



The Commonwealth  
Youth Programme



National Advocacy

Effective use of the

# Commonwealth's 35-Country Youth Work Baseline

for national advocacy to enhance the status of Youth Work

Youth Work Week 2017 runs from 6 – 12 November. For the past five years, youth work stakeholders have used this opportunity to celebrate the efforts of youth workers, and advocate for youth work to be recognised as a distinct profession.

This year, there is a new evidence base to support this advocacy work, the Commonwealth Secretariat's 35-country youth work baseline titled *Youth Work in the Commonwealth: A Growth Profession*.

The brief tips below help Youth Workers' Associations and other youth development stakeholders make the best of the Week to promote the recognition of the profession and share good practice.

## The Youth Work Baseline 2017

- What are the key general messages from the baseline that are most relevant to your country context?
- What are the country-specific advances and gaps that have been observed in the baseline? Have there been additional advances in the status of youth work in your country since the publication of the baseline? If so, what are they?
- Are there case studies in the baseline that refer to your country? How can these be used to promote recognition for the profession?
- What other case studies similar to the ones in the baseline can the Association or collective write up to support advancing the professional status of youth work?
- Which of the baseline recommendations can be prioritised in your country in relation to the findings?

## The Country Context

- Which gaps can be best advanced for action considering the current political climate and current national planning cycles/contexts?
- What are the specific social and political exigencies in your country for which youth work is particularly relevant, and how can the importance of youth work be related to these national concerns and priorities? Can any of this be elicited from the baseline?

## The Target Audience

- Who is your key advocacy target? Why?
- How do you ensure that the messages clearly appeal to this target audience while advancing the status of youth work?

## A Country Brief

- How can these frame a country-specific policy brief similar to the Commonwealth policy brief shared with you, but more context-specific?

## Celebrating Youth Work Week

- How best can this data be shared during Youth Work Week in a manner that is visible and that will gain the attention of policy-makers?
- Who are the prominent and respected speakers who can provide visibility and credibility to an event?
- How can they be engaged?
- Who will organise the event? Where will the funds come from?