



year of young people
bliadhna na h-òigridh
2018

Key messages

Here are our main messages to help you talk, write or tweet about the Year of Young People 2018 (YoYP 2018).

If you say one thing, say this...

Year of Young People 2018 provides a platform to promote and celebrate the talents, achievements and contributions of Scotland's incredible young people.

Four handy 'did you know' facts...

1. Young people are leading YoYP 2018. They are at the heart of its planning, ideas and decision making.
2. Young people are classed as 8 to 26 years, but the Year is for the young and young-at-heart to enjoy.
3. Scotland is leading a world-first. No other country has dedicated a Year to promoting and celebrating its young people.
4. More than 500 young people are YoYP 2018 Ambassadors. Based in every area of Scotland, they are promoting local activity and challenging the stereotypes of young people in their local area.

How to say it in 100 words

Year of Young People 2018 celebrates everything that makes Scotland's young people incredible.

As a nation proud of our young people, the Year of Young People puts the spotlight on the contributions and achievements of eight to 26 year olds, while giving them a stronger voice on issues that matter to them.

A line-up of activity is happening across the country for all ages to enjoy. From music festivals and youth take-over days, to young people having a greater say and challenging the status quo. A world-first initiative, it's young people's time to shine.

Join in via [#YOYP2018](#) [@YOYP2018](#) [yoyp2018.scot](#)

Background messages

Why is the Year happening?

- The Year is part of the Scottish Government's Themed-Years programme, which stretches back to the Year of Homecoming in 2009. It aims to celebrate the very best of Scotland and its people.
- Year of Young People 2018 will put Scotland's young people in the spotlight, celebrating their talents and contributions to our nation.

What's the purpose?

- It aims to inspire Scotland through its young people, celebrating their achievements, valuing their contribution to communities and creating new opportunities for them to shine locally and on a global-stage.

What activity is happening?

- A line-up of events is taking place across the country for all ages to enjoy.

Example: An exciting calendar of events has been planned by young people and event organisers. Highlights include: Scotland's first youth TEDX@YouthGlasgow, Edinburgh's International Film Festival with a new youth strand for 2018 and Youth Beatz, the biggest youth music event taking place in Dumfries and Galloway. Led by EventScotland check out visitscotland.com/yoyp2018 for a full event-listing.

- YoYP 2018 is a platform for young people's voices, ideas and experiences to heard.

Example: A group of 35 young people called Communic18 are making all the key decisions around YoYP 2018, making sure that young people co-produce activity around the Year.

Example: The Scottish Government is committed to strengthening young people's voices and ideas across the six themes. Work is currently being undertaken in areas including mental health, protecting children's rights and having more of a say in their education and learning.

- It's a celebration of our nation's young people and supporting adults in

Example: Celebrations kicked off in style with young people voting #Braw as their #ScotWord which was revealed to the world at Edinburgh's Hogmanay Torchlight Procession.

Alongside the events programme, there's loads of activity happening across the country with schools, youth groups and organisations running their own YoYP 2018 events, social media campaigns, student and staff fun days, to name a few examples. Check out #YOYP2018 on social media to see the range of activity happening!

How can young people get involved?

- From music festival to local events and social media campaigns, there's lots of opportunities for young people to get involved. Check out Young Scot at <https://young.scot/yoyp2018/> for more info.

Which organisations are involved?

- Partnership is crucial to the Year's success. It is led by The Scottish Government, working with a group of delivery partners, including EventScotland, Young Scot, YouthLink Scotland, Scottish Youth Parliament, Children in Scotland and Creative Scotland.
- The Year is drumming up a huge amount of support from schools, youth groups and businesses. Local authorities are also planning their own activity, check out #YOYP2018 or yoyp2018.scot for inspiration.

How was activity decided?

- Planning started back in 2015. A group of 22 young people delivered an in-depth consultation to over 600 of their peers and 200 partners to find out what issues mattered most to them. This led to them deciding upon aspirations, goals and themes of the Year, which were all agreed by Scottish Government Ministers.

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