



SAFESPACE4YOUTH
YOUTH COMMUNITY

Peer Leadership Course

Tutors Handbook



Module 4

SafeSpace Promotion

Learning outcomes

Knowledge	Skills	Competences
<ul style="list-style-type: none"> Understanding the importance of conducting research to identify suitable youth advocates for a campaign. 	<ul style="list-style-type: none"> Familiarity with the process of gathering information and conducting research on potential advocates. 	<ul style="list-style-type: none"> Familiarity with the process of gathering information and conducting research on potential advocates.
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Learning/delivery time of this module

Activities	Self-study	Evaluation / Reflection	TOTAL TIME





Theoretical background

This Tutor Handbook is based upon Module 4, which will focus on the promotion of SafeSpaces for young people within our communities. Creating safe and supportive environments is essential for the well-being and mental health of young people. This module will equip participants with the knowledge, skills, and attitudes needed to effectively promote SafeSpaces and advocate for positive mental health among young people.

Module 4 focuses on the promotion of SafeSpaces for young people, emphasising the importance of positive mental health and well-being. Through engaging activities, participants will develop campaign planning skills, learn visual communication techniques, and enhance their research abilities. By the end of this module, participants will be equipped to promote SafeSpaces and advocate for positive mental health within their communities.

Activity 1

Activity name	My Turn
Objectives	The objective of this activity is to empower participants to develop local campaign strategies for promoting positive mental health among young people in their community.
Time needed for delivery	60-120 minutes
Preparation (room setting, tools, props, resources)	Materials Needed: <ul style="list-style-type: none">● Flipchart or whiteboard● Markers or pens● Prompts● Presentation slides or visuals (optional)

Introduction

The important content related to this activity includes key steps and considerations for developing a local campaign to promote positive mental health among young people in the community. The facilitator begins by grouping participants and highlighting the importance of diverse perspectives. Participants are then given one hour to brainstorm and plan their campaign, guided by prompts such as defining the target audience, identifying the community setting, raising awareness, and establishing the core idea. Throughout this activity, the facilitator encourages critical thinking, offers guidance, and reminds participants to consider practical factors like budget and resources. After the brainstorming session, each





group will present their campaign ideas, followed by a group discussion for feedback and insights. The facilitator concludes by summarising key lessons and highlighting the significance of collaboration, creativity, and community engagement.

Step-by-step facilitation

Step 1: The facilitator should divide participants into groups of 4-5 individuals. The facilitator should try to ensure that each group has a mix of diverse perspectives and experiences.

Step 2: The facilitator should explain to the participants that they will have one hour to brainstorm and plan their own local campaign for promoting positive mental health among young people in their community.

Step 3: The facilitator will provide participants with prompts to help them generate ideas. These prompts can include:

- Who is your target audience?
- Where is your target audience based?
- Is it an online community or an in-person community?
- How will you raise awareness for your campaign?
- What's the core idea of your campaign?

Step 4: The facilitator should encourage participants to discuss and brainstorm ideas within their groups. They should consider the feasibility and potential impact of each idea.

Step 5: The facilitator should remind participants to consider factors such as budget, time constraints, and available resources while planning their campaign.

Step 6: During the brainstorming process, the facilitator should circulate among the groups, offering guidance and answering any questions they may have. The facilitator should encourage participants to think critically and outside the box.

Step 7: After the hour is over, the facilitator will ask each group to present their campaign ideas to the larger group. Each group should briefly explain their campaign objectives, target audience, key strategies, and any unique elements.

Step 8: The facilitator should facilitate a group discussion where participants can provide feedback, share insights, and discuss similarities or differences between the proposed campaigns.

Step 9: The facilitator should conclude the activity by summarising the key ideas and lessons learned. The facilitator should emphasise the importance of collaboration, creativity, and community engagement in promoting positive mental health among young people.

Step 10: Finally, the facilitator should thank the participants for their active participation and encourage them to implement their campaign ideas in their respective communities. The facilitator should offer ongoing support and resources to help them bring their initiatives to life.





