youth engagement throughout the programme cycle requires intentional efforts to include young people in **decision-making, programme design, implementation, and evaluation**. By valuing their contributions and creating meaningful opportunities for participation, programmes can be more responsive to the needs and aspirations of young people, leading to more effective and impactful outcomes.

# Setting youth engagement in motion

Youth-relevant interventions for youth engagement



MAKE IT  
PERSONAL



START WITH  
AN IMAGE



START WITH  
A VIDEO



ANALYZE A  
GRAPH OR MAP



DRAW



ASK FOR  
PREDICTIONS



TAKE A  
STAND



INVITE STUDENT  
DISCUSSION



MAKE  
SOMETHING



TRY A MINI-  
EXPERIMENT



TRY A THOUGHT  
EXPERIMENT



OBSERVE  
NATURE



ACTIVATE PRIOR  
KNOWLEDGE



RESPOND TO  
A QUOTE



TAKE A  
QUIZ



MAKE A  
LIST



PREVIEW  
A TEXT



DEFINE KEY  
TERMS

# Setting youth engagement in motion

Create follow-up actions and maintain positive relationship building with youth

The conceptual framework is a combination of the following zones:

- ➔ **Relationship with self**
- ➔ **Relationship with others**
- ➔ **Supporting the relationships of others**
- ➔ **Relationships with and within the community**

*Note: youth work is not a linear process; it is a dynamic and complex process that starts where the young person is, is voluntary and does not have a pre-defined end point (Davies, 2010). It is expected therefore that the journey young people embark on will be complex and they are likely to travel back and forth as they negotiate these zones.*



# The who-, what-, where- and how- of youth engagement

The "who," "what," "where," and "how" of youth engagement provide a **structured guideline** for youth workers to effectively implement youth engagement efforts. This **framework** helps you ensure a comprehensive approach that considers the key elements involved in engaging young people.

WHO / WHAT / WHERE / HOW	Instructions
<b>WHO</b>	<ul style="list-style-type: none"><li>✓ Identify the target group of young people you want to engage. Consider their age range, demographics, and specific needs and interests.</li><li>✓ Recognize the importance of including diverse perspectives and voices within the target group, including young people from different backgrounds, cultures, and identities.</li><li>✓ Consider the roles and involvement of other stakeholders, such as adult allies, organizations, and community members who support and facilitate youth engagement initiatives.</li></ul>
<b>WHAT</b>	<ul style="list-style-type: none"><li>✓ Define the purpose and objectives of the youth engagement efforts. Identify what you aim to achieve through the engagement process.</li><li>✓ Determine the specific focus areas, topics, or issues that the engagement initiatives will address. Consider the relevance and significance of these areas to the target group of young people.</li><li>✓ Determine the level of engagement desired, whether it involves informing, consulting, involving, or empowering young people in decision-making processes.</li></ul>
<b>WHERE</b>	<ul style="list-style-type: none"><li>✓ Identify the settings and spaces where youth engagement will take place. Consider physical locations, such as community centers, schools, or youth organizations, as well as virtual platforms, online communities, or social media channels.</li><li>✓ Ensure that the chosen settings are inclusive, accessible, and safe for young people to actively participate and express their opinions.</li><li>✓ Adapt the engagement strategies and activities to the specific context and characteristics of the chosen settings.</li></ul>
<b>HOW</b>	<ul style="list-style-type: none"><li>✓ Select appropriate strategies and methods to engage young people effectively. This may include a combination of participatory approaches, interactive activities, and inclusive facilitation techniques.</li><li>✓ Provide opportunities for active participation, meaningful dialogue, and decision-making. Foster an environment that encourages young people to express their views, ideas, and concerns.</li><li>✓ Consider the use of various tools and resources, such as surveys, focus groups, workshops, digital platforms, and visual aids, to enhance engagement and ensure diverse participation.</li></ul>

# Structured guideline for youth workers

To effectively implement youth engagement efforts, youth workers can follow a structured guideline that encompasses key steps and considerations. Here is a **guideline** to support youth workers in their efforts:



# Structured guideline for youth workers

## 1. Identify the Target Audience

Determine the specific group of young people you aim to engage. Consider factors such as age, gender, cultural background, and interests.

