

6.1 Youth workers are mobilized to lead a year-long campaign against violence focusing on bullying

In 1997, the Methodist Association of Youth Clubs (MAYC), with headquarters in the UK, ran a year-long campaign against violence, focusing on bullying as one of the most widespread forms of violence against children and young people. They called the project 'RESPECT' and mobilized their team of youth workers in an established network to bring the discussion to more young people. Partners in Ireland and Sweden ran parallel campaigns and this allowed for learning about the different views of 'violence' and 'peace' in countries across Europe.

Materials produced

- The youth workers were provided with materials they could use to motivate young people through the youth clubs to discuss, think about and act against violence, especially bullying, and were supported through training workshops. The materials took the form of a resource pack, including magazines and a CD of materials, all branded 'RESPECT'.
- A major element of the year was a poster competition on the theme of violence/bullying. The winning posters were professionally produced and widely distributed. One of them is reproduced here and can be used.

How the materials were put together

- The poster was produced through a much-publicized competition, which attracted a prize. There was substantive discussion among the three project partners, but in particular the young people themselves were involved in formulating the issues for the materials and in giving feedback.
- The **message** of the project was not distilled into a single slogan, because the project's awareness raising worked through group work in already established networks. As a result, there was an opportunity for broader debate and exploration of the issue of violence. The name 'RESPECT' as more an identifying name within the campaign itself, although it also transmitted an important message about respecting other people.
- The **formats** were decided based on the methodology of the project: workshop materials, newsletters, postcards and other practical input to group discussion. The posters were the 'public face' of the project and sent out a signal to the children and young people that the issue they were discussing was also important to a wider public.
- There were two **target groups** in this project: the first was the youth workers themselves, who received substantive training on the issue of violence and how to explore it with other young people. The second was the youth club members who participated in the campaign. The general public was a more indirect target of the poster distribution.

- ***Other issues:*** Because the campaign was conducted through the youth club network, the children and young people involved ranged in age from 13 to 25 years. It might in fact have been a good idea to break this down into perhaps three groups of 13-16 year-olds, 17-20 year-olds and 21-25 year-olds, and to organize differentiated activities for each group.

Graphics references

[6.1 RESPECT anti-bullying poster.jpg](#)