



YOUTH ON THE MOVE

Doing more.
Doing better.
Reaching further.

YABC

Youth as Agents of Behavioural Change



“YABC guides youth in a true and very rich self-reflection, enabling them to learn about themselves. It unlocks their talents and strengthens their skills and beliefs that they can do something useful for their community.”

Aurelia Balpe - Head, IFRC Pacific delegation

“People are used to saying ‘This is man’s work; women should stay home doing the housework and men should bring home money’. Perhaps we cannot be equal physically because of different strengths but we can be equal in our minds. [...] The YABC initiative is about freedom of life: it empowers people to live free, think, express and make conclusions by themselves.”

Toshe Kamilarovski,
Red Cross of the Former Yugoslav Republic of Macedonia

“If this initiative would be done everywhere in the world, the day to see peace on the earth would not be far away.”

Youth voice

“This initiative has provided me with lots of learning and really put the spotlight on me. I really had to assess myself and think further about my mindset – what I was used to think of others, and my attitude and behaviour – the way I’m doing things, not only at work but also in my personal life. For instance, I realized that I did stigmatize, judge or discriminate those I considered as my enemies.”

Youth voice

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Introduction



The IFRC has defined a *culture of non-violence* in its strategy on violence prevention, mitigation and response as a culture that “*respects human beings, their well-being and dignity; it honours diversity, non-discrimination, inclusiveness, mutual understanding and dialogue, willingness to serve, cooperation and lasting peace. It is a culture where individuals, institutions and societies refrain from harming others, groups, communities or themselves. There is a commitment to positive and constructive solutions to problems, tensions and the source of violence; violence is never an option.*”

The International Federation of Red Cross and Red Crescent Societies (IFRC) is a membership-based organization comprising **186 Red Cross and Red Crescent national societies worldwide**, whose mission is to prevent and alleviate human suffering, thereby contributing to the maintenance and promotion of human dignity and peace. Thanks to its diverse base of 13 million active volunteers, of which more than 50 per cent are youth aged between 18 and 30, the Red Cross and Red Crescent reaches out to even the most remote communities and ensures the ‘last mile’ delivery of humanitarian aid or services.

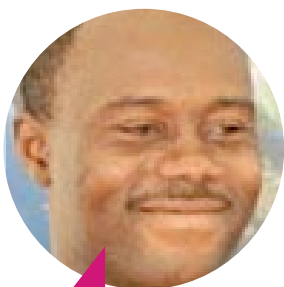
The **promotion of a culture of non-violence and peace (CNV+P)** is one of the three strategic directions for the IFRC’s work in Strategy 2020. In short, changing a culture of violence into one of peace requires a global mind and behaviour shift from the way we currently think and interact: from being locked into differences to valuing diversity and pluralism, from adverse reaction to joint response and proactive prevention, from exclusion based on fear to connection based on our common humanity, from resorting to verbal or physical violence when feeling threatened to constructive dialogue and trust.

The IFRC believes that **youth are a powerful source of change**, whose energy and skills need to be harnessed when pursuing societal transformation leading to a CNV+P. The youth of the International Red Cross and Red Crescent Movement (the Movement) gathered in June 2009 to commemorate the 150th anniversary of the Red Cross Red Crescent, founded by Henri Dunant after he witnessed the agony of dying and wounded soldiers on the battlefields of Solferino (Italy), and mobilized 7,000 female volunteers to provide them with care and relief. On this occasion, youth defined their vision of humanity and called upon their national societies and governments to enable youth to take a leadership role in positively changing behaviours and attitudes in our communities using peer and non-formal education methods, such as the IFRC’s “Youth as Agents of Behavioural Change” (YABC) initiative.

In the Youth Declaration, the youth committed themselves to:



- 1. Inner change and the development of skills to promote harmony and positive attitudes within communities;**
- 2. Live our seven Fundamental Principles as agents of behavioural change in our communities;**
- 3. Renounce violence, promote non-discrimination and respect for diversity, and a culture of peace in the world; [...]**



Ernest Nyame-Annan, Ghana Red Cross:

“I strongly believe that the YABC initiative is the wheel for all Red Cross and Red Crescent humanitarian services: if it is well grounded in our activities, it will breed a real volunteer spirit. I hope it will even go beyond the Movement [...]. Our world will depend on what we do today. If we realize that there are so many things we need to change and we start today, the future will be brighter. It takes you and me to do it. Your head, your heart, your hand. Join us to change the world!”

