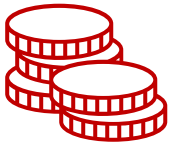
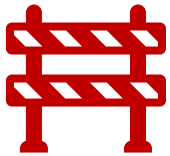
Behaviours, practices, and actions for those involved in demographic data practice to stop

					
Creating and contributing to ambiguity or confusion around the purpose of demographic data collection	Choosing approaches (including categories and methods) that exacerbate stereotypes and reinforce deficit narratives	Choosing checklist or tokenistic approaches	Invoking negative feelings and emotions such as apathy, irrelevance, boredom, fear, stress, and exasperation	Prioritising the needs of funders or marketing / advertising above the needs of young people	Creating multiple barriers to engagement and access (including collection tools, language, and age suitability)

Behaviours, practices, and actions for those involved in demographic data practice to **start**

Protect sufficient time for the process e.g. to enable reflection, for trust and relationships to be built, for conversations about identity	Co-create approaches with young people that truly represent, as much as possible, how young people identify, which may include 'fluid' and/or be complex in other ways	Build our understanding of what constitutes data 'accuracy' from the perspective of different stakeholders and/or different uses for demographic data

As part of this, we should develop:			
Support, training, and resources for practitioners doing demographic data collection	Clear, brief, and specific guidance on why data is being collected and how it will be used	Consistent language to be used across the sector	Nuanced, tailored approaches for specific data categories (e.g. sexuality, ethnicity, etc.)

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Behaviours, practices, and actions for those involved in demographic data practice to prioritise

Ongoing conversations and co-creation with young people, so that they can influence change on issues that directly affect them	Respecting the extent to which young people do or do not want to be involved, given that some expressed apathy or disconnection	Supporting under-represented or under-served communities	Improving practice and provision (over simply 'proving' that something is happening)	Considering the multiple impacts that demographic data practices can have on young people's identity and/or wellbeing	Addressing tensions between the requests of funders and the interests and needs of young people

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