

UK YOUTH EMPOWERHER

Cohort One Impact Report
May 2019

EMPOWERHER

UK YOUTH

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EmpowHER Overview

EmpowHER builds young women and girls' self-esteem and wellbeing by providing inclusive and meaningful social action opportunities to inspire them to lead change in their communities.

Participants

The programme is targeted at the “unusual suspects” – young women and girls aged 10-20 with low wellbeing, who do not already meaningfully participate in social action. Participants are identified & engaged by local youth workers; they work in small groups with similar aged girls and meet regularly for a minimum of 12 weeks.

Social Learning

- YW&Gs attend sessions facilitated by youth workers and/or specialists.
- In sessions, girls go through a learning journey covering “Myself, My Community & My World”
- YW&Gs also learn about wellbeing & positive mental health habits.

Social Action

- Through social learning YW&Gs explore issues they care about tackling in their communities.
- Youth workers & BRC Youth engagement workers support YW&Gs to explore project ideas.
- YW&Gs lead their own social action project(s) in the community.

Role Models

- Throughout the programme, YW&Gs are exposed to positive female role models.
- Role models can be used in a variety of ways including visits, talks, films and mentoring.
- There are 75 EmpowHER models engaged with BRC



Key findings from EmpowHER Cohort One

EmpowHER reached and engaged its target audience

- YW&Gs average wellbeing was below the national average for 10-17 year olds.
- 89% of YW&G had at least one personal barrier, with over 1 in 3 experiencing poor mental health.
- YW&G started the programme with lower emotional and social capabilities than young people beginning other UK Youth programmes.

EmpowHER had a positive impact on young women and girls' wellbeing

- Upon completion of the programme, EmpowHER participants reported a far closer pattern of wellbeing to the UK population average than when they began, and they were much more likely to report an increase in their wellbeing than it being static or decreasing.
- YW&G built strong, supportive relationships and reported improved self esteem, increased optimism about the future and reduced social isolation.
- YW&G felt less isolated due to their problems, are more able and willing to talk about how they feel and improved their knowledge around mental health and how to care for their wellbeing.

EmpowHER challenged and changed limiting perceptions

- EmpowHER reduced YW&G's limiting perceptions of their ability, appearance and their gender.
- YW&G's limiting perceptions of others were also challenged, including people experiencing homelessness, those with poor mental health and refugees.
- EmpowHER supports YW&G to appropriately challenge perceptions that others hold of them e.g. related to their gender, age and appearance.

Young women and girls are empowered to identify and lead change

- YW&G's confidence in their capabilities and capacity to advocate their beliefs have improved.
- YW&G are more motivated and confident in taking the lead.
- YW&G's emotional and social capabilities improved, particularly confidence, communication skills, personal responsibility and resilience.
- EmpowHER instils belief in YW&G that they can make positive change in their community.

EmpowHER improved social cohesion on a small scale

- YW&G's gained awareness of issues in their community and felt a sense of belonging within their group.
- EmpowHER created opportunities for YW&G to meet different people, but more can be done by supporting more YW&G to engage with community members during social action projects.

EmpowHER motivated young women and girls to take part in social action but there are significant barriers to overcome in order to create long-term, meaningful social action habits

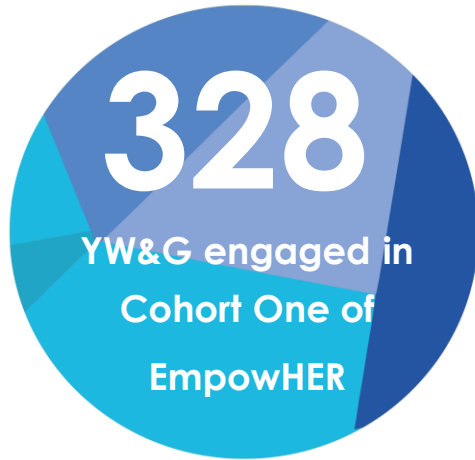
- YW&G are motivated to engage in future social action, with some already participating in new projects after completing EmpowHER.
- Significant barriers to engaging in social action mean that only 34% of YW&G are likely to take part in social action in the next 12 months.

EmpowHER is having a positive impact on the youth sector and reaching community members

- Youth clubs have increased their reach, raised their profile and improved partnerships with local organisations.
- Youth organisations have used their learning from EmpowHER to improve opportunities available to young people by reviewing their offer, creating new opportunities and making social action more accessible.
- Over 2,350 community members have been supported by EmpowHER social action projects

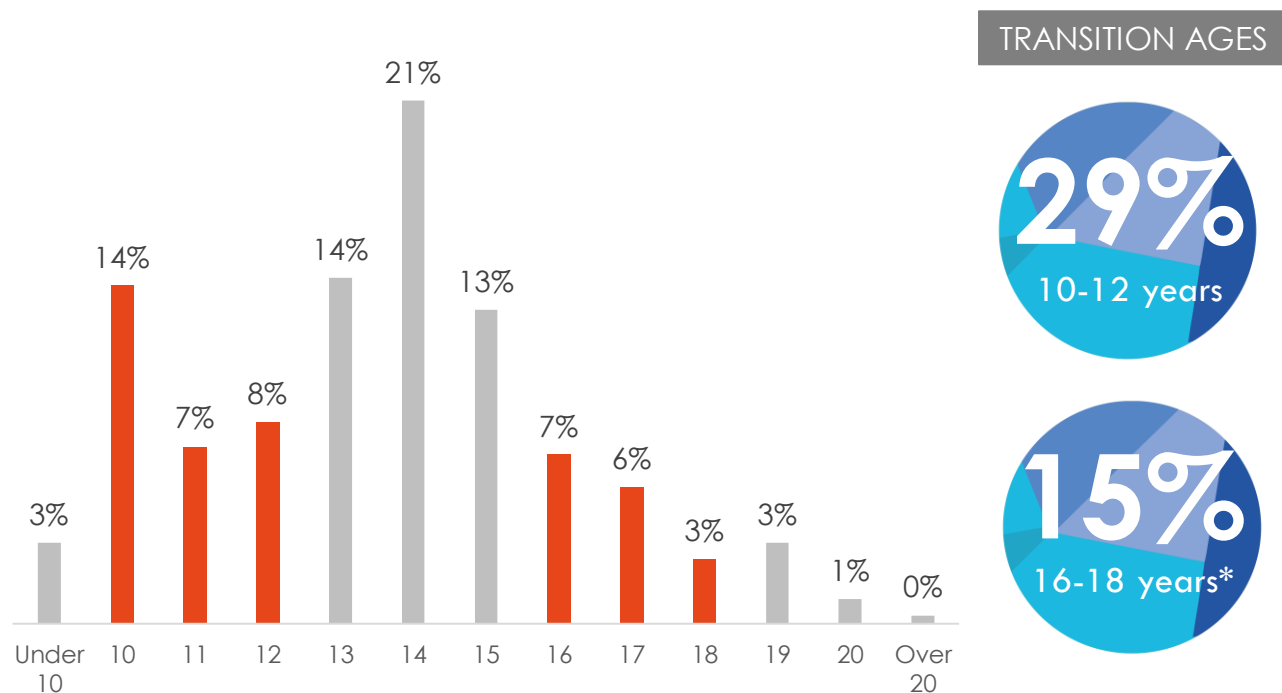
Who did EmpowHER Cohort One engage?

UK Youth has met delivery engagement targets in Cohort One, with a retention rate of 87%



Out of a total target to reach 320 participants in Cohort One, UK Youth successfully engaged 328 young women and girls (YW&G) and 286 completed the programme. In order to complete the programme, over a minimum of 12 weeks, YW&G had to engage in 30 hours of sessions, with a minimum of 10 hours of social learning and 10 hours of social action.

Almost half of the YW&G that engaged in EmpowHER are in a transitional age range



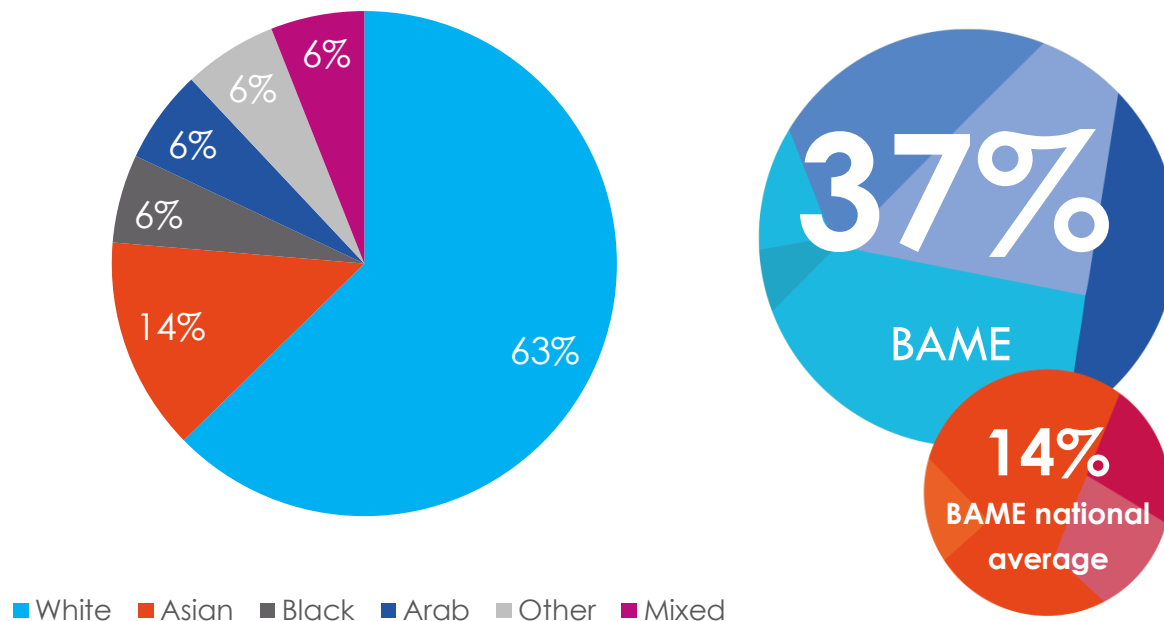
44% of YW&G that engaged in Cohort One were in the transition ages of 10-12 and 16-18 years. Although transition age is an important need identifier, delivery partners communicated that there is also a significant need for support amongst girls aged 13-15 and 19-20 years.