YABC at a glance



YABC is the IFRC's flagship initiative on the promotion of a culture of non-violence and peace (CNV+P). It was created in 2008 for youth and with youth from Red Cross and Red Crescent worldwide. YABC empowers them to take up an ethical leadership role in inspiring a positive transformation of mindsets, attitudes and behaviours within themselves and their community. It is built on three pillars: youth empowerment, operating from inner peace and reaching out to the community.



**Yacid Estrada,
Colombian Red Cross,
member of the Red Cross
and Red Crescent + network:**

"Youth need to learn through experience. For example, once you have met someone living with HIV, you really understand the human side of it. Stigma is actually more frequent than we believe; it is a kind of natural thing for humans to discriminate in order to protect themselves. Stigma is based on ignorance and fear."

Youth empowerment

- Development of skills to promote a CNV+P
- A non-cognitive or 'from the heart to the mind' methodology
- Peer education and mentoring

Operating from inner peace



- Inner change
- 'Internal arts' (e.g. Qi Gong, yoga and meditation)
- Strengthening resilience to cope with stress, peer pressure and resistance

Simona Ranalli, Italian Red Cross:

"At the end of every session on operating from inner peace, you feel something. I cannot analyse it now but I felt that each morning, at the end of the session, I felt better, and at the end of the week, I felt a lot better than a week ago."



Youth voice:

"Art moves and inspires. It has the power to transform communities, to provoke thought and lead to insight, to change hearts and minds, and to inspire action. Using creative platforms enables us to arouse emotions and convey messages in a symbolic way, which anyone can be receptive to, including illiterate people."

Reaching out to the community

- Creative platforms for social mobilization (e.g. visual arts, dance, theatre, music, sport)
- YABC projects and grass-roots outreach (examples)
- YABC workshops, trainings and activities

Youth empowerment



YABC thematic issues

- Non-discrimination and respect for diversity
- Inter-cultural dialogue
- Social inclusion
- Gender (promotion of gender equality and prevention of gender-based violence)
- Violence prevention, mitigation and response
- The Fundamental Principles and underpinning humanitarian values of the International Red Cross and Red Crescent Movement, as well as international humanitarian law

YABC interpersonal skills

- Empathy
- Active listening
- Critical thinking, non-judgement and dropping bias
- Non-violent communication
- Negotiation and mediation
- Personal resilience

“Thanks to the YABC experience, I opened my eyes to the cultural and societal norms that influence each one of us, and I understood the mechanisms of discrimination, violence and exclusion. It gave me a lesson on humanity, peace and love for my fellow human beings that will last a lifetime.”

“YABC does not just open our minds; it also develops our ability to challenge our assumptions, change our perspectives and think in a different way which results, for instance, in finding potential solutions to violence.”

Youth participants after a training of YABC peer educators

First of all, the YABC initiative raises youth’s awareness and understanding of issues related to the promotion of a culture of non-violence and peace (CNV+P). Actually, what YABC stimulates is a personal reflection and positioning on these thematic issues. A key question within the YABC programme is, for instance: “Is it really so?” YABC helps youth realize that there is no ‘black-and-white truth’. It encourages them to develop their own perspective or view, so that they own it truly and take the responsibility for acting upon it.

Development of skills to promote a CNV+P

Secondly, the YABC initiative equips youth with specific, real tools to walk on the path of promoting a CNV+P, through the development of interpersonal skills to enable them to interact and live together peacefully. Acquiring and applying these skills allows youth to also ‘embody’, or represent, the seven Fundamental Principles of the Movement and their underpinning humanitarian values, or to be role models to inspire their communities.



