

# YOUTH DEPARTMENT

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## **Incorporating the United Nations' Sustainable Development Goals into our projects.**

The aim of the following kit is to provide ideas for projects and activities for our participating countries that align with the Sustainable Development Goals provided by the United Nations. Our wish is that each country would be inspired by the kit, and that the projects and ideas might be used by them to enhance and renovate their national youth departments. The youth is the future of the organization and must therefore be a priority in both the global, and national, work in the Women's Christian Temperance Union. If there are any questions or feedback about the kit, do not hesitate to reach out on my email, [lauritzencharlotte@gmail.com](mailto:lauritzencharlotte@gmail.com) . Any updates about your national work would be highly appreciated and used, with your permission, to motivate and lift up the others through our webpage [www.drug-freeyouth.org](http://www.drug-freeyouth.org) and our future social media-accounts.

## **United Nations Sustainable Development Goals:**

In order to incorporate the UN SDGs in WWCTU's youth work our division will be focusing on these goals:

**UN SDG nr. 3:** *Good Health and well-being.*

**UN SDG nr. 4:** *Quality education.*

**UN SDG nr. 5:** *Gender equality.*

The SDGs listed above are already aligned with our current work with promoting good and healthy choices for body and mind, spreading awareness and educating youth on the dangers of drugs and inequality, and our work for women's rights and gender equality globally through the years. It is therefore wise to highlight them in our work and use our platforms to continue our work and develop our knowledge in these areas. These values should especially be communicated towards the youth of the world, as it affects their future the most. I will later illustrate different projects that are beneficial both to our work, and to reach the SDGs provided by the UN. Learn more about the SDGs on <https://sustainabledevelopment.un.org/sdgs> .

## **Timeline:**

The timeline for creating our social media-accounts, and renovating our webpage is set to the due-date of **November 1<sup>st</sup>**.

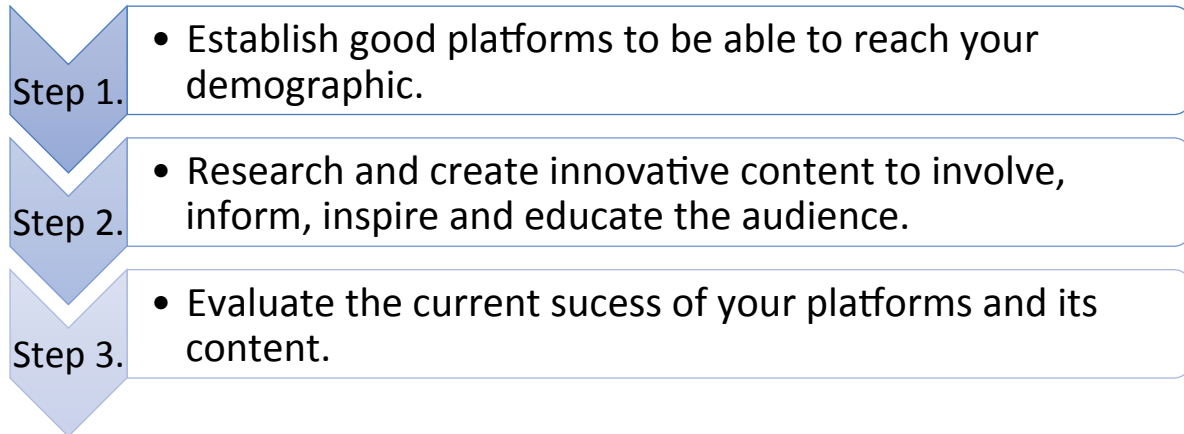
Update: The platforms on Instagram, Facebook and YouTube has been formed under the name of WWCTU before the due date of November 1<sup>st</sup>. It is being managed by our three co-directors. From October 1<sup>st</sup> to November 4<sup>th</sup> by Charlotte H. Grydeland, from November 4<sup>th</sup> until November 30<sup>th</sup> by Emy Barrientos, and from December 1<sup>st</sup> until January by Hannah Oh.

**Feedback:**

We would ask that you send your feedback on your national development and work by **February 1<sup>st</sup>, 2020**. After this we can discuss, evaluate and analyse our current situation to find out how we best could handle the future of our youth work globally. We are stronger together, and so we need to combine forces in order to learn and grow.