Methodological approach & tips

The facilitator should consider the following:

- Adopt a learner-centred approach that focuses on active participation, engagement, and practical application of knowledge. Encourage discussions, group activities, and hands-on exercises to promote a dynamic learning environment.
- Set a welcoming and inclusive atmosphere where participants feel comfortable expressing their thoughts and ideas. Encourage open dialogue and respect for diverse opinions. Use icebreakers and team-building activities to foster rapport among participants.
- Offer guidance and support throughout the activity, ensuring that participants feel empowered and encouraged to think critically and outside the box.
- Follow up with participants after the session to provide ongoing support, track progress, and celebrate their achievements.

Evaluation

To evaluate this activity, the facilitator should consider the following:

- Assess the quality of participants' engagement, critical thinking skills, and ability to collaborate effectively within their groups. as well as their ability to present their chosen campaign.
- Evaluate the final campaign for promoting positive mental health presented by each group. They can assess the comprehensiveness, feasibility, and creativity of the campaign by considering elements such as campaign idea, target audience, the reach of the campaign achieved, main objectives set and goals achieved.
- Assess participants' understanding of the importance of youth-led mental health campaigns and their ability to articulate the potential impact of these campaigns.
- Review the research conducted by participants to assess the thoroughness and relevance of their sources. Evaluate their ability to gather accurate and reliable information for planning their campaign.

Resources

- [Your guide to campaigning on mental health](#)
- [Planning a local campaign](#)
- [mind your melon](#)





Activity 2

Activity name	Boost Your Skills
Objectives	This activity aims to empower participants with the skills to use Canva for creating social media posts, specifically a logo and a poster, for their campaign. By the end of the activity, participants should be able to apply their knowledge of graphic design principles and effectively communicate their campaign message through visual elements.
Time needed for delivery	60-120 minutes
Preparation (room setting, tools, props, resources)	<p>Materials Needed:</p> <ul style="list-style-type: none"> ● QR code ● Computers or devices with internet connectivity for each group ● Access to Canva website or Canva app ● Tutorial videos or resources on Canva usage ● Pen and paper for notetaking (optional) ● Projector or screen for displaying tutorial videos or instructions (optional)

Introduction

In this activity, participants will learn how to use Canva, an online graphic design tool, to create social media posts for their campaign. The key terms and concepts relevant to this activity include Canva, which is a user-friendly design tool, visual communication, which involves using visual elements to convey messages effectively, logo, which is a symbol representing a brand or campaign and poster, which is a visual representation used for promotion. This activity is grounded in the principles of effective visual communication and the understanding that design plays a crucial role in capturing attention and conveying messages. By equipping participants with graphic design skills, they can enhance the visual impact of their campaign, effectively communicate their message, and engage their target audience more successfully.

Step-by-step facilitation

Step 1: The facilitator will ask participants to regroup into their original groups formed earlier in the session.





Step 2: The facilitator will inform the participants that for the next hour, they will be learning how to use Canva, a graphic design tool, to create social media posts for the campaign they created earlier. The facilitator should emphasise the importance of visual communication in promoting their campaign message effectively.

Step 3: The facilitator will explain that each group needs to create a logo and a poster using Canva. The logo will serve as the visual identity of their campaign, while the poster will be used to promote their cause on social media platforms.

Step 4: The facilitator should ensure that each group has access to computers or devices with internet connectivity. Instruct them to navigate to the Canva website or open the Canva app using the QR code provided on the slides.

Step 5: The facilitator should encourage the participants to watch the tutorial videos that are accessible through the QR code.

Step 6: The facilitator should encourage participants to brainstorm and discuss ideas within their groups while designing the logo and poster. The facilitator should highlight the importance of aligning the visuals with their campaign message and target audience.

Step 7: The facilitator should circulate among the groups, offering guidance and assistance as needed. The facilitator should address any questions or challenges that arise during the design process. The facilitator should encourage participants to experiment with different layouts, colour schemes, and fonts to enhance the visual impact.

Step 8: The facilitator should set a timer to ensure that the groups stay within the allocated time for the activity. The facilitator should remind them periodically of the time remaining.

Step 9: Once the hour is up, the facilitator should ask each group to present their logo and poster designs to the larger group. The facilitator should allow each group to explain the rationale behind their design choices and how they align with their campaign objectives.