A non-cognitive or 'from the heart to the mind' methodology

The YABC initiative is rooted in a **participant-centred, experiential learning** approach. **It also relies on a non-cognitive methodology**, meaning that feelings, experience, or the physical body, rather than intellectual analysis, are the entry points for learning. Youth are introduced to thematic issues or develop skills through games, role-plays, simulation and visualization exercises, storytelling and 'internal arts'. In a second phase, youth share experiences with their peers and reflect together. In this way, they make a 'from their heart to their mind' learning journey.

Peer education and mentoring

YABC learning comes from within and through exchange with peers. Knowledge is not 'conveyed' unilaterally, nor 'taught down' by adults. Youth are more receptive and open to learn from other youth, and peer education favours exchange at a level of equality, trust and thought-provoking learning where solutions are explored together.

The YABC educational approach works on the principle of the cascading effect as YABC youth readily multiply this learning within their Red Cross and Red Crescent national society and local community. After trainings, YABC peer educators transfer the acquired learning and skills to other youth, volunteers and staff within their Red Cross and Red Crescent national society. This therefore equips them with the means to act as agents of behavioural change in their local communities. For example, the initial 36 youth from Pakistan who were trained as YABC peer educators have brought the initiative to over 550 youth, volunteers and staff in a period of just six months. In Colombia, the two trained YABC peer educators have reached out to 800 youth from all over the country.

After this active phase of YABC peer education and implementation at the local level, YABC peer educators are partnered with YABC trainers of peer educators who will coach them towards becoming YABC trainers of peer educators. This has enabled the **exponential growth** of the global network of both YABC peer educators and trainers of peer educators.



**Marie-Esther Rouffet,
French Red Cross:**

"I'm really grateful of having had the chance to go through the YABC learning process. This experience has increased my self-awareness and enabled me to further work on myself, evolve and change my perceptions and insights. Now, I hope that I will be able to transmit this to my circle of close relatives and friends, as well as within my national society."

Operating from inner peace



YABC impact at the individual level

- Engagement in a lifelong process of **learning**
- Self-questioning and **inner change**
- Deepened **self-confidence**
- Strengthened **ethical leadership** skills (teamwork and cooperation, open-mindedness and mutual understanding, trust, humility and integrity)
- Enhanced **self-resilience** (management of stress, pressure, tiredness and emotions)

Inner change

Before reaching out to the community, youth engaging in YABC work on **inner change**: they commit to start with themselves or to “be the change we want to see in the world”, as Mahatma Gandhi called for. This means embarking on a lifelong learning process to ‘walk one’s talk’, which instils a sense of humility and of taking up responsibility.

‘Internal arts’

With a view to inspiring change outside, pursuing peace and harmony within ourselves is necessary also. This is an essential pillar of the YABC programme: the development of a **capacity to operate from inner peace**. To this purpose, YABC has integrated internal arts, like Qi Gong, yoga, breathing, relaxation techniques and meditation.



Hannington Segirinya, Uganda Red Cross Society:

“Young people can make a difference if they come together, reflect and act on their ideas. The first thing is to change ourselves; then others look to us for inspiration and will act.”

Strengthening resilience to cope with stress, peer pressure and resistance

Seeking to inspire positive change in the midst of discrimination, violence or exclusion, and resistance, is an energy-intensive challenge that needs to be approached through carefully balancing one’s energy. How do youth successfully cope with stress? How do they avoid burnout if driven by never-resting enthusiasm or being overwhelmed by empathy and compassion? How do they resist peer pressure to consume alcohol and tobacco, or manage their emotions not to engage in violent behaviour? Through the ‘internal art’ tools and non-cognitive games, role-plays and visualizations developed by Red Cross and Red Crescent youth from all over the world, the YABC initiative also focuses on strengthening youth’s resilience.



Youth voice:

“Practising internal arts and developing my life skills really provided me with a concrete means to cope with stress, deal with tiredness and manage my emotions in my daily life.”

Reaching out to the community



Creative platforms for social mobilization

Building a culture of non-violence and peace (CNV+P) is a participatory, interactive process to find constructive and creative solutions to problems like discrimination, violence and exclusion. Participation of the whole community and dialogue are vital for creating CNV+P which fundamentally is about nurturing humanitarian values such as equality, respect for diversity, mutual understanding and cooperation.

