

# Vestfold Youth Information Centre

- About this presentation:
  - My background
  - Basic about outreach work
  - Background of Vestfold Youth Info
  - Coordination and cooperation of services
  - Cooperation with NGO
  - Web based resources



# My background

- Studied economics and administration (2 years)
- Got involved in NGOs when studying
- Cultural studies (3 years university studies)
- Studying TV/movie making (part time)
- Managing youthclubs (municipality/voluntarely) 1995 to 1998
- Outreachwork 1998 – 2009
- Continuing education supervision (part time)
- Developing outreach profesion on a national level
- Continuing education outreach (part time)
- Establishing Vestfold Youth Info 2009, still managing
- Mangager regional council of NGOs from 2010



# The nature of Outreach Work in Norway:

From the Norwegian association of outreach work

- Outreach Workers work with secondary prevention amongst children and youth.
- The main principal of the work method in use, is to actively reach out to youth in



# The nature of Outreach Work in Norway:

From the Norwegian association of outreach work

- Outreach Workers work amongst and within youth communities in the city streets, in shopping malls, train and subway stations, gas stations, street food vendors and wherever else youth spend time.
- Outreach Workers work in close cooperation with youth clubs, schools, child protection services, school nurses, preventative police units, and the families of the youth involved.
- Outreach Workers follow up youth on an individual basis, and coordinate various group activities (examples; conversation groups, sports, art etc.).
- Outreach Workers councils youth, and directs them further to the appropriate service provider when it is needed.



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# The nature of Outreach Work in Norway:

From the Norwegian association of outreach work

- How Outreach Workers work secondary prevention on a local level varies depending on the size of the unit, resources and other local factors.

Topics that youth bring up with



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# The nature of Outreach Work in Norway:

- Norwegian culture is somehow special
- We trust the system
- We know that social structures and local authorities are here to

help us

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# Outreach Work:

- **History:**
- **Salvation Army as an example:**
  - Soup, soap and salvation to the poor and drunk
- **YMCA is another one, also**

**London late 1800:**

- Healthy activities for young men instead of Pub and fights

**Meets the physical and spiritual  
needs of big City.**



# Background of Vestfold Youth Info

- Outreach services in city of Tønsberg established 1972
  - Professional workers with bachelor degree in social or pedagogy work
- Tree employees full time
- Target group young people at





# Background of Vestfold Youth Info

- Tønsberg is City Centre for youth from different municipalities
  - City of 40.000 inhabitants
  - Regional/official services towards approx 100.000 inhab
- Melting point for young



# Background of Vestfold Youth Info

- The outreach services pointed out one spot, the bus station, followed targeted groups and gathered information in 2004
- Internal reports, external articles about marginalised groups in city centre by bus



# Youth Information

- "youth information" is a term which can describe a range of different activities undertaken by a wide variety of "information actors"  
it is useful to outline the specific character of "generalist" youth



# Youth Information

- The centre may provide **other services** which are complementary to its basic information and counselling role, such as youth discount cards, tickets for concerts and transport services, cheap



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# Youth Information

- "generalist" youth information and counselling centres (and services) have the following characteristics, which are based on the

**European Youth Information Chart**

*www.ungivestfold.no*

or on a national set of



# Vestfold Youth Information Centre

- **Our experiences**
  - Lots of young people need someone to talk to
  - Our visitors recommend us to friends
  - Thousands of condoms out each year



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# Vestfold Youth Council

- VBUR is an organization for regional NGOs in the county of Vestfold south of Oslo in Norway.
- VBUR represents scouts, nature and environmental NGOs, political youth



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# Vestfold Youth Information Centre and the regional Youth Council

- Youth information centre established for targeted groups
- Respond on needs and questions



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• Outreach, child care



# Cooperation with different services

- Youth info is not taking over klient, we are opening the other systems for new kids
- We involve practitioners from different systems to



# Cooperation with different services

- Problems:
- When we get popular we can be seen as competition
- One youth club in central city was closed by



# The future of Youth Information

- Listening and taking serious the voices we hear
- Working for empowerment

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# Resources and literature

Working on a list to provide the TC participants with helpful and free literature online



# Some methods

Listening

Peer education

Empowerment

Motivational interviewing



# Online work

# SWOT

## Strengths

- Anonymity
- Easy to access -> web connection is considered to be a human right
- Low threshold work possible – customer doesn't need to think how worker reacts
- Gives reaction time for the worker before answering
- Advertising and telling about us to others is strong

## Weaknesses

- Trolling, lying easy
- Customers can disappear whenever
- Can waste human resources – never know if there is customers online
- Customer can get dependent – risk of encouraging web addiction
- Not easy to predict customers or rush hours

## Opportunities

- New tools and possibilities to reach out (e.g. Tinder? FourSquare, Google Maps)
- When choosing tools correctly – can reach whole new target groups
- Low cost work – free tools, only working hours cost
- Gamification -> Can we glue together outreach work and games?

## Threats

- Will cyberreality kill anonymousness? Web 3.0
- How to hit the target group
- Workers get stuck to tools – to prevent this have to be curious and innovative
- Using internet mobile -> How we can react to this?

# Thanks for listening

I will do some homework in english before TC 😊



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