

Developing Youth Center Services Based on Youth Personas

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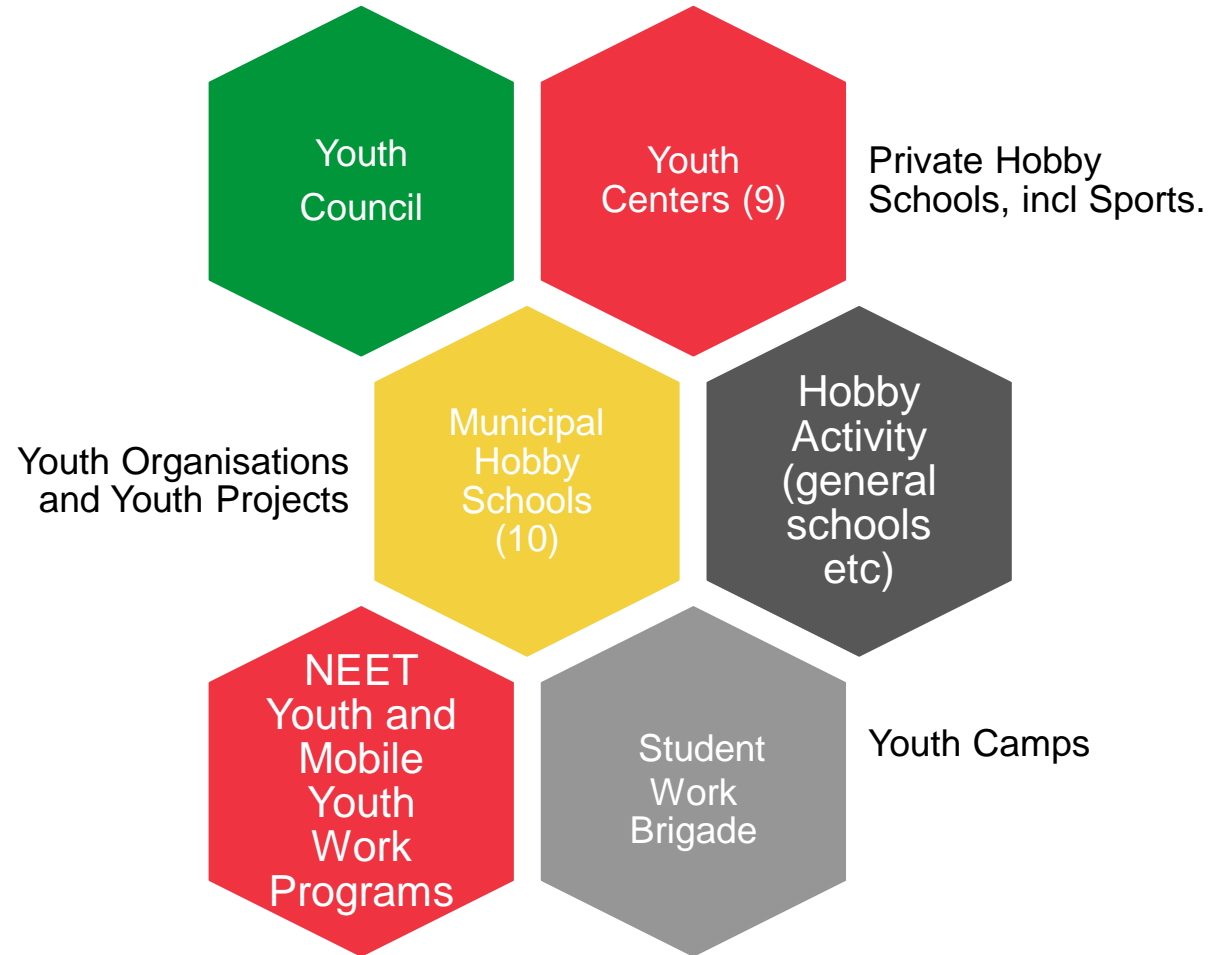
I don't know anyone
who knows anyone who
has been to
a youth center
or knows what it is

Youth Center 2.0!

The Tallinn youth center service model project was initiated with the aim of co-creating a high-quality and modern youth center service together with local young people.



Youth Work and Youth Centers in Tallinn



Why ?

“ Threats to the well-being and development of young people in Estonia in 2030*:



Shortage of qualified education and youth work staff



Regional inequality

*Praxis Centre for Policy Studies Future Scenarios Study (2022)

“ Youth centres can help spot a child in need, intervene and prevent problems from getting worse. If prevention activities are not undertaken, the Estonian economy will lose **3.5 billion euros** over 20 years, or an estimated **175 million euros a year** (2013-2033).

The 2023 national budget allocated 4.6 million euros to developing the accessibility and quality of youth work*.

