

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

<p style="text-align: center;">DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE <i>included in Compendium of Quality Initiatives/Projects prepared for the European Seminar</i></p>
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Organisation: **Young Scot**

European Affiliation: **ERYICA + EYCA**

1. **Name of Initiative** (project, activity, service or product):

UNITED KINGDOM (Scotland): Young Scot Hotline

2. **Description of Initiative or Project** (*please give a short but complete description, including the aim of the initiative or project*):

Young Scot is the national youth information and youth card agency for Scotland. For over 20 years, its aim has been to provide young people with a mixture of information, ideas and incentives to enable them to:

- ? Make informed decisions and choices
- ? Turn their ideas into action
- ? Take advantage of the opportunities available to them in Scotland and across the rest of Europe
- ? Have the knowledge and confidence to become active citizens in their communities.

The newest project of Young Scot is the establishing of a call centre to handle telephone enquiries from young people.

Initially, this service will focus on Money and Health related information (not advice!) and will be open from 12noon to 8pm, Monday to Friday.

The Hotline (working title) will draw heavily on the information contained within the new Young Scot Knowledge Centre.

This initiative is being funded jointly by the Scottish Executive Financial Inclusion Unit, the Financial Services Authority, and NHS Health Scotland.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative :**

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**

d) an initiative / project that addresses another aspect of quality (specify the aspect): <input type="checkbox"/>
4. Name and Address of Organisation Responsible for This Initiative: Name: Young Scot..... Address: Rosebery House, 9 Haymarket Terrace, Edinburgh, EH12 5EZ, UK
5. Name and E-mail Address of Person to Contact (for information about this initiative): Name: Graeme Robertson..... E-mail Address: graemer@youngscot.org.....
6. Who Participated in This Initiative ? Young Scot
7. What Was the Scope of This Initiative? <p style="text-align: center;"><i>(please click on / activate the box which corresponds to your answer)</i></p> Local <input type="checkbox"/> Regional <input type="checkbox"/> National <input checked="" type="checkbox"/> European <input type="checkbox"/>
8. When Was This Initiative Undertaken <i>(please state the date when the activity was started, when it finished, or if it is still continuing):</i> Work started on this project in January 2005, and it is hoped to launch in Sept 2005, ready for college and university students returning.
9. What Were the Results Obtained by This Initiative? Baseline research on attitudes towards money and sources of information has been commissioned from MORI by Young Scot. Independent evaluation of the initiative will be carried out.
10. Report – Publication – Other Product <i>(if there is a report, publication or other “product” relating to this initiative, please state where it can be obtained or consulted, and in which language):</i> The following material is available concerning this initiative: <p style="text-align: center;"><i>(please click on / activate the box which corresponds to your answer)</i></p> Report <input type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify) <input type="checkbox"/> Title: Language(s): Can be consulted / downloaded at this web-site: Can be obtained from (address of organisation):
11. Additional Information: ---

This description form has been completed by:

Name of Person: Graeme Robertson
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Name of Organisation: Young Scot