# How to reach the youth:

The basic principles of maintaining a successful form of communication with the youth can be summarized into three simple steps. I will present them briefly below, and subsequently deep diving into each point in detail.



## STEP 1: Establishing platforms

When establishing platforms nationally it is important to know where and how to reach the youth in an efficient way. This is easiest recognized by knowing how and where the youth communicate with each other. The platform for communication could be both virtual and physical. It can be categorized into three sub-departments; arenas, physical mediums and social platforms. I will be clarifying the extent of these departments before we move on to step 2.

### ARENAS

Under the department of arenas, we place all physical places where you can connect with your audience personally. Different arenas could be such as:

- ❖ Youth-clubs or places where young people gather on their spare time.
- ❖ Youth-churches or congregations.
- ❖ Schools and colleges.
- ❖ Festivals and concerts.
- ❖ Public arenas.
- ❖ Self-made arenas.

Ways to use arenas to reach people effectively could be as follows:

#### 1) Speeches and presentations

- This could be used in both congregations, schools and youth clubs.
- Ask the headmasters/ leaders / pastors if you may visit their arena to speak.

## **2) Stands with bulletins, pamphlets and brochures.**

- A stand is an ideal way to connect with people on events such as festivals and concerts, or in public arenas such as malls, town squares and so forth.
- Talk to the people in charge of the area you want to utilize.

## **3) Activities and projects**

- Renting a space or using your own homes to gather groups of youth is ideal for self-made arenas.
- See page 7 for ideas to activities you could arrange.

### **PHYSICAL MEDIUMS:**

Under the category of physical mediums, we find all medium that we can deliver from one person to another. These mediums speak for themselves and need no explanation. Physical mediums could be:

- ❖ Bulletins, magazines and leaflets.
- ❖ Pamphlets and brochures.
  - Look to page 8 for ideas on pamphlets and brochures.
- ❖ Different items with logos or slogans on them.
  - Look to page 7 for ideas to which items you might produce.
- ❖ Books, DVDs or CDs
  - Look to page 7 for ideas to which items you might produce.

All physical mediums can be handed out on the different arenas listed above. They can also be placed by themselves in different arenas for people to grab as they please or be sent by mail to the members of the national WCTU.

As the last three items are expensive, and takes some time to make, these might be considered sold for a fair price to raise money to the local or national WCTU.

### **SOCIAL PLATFORMS:**

Under the category of social platforms, we can gather the exchange of all information that needs an electronical device and internet to be shared with the recipient. These platforms are such as:

- ❖ Facebook pages, groups and chats.
- ❖ Email.
- ❖ Snapchat.
- ❖ YouTube.
- ❖ Instagram.
- ❖ Messages from cell-phones.

Social platforms might seem hard to grasp but, it is almost the same as if you have a stand. You can share both pamphlets, brochures, articles, bulletins and so forth. The only thing you need to do is to have a grasp of what you can share where.



## 1) Facebook

- Facebook is a great place to share content. Facebook has the options of sharing;
  - Videos in their full length.
  - Music.
  - Articles from newspapers online.
  - Pictures.
  - Short texts.
  - Studies or new findings in science, directly linked to the source.
  - Bulletins, magazines, pamphlets and brochures.
- There are three different ways to use Facebook as an organization; make a page, make a group or using chats.
  - **A page** is directed by an organization, business or a public figure. People choose whether to follow the page by subscribing to your page. It is open to the public, and the things you share could be widely spread by people sharing what you have posted. You may host events and post both stories (referring to 'stories' under snapchat) and general posts (see list above).
  - **A group** is closed, and you can pick and choose who you want to be a part of it. For example; you can make a group exclusively for the youth-members that have signed the pledge, or for the national youth-board. The content that is shared here cannot be spread out in the open by the members. This makes a group more private than a page.
  - **A chat** is a closed circle where you can write each other. You can choose who is a part of the chat and who is not. It is more private and closed than a group.
- If you do not know how to make a Facebook-page, you may find instructions to how in the addendum on page 10.



## 2) Emails

- Interaction through email is a great way to make an interaction more professional. Therefore emails are a great way to discussing the organizational work of the youth department.
- Emails could also be used to send letters, information about upcoming events, receiving registrations for different events and to send documents.



