

Results from Discussion Group:

Quality Factors in Delivering Information to Young People

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- Shift from “normal” questions to more guidance
→ confirmation + “translation”
- Mix of Media + Methods
- Word of mouth is most important => use that more
“5 before 12” model
- Keep it Simple, Short and Stupid
- All involved should feel comfortable (agree) with reasonable standards
=> clear standards make you feel comfortable / fun
- Need facilities to share experience on a permanent basis → also an European level +
between the 3 European networks
- Have a living network and take a prominent role in it
- Communication skills:
 - Towards young people
 - Towards public+ choosing the right channels to make it sustainable
- Do research to know the needs
- Segmenting
- Creativity
- Lobbying