80% of YW&G that took part in Cohort One were under 16, with almost half aged 13-15 years. Whilst we recognise the broad reach, in Cohort Two we have communicated to delivery partners to focus recruitment to the older age group in order to explore the need across the age range.

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Over a third of YW&G in Cohort One were BAME, significantly higher than the national average

Ethnicity of YW&G that engaged in Cohort One of EmpowHER



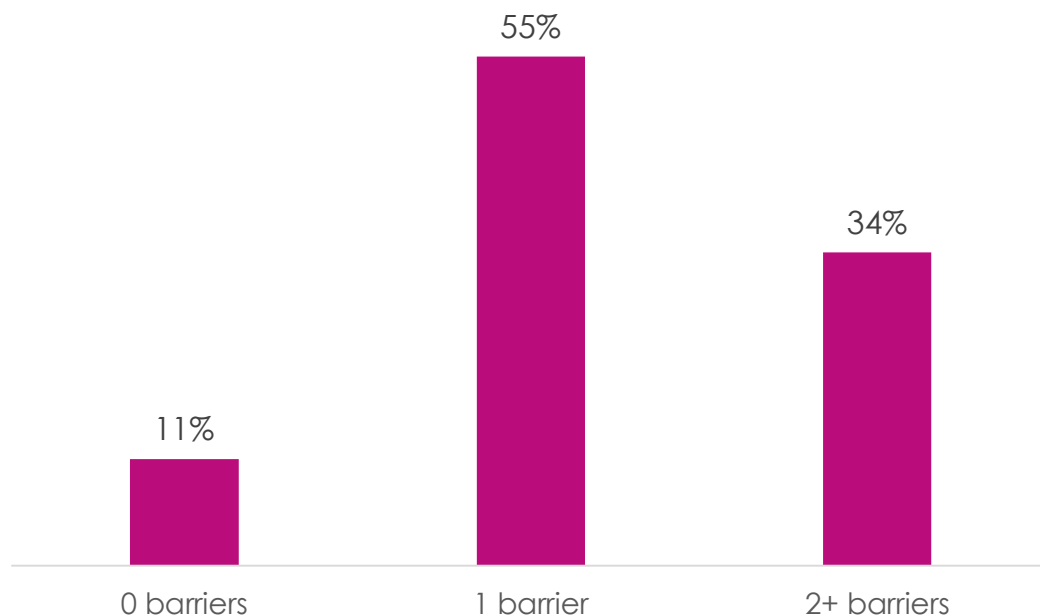
This high proportion of BAME young women and girls is seen across a number of delivery partners. The

EmpowHER groups are extremely diverse – whilst most groups include YW&G with a range of ethnicities, some are predominantly BAME and others are predominantly non-BAME. This is considerably higher than the national average of 14% according to the 2011 census (Office for National Statistics, 2011).

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Most YW&G in Cohort One had a personal barrier, with a third reporting more than one

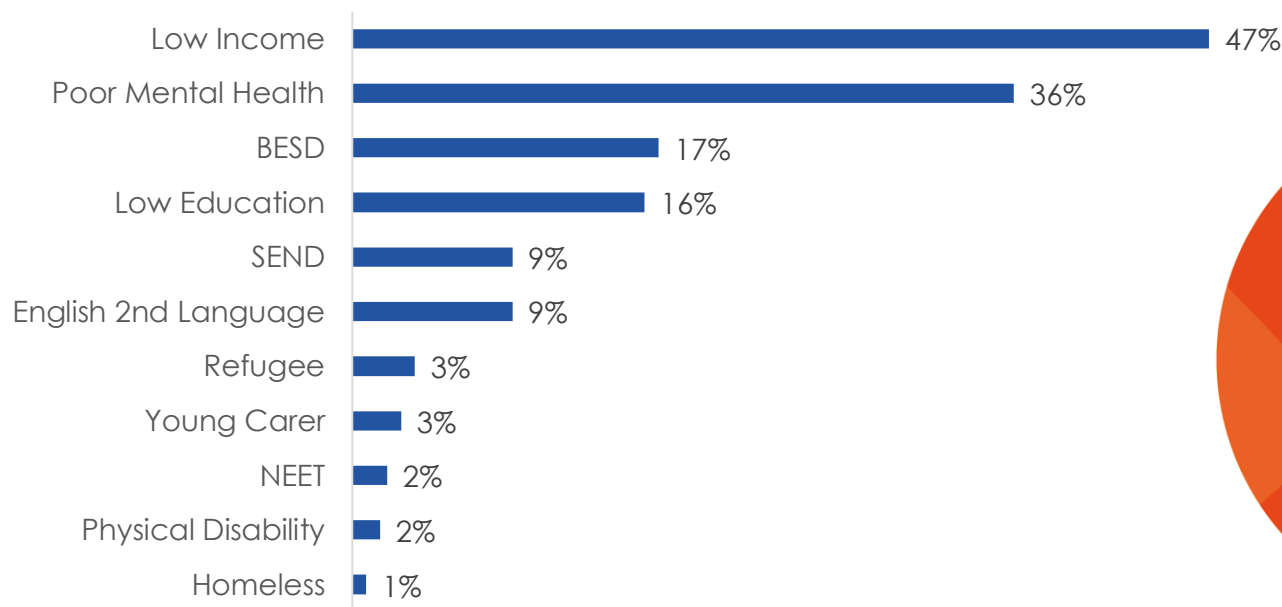
Number of personal barriers reported by YW&G in Cohort One



A breakdown of the personal barriers experienced by the young women and girls in cohort one can be found on the next slide.

1 in 10 of YW&G have a disability and over 1 in 3 have poor mental health

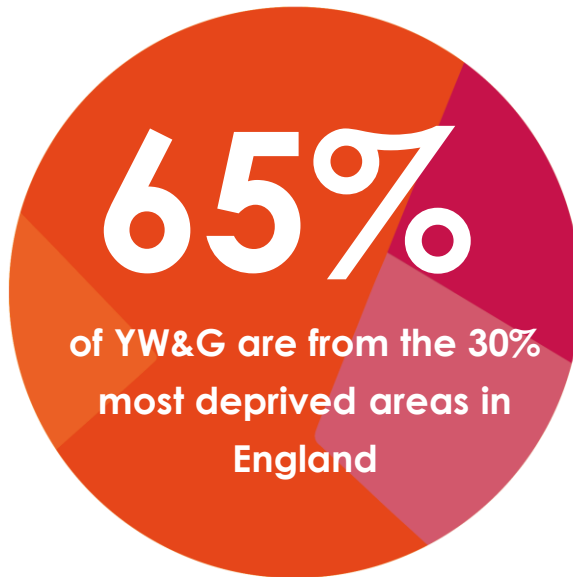
Percentage of EmpowHER YW&G with the following personal barriers:



*YW&G are considered to have a disability if their barrier data shows they have a physical disability or special educational need. Percentages in the graph have been rounded, which explains differences between the graph and the overall disability stat.

Base: 261 YW&G from all 9 delivery partners, EmpowHER Cohort One Profiling Data . SEN = Special Educational Need, EASL = English as a Second Language, BESD = Behavioural Emotional and Social Disorder, NEET = Not in Employment, Education or Training

Almost two thirds of YW&G participating in EmpowHER live in England's most deprived areas



Almost two thirds of YW&G are from the 30% most deprived areas in England.

Research literature suggests that there is a small relationship between deprivation and wellbeing amongst girls, with no relationship amongst boys (Gireesh, Das, Viner, 2018). However, one of the domains of the Indices of Deprivation is income (The English Indices of Deprivation, 2015), which has a strong relationship with wellbeing (Deaton, 2008), and there is a very strong relationship between poverty and wellbeing (Choudry and Wimer, 2016).

Whilst we don't measure income or poverty amongst the YW&G we reach, those living in areas of deprivation are more likely to experience these factors (Poverty and Social Exclusion, 2019).

EmpowHER is successfully engaging YW&Gs with low wellbeing

In order to assess whether EmpowHER was engaging those with objectively 'low' wellbeing, we categorised their scores and compared them to the best available data set, the 2018 all age national dataset. The table below shows percentage in each dataset classified with 'low' wellbeing (0-4), and the percentage point difference.

ONS Indicator	National Population	EmpowHER Cohort 1	Difference
Low "Life satisfaction" indicator	4%	21%	+17pp
Low "Life worthwhile" indicator	4%	18%	+15pp
Low "Life happiness" indicator	8%	31%	+23pp

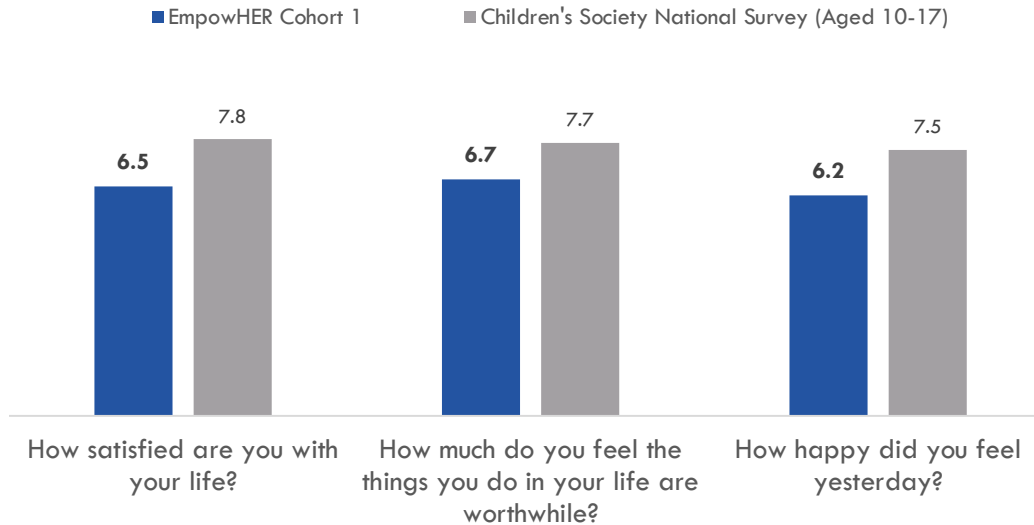
For all three 'positive' ONS indicators, **EmpowHER participants are much more likely than the national population to be reporting low wellbeing.** The largest gap is with 'happiness' indicator where the **EmpowHER participants are nearly four times as likely (8% vs 31%) to report 'low' happiness than the national average.**

However this is comparing YW&Gs in Cohort One with the national population, not similar age groups. The next slide shows the best possible comparison of the YW&Gs in Cohort One with age peers.