## 3) Snapchat

- Snapchat is a forum where temporary documentation and communication through videos and pictures take form.
  - You can choose between sending a video or a picture that is shown to the recipient only for a couple of seconds, or to put them in a 'story'. The story is a collection of all your videos and photos from the last 24 hours. They are only available for 24 hours and is a great way to inform people about topics in a more personal way.
- Through snapchat you could film yourself or someone else talking about an important topic, remind people of events and gatherings, show the youth how you work or how it is going on different events and connect in a personal, fun way.
- To have snapchat you need a smartphone to be able to install it from the app-store.



#### 4) YouTube

- YouTube is the main page for sharing videos.
- By creating a channel, you could upload all your informational, educational and promotional videos in the same place.
- YouTube makes it easy to reach more people as it is super easy to share a link from YouTube to other social-media platforms. You could also easily gain access to it on any arena you visit that has WiFi.
- If you want to make videos containing music or dances, YouTube is the best base to easily spread it to more followers.
- To enter YouTube, you plug in [www.Youtube.com](http://www.Youtube.com) in the tab.



#### 5) Instagram

- Instagram is a page which mainly communicates through photos.
- You can also share videos up to 59 seconds long.
- Through Instagram you can connect with youth on a platform that they use daily.
- Instagram also makes it easy to connect with other organizations by tagging them into your content, helping others in their work by re-sharing their posts and reach new people by using popular hashtags.
  - A hashtag is a # followed by a word or sentence. For example, #drugfree or #WCTU. By putting this underneath your photo everyone who search for #drugfree will see your photo, even though they do not follow your account.
- Instagram can also be used to share all the pamphlets and content made for handing out in arenas. Suggestions to what these might include are listed on page 11.
- To get Instagram you need a smartphone to be able to install it in the app-store.