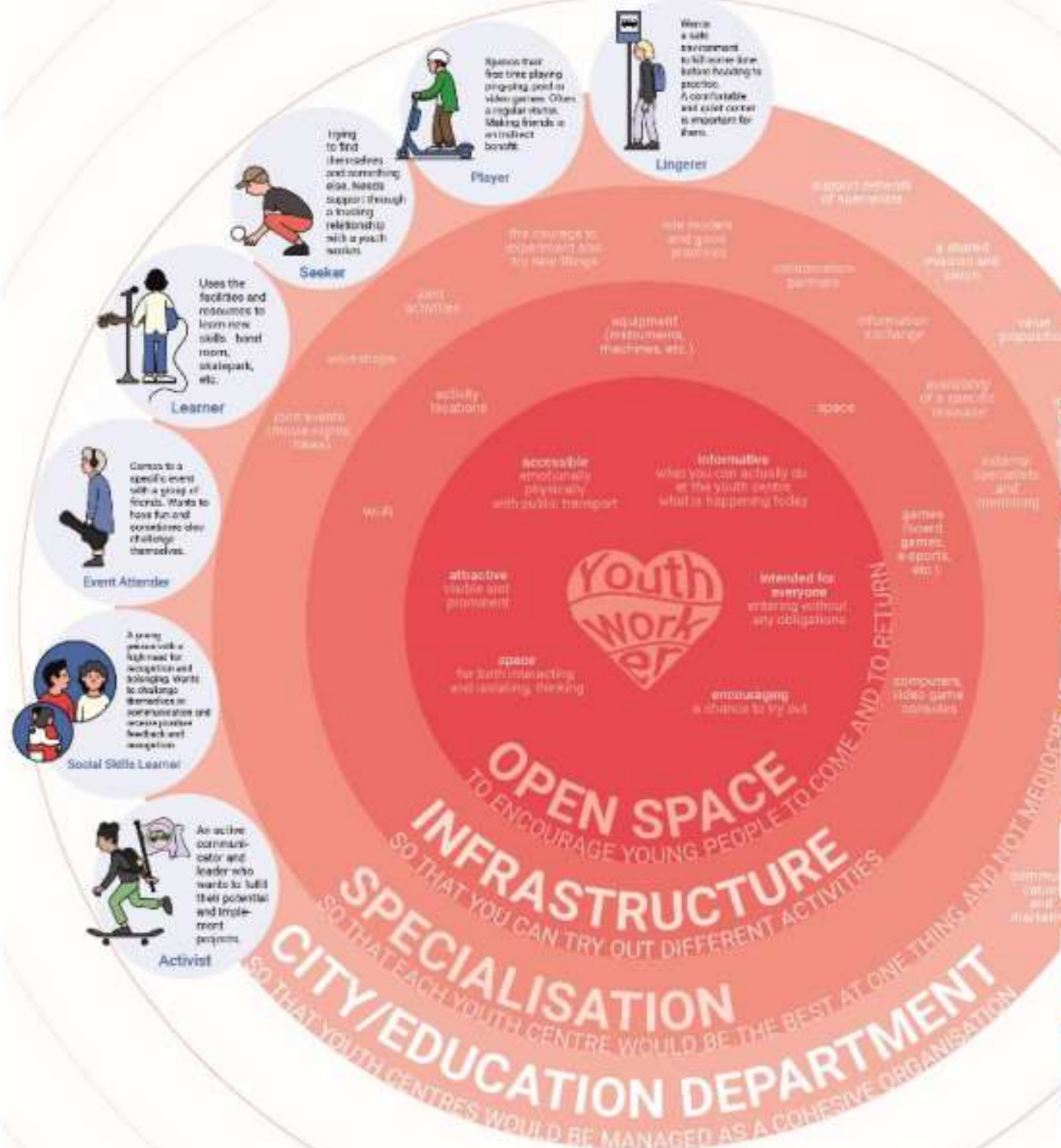
*“Underlying analysis for the renewal of the arrangement of child protective services” (2013), carried out by PricewaterhouseCoopers Advisors on behalf of the Ministry of Social Affairs.

The Youth Center Service Model

The Fundamental Concept – „Third Place Theory“



Components of the youth centre service model



1. Getting to know the young person better
2. Youth worker
3. Open youth space
4. Specialisation
5. Management model
6. Infrastructure
7. Communication

Objectives According to Personas

1. Youth Centre Service for Seeker:

- establishing a trusting relationship with young people;
- identifying their needs and interests;
- encouraging them and involving them in activities;
- providing an opportunity-rich environment;
- “drawing” the young person into activities



Trying to find themselves and something else. Needs support through a trusting relationship with a youth worker.

Seeker

Objectives According to Personas

2. Objectives/role of the YOUTH WORKER:

- very important; identifying and discovering young people's interests and needs and guiding and involving them is critical; so is making their first visit as smooth as possible; encouraging them to try new things/activities. The youth worker needs to be open-minded and sensitive to young people's individual differences/changes related to their age or background

3. OPEN SPACE:

- very important, must be welcoming, eye-catching, encouraging, provide opportunities and a cosy, supportive and safe atmosphere.

4. SPECIALISATION:

- not the most important, but they may also come out of curiosity for something specific.



Trying to find themselves and something else. Needs support through a trusting relationship with a youth worker.

Seeker



Spends their free time playing ping-ping, pool or video games. Often a regular visitor. Making friends is an indirect benefit.

Player



Wants a safe environment to kill some time before heading to practice. A comfortable and quiet corner is important for them.

