

What Does Reach Look Like in Youth Activism?

We found that investment might be into small groups of young changemakers, with work potentially accompanied by wider 'reach' to other young people.

Secondary groups of young people are then exposed to and participate in authentically youth-led work around change, seeing their peers challenge social injustices and inequalities.

Another secondary group can also be supportive adults who are activated and encouraged by young people leading change, and who may change and revise their own practice around change and youth-led work as a result.

A third form of reach comes via the communications around this work, which may reach thousands more young people and sometimes adults with new perspectives and actions that shift perceptions of the parameters of young people's power.

My Life My Say trained 28 young people as Young Leaders, reaching a further 73 more widely. At their Common Futures Forum, where Young Leaders took on roles, they reached over 400 young people. Their work through National Voter Registration Day reached 550,000 people on social media.

West End Women and Girls supported 6 Domestic Violence Peer Educators to raise awareness of gender-based violence and lead campaigns. They reached 2842 young people through their work in schools. Their social media reach numbered 88,255 people.