Step 10: After each presentation, the facilitator should encourage participants to provide constructive feedback and engage in a discussion about the different design approaches. The facilitator should discuss the strengths and areas for improvement in each design.

Step 11: The facilitator should conclude the activity by highlighting the importance of visual communication in capturing the attention of the target audience and reinforcing the campaign message. The facilitator should thank the participants for their active participation and encourage them to use their designs in their future advocacy efforts.

Methodological approach & tips

The facilitator should consider the following:

- Highlight the significance of visual communication in promoting the campaign message effectively.
- Clearly explain the requirements, such as creating a logo and poster using Canva, for visual identity and promotion.
- Facilitate group discussions to generate ideas and align visuals with the campaign message and target audience.





- Encourage constructive feedback and facilitate a discussion on design approaches, strengths, and areas for improvement.
- Summarise the importance of visual communication, express gratitude for participation, and motivate participants to use their designs in future advocacy efforts.

Evaluation

To evaluate this activity, the facilitator should consider the following:

- Ask participants to individually reflect on their learning experience with Canva and share any challenges or insights gained during the activity.
- Evaluate the logo and poster designs presented by each group based on criteria such as alignment with the campaign message, creativity, visual appeal, and effectiveness in conveying the intended message.
- Encourage participants to provide constructive feedback to other groups, focusing on strengths and areas for improvement in their designs.
- Observe participant engagement, collaboration, and use of Canva tools during the activity, noting any challenges or successes.

Resources

- [How to Use Canva: A Beginner's Guide](#)
- [How to make your designs look more professional - Canva](#)
- [A step-by-step guide to designing from scratch](#)

Activity 3

Activity name	Choose Your Campaigner
Objectives	The objective of this activity is to engage participants in researching and selecting a suitable youth advocate for their campaign. By conducting thorough research and answering specific questions, participants will develop an understanding of how the chosen advocate aligns with their target audience, campaign goals, and the potential impact they can have in raising awareness.
Time needed for delivery	60-120 minutes
Preparation (room setting, tools, props, resources)	Materials Needed: <ul style="list-style-type: none"> • List of potential advocates or resources for participants to conduct research • Prompt questions





- Presentation slides

Introduction

This activity involves participants working in groups to create a local campaign for promoting positive mental health among young people. Participants will learn to use Canva to design a logo and poster for their campaign. Theoretical background may include concepts of visual communication, targeted messaging, and campaign planning.

Step-by-step facilitation

Step 1: The facilitator will ask participants to regroup into their original groups formed earlier in the session.

Step 2: The facilitator should explain to the participants that for the next hour, they will be conducting research on youth advocates who would be best suited for their campaign based on the previous activities.

Step 3: The facilitator should provide a list of potential youth advocates or direct participants to resources where they can find information about youth advocates.

Step 4: The facilitator will instruct each group to choose ONE advocate from the list or their own research.

Step 5: The facilitator will then provide the following questions for the participants to answer about their chosen advocate:

- Does this advocate match your target audience and how?
- Does this advocate's outlooks and viewpoints match your campaigns and what are they?
- How will this advocate help to raise awareness for your campaign?

Step 6: The facilitator should encourage participants to conduct thorough research, using reputable sources and considering different perspectives.

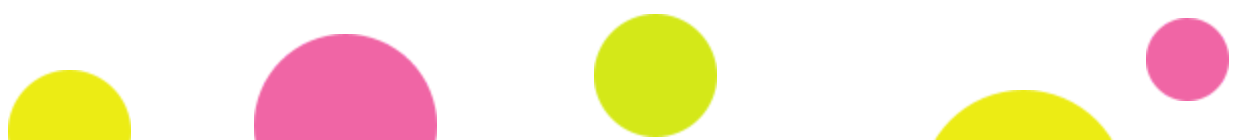
Step 7: The facilitator should remind participants to take notes and gather relevant information about their chosen advocate.

Step 8: The facilitator should circulate among the groups, offering guidance and support as needed. The facilitator should answer any questions they may have during the research process.

Step 9: The facilitator should set a timer to ensure that the groups stay within the allocated time for the activity.

