

YOU : Your way to self-worth

Edinburgh, United Kingdom Edinburgh, United Kingdom



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Organization type:

government

Project Stage:

Idea

Budget:

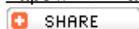
\$1,000 - \$10,000

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- [At risk youth](#)
- [Behavioral issues](#)
- [Education](#)
- [Youth development](#)

Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

YOU is a project initiated to work on the young individual skill development in terms of media consumption effects in the digital age. The main purpose is to prevent the negative implications of digital media and to work on fostering media literacy skills through education of young people.

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

we stop young people from self-harm and learn about their self-worth?

About Project

Problem: What problem is this project trying to address?

The social learning theory states that children and teenagers learn by observing and imitating what they see on the screen. The Association of Young People's Health states that more than 20% of teenagers in UK are exposed to media content on TV, social media or print that contributes to educational failure, poor peer relationships and low self-esteem. This exposure encourages them to self-harm, anti-social behavior and offense to others.

Solution: What is the proposed solution? Please be specific!

YOU starts as a project where it is possible to - INFORM young people, parents and certified practitioners about the youth behavior and media consumption - LISTEN to young people and their needs - HELP those who show a behavioral disorder - PREVENT the likelihood of causing self-harm and offence to others. YOU plans to use social media listening for the benefit of young people. We can possibly predict when young people need help or they indicate risk of self-harm and help certified practitioners build personalized services. We can empower young people who suffer through media literacy workshops. Implementing media literacy courses in school is important to foster the well-being worth in a digital society.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

Working with social media listening tools we can have access to youth activity on social media. Through monitoring we create a database of keywords and interests that could show a behavioral disorder. If a young girl for example suffers of depression, her posts will be relevant for us to identify her as suffering. If a young boy is being bullied we can follow the outcomes of this activity. This database will be given to researchers to grasp on new trends research for psychology and to practitioners who can use it to customize their counseling services. We can also use this information to create examples and deliver it to parents through campaigns and workshops.

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

Research shows that in 2010, 39 % of young people between 16-24 years old reported the highest levels of drug use and alcohol consumption in UK. More than that, The Health and Social Care Information Centre reported that young people aged 10 to 19 years account for more than half of hospital admissions for eating disorders. Media consumption or messages from advertising can also encourage anti-social behavior like violence. The Office for National Statistics estimates that around 6.5% of young people aged 11-15 engage in activities such as stealing, fighting, lying, bullying, early sex initiation. During the survey we conducted 43% of young respondents aged 18-30 exposed to media content on TV, social media or print confirmed that exposure to media content may contribute to educational failure, poor peer relationships and low self-esteem.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

One first step is to invest in acquiring social media listening tools. Then start piloting the idea to a public institution like a school or a center of help for young people. Based on results we can start implementing the program. While piloting we plan to bring ambassadors or advocates who suffered from a behavioral disorder, who were influenced by media content and they managed to get better. For a long term the project plans to develop as a social enterprise and create services for clinicians and certified practitioners, as well become an organization of impact in schools.

Sustainability

Financial Sustainability Plan: What is this solution’s plan to ensure financial sustainability?

The project requires funding for acquiring the social media tools, develop the database, travel expenses to schools, clinicians and conferences as well as covering costs for operating as a legal entity.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

YOU project differs from other projects or organization by not being only an initiative of raising awareness, but by creating a service to prevent a social problem.

Team

Founding Story

The project started at The University of Edinburgh in August 2013 and it was inspired by the collaborations and the work with different young people from different cultures and nations who shared a similar view on the dehumanization of our society because of the high level of exposure to media content at a very young age.

Team

Andreea Georgescu - founder I am taking this project on my own to inspire people to care about the development of our society. Nothing in this world could lead to a change if we don't help young generation understand the world they live in.

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