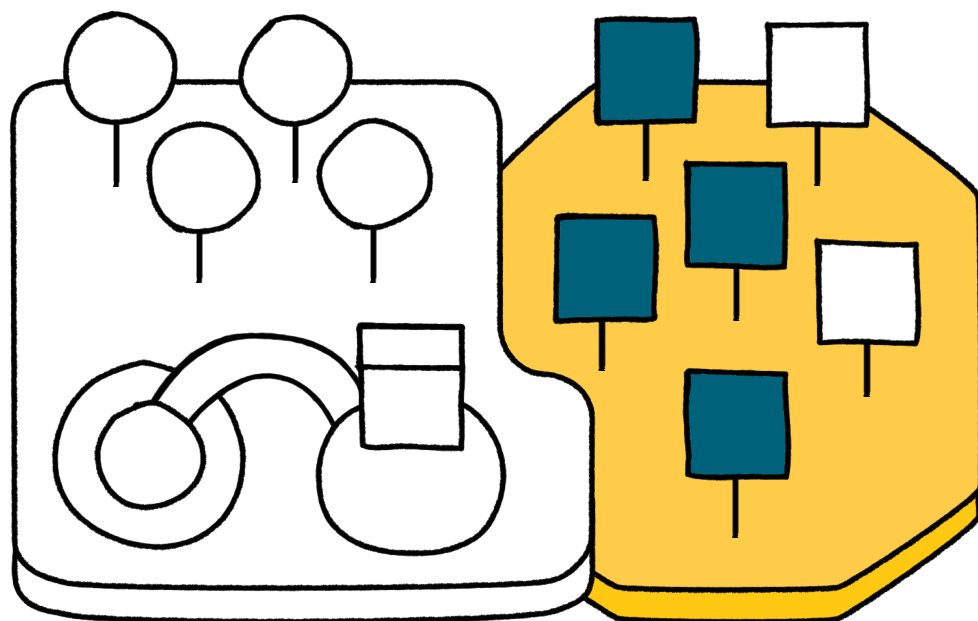


Political guidelines for the promotion of children and young people



Time frame
2015

Stakeholders

Political legislative
Political executive
Extra-curricular education



Institutional framework



Structure-related quality criteria

Strategic orientation
Collaboration
Coordination
Participation and identification

The starting point

Youth work is a long-standing tradition in the city of Baden. It has gone from operating one of the first youth centres in Switzerland in the 1980s to today's Fachbereich Kinder- und Jugendanimation (FB KJA) [Children and Youth Agency] with a range of provisions for the target group of 5- to 25-year-olds. The youth-related guidelines, which are still valid today, were established in 1995 and the conceptual basis for the city-wide youth work/children's agency work was established in 2000. As these principles were no longer contemporary, the city council commissioned the Society department to revise them. The results of the UNICEF "Child-friendly community" label survey formed the starting point for the creation of new political guidelines. It began with an analysis of the existing provisions and a survey of the city administration, and finished with various workshops with children, young people and municipal employees.

The political guidelines for the promotion of children and young people were approved on 1 September 2015 by the Baden municipal council and the framework concept was approved on 29 June 2015 by the city council.

Aims

The aim of this revision was to update the key principles of promoting children and young people in the city of Baden for the next ten years. This was intended to give the administration and politicians a strategic management tool to help them provide the best possible promotion of children and young people.

Target group

The primary target group for the resulting guidelines and framework concept are the some 3,500 5- to 25-year-olds living in Baden. Other target groups would be children and young people who don't live in the city, but do go to school, have an apprenticeship, work or spend leisure time here. The secondary target group in terms of a systemic point of view are adults working with or bringing up children.

Costs

Attendance fees and external project supervision: around 22,000 Swiss francs
Canton Aargau funding contribution: around 8,000 Swiss francs
Total: around 14,000 Swiss francs

Staff working hours and various incidental/office supplies are not counted in this calculation.

Project progression

The guidelines were developed in four sessions with a broad-based commission based on the UNICEF Switzerland benchmark and the measures derived from it. The project management was provided by the Fachstelle Kinder- und Jugendanimation leaders, who were in turn supported by the external company Büro West.

The guidelines were created in a two-stage process.

First, key changes relating to children and young people over the last 20 years were collated as part of a situation analysis. The basis for this were current documents and analyses from the Fachbereich Kinder- und Jugendanimation agency, three tours and various local appointments, as well as individual interviews with staff members and a workshop with the entire FB KJA team.

There followed a diagnostic workshop with the advisory committee. The second stage was to create the guidelines. The principles for them were developed in a future workshop with the advisory committee and an innovation workshop with the FB KJA team. Finally, two hearings with external agencies, associations, clubs and providers contributed an additional external perspective.

Success factors

- Political brief and will must be present.
- Long tradition and size of youth work/ children's agency in the city.
- Precise analysis of the situation with as many stakeholders as possible.
- Inclusion of all stakeholders in the promotion of children and young people, e.g. associations, institutes.
- Inclusion of the various departments of city administration and the school.
- Strong inclusion of the Kinder- und Jugendanimation team due to their work on the basis.
- External support from specialists.
- Establishing an advisory commission.
- Financial support from external donors.
- UNICEF "Child-friendly community" label and measures derived from it.

Challenges

- Financial support for the implementation of the political guidelines and the framework concept is not present in sufficient amounts.
- The political will to implement the concept and the political guidelines in the long-term is low.
- The slowness and lengthiness of political processes.
- Limited engagement and participation from volunteers, e.g. associations.

Conclusion

These six formulated political guidelines are the foundation for enshrining the promotion of children and young people in the city of Baden. They help children, young people and their caregivers identify with the city of Baden as a place to live, study and work. They also increase the quality of life for children and young people, ensure good quality coexistence between the generations and increase the attractiveness of the location for young adults and families. In the future, the above fields are to be optimised, provisions and services are to be better networked and the collaboration reinforced.

Contact details

Stadt Baden
Ivo Richner, Director
Fachbereich Kinder- und Jugendanimation
Mellingerstrasse 19, 5400 Baden
ivo.richner@baden.ch
+ 41 (0)56 200 87 11
+ 41 (0)79 661 44 73