De-stigmatize homelessness/changing the story

This break out session will ask each participating expert to consider, share experience, and plan on a tangible communications strategy to ensure the implementation of the general comment aims in their location. At the heart of this is challenging the perception and consequent treatment of homeless and street-connected youth. As such, we'll not focus on principles but rather, the following format:

**Summary**
In order for the general comment to be implemented, a strategic communications campaign is required delivering a clear narrative with key messages to build a groundswell of support and to challenge the negative perceptions and consequent treatment of children at risk. This will be a child rights focus on storytelling with the aim of widespread appeal.

**Introductions**
Co-facilitators will briefly introduce the power of storytelling in our work and the importance of setting the narrative according to children's rights.

**Stages**
**Exercise 1**
Small groups or group discussion to define in a sentence the generally held beliefs about street-connected children in the country of origin of each person

**Exercise 2**
What would success like? If a communications campaign is successful, what would be the measurable outcome/s?
How would you agree what success looks like in your country for street connected children v success for one particular org' and their focus

**Exercise 3**
Comms toolbox: how to achieve a set of different stories, each dedicated to combatting a particular prejudice, which might be useful in a series of different contexts. The toolbox is used by local actors (roundtable, but also other allies) through different media. Further questions:

- Key participants for a roundtable? Child rights/Gov'/Corporate/Youth voices/Legal/Comms professionals/Tech' experts/High profile representative
- Key areas of dissemination: cultural/word of mouth/internet/broadcast/radio/newspaper etc
- Other key partnerships
- What are the barriers? Financial/legal/threats/Governmental

**Group Summary**
The comms campaign is the arrowhead needed for the general comment to be achieved on the ground. Group feedback on what success looks like and what critical steps are required. We are trying to paint the picture of what is needed in our session. Once we have the picture we can
look at obstacles like financing a campaign and key partnerships. We will feedback a little on
this but it would be unrealistic to try and solve this in the session.

**Outcomes**

Each participant:

- recognizing the power of story in achieving the general comment
- defining what success could look like
- with a general blueprint to achieving a campaign
- recognizing the major obstacles and feeding these back to the summit

**Close**