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EmpowHER is successfully engaging YW&Gs with lower wellbeing than their age group

EmpowHER Participant ONS Wellbeing compared to National Data



In order to assess whether the YW&Gs were reporting lower wellbeing specifically compared to their peers, we compared their scores with the best available comparison group from *The Children's Society* research*.

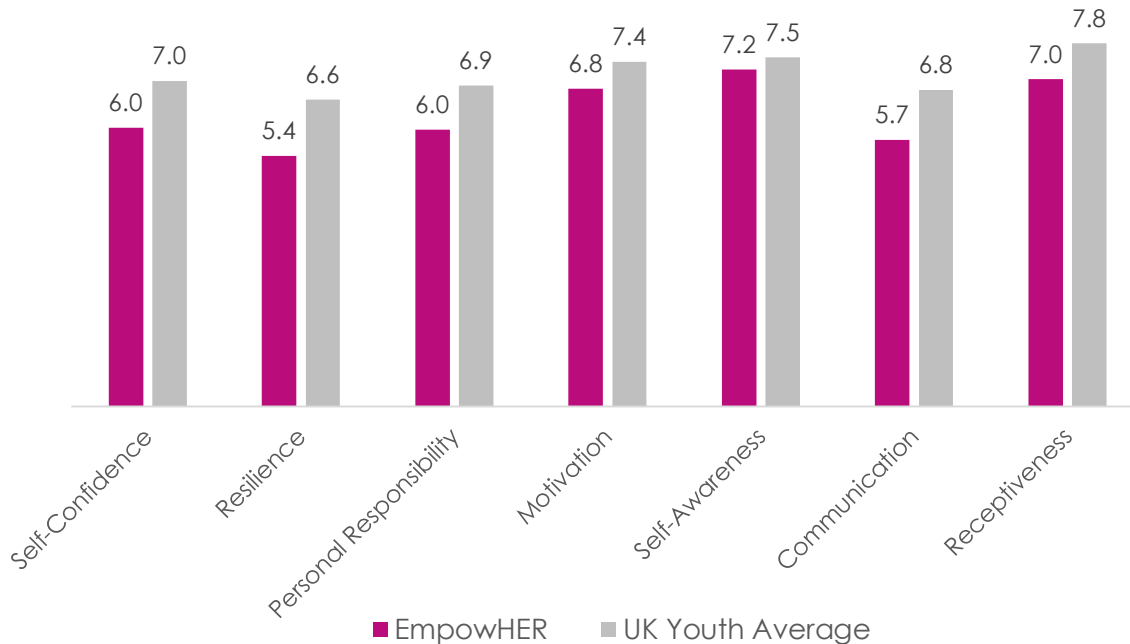
The graph shows **the average score for all EmpowHER participants is 'below' the national average** for 10-17 year olds in all three ONS questions available for comparison.

This suggests that **EmpowHER is reaching young people with lower wellbeing than the national average for that age group.**

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EmpowHER YW&G are beginning with lower emotional and social capabilities than peers

Average emotional and social capability scores
(10 point scale)



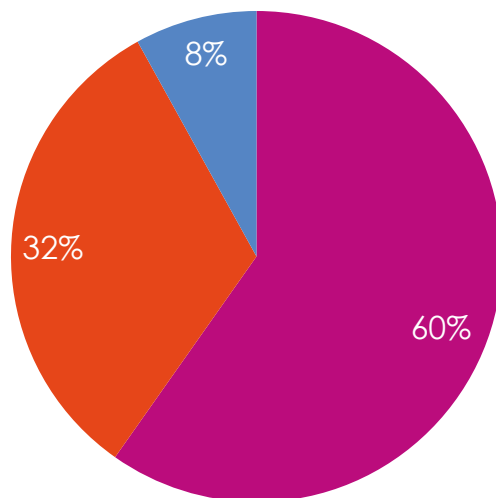
The graphic shows YW&Gs reported level of emotional and social capabilities (ESCs) on UK Youth's framework, compared to the UK Youth average from other major programmes in 2017/18.

It shows that **EmpowHER participants are baselining lower across all seven of the social and emotional capabilities, especially resilience, self-confidence and communication.** This further demonstrates that EmpowHER is reaching vulnerable YW&G.

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Of YW&G that answered, almost a third hadn't taken part in social action before

Have you taken part in volunteering, fundraising or campaigning in the last year?



■ Yes ■ No ■ Don't know

Of the 87 YW&G who responded, almost a third hadn't previously taken part in volunteering, fundraising or campaigning within the last 12 months.

#iwill identified that 58% of young people participated in social action in 2017, suggesting that we are reaching a near-average sample of the population.

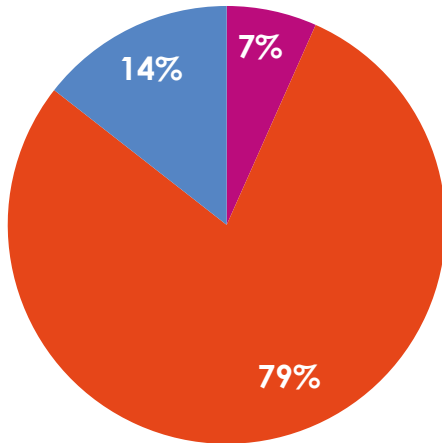
Analysis of the outcomes data doesn't identify any difference in positive impact between those that have taken part in social action in the past and those that haven't.

Whilst we are confident that we are reaching YW&G with low wellbeing, we have reminded delivery partners to also consider previous participation in social action and are continually working on how we measure and recruit based on this.

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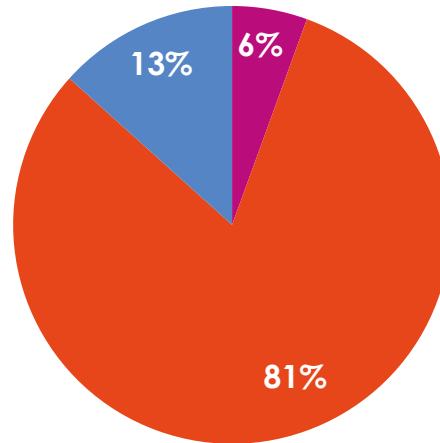
The vast majority of YW&G have no previous experience with British Red Cross

Have you fundraised for the British Red Cross before?



■ Yes ■ No ■ Don't know

Have you volunteered for the British Red Cross before?



■ Yes ■ No ■ Don't know

EmpowHER is reaching YW&G with no previous experience of engaging with the British Red Cross. All of the YW&G that report they have volunteered with the British Red Cross have also fundraised.

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YW&G's limiting perceptions of themselves are more significant than those of their gender

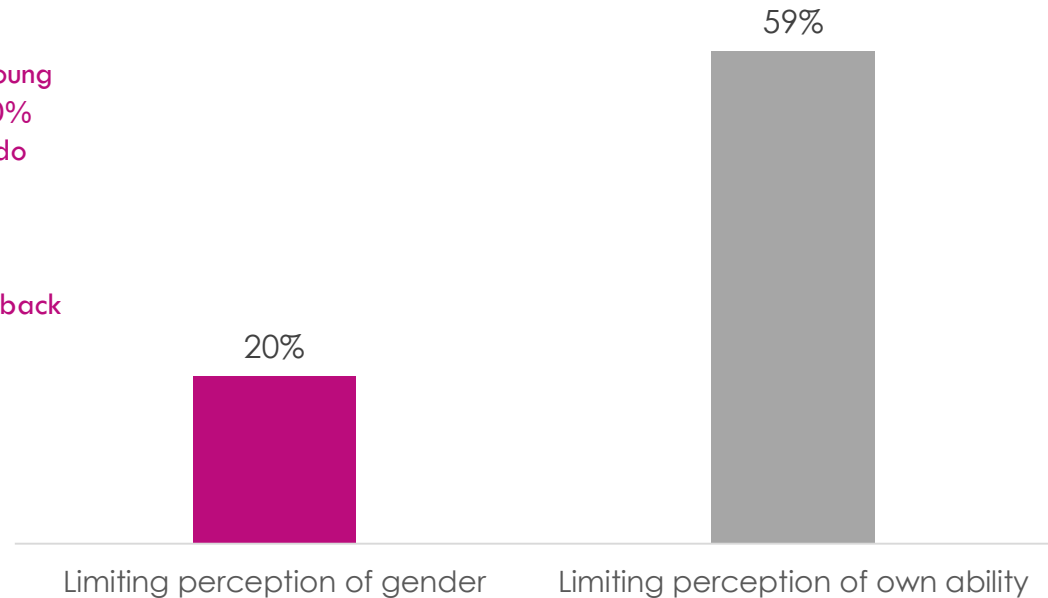
The graphic shows percentage of YW&Gs who report limiting perceptions of themselves based on their gender, ability and confidence.

20% of YW&Gs reported a limiting perception of what young women and girls were able to achieve. However nearly 60% reported a limiting perception around their own ability to do things as well as others.

This suggests that it may not be EmpowHER's YW&G's perception of themselves as young females that hold them back in their lives, but instead their perceptions of themselves as individuals could be the barriers.

This was also reflected in qualitative methodologies. Most YW&G spoke about other people's limiting perceptions of women, but not their own. However those that did express limiting perceptions of their gender generally spoke about barriers to career opportunities and school subjects.

Percentage of YW&Gs with limiting perceptions of themselves and their gender



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Base size: 141 YW&G (Own Ability), 137 YW&G (Gender) from all delivery partners. Those that scored statements from 0-6 on a 10 point scale are considered to have a limiting perception. Statements as follows: Perception of gender = 'Young women and girls can do anything they set their minds to'. Perception of own ability = 'I can do things as well as most other people.'

What was the impact of EmpowHER Cohort One?

