



Youth Campaign 2022-2023



A PILOT PROJECT BY YOUNG PEOPLE FOR YOUNG PEOPLE

LEADING GROUP OF 9 YOUNG AMNESTY ACTIVISTS

BASED ON AMNESTY INTERNATIONAL PORTUGAL'S YOUTH STRATEGY 2020-2025

4 phases

- 1. LAUNCH**
Open-call to young Amnesty activists
- 2. PREPARATION**
Choosing the theme, building the campaign, training the activists
- 3. IMPLEMENTATION**
Over 9 months, at national and local level
- 4. EVALUATION**
Focusing on results and lessons learnt

2-in-1

- DEVELOPING A CAMPAIGN WITH ITS OWN OBJECTIVES AND ACTIVITIES**
- LEARNING TO APPLY THE PEOPLE POWERED APPROACH**



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Goals of the Campaign

Set by the leading group

- MENTAL HEALTH IS UNDERSTOOD AS A HUMAN RIGHTS ISSUE AND TREATED AS SUCH BY YOUTH AND THE COMMUNITY**
- THE LOCAL AND SCHOOL COMMUNITY CAN IDENTIFY MENTAL HEALTH ISSUES AND ACT ACCORDINGLY**

NATIONAL YOUTH TO YOUTH AWARENESS RAISING – INSTAGRAM @RE.CONHECE
To share credible information on mental health and human rights

SCHOOL-BASED COMMUNITY @AGRUPAMENTO DE ESCOLAS DE ALFENA
To build a community that cares for the mental health of its members

- 17** posts
- +330** followers, mainly young people
- 1** major video interview
- 420** students involved in face-to-face sessions at the school
- +250** responses to the initial survey
- 39** teachers and non-teaching staff trained through certified training
- HumanaMente Club** at school

Lessons learnt by the leading group

- BUILDING AND LEADING AN ACTIVISM CAMPAIGN**
- RESEARCHING AND GATHERING INFORMATION**
- COMMUNICATION, AS A TEAM AND WITH OTHER YOUNG PEOPLE**
- TIME MANAGEMENT**
- TRUST AND MANAGING INTERPERSONAL RELATIONSHIPS**
- KNOWLEDGE ABOUT MENTAL HEALTH AND ITS' LINKS TO HUMAN RIGHTS**
- TEAMWORK**

Learning outcomes of the leading group

- COUNT ON UNAVAILABILITY**
In a long-term process that requires the involvement of young activists, it is necessary to consider periods of absence, unavailability, and changes in individual priorities on the part of the members of the leading group. Especially in the age group in question, these changes are normal and do not necessarily indicate a lack of interest or involvement. As a risk reduction measure, it may be relevant to start with a leading group with more members than necessary.
- EVERYONE IS WELCOME**
After an unavailability or a prolonged absence, it is important to integrate a young activist back into the group and involve them in the pending tasks, so as not to lose group members along the way. This approach works with a regular communication channel and one-to-one conversations to manage the situation.
- ONLINE COOPERATION, BUT...**
A youth participation project can work mostly online, taking care of the spaces and tools for co-operation, but face-to-face moments also make it possible to progress much more quickly with the planned tasks, as well as strengthening co-operation, a sense of belonging and the group's enthusiasm.
- MAKING THINGS HAPPEN**
In co-designed and co-managed processes with a group of young people, an important role of the youth worker team is to make sure the planned tasks actually happen, by organising availability, giving clear instructions and meeting deadlines. In this balance, it is important to distinguish between what can be slightly delayed and what cannot fail to happen.
- SPECIFIC SKILLS NEEDED**
Especially when managing a social media page, you need technical skills in design, copy and data analysis that may not be present in the team of youth workers who work with the young activists on a regular basis. It's important to involve other professionals at various key moments in the process.
- INTEGRATED WORK**
Both in the work of the section and in cooperation with schools and other organisations, it is necessary to link the campaign to other initiatives and projects. These links can work in terms of collecting information, disseminating results, or organising events.
- FLEXIBILITY IN THE HOUSE**
A pilot project necessarily needs more flexibility in terms of timing and, ideally, budget. This carefulness about how a project is planned is also important in an activist-led campaign, where there must be room for new fronts and ideas that emerge at an advanced stage of the project.
- IDENTIFY DECISION-MAKING SPACES**
It is necessary to identify the decisions taken at section level and the decisions to be taken together with the leading group. These processes of debate and decision-making are also spaces for learning. The decisions taken also include taking on responsibilities and commitments within the framework of the campaign.