Values are associated more with feelings than intellect or rational analysis. They connect to our right brain. Touching the hearts of those around us and therefore mobilizing their commitment, arts are ideal vessels to instil, develop and nurture values and interpersonal social skills because feelings, experience, vibrations or the physical body, rather than intellectual analysis, are entry points for learning. These creative platforms also represent effective means of engaging the whole community and of bringing different generations and cultures together in an enjoyable way. These methods are also more suitable for reaching out to uneducated communities.

“If you want people to construct a boat, don’t talk to them about plans, budgets, words... but just share with them your passion for the sea! So, if you want to be an agent of behavioural change, start with inner change. Cultivate your creativity and others will see you and follow!”

**Mr Daniel Sayi,
Former IFRC Representative,
West and Central Africa**

Visual arts

Theatre

Music

Dance

Sport



YABC projects and grass-roots outreach (examples)

- **Sustainable development** and vocational training for vulnerable youth (Sierra Leone)
- Regional campaign and micro-projects on **migration** issues (Algeria, Libya, Morocco, Tunisia)
- **Service delivery** during the civil unrests (Côte d’Ivoire, Egypt, Tunisia)
- **Psychosocial support** (Pakistan, Sri Lanka)
- Junior and **youth clubs and centres** in schools, colleges, universities and communities (Ghana, France, Lebanon, Macedonia, Switzerland)
- **Leadership** courses (Denmark, the Philippines)
- **Disaster management** (Egypt, Pakistan)
- **First aid** (Egypt, France, Pakistan)
- Awareness-raising on **HIV/AIDS** (Colombia, Papua New Guinea)

**Abu Bakar Jalloh,
Sierra Leone Red Cross
Society:**

“I started working with child soldiers, sex workers etc. and this is a challenge as everyone would realize. These are traumatized youth and children. It is very dangerous to be around them. But again our focus is on tolerance, and to tolerate means that we still embrace them. For YABC, it is this inclusiveness that makes it so unique.”



YABC workshops, trainings and activities

Poem

by Tamer Ahmad (Egyptian Red Crescent) and Sally Kilner (British Red Cross) during the first international YABC gathering (Mali - December 2008):

Tree is life
Grows with love
Values are in roots
Leaves are above
Trunk grows tall
Distributes everywhere nourishment for all
Never loses care
Yellow or green
Soft or hard
Leaves are all the same
They are all in heart
However they differ
Together forever

Poem

shared on the Red Cross and Red Crescent YABC worldwide Facebook group:

Together we share something bigger
It's about connecting
Discovering our similarities
Celebrating our differences
Your language is mine
My language is yours
And we share our voices
Our experiences
Our stories
We are better
Our world is better
When we understand
MORE THAN WORDS... UNDERSTANDING

Official camp song

created and performed by YABC youth during the 3rd world youth meeting (Solferino, Italy – June 2009):

Aw bé de yé keléyé (We are all the same)
Respetamos la diversidad
(We respect diversity)
Change yourself and act, cos we are
agents of change
Nous sommes tous égaux, nous sommes
les mêmes
(We are all equal, we are all the same)
Pochituvaj gi razlichnostite
(We respect diversity)
Don't judge. Drop your bias.
Give them advice

For the video of the live performance, please visit the webpage:

www.youtube.com/watch?v=xTKsztIYsv8

Song

created during the Asia-Pacific Youth Summit

(Ajloun, Jordan – October 2010):

And now it is our time for YABC
We gonna be the change that we wanna see
We wanna see the change that we wanna be
All for one... strive for humanity
Youth on the move in unity
YABC... Qadimeen (are coming)
Youth on the move in unity



Song

created by youth from Africa, Europe and the Mediterranean during the YABC summit on the promotion of a culture of non-violence and peace (Jesolo, Italy – September 2011):

Don't be careless, don't be lazy,
Sorting garbage doesn't make you crazy...
Put the right things, in the right place,
Don't you ever throw the rubbish in an open space...
Ain't this the time to change your attitude
Come on people, stand together, save your neighbourhood....