A summary of Cohort One's performance against EmpowHER's five key outcomes

EmpowHER aims to achieve five key outcomes for the YW&G that take part in the programme. Each outcome is detailed below along with guidance on the progress that has been made in achieving them so far. We are confident that we are having a significant positive impact on the outcomes outlined in green. For those outlined in orange, we are seeing a positive change, but more can be done to further this impact in future cohorts. This report evidences and investigates these findings.

✓ Wellbeing of YW&G improves

✓ Limiting perceptions are challenged and changed

✓ YW&G are empowered to identify and lead change

— Social cohesion improves

— Long-term, youth-led, meaningful social action habits are formed

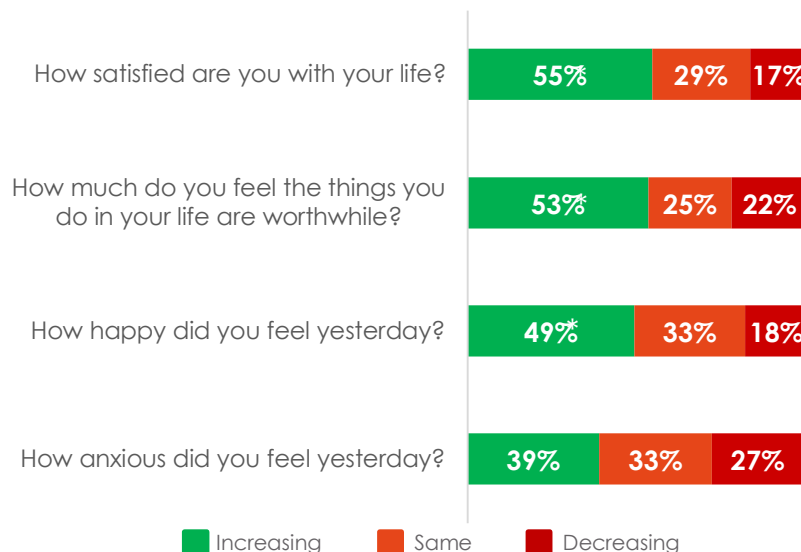
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**Young women & girls'
wellbeing improves**

EmpowHER is having a positive effect on YW&Gs wellbeing

Percentage of YW&Gs changing in wellbeing during EmpowHER



Firstly, we first looked at the data at an individual level, seeing what overall percentage of young people reported change in wellbeing. Wellbeing is affected by many areas of life, and we'd not expect to see all young people reporting an increase in wellbeing but instead hope to see the majority increasing. This would show that overall the programme may be having a consistent positive influence on wellbeing in their lives.

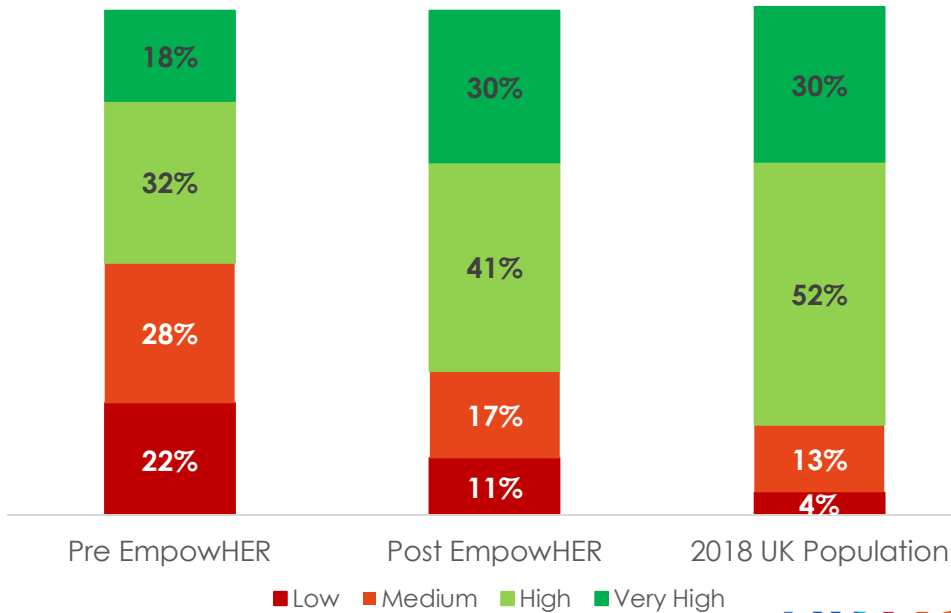
The graph shows the distribution of changes across the four ONS indicators. **On all three 'positive' indicators, EmpowHER participants were much more likely to report an increase in their wellbeing than it being static or decreasing.** This therefore suggests that the programme is helping increase wellbeing for YW&Gs.

Although more YW&Gs also reported slightly more increases in anxiety than decreases, statistical analysis suggests that this pattern was most likely due to chance, and not a real effect of the programme.**

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The overall wellbeing of EmpowHER participants is moving closer to the national population

Reported 'life satisfaction' for participants before EmpowHER and after EmpowHER, compared to the UK Population



Secondly, we looked at whether EmpowHER was successfully reducing 'low wellbeing', as classified by ONS. To do this we compared three patterns:

- YW&G's wellbeing in ONS categories before EmpowHER (pre);
- YW&G's wellbeing in ONS categories before EmpowHER (post);
- UK population's wellbeing in ONS categories.

The graph – using 'the life satisfaction' indicator – shows that **EmpowHER participants ended the programme reporting far closer pattern of wellbeing to the UK population average than when they began.**

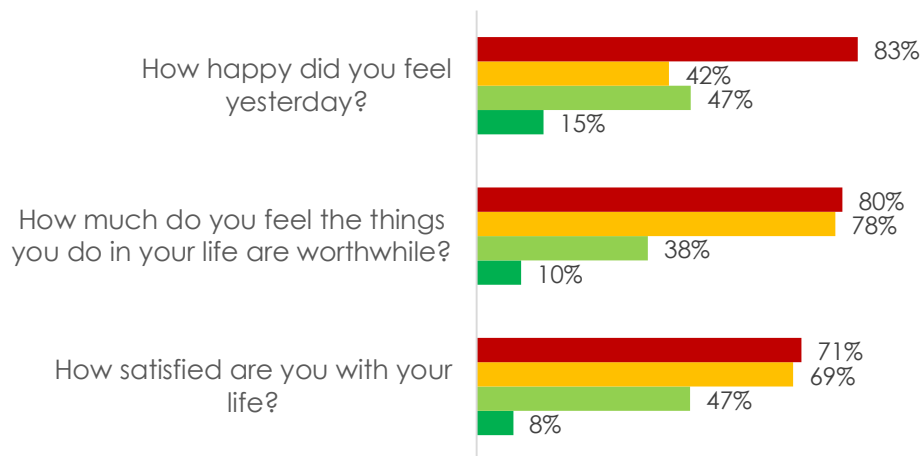
In particular, **percentage of YW&Gs reporting low life satisfaction halved (from 22% to 11%) by the end of the cohort**, and those reporting **very high life satisfaction went from being below the UK population at the start (18% vs 30%) to matching it at the end (30% vs. 30%).**

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YW&Gs who begin EmpowHER with lowest wellbeing are gaining most often

Percentage of YW&Gs reporting increases in wellbeing based on starting wellbeing

■ Low ■ Medium ■ High ■ Very High



Thirdly, we looked at what whether YW&Gs who began with low wellbeing increased more often than others.

For this we split the group by how high or low their initial wellbeing was, and looked at the percentage increasing in each group.

The graph shows that generally **EmpowHER participants who began with lower wellbeing were more likely to reported increased wellbeing at the end of the programme.**

This suggests that the programme is delivering immediate improvements in wellbeing for those who need it most.

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The increases in wellbeing is trustworthy and represents a 'real' change

Finally, we applied some statistical tests to assess whether the change in the wellbeing scores was 'real' or likely to be random fluctuations in the data. We looked at whether the changes reported were 'trustworthy' (statistically significant) and objectively 'large' enough to celebrate (effect size).

Indicator	Direction of Change	Statistically Significant	Effect Size
"Satisfied" indicator	Increase ↑	Yes**	Small/Medium (0.35)
"Worthwhile" indicator	Increase ↑	Yes**	Small/Medium (0.38)
"Happiness" indicator	Increase ↑	Yes*	Small (0.29)
"Anxiety" indicator	Increase ↑	No***	N/A

The table shows that for the three positive ONS indicators, the increase reported by participants is 'trustworthy' (statistically significant), but the slight increase in anxiety is not. **This analysis gives us confidence that only the positive increases reported by EmpowHER participants are real.**

In terms of the size of the increases, **we found that all three increases are large enough to classed as having have 'real world' effects.**

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Base size: 143 matched pre and post survey from YW&G from 9 delivery partners. Statistical significance using a paired t-test, and effect size using Cohen's D. * p<0.01, ** p<0.001, ***p=0.94

YW&G's self-esteem improves and they are more optimistic about their future



"This group has taught me that, I used to care what everyone used to think, but these lot make me feel like it doesn't matter at the end of the day"

Diener et al. (1999) found that optimism (the expectation that more good things will happen in the future than bad) and self-esteem were personality traits that correlated significantly with positive wellbeing. **YW&G believe that EmpowHER has increased their self esteem, which is supported by feedback from youth workers, and 59%* of the girls are more positive about their future.**

Diener et al. also found that internal locus of control (the belief that one has control over his or her life) correlated with wellbeing, which is being measured in Cohort Two.

