

RESOURCES



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RESOURCE CARD: PRACTICAL SUPPORT MATERIALS COME-BACKS TO USUAL MISCONCEPTIONS ABOUT YOUTH WORK



This card showcases the ways to counter the usual misconceptions about youth work and youth workers. The **come-backs** have been devised and are used by different professionals often faced with the misconceptions themselves. By reviewing these come-backs, you can prepare yourself better for communicating and engaging with different actors as part of your advocacy efforts.

TIPS FOR USING THESE RESOURCES:

- Familiarise yourself with the common misconceptions that might be shared by those you are about to engage with.
- Use the come-backs as inspiration only and adapt them to your context and your specific target audience.

FOLLOW-UP ACTIONS / SUGGESTIONS:

- Make a list of misconceptions you have faced and the ways you've addressed them.
- Share your successful "come-back to misconception" experiences with your youth work community and particularly within your organisation and/or advocacy group, to unify arguments and responses.

RESOURCE CARD: SUCCESSFUL ADVOCACY PRACTICES FOR YOUTH WORK



This card showcases examples of effective youth work advocacy and programme strategies from Europe, offering real-life models for inspiration. The examples of **advocacy practices** offer insight into different applied approaches and their effectiveness in specific contexts.

By reviewing these practices, you can gather new ideas and adapt successful methods to fit your unique contexts, enhancing the impact and professionalism of your advocacy efforts.

TIPS FOR USING THESE RESOURCES:

- Familiarise yourself with the practices most relevant to your advocacy goals.
- Share the ideas from advocacy approaches and applied strategies with colleagues and other advocates to enhance collective knowledge.

FOLLOW-UP ACTIONS / SUGGESTIONS:

- Schedule a meeting or workshop to assess how these advocacy practices can be adapted to your advocacy efforts.
- Create a brief report or presentation summarising the key insights from these practices for your organisation and/or advocacy group.

RESOURCE CARD: RESOURCES ON YOUTH WORK IN EUROPE



This card highlights a selection of key resources that provide valuable insights, guidelines, and frameworks for youth work across Europe, with particular references to national or local resources where available.

The resources provide access to **practical tools** to deepen understanding of diverse practices across Europe.

By exploring these materials, you can seek to align your initiatives with recognised standards thereby strengthening key advocacy goals.

TIPS FOR USING THESE RESOURCES:

- Familiarise yourself with the key resources relevant to your advocacy goals.
- Use the summaries to identify which documents are most pertinent to your work.
- Share the ideas from these resources with colleagues and other advocates to enhance collective knowledge.

FOLLOW-UP ACTIONS / SUGGESTIONS:

- Schedule a meeting or workshop to assess how these practices and/or standards can be useful for your advocacy efforts.
- Create a brief report or presentation summarising the key insights from these resources for your organisation and/or advocacy group.

RESOURCE CARD: KEY POLICY DOCUMENTS AND LEGISLATION



This card is designed to connect you as a youth work advocate with essential policy resources.

The resources provide the **knowledge** needed to navigate and influence policies at the European level, as well as to utilise them for advocacy for youth work in your context.

By going through these documents, you can seek to strengthen your arguments and advocacy by referencing European policies and examples from other contexts.

TIPS FOR USING THESE RESOURCES:

- Familiarise yourself with the key policies relevant to your advocacy goals.
- Use the summaries to identify which documents are most pertinent to your work.
- Share these resources with colleagues and other advocates to enhance collective knowledge.

FOLLOW-UP ACTIONS / SUGGESTIONS:

- Schedule a meeting or workshop to discuss how the documents can inform advocacy efforts in your context.
- Create a brief report or presentation summarising the key insights from the documents for your organisation and/or advocacy group.

RESOURCES



RESOURCE CARD: PRACTICAL SUPPORT MATERIALS

ADVOCACY TARGET PERSONAS:
ILLUSTRATIVE EXAMPLES



This card provides a set of detailed examples of illustrative personas that are the target of your advocacy.

The **personas** can help you to better understand their goals, motivations and challenges, allowing you to tailor your communication and engagement strategies more effectively.

By reviewing them, you can refine your approach when engaging with different audiences and build stronger connections in your youth work advocacy efforts.

TIPS FOR USING THESE RESOURCES:

- Explore the different personas and identify which ones align with your target audience. Use the personas as a starting point and adapt your approach based on the real individuals you engage with.
- Think critically about how the challenges and motivations of each persona relate to your advocacy goals.

FOLLOW-UP ACTIONS / SUGGESTIONS:

- Create your own persona profiles based on your experiences with the key actors you are targeting with advocacy.
- Share and discuss these personas with your youth work community to refine advocacy messages and engagement strategies.
- Update and adapt personas over time as you gather more insights from real interactions.