Story

told by Racheli Ikar-Cohen (Magen David Adom), during the first training of YABC peer educators (Barcelona, Spain – May 2009):

One man was walking along the shore when suddenly he noticed a little boy who was collecting sea-stars on the sand and throwing them back into the ocean. The man then asked him: "What are you doing?", and the boy answered: "I'm returning the sea-stars back to the ocean because if I don't, they will die." The man looked around and saw thousands and thousands of sea-stars along the shore, so he said to the little boy: "But, you will never manage to achieve it, there are too many of them. What difference will it make?" The little boy looked at him and then looked at the sea-star he was about to throw. He smiled and said: "It does make a difference to THIS one!" and threw it back into the ocean.



YABC development

within Red Cross and Red Crescent: some highlights

March 2008

- YABC initiative created by IFRC Principles and Values Department

April 2008

- Formal adoption of YABC initiative by the IFRC Youth Commission

July 2008

- Pre-testing of non-cognitive methodology ("Atlantis IV" youth camp, Serbia, organized by the Centre for the Cooperation in the Mediterranean or CCM)

September / October 2008

- Consultation with 25 Red Cross and Red Crescent national societies on content, methodology and action plan. Creation of YABC network. External expert meeting on non-cognitive techniques

November / December 2008

- First international YABC gathering, Mali, 21 National Societies represented, hosted by the Mali Red Cross.
- Statement "Education for Peace" at Save the Children (November)

March 2009

- Development of draft YABC toolkit, self-catering retreat with Red Cross and Red Crescent youth worldwide, Habkern, Switzerland

May 2009

- First training of YABC peer educators, Barcelona, Spain, 23 National Societies represented, hosted by Spanish Red Cross and co-organized with CCM

June 2009

- International youth gathering celebrating the 150th anniversary of Red Cross and Red Crescent, Solferino, Italy. 20 YABC peer educators reach 250 youth in 5 YABC workshops
- YABC explicitly recognized as flagship initiative in Youth Declaration

From August 2009 to August 2011

- Field-testing the draft YABC toolkit all around the world (20 national, 5 regional and 5 international youth camps/gatherings)



September 2009

- Statement "Human rights - Youth as Agents of Behavioural Change" at the UN Human Rights Council

November 2009

- Official support from IFRC General Assembly Decision
- 2 YABC youth awarded for their grass-roots project

March 2010

- Exploration of values-based indicators to measure YABC's impact at community level

From March to September 2010

- Integration of YABC into grass-roots local projects and activities related to health, disaster management, volunteering etc.

October 2010

- Statement "Addressing violence against women through prevention, mitigation and response" at the UN General Assembly (New York, USA)

From June 2010 to June 2011

- Expansion of the global network of YABC peer educators (3 national, 3 regional and 1 international training)

From May to August 2011

- Development of a YABC module on international humanitarian law (initiated by Danish Red Cross, June/July)
- Statement "The right to education: promotion of a culture of non-violence and peace" at UN Human Rights Council (May)
- Redtalk on YABC (July - www.ifrc.org/en/get-involved/learning/red-talk/events-archive/7-july-2011---katrien-beeckman/)
- Statement "Values-based and skills-based education as a way forward" at UN Economic and Social Council (July)
- Side-event and statement at UN High-Level Meeting on Youth (New York, July). Workshop at the World Peace Festival (Berlin, August)

September / October 2011

- Youth from external organizations join the network of YABC peer educators (CNV+P summit for Africa, Europe and the Mediterranean), hosted by Italian Red Cross and co-organized with CCM
- Statement "Red Cross Red Crescent as key partners to governments to prevent self-directed and interpersonal violence" at the 4th annual meeting of the WHO Violence Prevention Alliance (Cape Town, September)
- Statement "The role of values- and skills-based education, engaging youth, and the promotion of non-violence within a culture of peace" at UN General Assembly (New York, October)