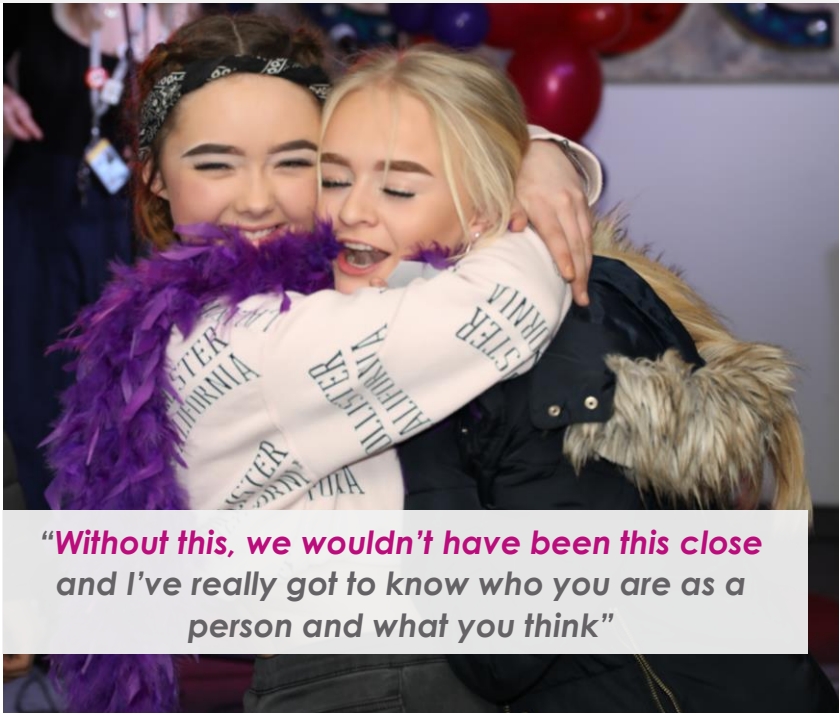
"A girl might feel self-conscious about herself she might have low self-esteem and low confidence and she might care about her appearance too much and everything but after EmpowHER she might be happier and have a higher self-esteem and enjoy herself for who she is"

"I've changed how I see and judge myself. Coming to this group I've realised that people are all the same. Yeah we have our flaws but that shouldn't change how we think of ourselves. Our confidence has gone up"

The YW&G also report increased self-efficacy, which correlates with greater life satisfaction (Burger, Kaspar & Samuel, Robin, 2016). This feedback is explored and evidenced within the limiting perceptions section of this report.

EmpowHER creates opportunities to build strong, supportive relationships and reduces social isolation

Research shows that a network of close social support is strongly correlated with positive wellbeing (Almquist, Y.B. et al., 2014) During EmpowHER, YW&G have built strong and supportive relationships, both with new and existing friendships.



“Without this, we wouldn’t have been this close and I’ve really got to know who you are as a person and what you think”

“I know more people in my class. I knew them before, but I didn’t know them, know them.”

“I don’t have any sisters but when I come here I feel like I have sisters”

EmpowHER is also reducing social isolation experienced by some YW&G due to cultural norms or lack of opportunity.

“I come home from college and then I’m at home. But on Friday I run home from college because I’ve got EmpowHER. Some Asian girls don’t have the ability to socialise. Sitting at home all day, you just get depressed and it makes you feel sad, going out it makes you feel happy.”

“All the girls were really engaged, because they don’t do anything else, this was the one thing they do so they get really excited for it” Youth Worker

YW&G feel less isolated due to their problems and are more able and willing to talk about how they feel

The ability to talk to others that an individual trusts about their feelings is an important factor in managing mental wellbeing (Mind, 2017). YW&G have reported that **they have realised that they are not alone in experiencing problems. They have been able to talk about their experiences and feelings, both with youth workers and their peers, and now place more importance on doing so in the future.** This safe and supportive environment is also evidenced by the high number of safeguarding disclosures youth workers have received during the programme.

"It made me feel like I wasn't alone and I knew that I had someone who could relate to me in some way. And I knew that I'm not just the only one going through problems and it's normal to go through a problem, it's not just me."

"It made me feel it doesn't matter who I'm with; if it's a certain kind of conversation it's ok to be vulnerable and show emotion because it's really important. We're all human and it needs to be let out"

"I used to keep my things in but since this I've learnt how to come out with it and told K all of it."

"It made me feel relieved. It made me realise that other people face these as well. If you share it with someone, it makes you feel better that you're not the only one"

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"Sometimes we feel like we need to cover how you're feeling and say everything is fine. It's showed me it's not just me that's feeling it and it's ok to not be ok. When we were writing it, it felt like a release."

"I will treasure the day that we all cried. I really like that day, it made me realise that there's so many people out there, not just here, who go through the same problems"

YW&G improve their knowledge around mental health and how to care for their wellbeing

A report by Mind outlines that factors that affect an individual's mental wellbeing include understanding of what affects their mood (Mind, 2017). YW&G have reported that **they have learnt how to manage their emotions and wellbeing, including what has a positive or negative impact, and challenged stigma around poor mental health.**

YW&G have learnt how to manage their emotions and wellbeing

*"We learned about how to overcome things like if you're stressed, things to take your mind of it, and that **not everyone has the same ways of calming themselves**"*

*"**They're aware of their own triggers now** - what makes them angry and how they can avoid it"*

Youth Worker

*"We learnt about **how to control our emotions** when we're angry. I like to have my guinea pigs on my lap to calm down"*

YW&G have learnt about mental health and the stigma surrounding it

*"**We learnt about if you're mentally stressed it can also affect your physical health and can lead to self-harm**, so it's always good to speak up about it if you're going through something mentally"*

*"**If I hear about someone being mentally ill, I look at them in a different way now**, and think 'do they need help?' I now think they're a bit vulnerable and have more respect."*

*"**They're attending counselling and actually going to the appointments now** because they understand the importance of it"*

Youth Worker

Social action factors mainly increased life feeling 'worthwhile'

The first thing **we found was that of the three fully measured ONS indicators** – life satisfaction, life worthwhile, and happiness – **only life being 'worthwhile' correlated with youth social action ("YSA") factors.**

The second thing we found was that **for 'worthwhile', those factors about the young person's benefit were most related to increases in wellbeing:** personal benefit, experiencing leading the YSA, and enjoying the YSA.

In slight contrast, improved wellbeing had a smaller relationship to perceived community benefit, and interestingly improved wellbeing had very little relationship to future YSA intention.

Social Action Factor	Relationship to life feeling "worthwhile"
Perception of personal benefit	+0.24
Youth-led social action	+0.22
Personal enjoyment of social action	+0.29
Perception of community benefit	+0.14

What is driving an increase in wellbeing?

Logistics and programme design

- Same gender group
- Small group sizes
- Similar age range
- Closed space
- Youth worker relationship
- Fun and serious activities
- Flexible programme
- Long-term programme



- Strong relationships
 - YW&G
 - Youth Worker
- Relaxed atmosphere
- Tailored programme



A space where YW&G will:

- Share experiences
- Share emotion
- Share the limiting perceptions
- Reach out for support
- Discover they're 'not the only one'

Mental health & wellbeing

- How to overcome negative emotion
- Identifying what impacts their wellbeing
- Learning about poor mental health
- Challenging stigma surrounding poor mental health



- More equipped to manage negative emotion
- Better equipped to manage elements of their lives that affect their wellbeing
- Increased knowledge and more realistic perceptions around mental health
- Value the importance of talking about problems and seeking help

Social action (particularly if youth-led)

- YW&G have a clear role
- YW&G choose the cause
- YW&G have a say
- YW&G engage with others



- Sense of achievement
- Pride
- Ownership & control
- Positive affirmation from others
- Positive feeling from supporting a cause



Limiting perceptions are
challenged and
changed

EmpowHER reduces YW&G's limiting perceptions of both themselves and their gender

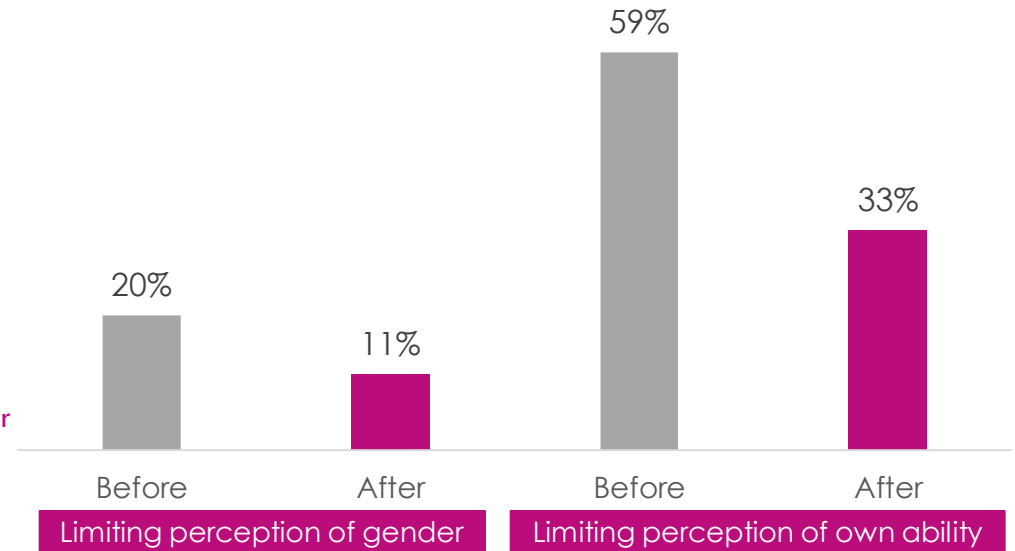
The graph shows the percentage of YW&Gs who report limiting perceptions of themselves based on their gender and ability both before and after taking part in EmpowHER.

At the beginning of the programme, 59% of YW&G had a limiting perception of their own ability, which drops by 26% to 33% after taking part in EmpowHER.

20% also report a limiting perception of their gender at the beginning of the programme, which drops by 9% to 11% after the YW&G have completed the programme.

This suggests that **EmpowHER tackles YW&G limiting perceptions of both their own ability and, when present, their gender.**

Percentage of YW&Gs with limiting perceptions of themselves and their gender before and after EmpowHER



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Base size: 141 YW&G (Own Ability pre and post), 137 YW&G (Gender pre), 133 YW&G (Gender post) from all delivery partners. Those that scored statements from 0-6 on a 10 point scale are considered to have a limiting perception. Statements as follows: Perception of gender = 'Young women and girls can do anything they set their minds to'. Perception of own ability = 'I can do things as well as most other people.'

Limiting perceptions YW&G hold about their appearance, as well as their ability, are changed

Qualitative methodologies found that the most common limiting perception that EmpowHER challenged and changed referred to YW&G's own ability (self-efficacy). This is supported by quantitative data that shows that 60% of the YW&G improved their self-efficacy* during EmpowHER. However, it also tackled negative perceptions about their appearance.

