



# Dyfodol Gwybodaeth leuenctid a Gwaith leuenctid Digidol

## The Future of Youth Information & Digital Youth Work

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CWESTIWN:

Pam ymgysylltu â phobl ifanc?

QUESTION:

Why are we engaging with young people?

# ProMo-Cymru



Darparu datrysiadau  
cyfathrebu i'r  
trydydd sector a'r  
sector cyhoeddus

Providing  
communication  
solutions to third and  
public sector

Datblygu  
strategaethau a  
chyfarparu gyda'r  
offer a'r sgiliau cywir

Developing strategies  
and empowering with  
relevant tools and  
skills



# ProMo-Cymru



- Cynhyrchiad amlgyfrwng
- Datrysiadau cyfathrebu a marchnata
- Hyfforddiant a gweithdai
- Datblygiad gwe a digidol
- Datblygiad cymunedol a diwylliannol
- Strategaeth cyfryngau cymdeithasol
- Llinell gymorth
- Multimedia production
- Communication & marketing solutions
- Training & workshops
- Web & digital development
- Community & cultural development
- Social media strategy
- Helpline



ANNIBYNNOL

HYGYRCH

CYNHWYSOL

GRYMUSO

CYFRANOGOL

MOESEGOL

PROFFESIYNOL

RHAGWEITHIOL

SEILIEDIG AR

ANGHENION

INDEPENDENT

ACCESSIBLE

INCLUSIVE

EMPOWERING

PARTICIPATIVE

ETHICAL

PROFESSIONAL

PROACTIVE

NEEDS BASED



european youth information  
and counselling agency

SIARTER GWYBODAETH IEUENCTID

**ERYICA**

YOUTH INFORMATION CHARTER

Sefydlwyd **1993** Established

Adolygwyd **04.2018** Revised

Sefydliad **72** Organisation

Gwlad **27** Countries

←←← **9**

Egwyddor gwybodaeth ieuenctid

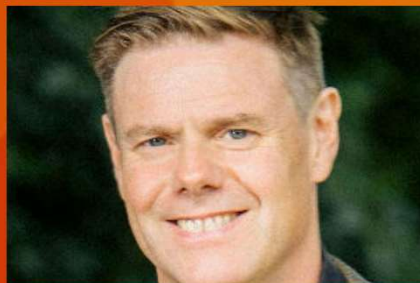
Key principles of youth info

[www.eyrica.org](http://www.eyrica.org)

# BWRDD GWAITH IEUENCTID DROS DRO INTERIM YOUTH WORK BOARD



Cadeirydd - Chair:  
Keith Towler



Dusty Kennedy  
Iechyd Cyhoeddus Cymru  
Public Health Wales



Efa Gruffudd Jones  
Urdd Gobaith Cymru



Eleri Thomas  
Dirprwy Gomisiynydd  
Heddlu a Throseddu  
Deputy Police and  
Crime Commissioner



Joanne Sims  
Rheolwr Gwasanaethau  
Ieuencid  
Youth Service Manager



Sharon Lovell  
Gwasanaeth Eirioli  
Ieuencid Cenedlaethol  
National Youth Advocacy  
Service



Simon Stewart  
Deon Gwyddorau  
Cymdeithasol a Bywyd  
Dean of Social and Life  
Sciences  
Prifysgol Glyndŵr University

# BWRDD GWAITH IEUENCTID DROS DRO INTERIM YOUTH WORK BOARD



🎯 Cynrychioli: pobl ifanc a'r sector gwaith ieuenctid  
Representing: young people & youth work sector

🎯 Casglu tystiolaeth a safbwyntiau  
Collecting evidence and views

🎯 Cyngor i weinidogion – sut i gefnogi a gweithredu strategaeth gwaith ieuenctid y dyfodol  
Advising ministers – how to support and deliver a future model for youth work

# meic



Am Meic | Cyfrinachedd | Adnoddau i Weithwyr Profesiynol | English | 080880 23456 | 84001 | f | t | e | a | s

**meic** Rhywun ar dy ochr dI  
llinell gymorth gwybodaeth, cyngor ac eiriolaeth i blant a phobl ifanc

Hafan | Chwilio am help? | Erthyglau | Coda'r Meic | Cwestiynau Cyffredin | Dolenni da | Adborth

Rwy'n casu fy nghroen!

