

Behaviours, Practices and Actions

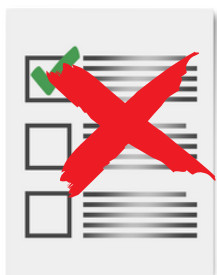
Behaviours, practices and actions to STOP



Do not put the needs of the **fund**ers or marketing over the needs of young people.



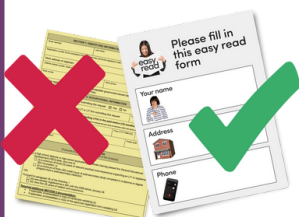
Avoid using **stereotypes**.



Do not use checklists that do not make sense to young people.



Avoid making people feel bored, stressed, or fearful.



Remove barriers that make it hard for young people to take part.

Behaviours, practices, and actions to **START**



Allow enough time for young people to gain trust and feel comfortable.



Work with young people to create **data collection** methods that reflect their **identities**.



Understand that “accurate” data means different things to different people.



Clearly explain why data is collected and how it will be used.



Use the same language across different organisations.



Develop tailored approaches for different data **identities** (e.g. sexuality, ethnicity).

Behaviours, practices and actions to **PRIORITISE**



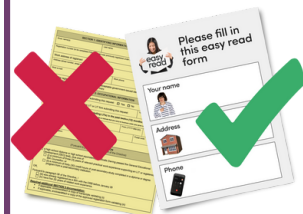
Keep talking to young people so they can influence change.



Respect that some young people may not want to take part.



Support communities that are often overlooked or under-represented.



Improve **data collection** so that it is useful. Not just because it needs to be done.



Be aware of how **demographic data** affects young people's **identity** and wellbeing.



Everyone doing data collection will need support, training and resources to make these changes.

Glossary



Data Collection

The process of asking people for information about themselves.



Demographic Data

Information about people's background, such as age, gender, ethnicity, or where they live.



Funders

Organisations or people who give money to support youth programmes and research.



Identity

How a person sees themselves, including their gender, culture, and background.



Stereotype

A fixed idea about a group of people that may not be true for everyone.