SELF-EFFICACY

"I have more self-belief, I can believe in myself. I always have been confident but I've always had those things that I worry I'm not good at"

"I've actually accomplished something. I've completed this programme and I didn't think I would. I actually feel like I can do it, like I can do stuff now, because I did this"

"I'm more confident in myself and finding new things that I can do. I'm more confident in myself because I know about human rights and I know what I can accomplish in life now"

APPEARANCE

"Nowadays I don't feel like I can take a normal picture of myself, I have to have a filter on. I worried that it was going to show my dark skin, it was going to show this or that. But being here, they are always seeing the good in us and inspiring us. We don't think it's actually that much of a deal at the time but it impacts us"

"I've learnt to stop being so hard on myself. I'm always wearing a big massive coat at college because I'm fat and I don't want anyone to look at me, but no-one really cares"

EmpowHER is also changing limiting perceptions and stereotypes that YW&G hold of others

Young women and girls learn about the issues within their community and the people that live there. This knowledge supports them in challenging and changing their own perceptions of other people. Participants often described that **they challenged stereotypes about refugees and those that experience homelessness, addiction and poor mental health**. Some have consequently **gained empathy and understanding of others' problems** and how their actions or judgement can have a negative effect.

"I need to stop making assumptions, like people are druggies just because they're poor, I need to know why people are like that and the problems they can have."

"With asylum seekers, we just thought that they came to our country to get money and benefits but now we know there's war there and difficulties, it's not as simple as we thought"

"You just think about how other people feel when you don't know what's going on in their life. I don't judge as much as I used to."

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"If I hear about someone being mentally ill, I look at them in a different way now, and think 'do they need help?' I now think they're a bit vulnerable and have more respect."

"I've realised I'd like to respect people's feelings more. Some things I say out loud might affect someone's feelings but they might not speak up about it, so I wanted to be more careful about what I say."

EmpowHER supports YW&G to challenge perceptions that others hold of them

Whilst our findings suggest that YW&G don't hold limiting perceptions of their gender, they often report that others or society does. These perceptions relate to roles in the home, sport, relationships and body image and clothing. YW&G also report other limiting perceptions that people hold of them related to factors such as age and appearance.

Inequality in relationships and body image

"If a girl shares a nude on the internet, people react to it more than when a man does. Or if a woman cheats on a man everyone is crazy about it. The Jordan and Tristan scandal, everyone is blaming Jordan for it, but Tristan isn't getting that much hate"

Inequality in sports and education

"It's even a problem in schools, we're expected to play netball whilst the boys play football. I didn't expect that things like that would happen at school, I thought of all places it'd be better, but I couldn't play football. It makes me feel very divided, separate, different."

Perceptions of young people

"It's changing what other people think about young people, you know that stereotypical view that young people go out, they're bad. If we're volunteering and showing that we want to change and have a better future for us and our kids, and our parents as well when their old, we're changing perception."

Perceptions of appearance

"I'm more confident because I know more people and I know they won't judge me because I'm different. People judged me before because I've got different coloured hair"

What is enabling YW&G to challenge and change limiting perceptions?

- Same gender group
- Women's rights and issues topic
- Non-judgemental environment



- Share negative experiences
- Share opinions and perceptions
- Relate to others in the group

- Exposure to relatable role models



- People like me can overcome barriers and limiting perceptions

- Community issues topics



- Knowledge and understanding of others that are stereotyped

Social action (youth-led)

- Safe to fail
- YW&G have a clear role
- YW&G have a say



- Explore their strengths and weaknesses
- Try new experiences
- Take a perceived risk

- Long-term programme



- Commitment and ability to overcome personal barriers



**Young women & girls are
empowered to identify
and lead change**

YW&G are more motivated to take the lead and are more confident in their skills



YW&G feel motivated to lead change

"I felt motivated because there were all these problems going on in the world and I didn't even realise until this. I felt quite motivated to create this campaign and get people thinking, because it made me think. It motivated me to do something about it"

YW&G have confidence in their ability

"If someone is dying now I know what to do, I can go get a defibrillator, I need to go and help people I can't be shy all my life, I need to make myself useful"

YW&G have noticed changes in each others' behaviour

"She's changed because whenever we'd do anything new she'd always rely on other people and get other people to start and help her so she felt more confident, but she hasn't done that in the last few weeks"

"It has strengthened her self-belief that she has more to give. Having tangible experiences like [her social action project] has built her up as a person. She's had so many lightbulb moments where she realised she was much more capable than she thought"
Youth Worker

YW&G's confidence in themselves and ability to advocate for their beliefs have improved



YW&G are more self-confident

"Girls that are shy that tend to not really have their word or say should do EmpowHER. Girls that you expect aren't as confident because it does bring confidence to you, I think it'd be good for girls that are trying to gain confidence."

"Since being here I've seen everyone grow out of their shell, become more confident and seem so much more outgoing"

"I'm more confident, I'm speaking more in lessons than I used to"



YW&G feel more confident in standing up for their beliefs

"Helping people if they're getting bullied...like standing up to the bully. EmpowHER has helped it a lot actually. My friend was getting bullied by this girl so I was standing up for her"

"If there's someone talking and I don't agree with them on certain topics, I just don't like getting involved. I've learnt not to ignore it, because I've done that, but to challenge it...saying why do you think that way? I've learnt to challenge people and their views"

YW&G's communication skills have improved and they're more able to interact with new people

YW&G are more able to interact with new people

*"A lot of them have become involved a lot more. **If someone is sat on their own at the youth club they will try and approach them now.** That's come from EmpowHER, before they were not confident enough"*

Youth Worker

*"**I talk to more people.** I talk to a range of people now, not the same people all the time which is exciting and you learn about people"*

*"They've really grown in confidence, **they wouldn't speak to strangers at the beginning**"*

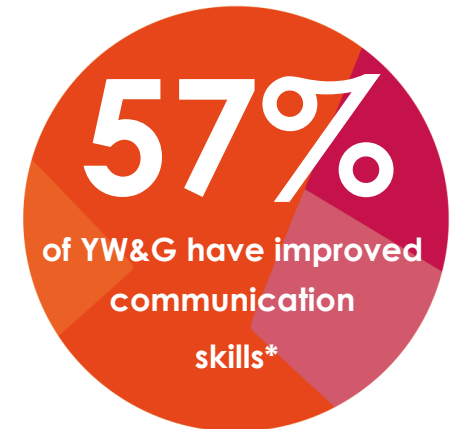
Youth Worker

YW&G are more confident when speaking publicly



*"Having the confidence and ability to speak in front of everyone because I used to be so shy. I still am a bit, **but I used to be scared to talk, but now because of EmpowHER I'm able to talk.**"*

*"**I learnt that I could speak in front of people** if it's important because I can share my ideas"*





YW&Gs also gain in other emotional and social skills

Percentage of YW&G's reporting an increase in emotional and social capability (ESC) scores



The graph shows the percentage of YW&Gs that reported a positive increase in five other emotional and social capabilities (ESC). Along with confidence and communication skills, these capabilities empower YW&G to engage in a more positive future.

Of these five, YW&G improved most in personal responsibility (56%) and resilience (54%).

The smallest change can be seen in self-awareness, receptiveness and motivation, which is likely to be because the YW&G's began EmpowHER with higher baseline scores in these capabilities.

EmpowHER instils belief in YW&G that they can make positive change in their community



It is clear that YW&G feel empowered to affect positive change in the world.

In Cohort One, we saw a wide range of social action activity. Some of which was very youth-led whilst some didn't offer as much control for the YW&G. Correlation analysis shows that **there is a greater increase on YW&G's belief that they can affect positive change if their social action project was youth-led* and they were encouraged to reflect on their experience**.**

In Cohort Two, delivery partners will be further supported to provide youth-led social action opportunities and encouraged to incorporate reflection into their delivery.

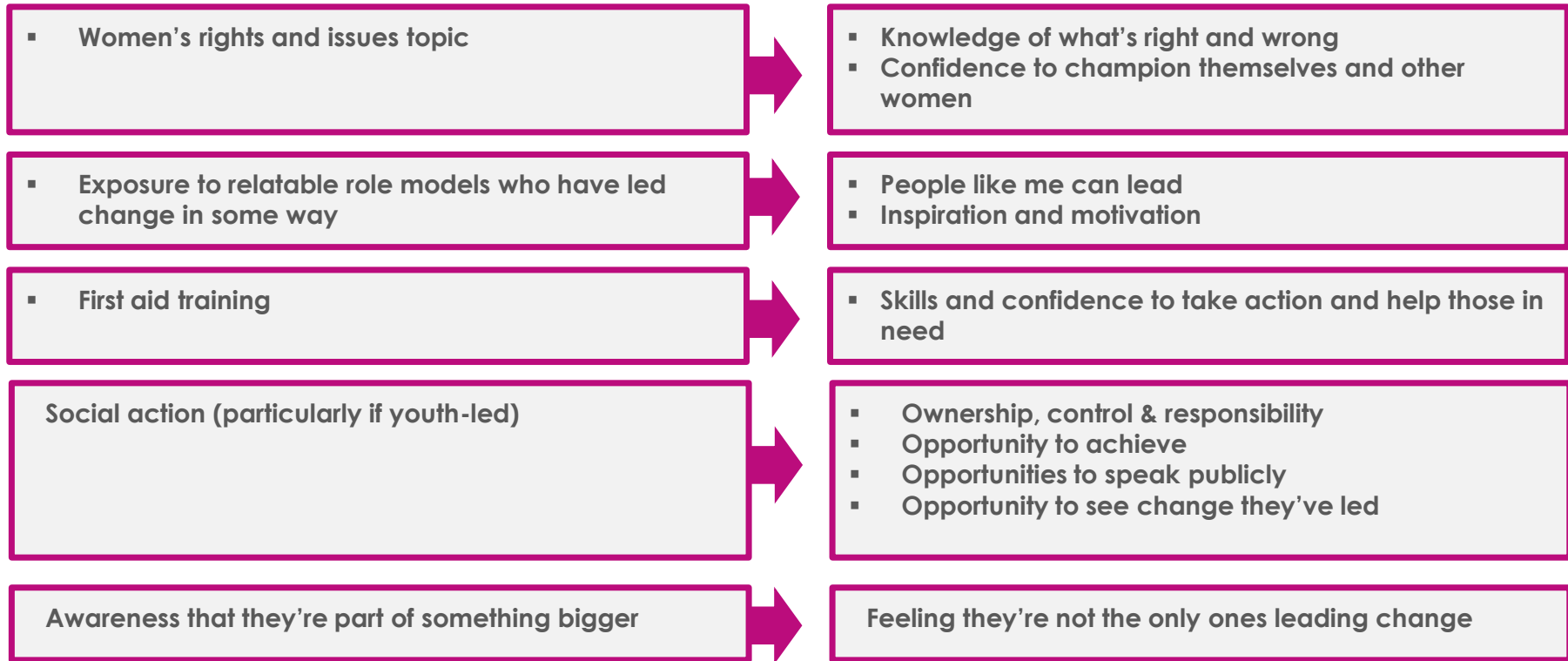


"If we don't do it who else will. It's showing people that this is possible, you could do it too and it's going to benefit all of us in the future"

"We learnt about the world; how there are problems in the world, how we can solve them and how we can have an impact on the people around us"

"We learnt how to spread the message but in a more positive way, and to target the audience we want to. From here we can go out and inspire other people in a positive way"

What is supporting YW&G to identify and lead change?