**Sgwrsio ar y we**  
Clicie yma

**RHADFFÓN**  
080880 23456

**Testun**  
84001

Defnyddia'r sgwrs ar-lein i siarad â rhywun am unrhyw beth hoffet.

Am ddim o ffonau symudol. Ni fydd yn ymddangos ar y bil.

Yn rhad ac am ddim

**meic** Someone on your side  
Information, advice and advocacy helpline for children and young people

Home | Get Help | Articles | Grab The Meic | FAQs | Useful links | Feedback

## SOMEONE ON YOUR SIDE

**MEIC IS HERE EVERY DAY  
8AM - MIDNIGHT**

Talk to us today

**Online Chat**  
Talk to someone online

**Freephone**  
080880 23456

**Text us!**  
84001

Use our online chat to talk to someone about anything you want

All calls are totally free... and guess what, they don't show up on your bill either.

You can text us for free anytime!





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English

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Hafan Amdanom Ni Gwybodaeth Newyddion Modryb Sprout Digwyddiadau Yr Archif Cysylltu/Cyflwyno



## TheSproutStraeon

### Newyddion & Erthyglau



**PETHAU RHAD AC AM DDIM I'W GWNEUD YNG  
NGHAERDYDD: 14-20 MAWRTH**

By Sprout Editor // March 14, 2019

Ac eithrio ychydig o law mân fis Ebrill, bydd yr haul yn tywynnu nawr, tywydd godidog. Hen bryd mynd allan mwy! Daw newyddion gorau'r wythnos hon gan y BBC. Bydd...



**PETHAU RHAD AC AM DDIM I'W GWNEUD YNG  
NGHAERDYDD 28 CHWEF - 6**

By Sprout Editor // March 14, 2019

Wrth i'r hanner tymor ddod i ysgol yn ail gychwyn. Ond nid y ti stopio fod yn cŵl. Dyma re bethau i'w gwneud y



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Cymraeg

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## TheSproutStorie

### News & Articles



**INTERVIEW: CALVA LOUISE BRING "SWEET SOUR  
BUBBLEGUM PUNK" TO CARDIFF**

By declan98 // March 14, 2019

Declan interviewed punk sensations Calva Louise, who played last night at Clwb Ifor Bach. Define who Calva Louise are? We are a 3 piece sweet sour bubblegum punk band. What...



**FREE AND CHEAP THINGS TO DO IN CARDIFF: 14-  
20 MARCH**

By Sprout Editor // March 13, 2019

Barring a few April showers, the sun is coming out from now on, the weather's going to be great. It's time to start getting out more! The best news this...



**REVIEW: THE FULL MONTY UK AND IRELAND  
TOUR @ WMC**

By Sprout Editor // March 13, 2019

You can leave your hat on as The Full Monty is on at the Wales Millennium Centre for the rest of the week. (Warning: pictures may contain some bare bottoms.)...

# GWEITHGAREDD / ACTIVITY: Mapio Llwybr Gwybodaeth PPI Mapping CYP's Information Pathway

CREU MAP I  
DDANGOS  
SUT/BLE MAE  
PLANT A  
PHOBL IFANC  
YN CAEL  
GWYBODAETH



CREATE A MAP  
TO SHOW  
HOW/WHERE  
CYP ARE  
GETTING THEIR  
INFORMATION



# GWEITHGAREDD / ACTIVITY:

Rhestrwch y ffynonellau gwybodaeth yn  
nhrefn y rhai defnyddir fwyaf aml gan blant a  
phobl ifanc



1 =  
*mwyaf  
cyffredin  
most common*

Rank the information sources on your list to  
show which are the most commonly used by  
children and young people





# MODEL TYC

# PROMO-CYMRU:

TRAWSFFURFIO, YMGYSYLLTU, CYFATHREBU.

