



IO2 – Toolbox of Integration Resources

Handbook – Being Heard
in a New Community



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Young Migrant Integration Leaders

Integration Leader Handbook

The aim of this short handbook is to support you, as a young leader of integration, to use the digital resources provided in the Toolbox of Integration Resources with young migrants in your community. Through this short handbook, we will provide you with some background information on the topic being discussed in the digital resource and then we will provide some guidance on a follow-up activity that you can complete with young people in your local network. The activity included in this handbook will work to further develop their understanding of the topic outlined in the digital resource. In some cases, where group discussions are more appropriate, we will guide you in how to set up a group discussion, and will provide some discussion points and questions for you to introduce to young people in your local group.

The topic of this handbook relates to the digital resource – **Being Heard in a New Community**

Introduction to the Topic

In this digital resource, young people are introduced to some basic information on what a campaign is and how they can plan and develop a local campaign to raise awareness about an issue that is important to them and/or to young people in their community.

If you and your peers plan to develop a local campaign, it is important that you can all understand some basic techniques and practices that will help them to raise awareness of the issue that you want to call attention to in your community.

Below, we describe how you and your peers can get the word out about your planned activities and about the issue you wish to raise awareness of. These techniques can also be used to help your peers to recruit members for your local integration group. There are several different ways of promoting community engagement work, and the most successful campaigns usually use a combination of methods.

The following is an overview of some of the most accessible means of raising awareness of an issue affecting young people in your community.

- Use referrals – make contact with agencies, stakeholders, organisations and other networks in your area. Let them know what you are doing, what your plans are and what events or campaigns you are running and ask them to promote it with their clients and/or members or to send any referrals your way.
- Noticeboards – if you have the resources to be able to design a print a small notice or flyer at home, print some out and place them on community notice boards. These are usually located in doctors' offices, post offices, community shops, health centres, training centres and primary and post-primary schools.
- Use social media – set up a Facebook page for your group or cause. Through this page you can promote the work of your group, raise awareness of your cause or about some of the issues being discussed with the group members. You can also use this Facebook page to send posts to other pages which may be run by larger networks or organisations working in the field of youth migrant integration.
- Use local media – if your city or county has a community newspaper, consider making contact with them to write a short article on the issue that your campaign is addressing, or to get the word out if you are trying to start up a local group for migrant youth. If you write a short press release, the community newspaper may be happy to print it, they may even ask for a photograph or conduct a short interview with you over the phone!
- Use personal invitation and word-of-mouth – this is the most informal method of inviting young people to join your group or support you campaign, but it could also be the most effective. Getting recommendations or invitations to join in from friends or trusted contacts is often the best way of motivating people to join a cause or attend an event. To achieve this, you should tell everyone you can about your youth group, the work you do, and the issues that are important for you. And ask them to tell others!

Using this Resource with a Group

To use this resource with young people in your local group, we recommend that you begin by introducing the topic to people in your group. To prepare what you will say, you should first watch the digital resource yourself and then you can recap on some of the key points mentioned in this handbook.

You should then invite all young people in your group to watch the digital resource. As you won't have access to a projector and a screen, you can invite your peers to log on to the EXEMPLAR project website: www.exemplars.eu and watch the digital resource on their smartphone, tablet or other device.

Once all peers in your group have watched the video resource, you should begin by asking them:

1. What did you think of the video resource?
2. What did you learn from it? Did you learn something new?
3. How did you find this resource useful and why?

Follow-up Activity

When you have made sure that all young people in your group have watched the digital resource, the next thing you can do is introduce this short activity that will help the young people in your group to relate what they have learned from this digital resource to their own lives or situations.

Activity Name: Who are my Contacts?

Timing: This activity should take you and your peers 30 minutes to complete – but they can also complete this activity in their own time if they don't have the time to complete it as part of your group work.

Materials: For this activity, you will need to provide the following materials:

- Pens and note-taking materials for all young people.
- Copies of the worksheet printed (if possible).

As you are doing this work on a voluntary basis and there is no budget for materials, you should contact your local community centre, local government office or even approach local businesses working in the community and see if they would be willing

to donate some supplies for you to complete this activity with your peers. They may also be able to help you with the printing!

Description of Activity:

- ❖ Begin by giving all young people 20-30 minutes to brainstorm contacts they have who could help them to promote their campaign.
- ❖ Young people should be asked to think of 5 friends or contacts they would invite to an event or could tell about their campaign.
- ❖ Next young people are asked to think of local noticeboards or information points where they could display a flyer to promote their cause or the work of their group.
- ❖ Next, young people are asked to think of 5 local organisations or networks that may help them to get the word out. These organisations can help young people by making referrals, posting notices on Facebook, etc.
- ❖ Lastly, young people are asked to list any other sources they can think of that will help them to promote their campaign or the work of their group. These can include local newspapers, community radio shows, church groups, community or church bulletins, etc.
- ❖ Together, your peer group can complete the worksheet below to record all of the contacts they've been able to think of.

Worksheet:

Who are my contacts?

Friends to invite to a meeting:	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
Noticeboards:	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
Organisations:	<ol style="list-style-type: none"> 1. 2. 3.

	4. 5.
Other sources:	1. 2. 3. 4. 5.



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