



TAKING ACTION

JULY 2023

TOOLKIT

WHAT IS IT?

This toolbox is to support MSYPs who are taking action on an SYP policy. SYP policy has the official support of Scotland's young people, which is a powerful tool. However, passing SYP policy by itself won't lead to change, it is just the beginning! The next, and most important, step is using your position as an MSYP to take action that will lead to change to address the policy issue.

This toolbox should be used alongside **your taking action plan** to give you everything you need to get to work on making change!

TOP TIPS

1. **Start on a local level** – many of the most successful policies SYP have worked on have started at a local level, built support, and then looked to create wider change.
2. **Always contact your support workers to help with local action** - make sure you let them know before taking action, and CC them into emails.
3. **Always contact SYP staff to help with national action and Committee actions** - keep your support worker in the loop if you are working with the SYP staff team on actions with national politicians.
4. **Use your plan as a guide** - but don't worry if you fall behind or if it isn't working, you may have to adapt to changing circumstances in your life or relating to the policy area.
5. **Look after your mental health and always stay safe** - If you have concerns about anything like abuse on social media or if an action you are planning won't be safe, let your support worker or an SYP staff member know as soon as possible.

TACTICS YOU CAN USE



Select a few of these actions - or come up with your own - to add to your taking action plan and use that to outline your objectives, key messages, and target audience. Remember, the most successful actions start local, grow support, and use a combination of public and private actions.

PUBLIC ACTIONS

Are to raise awareness, gather information, build support, and educate people about the issue.

Consult with young people in your local area including through surveys, discussions, or focus groups.

Get creative and take action in your community related to your policy (the case study shows how a litter pick started a campaign).

Contact local media and encourage them to cover the issue using SYP's local media toolkit.

Create a pledge and ask young people (especially in your local area) and/or decision-makers to sign it.

Write a blog or create a vlog for the SYP website using SYP's 'how to write an awesome blog' guidance.

Create a resource/toolkit to educate young people / decision-makers / other stakeholders on the issue you are working on.

Start a social media campaign. You can work with your own, your Committee's or SYP's social media channels. This could be anything from an Instagram takeover to a retweet.

Give a talk, hold an event or an information stall in your school or youth group.

TACTICS YOU CAN USE

PRIVATE ACTIONS

Are to engage with decision-makers and key stakeholders to try and convince them to take action

Reach out to organisations or individuals who have expertise or are already working on this issue and start a partnership.

Join a decision-making group (national or local) as a young person's representative.

Write a letter outlining your policy and key messages to local politicians.

Write a letter outlining your policy and key messages to your MSPs/MP.

Write to a Government Minister with a specific ask or policy request. **(Please always check with SYP staff before doing this one).**

Work with an SYP Committee/Convener to respond to a consultation from a Scottish Parliament Committee or Government department.

Hold a meeting with a local or national decision-maker to share with them your policy and key messages.

Create a template letter for MSYPs to send to decision-makers in their local area.

CASE STUDIES



Falkirk Eco Festival

This is a brilliant example of raising awareness and education as action.

In early 2023 Tamsin Gold MSYP worked with a friend in Falkirk, Erin Henderson to apply for funding and then organise an eco-festival in their local area.

Hundreds of young people from schools across Falkirk attended and learnt about climate change and eco-friendly through speaking to experts who ran stalls. Educating people then encourages them to live sustainably!

Free music tuition in Scotland

This is a great example of private action leading to change!

In 2015 SYP passed a policy calling for free music tuition in Scotland. 3 years later and after significant campaigning from other organisations as well, MSYPs were invited to give evidence to a Scottish Parliament Committee.

Alice Ferguson and Catherine Mackie spoke to the Committee and helped convince many of those MSPs to support their calls leading to the Government launching a new fund in 2021.

Less Waste Laura's disposable vapes campaign

Laura Young, or Less Waste Laura began picking up disposable vapes during dog walks. Already an environmental campaigner, Laura started posting on social media about how many she found.

This campaign then became both public, through media and social media, and private as Laura began calling on local and national politicians to ban disposable vapes.

The majority of Scotland's Councils now support a ban!

Angus Bus Survey

MSYPs Hollie, Hamish, and Marcus in Angus launched the Angus Bus Survey to gather information about young bus users in Angus.

47% of their respondents said that they wouldn't know what to do if they felt unsafe on a bus. This data led the MSYPs to take further action and partner with Police Scotland and Angus Council to create the 'Safer Travel Angus' campaign.

This shows how consultation leads to change!