For IFRC statements:

www.ifrc.org/en/news-and-media/opinions-and-positions/speeches/

For the Red Cross and Red Crescent approach to promoting a culture of non-violence and peace:

www.ifrc.org/en/what-we-do/principles-and-values/

YABC today



The YABC toolkit

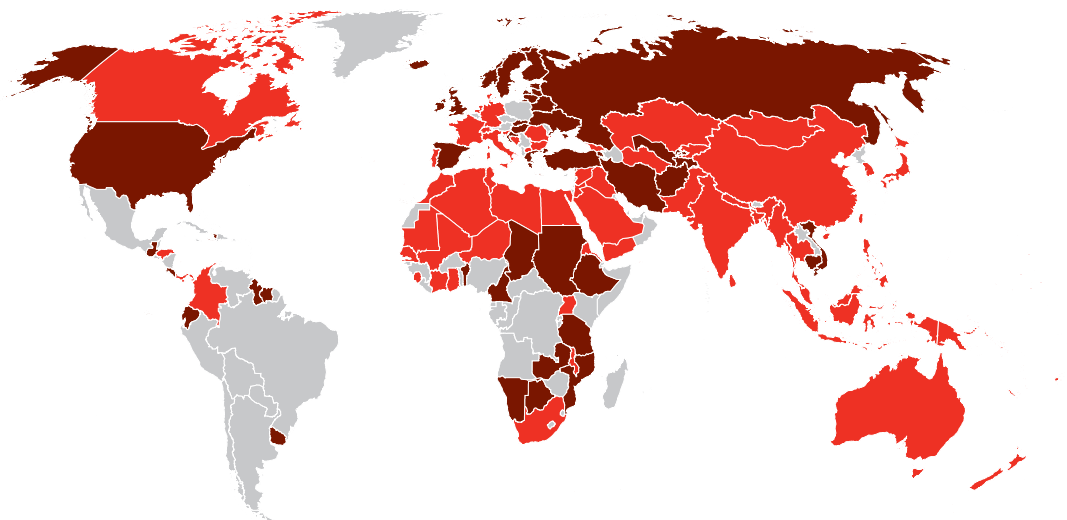
It has been coordinated by the Principles and Values Department and developed by Red Cross and Red Crescent youth. The toolkit is partly based on or inspired from existing Red Cross and Red Crescent materials. It contains:

- **78 interactive activities** and 20 concept papers (thematic issues and skills)
- **6 presentations** on social mobilization and creative platforms to reach out to the community
- **1 peer educator manual** (in close collaboration with the North African regional office)
- **Guidelines** on community engagement and project design (in close collaboration with the North African regional office)

The YABC toolkit will be available online, after its official launch at the **31st International Conference of the Red Cross and Red Crescent Movement** in November 2011.

The YABC network (November 2011)

- More than 2,000 youth familiarized with YABC from 125 Red Cross and Red Crescent national societies worldwide at the international or regional level
- 300 youth peer educators from 75 national societies worldwide
- 15 trainers of peer educators from 12 national societies



■ Countries in which youth have been familiarized with the initiative

■ Countries in which youth have been familiarized and/or trained as peer educators

What's next?

- **YABC ConnectED**: ongoing online learning and exchange platforms for YABC peer educators
- **Engaging in partnerships with external organizations**
- **Bringing YABC into schools** as part of the promotion of values- and skills-based education for a culture of non-violence and peace

Interested? How you can contribute...

- Join the global YABC network of peer educators
- Exchange knowledge and share your best practices or creative work through online platforms, social media and communication tools
- Advocate for the integration of values- and skills-based education into school curricula
- Volunteer to translate the YABC toolkit into your local language
- Fund YABC trainings, workshops or grass-roots projects furthering a culture of non-violence and peace within the community



The seven Fundamental Principles of the Red Cross and Red Crescent Movement

Humanity
Impartiality
Neutrality
Independence
Voluntary service
Unity

YABC ethical leadership and role-modelling skills

Empathy
Active listening
Critical thinking
Dropping bias
Non-judgement
Non-violent communication
Negotiation
Mediation
Operating from inner peace
Stress management
Enhancing resilience

YABC values

Peace
Human dignity
Respect for diversity
Equality
Non-violence
Inclusiveness
Compassion, care, friendship
Mutual understanding
Teamwork and cooperation
Responsibility
Humility

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Change
yourself
and act



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