

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



Invoking negative feelings and emotions such as apathy, irrelevance, boredom, fear, stress, and exasperation



Choosing checklist or tokenistic approaches



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



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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.)



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