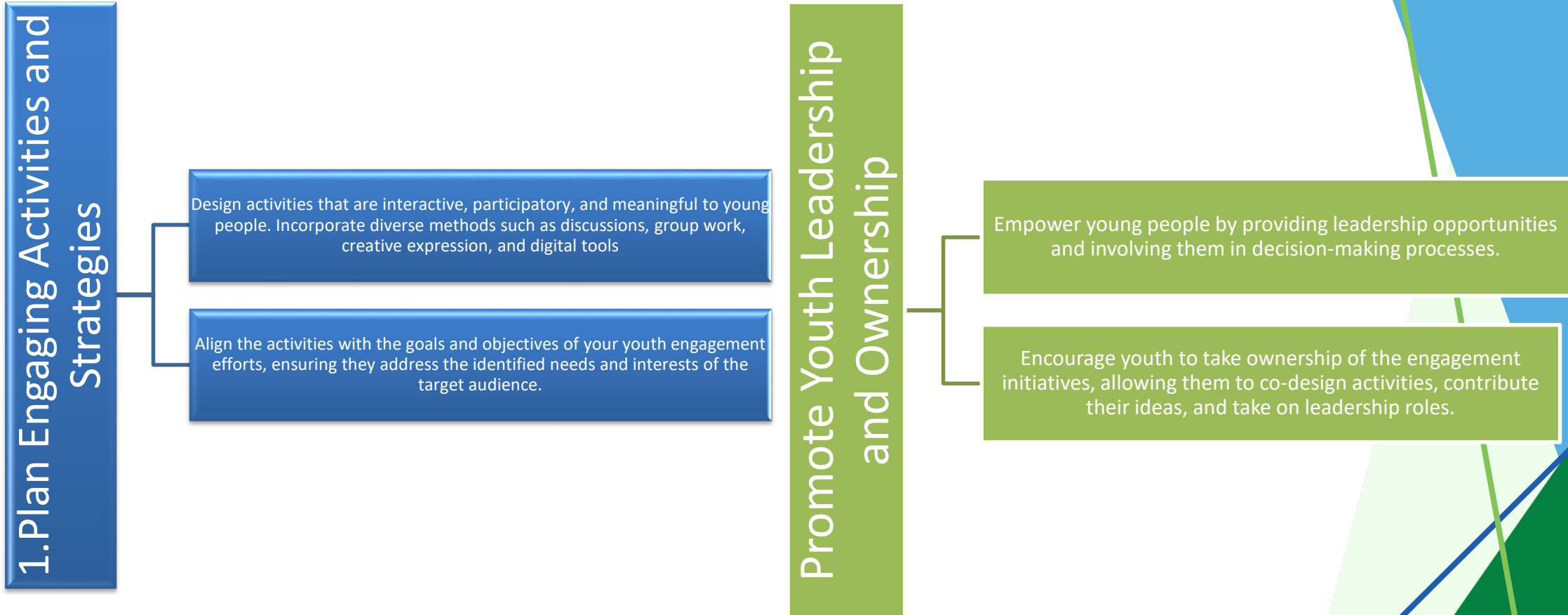
Tailor your approach to meet the unique needs and preferences of the target audience, ensuring inclusivity and accessibility.