Social cohesion improves

Impact on social cohesion varies across the groups, with some reaching their community

SOME GROUPS...

Meet and mix with people in their community

*"When you see someone on the street the most you say is hello. **This is something where everyone comes together, it's not just passing in the street**"*

Create opportunities for YW&G from different backgrounds to mix and build relationships

*"The biggest thing I've noticed is that **it's brought the white and the Asian girls together**. They don't usually mix; they live in different areas, go to different schools and a lot of the Muslim girls don't do anything outside of school. They thought they wouldn't get on but once they tried, they were fine."*

(Youth Worker)

MOST GROUPS...

Gain increased awareness of their community and the issues that local people face

"After that session I walked past a homeless man and I was thinking 'what if he's got children and a wife and had a really good job and because of one stupid thing he's become like this and looks like this.' What if he was a really respected man at one point?"

Generate a sense of community within the group

*"It's nice to have a place where there's no fear of judgement. **We feel like a random group but we've meshed together so well**, and you can't often do that for many different reasons, so I just think it was just a little bit of magic right here and that's helped me"*

EmpowHER creates opportunities for YW&G to meet different people, but more can be done

41%

of YW&G more strongly believe that they 'often meet people that are different to me'

38%

of YW&G more strongly believe that they 'want to help people that live near me'

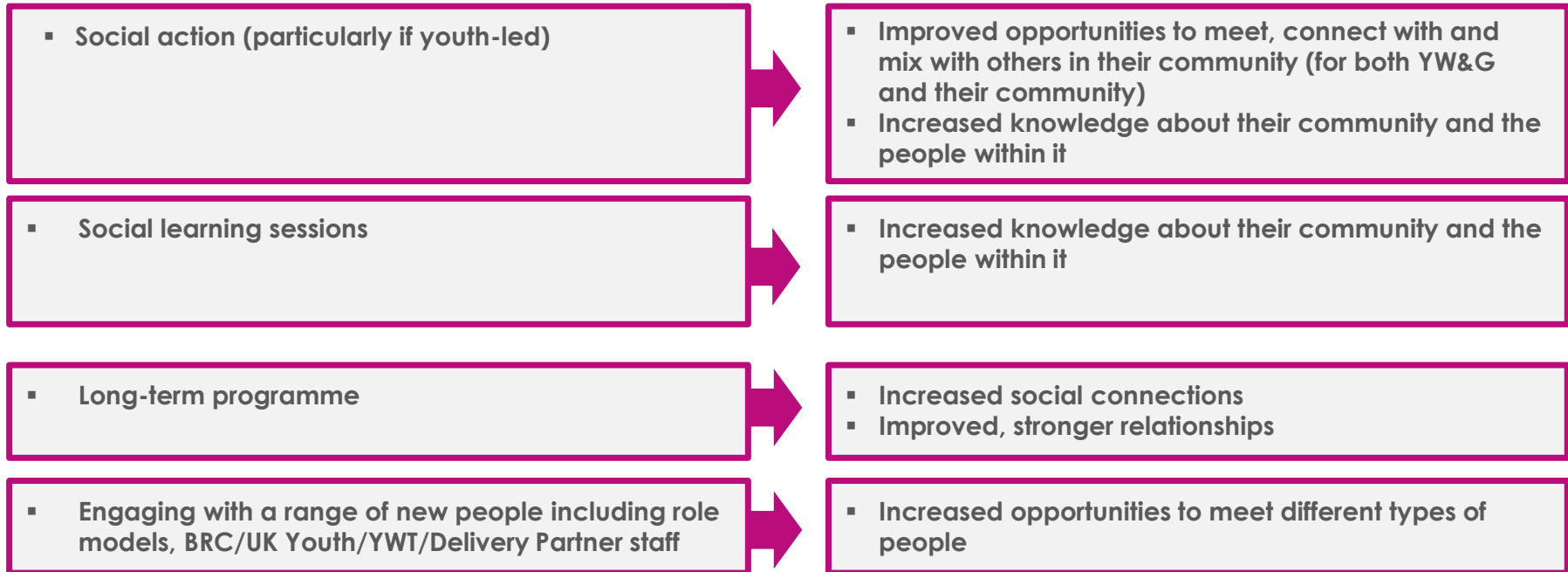
Whilst lower than other metrics, **these results tell a positive story and suggest that EmpowHER is improving feelings of social cohesion amongst YW&G.** YW&G baselined high in both metrics, as the mean response to the entry survey completed at the beginning of the programme was 7.8 and 7.7 out of 10, respectively, so we would expect the increase to be smaller than other measures.

Qualitative findings show that **some YW&G are meeting different people in the community that they would usually be exposed to – whilst others join groups with girls from different backgrounds, or mix with those within their direct community, such as their school or youth organisation, that they wouldn't usually interact with.**

However, we know that not all YW&G are engaging with others in their community during their social action, so it is possible that we can further improve social cohesion in Cohort Two by creating these opportunities. Correlation analysis shows that **we're more likely to see an increase in YW&G meeting different people if they perceive that people in their community have benefitted from their social action project*.**

Finally, the 'want to help people that live near me' metric will be changed in Cohort Two in order to capture the impact of EmpowHER more effectively as it currently encourages a high baseline score. It also isn't relevant to all YW&G, as not all social action projects focus on helping people in their local community.

What is driving improvements in social cohesion?





**Long-term, youth-led,
meaningful social action
habits are formed**

YW&G are motivated to engage in future social action, with some already continuing

"I'd like to do it again.

Anything really. Maybe like cancer research or something, helping out in a shop, or going to the local old people's home and just doing simple things like talking to people because they just want to talk to people"

EXAMPLES OF SOCIAL ACTION AFTER EMPOWHER

- Involved in planning for the local pride event
- Set up a dance club in the local community centre
- Supporting a school work experience programme
- Volunteers for a city-wide steering group committee
- Leading an ongoing campaign to promote female participation in sport



"It's really likely I'll do it again, 100%, it's actually fun. It's really enjoyable and just being around such positive people, it makes you excited like you're making a change and the world will one day be better because you're doing something about it"

"My prediction for the future is about helping all those trying, including those that are deprived, and be part of the community by doing events"

"I'm going to be starting university soon and because I'm interested in history and especially the feminism side of it. If there's not a society, I want to make my own"

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However, barriers to engaging in social action mean that not all feel likely to take part again



BARRIERS TO LONG-TERM SOCIAL ACTION HABITS

- Lack of awareness of local opportunities
- Lack of supported opportunities to continue youth social action (“YSA”)
- Barriers experienced by ‘unusual suspects’ mean that for many it’s difficult to:
 - Commit to a regular activity
 - Lead YSA without support of specific opportunities

“I’m not sure how we can ensure the opportunities are available. They were certainly ready to take part in the next challenge”

Youth Worker

“I think they would do social action again if there was the opportunity. These are the kind of girls who want something to do but they’re waiting for opportunities to come to them”

Youth Worker

“I feel like they’re more aware of their community and that they matter in it and their acts of kindness have been massive to them and they would get more involved if they had that support there”

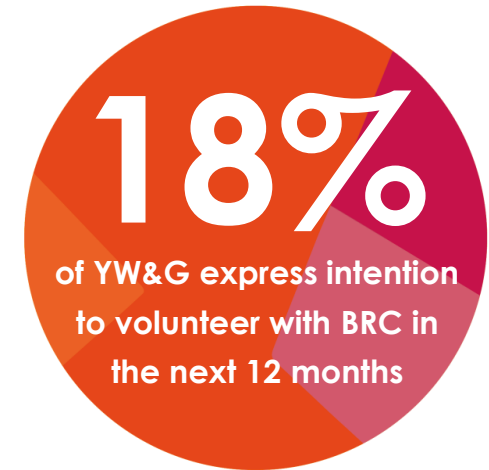
Youth Worker

Likelihood of future engagement with the British Red Cross is currently low so a focus for Cohort 2

Most YW&G's are unlikely to volunteer with the British Red Cross in the 12 months after completing EmpowHER. Barriers that the girls experience in participating in any social action are likely to be driving this low result, however there are additional barriers at play. Delivery in cohort 2 aims to address barriers specific to BRC opportunities. Firstly, we aim to ensure that all YW&G engage with the BRC, as this wasn't the case in Cohort One. The BRC team will also work to improve awareness of opportunities to volunteer and support YW&G that are interested in becoming involved. Whilst there was no relationship between age and likelihood to volunteer, not all of the girls are old enough to engage in volunteering opportunities at BRC.

Currently volunteering in the British Red Cross is only open to those aged 15 or above, meaning these opportunities are only available to 32% of the participants in Cohort One. BRC are using this information to support us in making a strong case to the organisation regarding the need for clearly defined supporter style opportunities, whilst considering the best way to ensure young people are adequately supported in these position.

During Cohort Two relationship building with youth workers has begun much earlier, and clear messages about what the British Red Cross are able to deliver have been communicated to delivery partners. As a result, more time should be spent with YW&G to understand their passions, which will enable the BRC team to signpost them to relevant opportunities.



