Good Facilities & Services (GFS) Campaign Workshop (2 of 2)

Age: 12yrs +

Aim:  In this second of two workshops, the aim is to explore the best way to communicate your issue to your target audience.

Process:Facilitator(s) with large or small groups

Time: 60 minutes (approx) and ongoing

Materials:Flip Chart, paper and Pens

Method:

1. Campaign Tactics (60 mins)

Once you’ve worked out what your message is and who can do something about your issue the next step is to start talking, ringing and emailing. Communication is what it’s all about!

Step 1: What is the best method of communication to your target audience?

Each audience is slightly different, different people listen in different ways. For each group write down all of your ideas on how you will get your message across - developed a plan to get our message across.

Taking the negative stereotyping of children and young people as an example, there could be four sub groups, (i) Educating Adults (such as Politicians and PSNI); (ii) Engaging with children and young people (this campaign pack is one way we are doing that); (iii) Communications (such as using the a website & social media) and (iv) the Media subgroup to make sure local media know what we are doing and why it’s important.

Step 2: Who can help you?

Messages are stronger when they come from lots of people so it’s really important to think of as many people as possible who can help you strengthen your message. For each of your target audiences think about who can help you. Young people from your local youth group or school may be interested in getting involved in this issue. Organisations such as Northern Ireland Youth Forum, Young NCB, WIMPS? ... and of course NICCY Youth Panel may be able to provide help and support if you need it – and it’s always good to share your ideas with others!

All there is left to do is DO IT! Make sure that people hear what you have to say ... and that they take action!

1. Follow Up (ongoing)

It doesn’t end once you have completed your initial campaign. It can take a long time for things in society to change. Don’t lose hope! Keep in touch with those who have the power to make a difference and make sure they are working to improve the situation you are concerned about.

Step 1: Did they listen?

Did you get a response from those you contacted? Often you will get an initial letter to say that your message has been received, but is there any evidence to show that the person responsible is taking your concerns seriously and intends to do something about it. If you don’t think you are being taken seriously keep asking.

Step 2: Has anything been done to create change?

The person you have contacted might get back in touch to tell you about what they have been doing, for example asking questions in the Assembly or working on a policy to make a difference for the people affected by your issue.

You can follow what is going on in the Assembly and the questions being asked by MLAs by logging on to [www.theyworkforyou.com](http://www.theyworkforyou.com)

Step 3: What can you do next?

We have already said that change can take a long time but make sure you keep asking what developments have happened until you start to see change. Thank about who else you might want to contact to help with your campaign.

Remember to let the Participation Team (participation@niccy.org) at NICCY know what you have been doing.