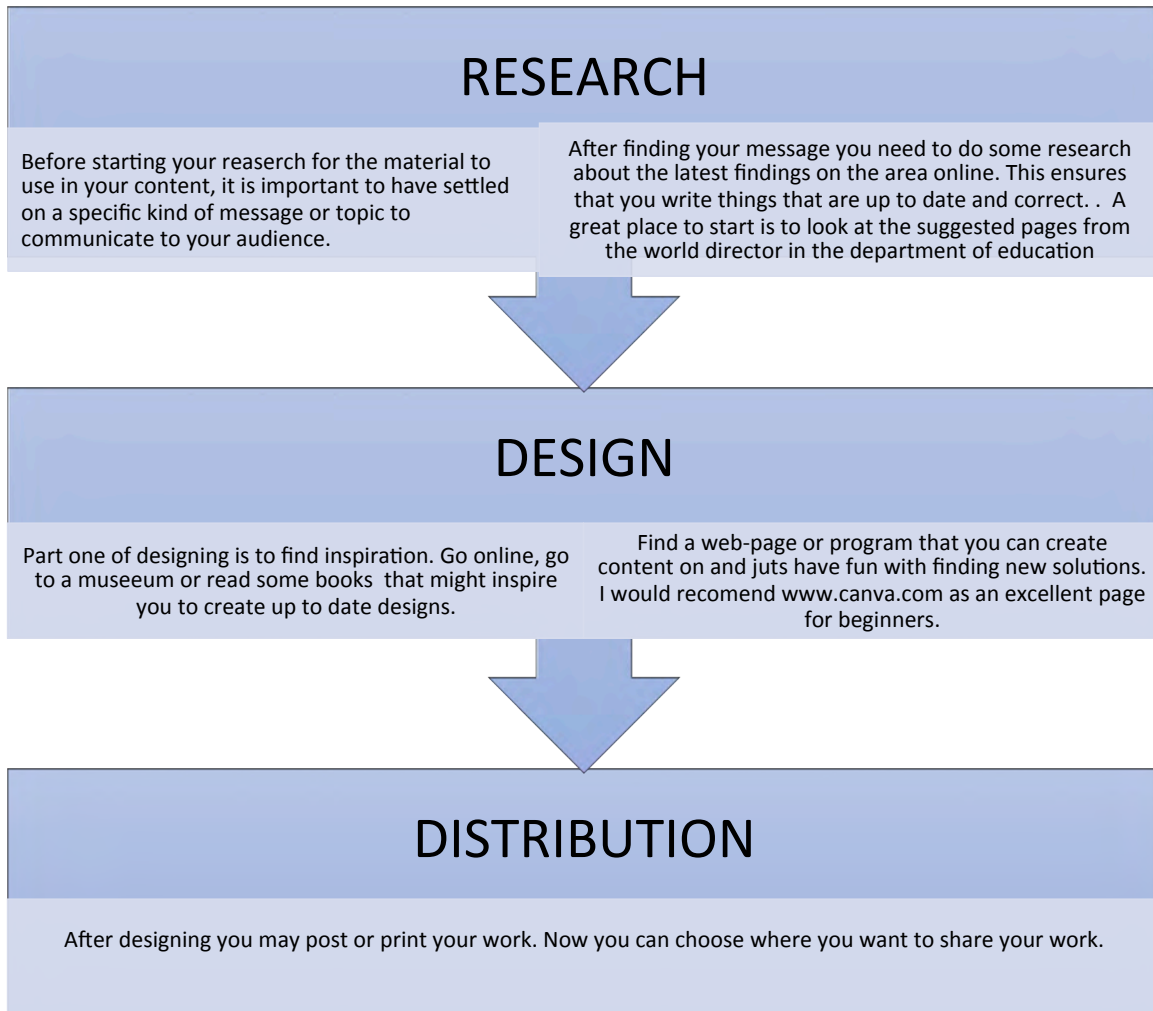
#### 6) Cell phones

Messages directly to a person's cell phones are used for direct, personal communication. Most youth think it to private to receive mass-messages, but it can be used to get in touch with one specific individual quickly.

As most of us are well used to this medium I will leave it with that.

## STEP 2: Researching and creating content

After establishing good platforms to communicate with the youth, one would need to know what to communicate and how to interact with them through the platforms. The process of making content for your platforms is a three-step process. Step one is to do good and thorough research, and step two is the actual design and step three is distribution.



### SUGGESTED CONTENT:

#### ACTIVITIES:

A great way to bond with the youth is to engage with them and create arenas where they can connect and interact with each other. This way our organizations goes on being more than just simply an organization, it becomes a family. Firstly, I will sort out which activities that could be used under the three UN SDGs we have chosen to focus on, and then I will present the full list of suggested activities underneath.

<b>UN SDG nr. 3: Good Health and well-being.</b>	<ul style="list-style-type: none"> <li>•Hiking</li> <li>•Youth groups</li> <li>•Workshops</li> </ul>	Competitions Providing youth with a healthy option Debates
<b>UN SDG nr. 4: Quality education.</b>	<ul style="list-style-type: none"> <li>•Making content for the bulletin</li> <li>•Making content for the different platforms</li> <li>•Educating workshops</li> </ul>	
<b>UN SDG nr. 5: Gender equality.</b>	<ul style="list-style-type: none"> <li>•Workshops</li> <li>•Debates</li> <li>•Letters to the government</li> </ul>	

#### SUGGESTIONS:

- 1) Arrange bible-studies and youth-groups.
- 2) Arrange weekends and camps.
- 3) Take groups out on hikes and trips.
- 4) Arrange workshops where you discuss different topics related to your society, drugs and gender equality in your country.
- 5) Involve the youth in the bulletin.
- 6) Ask the youth to help you make content for your platforms.
- 7) Arrange different competitions.
- 8) Start a band, choir, dance-group or theatre-group for the youth to participate in.
  - a. Creative competitions like writing, making music, drawing and such.
  - b. Political competitions like writing the best letter to the government regarding drug-politics and gender equality or debates.
- 9) Arrange workshops in sports, creativity, healthy lifestyle-choices, cooking and mental health where the youth could learn how to live healthy and to give them good options to drinking.