What are the enablers to creating long-term, youth-led social action habits?

Whilst further exploration is needed in Cohort Two to better-understand the enablers of long-term social action habits, we have started to build a framework based on findings from those that claim to be likely to participate in the future.


- Small social action activities e.g. writing a Christmas card to someone who may be lonely, building up to a larger project
- Sessions that support YW&G to explore and identify topics they feel passionate about
- Accessible opportunities and support to engage in future social action projects



- Sparks interest and motivation to do more without requiring too much effort up-front, which can be a barrier to social action
- Positive feelings from participating in social action
- Increased awareness of issues & how to tackle them
- Increased awareness and knowledge around topics they feel passionate about
- Increased confidence in ability to succeed in social action projects (overcoming limiting perceptions)
- Increased skillset that is useful when taking part in social action
- Increased awareness of social action opportunities

CHRISTMAS CARDS





The double-benefit: impact on others

Over 2,000 community members have been supported by EmpowHER social action projects



2,364

people have been
supported by EmpowHER
YSA projects



61%

of YW&G strongly believe
that others benefitted
from their YSA project*



Almost
£600

raised for the
British Red Cross



UK YOUTH

YW&G supported people from diverse backgrounds through a range of activities

COMMON SOCIAL ACTION TOPICS

- Women's rights and gender stereotypes
- First Aid
- Mental health
- Women in need including domestic violence and period poverty
- Refugees
- Elderly loneliness
- Self-esteem and body image

COMMON SOCIAL ACTION ACTIVITIES

Smaller social action projects:

- Sending Christmas cards to elderly people that might be lonely
- Fundraising through creating items to sell such as cakes, key rings, t-shirts, cards
- Collections e.g. toiletries / baby products/ food / presents

Larger social action projects:

- Hosting events for community members
- Campaigning via social media, poster and video campaigns and in public areas
- Leading educational sessions with other YW&G
- Volunteering at community events e.g. Refugee Week and International Women's Day events



U.C.O (Uniting Communities Organisation) are a Youth and Community organisation based in Blackburn. They delivered to 16 young women and girls in Cohort One with a range of personal barriers.

Many of the girls didn't engage in activities outside of school, but EmpowHER provided a unique opportunity to take socialise in their spare time. One of the girls explained: ***"I come home from college and then I'm at home. Some Asian girls don't have the ability, they're not allowed to do that sometimes, to socialise, so it's a chance to let your steam off. Sitting at home all day, you just get depressed and it makes you feel sad, going out it makes you feel happy"***

Over 12 weeks, the YW&G attended social learning sessions, met their local MP, and started engaging in social action. This involved sending Christmas cards to elderly people that may be lonely and collecting and delivering Christmas presents donated by the community to a local women's refuge. They then participated in first aid training delivered by the British Red Cross and went on to organise a first aid community day, where they shared what they had learnt. Approximately 45 people from their local community attended and learnt about a range of first aid techniques. The YW&G realised that some of the attendees didn't speak English, so provided translations of the presentation to ensure everyone could access the information.

The girls said that the day provided opportunities for community members to interact and explained ***"this is the first opportunity we've had to get together with different people"***. This experience has given them confidence to speak publicly and they feel empowered by the first aid skills they've acquired: ***"If someone is dying now I know what to do, I can go get a defibrillator, I need to go and help people I can't be shy all my life, I need to make myself useful"***. They also say that they'd like to take part in social action again, saying ***"It makes you feel excited, and like you're giving back"***.

Infobuzz are a Gloucester-based community organisation who offer therapeutic and practical support for families and young people with complex needs. They delivered EmpowHER to 21 girls aged 10-11 in cohort one, through partnerships with schools.

SOCIAL ACTION WITHIN SCHOOL COMMUNITY

- Infobuzz work in partnership with schools, their youth workers come into school and run EmpowHER sessions outside of curriculum time.
- As the girls are young and working in school, getting out into the community can be a challenge, so these groups did a range of in-school social action activities, including:
 - BRC Xmas card campaign for the lonely
 - Fundraising for mobility aids through bake sales
 - Collecting donations of toiletries & gift for refugee services.

A FOCUS ON WELLBEING

- These girls were recruited onto EmpowHER with complex needs resulting in low wellbeing.
- InfoBuzz staff, who are therapeutically trained, covered wellbeing and mental health as an explicit topic.
- The girls were inspired by what they had learnt and wanted to share their new knowledge with others in the school.
- The girls ran Wellbeing Workshops in other classes in the school, made self-care messages for fellow pupils and led an assembly around EmpowHER and wellbeing.





In Unity are a community youth organisation based in Birmingham. Through EmpowHER they have worked with a group of younger girls about to transition to secondary school; taking them on a journey to youth-led social action.

"I loved it! Loved meeting the old people, I loved hearing their stories, they have so many stories to tell but no one to tell them to" – EmpowHER Participant

LIGHT TOUCH SOCIAL ACTION WITH



- Group met BRC Youth Engagement worker, Abi for idea session
- Took part in BRC Christmas card campaign – writing cards to people who are lonely
- Learnt first aid skills & downloaded the BRC app

SPARKED AN INTEREST

- Through the Christmas cards campaign the girls became interested in elderly loneliness
- Explored this issue more together in social learning session with their youth worker

YOUTH-LED SOCIAL ACTION

- For their larger social action project the group connected with a local elderly home in the community.
- Passionate about dance they learnt traditional dances from 1940s through the decades and performed them at a tea dance.
- The girls planned, delivered and wrapped-up the event themselves.





Impact on youth organisations

Youth clubs have been supported to increase their reach, raise their profile and improve partnerships

GREATER REACH

"It's definitely helped us engage with younger girls. We used to meet them at 13 but this has highlighted the need to do work with younger girls. Otherwise we never would have gone that low in age"

"It's encouraged more young people to come down to the club"

"It gave us access to a lot more young people and make a difference to them"

IMPROVED PARTNERSHIPS

"The secondary school heard about us and the work we were doing and contacted us to join"

"We have better relationship with schools in the area now"

"It's improved our relationships with the schools"

RAISED PROFILE

"It's really helped with raising our profile. It's definitely helped putting it out there on social media and improving relationships with schools. We're expanding our network and expanding social impact"

"The videos reached local schools out on social media and there's generally been a big push for the community, It's made people see us as more than just a youth club"

UK YOUTH

EmpowHER has improved opportunities available to young people through delivery partners

NEW OPPORTUNITIES

Youth workers and YW&G have created a number of new opportunities for young people.

“The experience and conversations that have been happening through EmpowHER have inspired our female-only sport programmes”

“Now they're going to have a consistent group on Friday nights. I know we can do it because we've done it for 4 months. It's given us something to work with - a structure of activities to do with the girls. In this area there isn't anything that they can do”

REVIEWING THE OFFER TO YW&G

Youth workers are learning how to better engage and empower YW&G across their organisation.

“EmpowHER has inspired our female-only sport programmes. Before when planning girls only sessions, we thought ‘let's have hot chocolates and watch movies’ but EmpowHER gives them a platform that says you can do other things and lets them take charge and decide what they want to do”

ENGAGING YW&G IN SOCIAL ACTION

Youth workers have learnt that social action can start small-scale and grow, making it more accessible to young people.

“I thought social action had to be huge and I didn't realise how small and achievable they could be. It opened my eyes to the small challenges and how they build social action up”

“I've learnt you can do it as little things, it doesn't have to be some huge event and it's just letting the girls know to be kind”

UK YOUTH

Appendices

Appendix 1: Quantitative data collection

TOOL	DATA	METHOD OF COLLECTION
Online Profiling Record	Demographic data including age, ethnicity, postcode and personal barriers	Collected by youth workers at the beginning of the programme and updated throughout as they learn more about the YW&G
Entry and Exit Outcomes Surveys	<p>Outcomes data:</p> <ol style="list-style-type: none"> 1. Personal wellbeing 2. Ability to identify and lead change 3. Social cohesion 4. Previous involvement in social action 5. Limiting perceptions 	<p>The Entry survey is completed by the YW&G in their first EmpowHER session and the Exit survey is completed in their final EmpowHER session.</p> <p>YW&G either complete the surveys on their own, in a 121 session with a youth worker or as a group.</p>

Appendix 2: Qualitative data collection

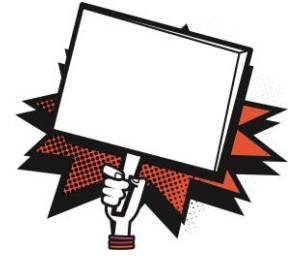


TOOL	AUDIENCE	METHODOLOGY
Qualitative focus groups	7 x groups of YW&G who had recently completed EmpowHER in Cohort One	YW&G attended an hour long session which encouraged the girls to reflect on their experience of EmpowHER and what they had gained from the experience
In-depth interviews	11 x youth workers who had recently finished delivering EmpowHER in Cohort One*	Youth Workers participated in an hour long phone or face-to-face interview, which either focussed on the impact of EmpowHER or programme learning.
Social action reports	YW&G who had completed EmpowHER Cohort One	YW&G submitted a social action report at the end of the programme which detailed their social action projects. UK Youth also attended social action projects when possible.

Appendix 3: YW&G quantitative indicators

OUTCOME	QUANTITATIVE INDICATOR(S)
Improved wellbeing	<ul style="list-style-type: none"> • Overall, how satisfied are you with your life? • Overall, how much do you feel the things you do in your life are worthwhile? • Overall, how happy did you feel yesterday? • Overall, how anxious did you feel yesterday? (16+) • I feel happy when I think about my future
Increase in social cohesion	<ul style="list-style-type: none"> • I want to help people that live near me • I often meet people that are different to me
Reduce limiting perceptions	<ul style="list-style-type: none"> • Young women and girls can do anything they set their minds to • I can do things as well as most other people
Empowered to identify and lead change	<ul style="list-style-type: none"> • I can make a positive difference to where I live • I feel comfortable taking the lead in small groups • UK Youth emotional social capabilities
Long-term social action habits	<ul style="list-style-type: none"> • Have you taken part in volunteering, fundraising or campaigning in the last year? • How likely or unlikely are you to take part in social action in the next 12 months?

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Thank You

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