Lingerer



An active communicator and leader who wants to fulfil their potential and implement projects.

Activist



Comes to a specific event with a group of friends. Wants to have fun and sometimes also challenge themselves.

Event Attender



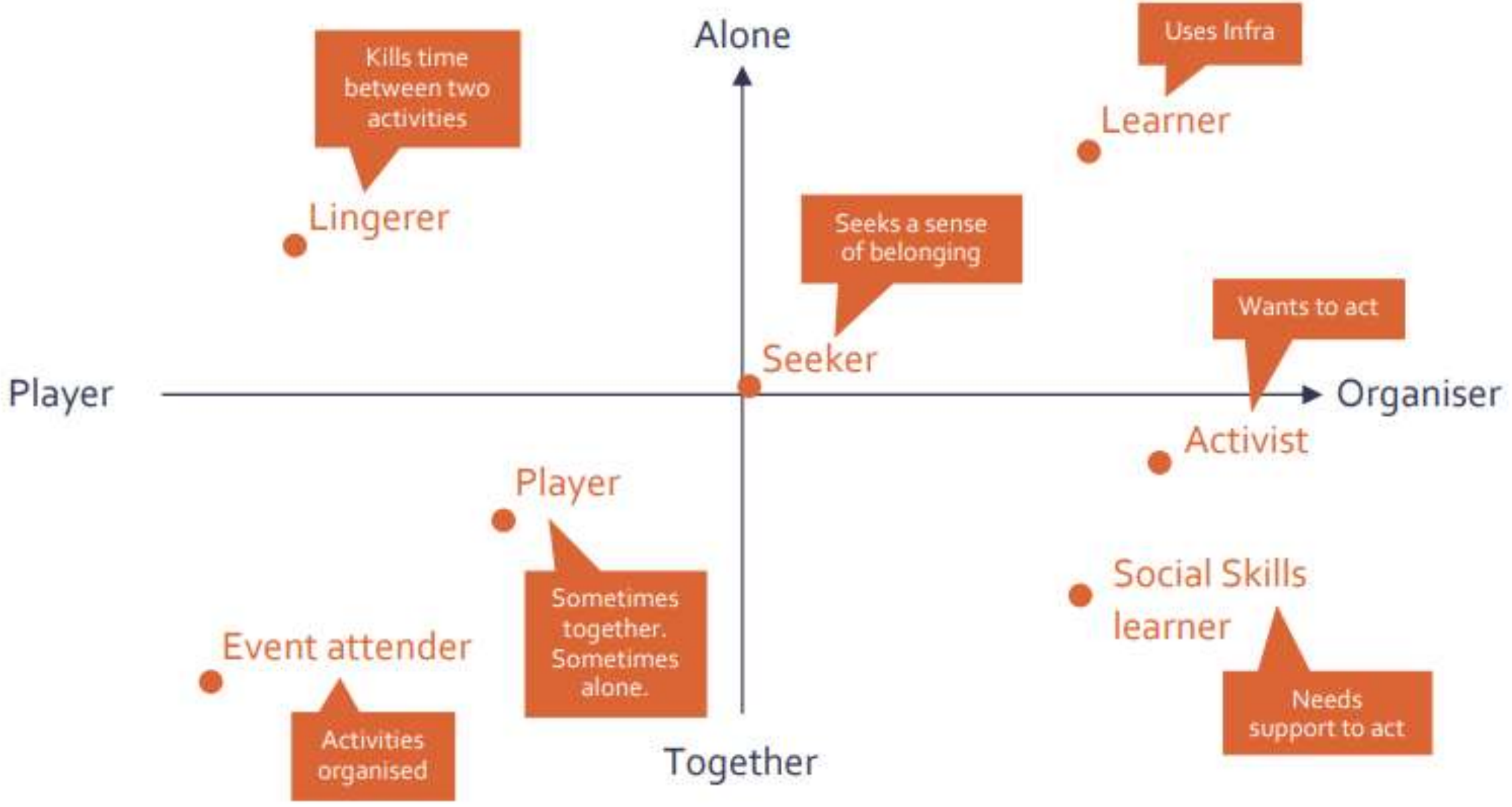
A young person with a high need for recognition and belonging. Wants to challenge themselves in communication and receive positive feedback and recognition.

Social Skills Learner



Uses the facilities and resources to learn new skills - band room, skatepark, etc.

Learner





MÄNGIJA

ÕPPIJA

FORTNITE TURNIIR



Õppija tegevused

- õppida koolis
- õppida kodus
- õppida veebikeskkonnas
- õppida mängides
- õppida loetud materjalid

Mängija tegevused:

- võimaldada keskkonna ja vahendid
- tegeleda huvialade (filmide ja raamatud)
- osavõtted milles osalemine ja uude tegevuste ettevalmistamine

Õppija tegevused:

- võimaldada ühendamise
- tegeleda huvialade/raamatite kaardistamisega koos
- võimaldada teha kodule
- tegeleda uude tegevustega
- tegeleda uude tegevustega

Teised Noored on uude tegevusi ettevalmistama ja hing algas taas!

☺

Thank You!



Youth Center Service Model in English:

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