#### ITEMS TO PRODUCE:

To increase the awareness of WCTU one can produce a lot of different items that the youth use in their everyday life. It may have a slogan, a saying, the logo or other WCTU- related prints on them. Here are a few items that can be produced to create awareness and inspire the youth:

1. Bags, purses and nets.
2. Cups, mugs and bowls.
3. Pens and school supply such as backpacks, pencil-cases, gym-bags and so forth.
4. Necklaces, pins, bracelets, rings and earrings.
5. Phone-covers and screen-cleaners.
6. T-shirts, sweaters and hoodies.
7. Cartoons related to the temperance work.
8. Cooking books and books with recipes for mocktails, also known as alcohol-free drinks.

As an addendum I would strongly recommend you all to think green and reusable in your production so that we can further the cause of environmental thinking and sustainability.

## CONTENT / PAMPHLETS

The great thing about pamphlets is that it can be shared on both the social-media platforms, as well as in all the arenas. They are also a great way to work towards the UN SDGs we have chosen to focus on. In the same way as the activities, the content is firstly arranged under the corresponding goals before the full list is presented underneath.

<b>UN SDG nr. 3: <i>Good Health and well-being.</i></b>	<ul style="list-style-type: none"> <li>• Healthy recipes</li> <li>• Encouragements</li> <li>• Lifting forward organizations with the same vision</li> </ul>	Educational information Campaigns Quotes
<b>UN SDG nr. 4: <i>Quality education.</i></b>	<ul style="list-style-type: none"> <li>• Educational information</li> <li>• New research</li> <li>• Articles and news</li> </ul>	Campaigns Educational videos
<b>UN SDG nr. 5: <i>Gender equality.</i></b>	<ul style="list-style-type: none"> <li>• Quotes</li> <li>• Encouragements</li> <li>• Articles and news</li> </ul>	Campaigns Lifting forward other organizations Educational videos

### SUGGESTIONS:

- ❖ Recipes.
- ❖ Quotes.
- ❖ Encouragements.
- ❖ Challenges.
- ❖ Educational information
- ❖ New research.
- ❖ Tips to healthy lifestyle.
- ❖ Articles and news.
- ❖ Upcoming events.
- ❖ Campaign material.
- ❖ Information about us.
- ❖ Lifting forward organizations that share our vision.

When it comes to making content, we tend to see only the possibilities that we are used to. I will encourage you all to think new and innovative. All the things listed above can be communicated oral, by pamphlets, bulletins, pictures or brochures, but they can also be fronted through music, theatre, dance and videos.

You may find inspiration in the content-examples provided in the addendum on page 11.

## INTERNATIONAL ORGANIZATIONS:

I would strongly recommend you all to do some research to find which organizations are working against drugs nationally as well.

### STEP 3: Evaluation and rethinking

The last step in the process of reaching the youth, is evaluation. This is the most important of all the steps, because it tells us if the platforms and the content you are making is working. This could be done two different ways:

- 1) Evaluation by the board itself.
- 2) Evaluation by the youth members.

During the evaluating of your platform there are several questions you may ask:

#### Efficiency:

- 1) What seems to be working? And why is it working?
- 2) What is not working? And why?
- 3) How can we improve our platforms and content?
- 4) What should we do more/ less of in the future?
- 5) Do we have the capacity to extend our work to more platforms?

#### Audience:

- 1) Are we reaching more people now than before?
- 2) Are we looking at the topic from the youth's point of view?
- 3) Are we attentive to what information the youth are craving?
- 4) Is the language levelling with the youth and their language?
- 5) Is our content easily understood?

The same questions can be rephrased to be from a third-view perspective and sent to your youth-members as an evaluation of your success.

After going through these three steps, you may return to step one and redo the process.

- The salvation army <https://www.salvationarmy.org/>
- The Blue Cross <https://www.internationalbluecross.org/>
- WFAD <https://www.wfad.se/>
- ISSUP <https://www.issup.net/>
- IFNGO <https://ifngo.info/>
- CCSA <https://www.issup.net/about-issup/international-partners/ccsa>
- CAMH <https://www.camh.ca/>
- EMCDDA [http://www.emcdda.europa.eu/emcdda-home-page\\_en](http://www.emcdda.europa.eu/emcdda-home-page_en)
- EUROPAD <https://www.europad.org/>
- INCASE <http://www.incase.org/>
- ISAM <https://isamweb.org/isam-products/international-certification->

### **CONCLUSION:**

The WCTU Youth department is the future of the organization and needs to be prioritized as such. Our division are particularly working towards the UN SDGs number 3, 4 and 5. As we work toward reaching the youth, we follow three steps that are repeating themselves in a loop; creating platforms, research and design of content and evaluation. By supporting each other we will continue growing and extending our reach further than we could alone. Best of luck in your new work.