# PROMO-CYMRU

# TEC MODEL:

TRANSFORM, ENGAGE, COMMUNICATE.

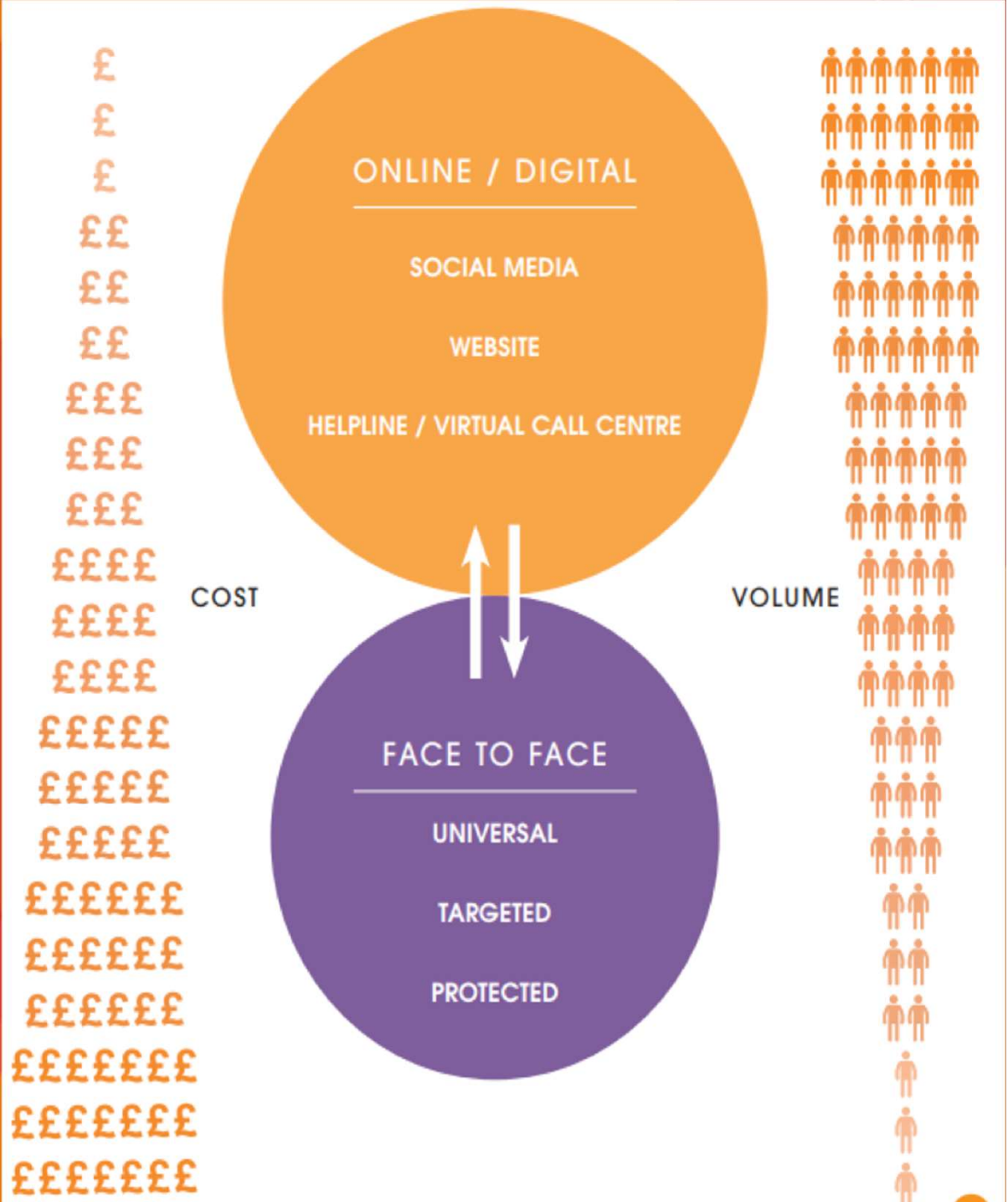


# MODEL TYC

Defnyddio technoleg cyfathrebu i drosglwyddo gwasanaethau mwy effeithiol

# TEC MODEL

Utilising communication technology to deliver more effective services





## MODEL TYC TEC MODEL



Gwybodaeth ansawdd uchel  
ar-lein

High quality online information

Hyrwyddo ar gyfryngau cymdeithasol

Promoted over social media

Hawdd i'w ddarganfod – peiriant chwilio

Easily located - search engines

Cysylltu: ffôn, neges testun, IM

Contact: phone, text, IM

Cyrraedd y cymorth, cefnogaeth a'r  
wybodaeth angenrheidiol yn y camau  
lleiaf bosib

Reaching help, support & info needed in  
as few steps as possible



# GWYBODAETH INFORMATION

Gwybodaeth ar gael fwy nag erioed  
Information has never been so readily available

Chwiliadau  Searches:

**63,000** eiliad / second

**5.6** biliwn/billion dydd / day

**2** triliwn / trillion blwyddyn / year

Pobl ifanc yn parhau i gael trafferth darganfod help  
Young people still struggle to find the help needed

# PERYGLON GWYBODAETH ANNIBYNADWY DANGERS OF UNRELIABLE INFORMATION



*“Instagram helped kill my daughter”*

**Molly Russell , 14**

HUNAN-NIWED  
HUNANLADDIAD  
PRYDER  
ISELDER



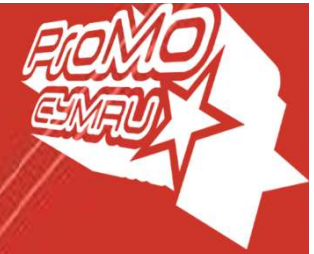
SELF-HARM  
SUICIDE  
ANXIETY  
DEPRESSION

Gofod anniogel



Not a safe space