## Create Safe and Inclusive Spaces

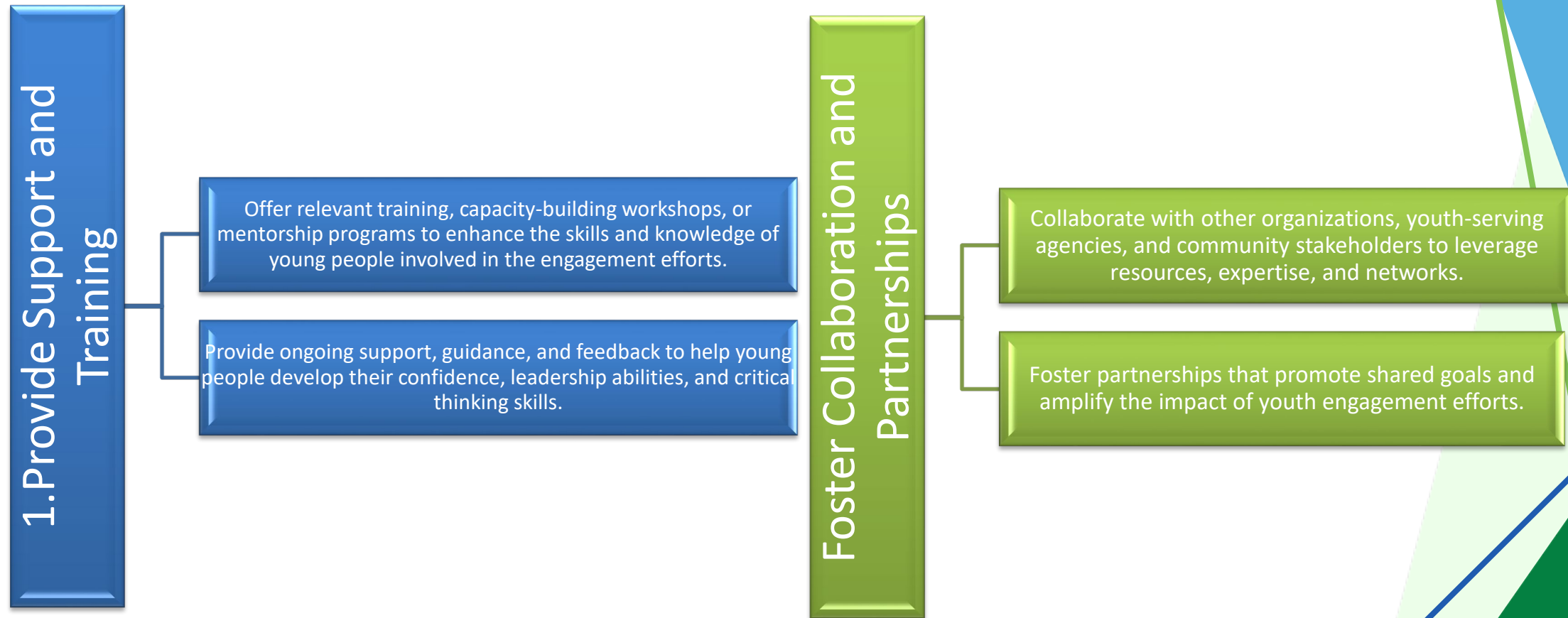
Establish physical and virtual spaces that foster a sense of safety, respect, and inclusivity for young people to freely express themselves.

Ensure that the spaces are physically accessible and culturally sensitive, considering any potential barriers that might hinder participation.

# Structured guideline for youth workers



# Structured guideline for youth workers





# Structured guideline for youth workers

## 1. Monitor, Evaluate, and Adapt

Regularly assess and evaluate the effectiveness of your youth engagement initiatives. Collect feedback from young people, stakeholders, and participants.

Use the insights gained to make necessary adjustments and improvements to your approach, ensuring continuous learning and growth.

## Sustain and Scale Up

Develop strategies for sustaining youth engagement efforts beyond individual projects or initiatives. Consider long-term planning, securing funding, and institutionalizing youth engagement practices.

Explore opportunities to scale up successful youth engagement models, sharing best practices and collaborating with other organizations or communities.

**Any questions?  
Thank you!**



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