## **ADDENDUM I:**

### How do I create a Facebook Page?



- 1) Log into your own Facebook-account as usual
- 2) Write [facebook.com/pages/create](https://facebook.com/pages/create) in the tab
- 3) Click on “Company, organization or Institution” and write the name of your page e.g. “WCTU Norway -Youth division”
- 4) Select a category of what the intention of the organizations is from the dropdown menu and fill out the information.
- 5) Click Get Started and follow the on-screen instructions
- 6) Congratulations on your page. You may now start sharing your content.

# ADDENDUM II: CONTENT IDEAS

## Recipes:



RECIPE

### MOJITO MOCKTAIL

20 x fresh mint-leaves  
1 x lime cut in boats  
2 cl super syrup  
1 dl good applejuice  
10 x ice-cubes  
1 dl mineralwater

- 1) Put mint, lime and syrup in a glass and crush them together.
- 2) Pour th applejuice over and put some icecubes in it. Stir and finish with some mineralwater on top.
- 3) Decorate with some fresh mintleaves and limeboats



1/2

### CRANBERRY GINGER CRUSH

MED. PRODUKTER FRA LESKE.NO

LER Å LAGE EN ENKEL MOCKTAIL PERFECT FOR HØSTEN

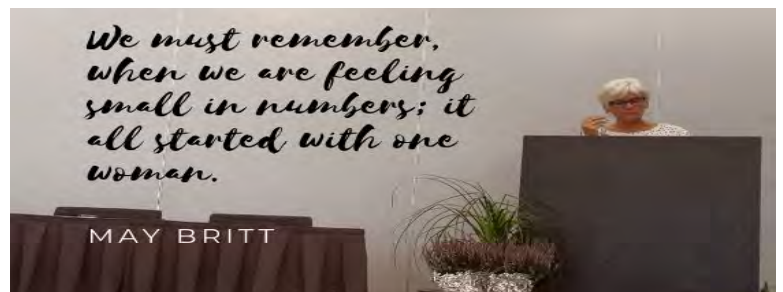


RECIPE

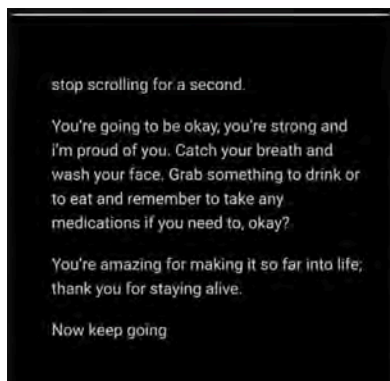
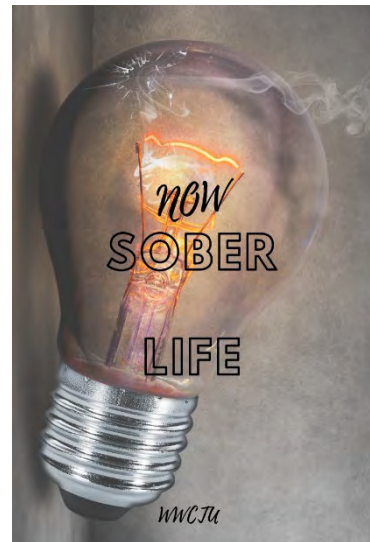
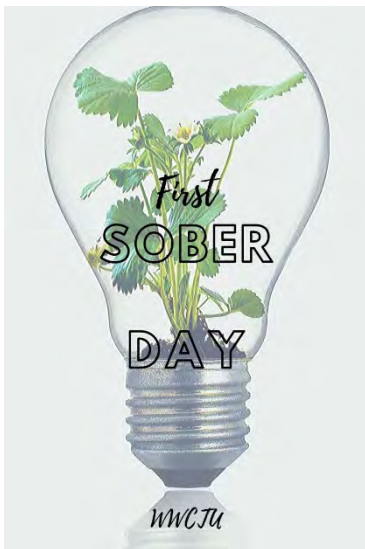
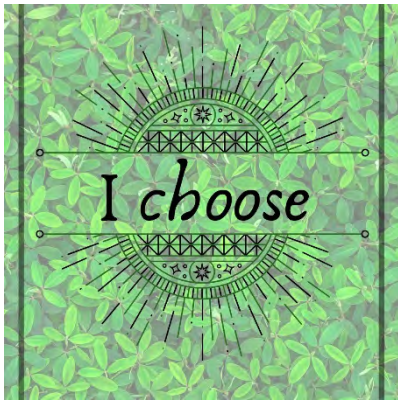
### TAHITIAN COFFEE

