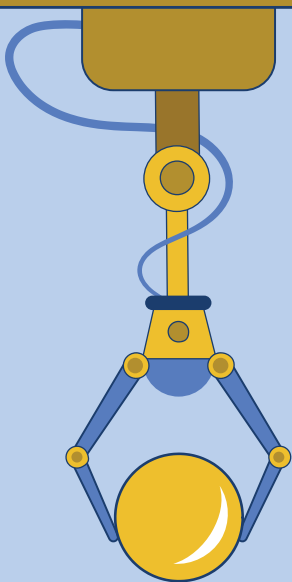


ON WHAT

ADVOCACY FOCUS AREAS



ADVOCACY
KIT

ON WHAT: ADVOCACY FOCUS AREAS

DECK OBJECTIVE:

**TO HELP YOU IDENTIFY SPECIFIC FOCUS AREAS IN YOUTH WORK ADVOCACY.
TO DEFINE THE KEY ISSUES OR TOPICS YOU WANT TO ADDRESS, ALIGNING YOUR
EFFORTS WITH BROADER YOUTH WORK DEVELOPMENT AND RECOGNITION GOALS.**

For more details read the publication “ON WHAT”.

IDENTIFY CORE ADVOCACY THEMES

STEPS TO TAKE:

- Revisit the actions taken within the ***"WHY" deck of action cards "Identify the purpose of advocacy"***.
- Reflect now on the main issues within youth work that affect youth work (e.g. quality, access to different young people, responsiveness to young people's current needs).

TIPS FOR SUCCESS:

- As a starting point, focus on themes that are meaningful to you.
- Finally, select the themes that are also relevant to your audience (find more about audience identification in the ***"TO WHOM" deck of action cards "Target audiences"***).

FOLLOW-UP:

Review your core themes periodically to stay aligned with emerging issues or organisational priorities.

RESOURCES:

- Check out the **identifier tool in this A-Kit**.
- Explore in resources the ***QR code card "Resources on youth work in Europe"*** for inspiration about policy-related themes that may be relevant in your context.

DEFINE SPECIFIC YOUTH WORK ISSUES FOR CHANGE

STEPS TO TAKE:

- Pinpoint one or two key issues within your selected advocacy theme that require immediate change.
- If you haven't gone through the **"Step by step"** template for advocacy plan, then we invite you to take steps 0 and 1.
- Reflect on the main issues from steps 0 and 1 from the **"Step by step"** template for advocacy plan.

TIPS FOR SUCCESS:

Start small by choosing achievable goals, and then build towards more complex issues as your advocacy gains momentum.

FOLLOW-UP:

Keep track of progress and revisit this issue as needed to adapt to any changes.

RESOURCES:

- Explore the **"Step by step"** template for advocacy plan – select the advocacy theme, check again and reflect on steps 0 and 1, and for identifying your goals, check step 3.

ALIGN WITH BROADER YOUTH WORK GOALS

STEPS TO TAKE:

- Review national, regional or European youth work goals and policies.
- Identify any existing initiatives that align with your focus areas and look for synergies to strengthen your advocacy efforts.

TIPS FOR SUCCESS:

Emphasise points that resonate with broader agendas, making it easier for others to support your cause.

FOLLOW-UP:

Maintain a record of related initiatives to create opportunities for partnership and collaboration.

RESOURCES:

- Scan the ***QR code card “Key policy documents and legislation”*** to check the relevant youth work policy documents and strategic plans for context.
- Scan the ***QR code card and explore in “Resources on youth work in Europe”*** to find the YouthWiki link on relevant topics related to your broad advocacy theme.

ADDRESS EMERGING ISSUES IN YOUTH WORK

STEPS TO TAKE:

- Stay informed on trends and emerging issues within youth work.
- Consider how these topics impact your advocacy focus.

TIPS FOR SUCCESS:

- Think broadly about emerging issues affecting young people and your context, and their effect on youth work.
- Select a few emerging issues that align with your focus areas, and be prepared to adapt your messaging as these issues evolve.

FOLLOW-UP:

Regularly update your focus areas based on the new developments and insights.

RESOURCES:

- Scan the **QR code card “Resources on youth work in Europe”** to check relevant youth work research publications and newsletters and keep up to date.
- Check step 5 of the **“Step by step”** template for advocacy plan.

IDENTIFY ALLIES IN ADVOCACY AREAS

STEPS TO TAKE:

Map out potential allies who are already active in your focus areas. These could include organisations, government agencies or influential individuals within the youth work ecosystem.

TIPS FOR SUCCESS:

Collaborating with established allies can strengthen your case, lending credibility and reach to your advocacy.

FOLLOW-UP:

Nurture these relationships through regular check-ins and collaborative projects when possible.

RESOURCES:

Check step 4 of the **“Step by step”** template for advocacy plan.