Step 10: After the hour is up, the facilitator should ask each group to present their chosen advocate and share their answers to the provided questions.

Step 11: The facilitator should facilitate a discussion among the participants to compare the different advocates and their potential impact on the campaign.





Step 12: The facilitator will conclude the activity by summarising the key insights gained from the research and highlighting the importance of selecting the right advocate for the campaign's success.

Step 13: The facilitator should thank the participants for their active participation and encourage them to consider their chosen advocate in their future campaign planning and implementation.

Methodological approach & tips

The facilitator should consider the following:

- Define clear and specific objectives for the training session to guide the facilitation process.
- Foster an interactive and participatory learning environment. Encourage active engagement through discussions, group activities, and hands-on exercises.
- Create a safe space for participants to ask questions, share insights, and provide feedback. Encourage open dialogue and ensure that everyone's perspectives are respected.
- Foster collaborative learning by facilitating group discussions and encouraging participants to share their experiences, ideas, and challenges related to the topic.
- Include practical exercises or real-life examples that allow participants to apply the knowledge and skills learned. Provide opportunities for hands-on practice and reflection.
- Be flexible and adaptable to the needs and dynamics of the participants. Adjust the pace, level of detail, and activities based on their responses and progress.

Evaluation

To evaluate this activity, the facilitator should consider the following:

- Assess the quality of group presentations where each group shares their chosen advocate and answers to the provided questions. Evaluate their ability to articulate the rationale behind their selection, alignment with campaign goals, and the potential impact of the advocate on raising awareness.
- Assess the quality of group presentations where each group shares their chosen advocate and answers to the provided questions. Evaluate their ability to articulate the rationale behind their selection, alignment with campaign goals, and the potential impact of the advocate on raising awareness.
- Review the research conducted by participants to assess the thoroughness and relevance of their sources. Evaluate their ability to gather accurate and reliable information about the chosen advocate, demonstrating research skills and a comprehensive understanding of the advocate's outlooks and viewpoints.

Resources

- [Independent Mental Health Advocacy](#)
- [9 young mental health activists you should know](#)





Suggestion for self-directed learning:

The self-directed learning component of Module 4 aims to empower participants to create positive change in their communities. Participants have the option to learn independently by completing activities and accessing the resources provided. They can assess their progress and reflect on their learning throughout Module 4. This approach allows participants to take charge of their learning, explore different perspectives, and apply their knowledge and skills to make a meaningful impact in their communities.

Evaluation and Assessment:

At the end of this self-directed learning component of the module, participants will engage in an assessment to evaluate their understanding and application of the acquired knowledge from Module 4. Participants will also engage in self-reflection to reflect on their own learning.

Quiz

Q1. Which of the following best describes the purpose of developing campaign strategies and materials?

- a. Enhancing personal skills and knowledge
- b. Promoting mental health awareness
- c. Building strong community relationships
- d. Generating financial resources

Q2. What is the key benefit of collaborating with community organisations in implementing social action projects?

- a. Increasing personal recognition and fame
- b. Gaining access to additional funding
- c. Expanding the reach and impact of the project
- d. Reducing the need for active community engagement

Q3. Which of the following is an important consideration when developing campaign materials?

- a. Including complex scientific terminology
- b. Focusing only on personal opinions
- c. Ensuring materials are visually appealing and accessible
- d. Using generic and non-contextualised content

Q4. What is the primary goal of developing campaign strategies?

- a. Maximising personal financial gains





- b. Engaging the target audience and inspiring action
- c. Achieving complete perfection in project implementation
- d. Maintaining strict control over all project activities

Q5. How can collaborating with community organisations enhance the success of social action projects?

- a. By creating unnecessary conflicts and competition
- b. By limiting the available resources and support
- c. By providing diverse perspectives and expertise
- d. By increasing bureaucratic processes and delays

Self-Reflection

Q1. Reflect on the challenges you encountered during the module and how you overcame them. How did these challenges contribute to your personal growth as a mental health advocate?

Q2. Assess the impact of the module on your overall well-being and attitude towards mental health advocacy. How has your participation in the module influenced your perspectives and behaviours related to promoting positive mental health?



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