2 cl some love  
2 cl orange  
1 cl simple syrup  
1 cl passion fruit puree  
2 cl blackberry  
5 cl good brew coffee  
3 cl honey syrup  
16 cl ice

## Quotes:



Encouragements:



*Information about us:*



## Challenges:



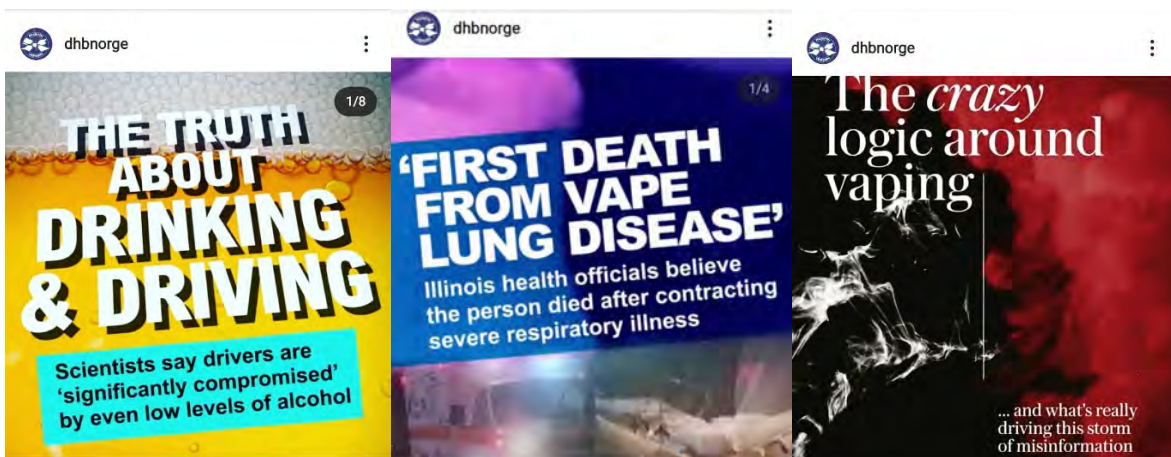
## Tips:



## Educational information:



## Articles and news:

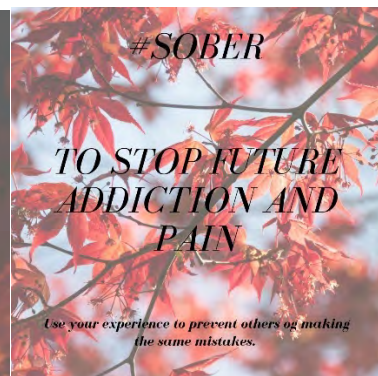
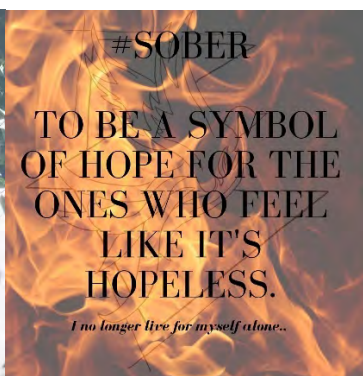


Articles shared on the Instagram-account of Norway, from Daily News, The Telegraph and Daily Mail.

## Upcoming events:



## Campaigns:



## Organizations that share the same vision:



### POST SCRIPTUM:

*If your division wants to use some of the content listed above send a message to my email-account (see the introduction) and I will send you the original images in jpg format.*

*All content without watermarks and sources written on is original and designed by yours truly. It may therefore be freely used by every member of the WWCTU to further the cause of our organization.*