# GWEITHGAREDD / ACTIVITY:

Edrychwch ar y **3 uchaf**

Graddiwch ansawdd y wybodaeth gan ystyried:

**DIBYNADWYEDD**

**CYSONDEB**

**RHWYDDINEB MYNEDIAD**



Look at your **top 3**

Rate the quality of information thinking about:

**RELIABILITY**

**CONSISTENCY**

**EASE OF ACCESS**

# Butterflies Video

<https://www.promo.cymru/relationship-butterflies/>



# Ffideo Pili-pala

<https://www.promo.cymru/pili-pala-perthynas/?lang=cy>





# Pili-pala

Cyfathrebiad Marchnata  
Gorau – Gwobrau Digidol  
Wales Online

Wedi'i wyllo dros 50 mil  
gwaith ar YouTube,  
Facebook a Twitter

## Pam?

# Butterflies

Best Marketing  
Communication – Wales  
Online Digital Awards

Over 50 thousand views on  
YouTube, Facebook and  
Twitter

## Why?



# GWASANAETH GWYBODAETH IEUENCTID Y DYFODOL THE FUTURE YOUTH INFORMATION SERVICE

CYCHWYN O'R CYCHWYN  
SUT FYDDECH CHI'N DYLUNIO'R  
GWASANAETH GWYBODAETH  
IEUENCTID DELFRYDOL?

Meddyliwch sut i sicrhau mynediad cyfartal i wybodaeth ddibynadwy, addas a chyson i bob plentyn a pherson ifanc.

START AGAIN

HOW WOULD YOU DESIGN THE IDEAL  
YOUTH INFORMATION SERVICE?  
Think about how to ensure equal access to reliable, appropriate and consistent information for all children and young people.

Diolch

Thank you



[www.promo.cymru](http://www.promo.cymru)



[www.meic.cymru](http://www.meic.cymru)



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