



HOLOCAUST  
MEMORIAL  
DAY 27/1

YOUTH

# Youth Advocate Toolkit Level One

A guide to completing the Youth Advocate  
programme for people aged 18-25

# Welcome to the Youth Advocate toolkit

**This toolkit will provide guidance on how to become a Youth Advocate and suggest ideas for what you could do to mark Holocaust Memorial Day.**

My name is Jessica, I am an Outreach Officer at Holocaust Memorial Day Trust (HMDT) and I run the HMDT Youth programmes.

You should use this toolkit to learn about the genocides we commemorate on Holocaust Memorial Day (HMD) and organise your own HMD activity.

Every HMD activity helps people learn more about the Holocaust, Nazi Persecution and subsequent genocides so that we can work together to create a safer, better future.

If you need any help or support in completing the programme, you can get in touch with me at [youth@hmd.org.uk](mailto:youth@hmd.org.uk)

You can also contact the Youth Board who act as a support network for Youth Champions (14-18) and Youth Advocates (18-25) all over the country. They have experience of holding HMD activities and are keen to hear your ideas!

## When you become a Youth Advocate, you will:

- Learn more about the Holocaust, Nazi Persecution and the genocides which followed in Cambodia, Rwanda, Bosnia and Darfur
- Engage with the experiences of survivors and feel inspired to end hatred and discrimination today
- Gain leadership and communications skills to mark Holocaust Memorial Day
- Be part of a network of young people all over the UK who are making a real difference in their communities

If you haven't already, go to [hmd.org.uk/signup](https://hmd.org.uk/signup) to become a Youth Advocate.

After completing your form, you will receive a welcome pack which includes this toolkit.



**Why should I get involved?**



# HMD Youth Board

The Youth Board give us their ideas to expand and improve the HMDT Youth programmes. They gain a lot of skills on the Board and are given responsibility to promote the programme and act as a support network for Youth Champions and Youth Advocates.

You can contact any member of the Board if you need any advice and support. You can see where they are based in the UK below. Don't worry if your region or nation isn't shown, you can still get in touch with any member of the Youth Board or Jessica at [youth@hmd.org.uk](mailto:youth@hmd.org.uk).

You can also contact the Lead Youth Advocate if you have any ideas or contributions to add to the programme by emailing [nikos.youth@hmd.org.uk](mailto:nikos.youth@hmd.org.uk)



'My name is Nikos and I am the Lead Youth Advocate. I am very happy to welcome you to the HMDT Youth programmes and to have you join us in our common journey to create a safer, better future by learning from genocide. Within this toolkit, you will find useful material and suggestions that aim to help you have a successful and, above all, enjoyable time as a Youth Advocate. If you have any questions, feel free to contact me or one of our Youth Board members and we will be very happy to help you. I look forward to working with you.'



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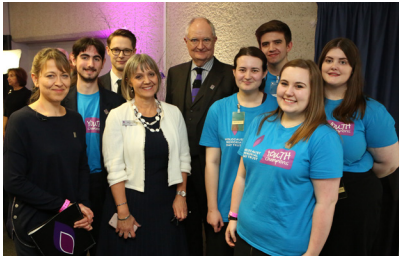
Go to [hmd.org.uk/youthboard](https://hmd.org.uk/youthboard) to find out more about the members of the Youth Board



# Opportunities

You will grow your engagement with HMD each year. You will learn more about the Holocaust, Nazi Persecution and subsequent genocides and improve your leadership and communication skills. As you continue your involvement as a Youth Advocate, more opportunities will be open to you.

## Attend or volunteer at the UK Ceremony for Holocaust Memorial Day



You will be invited to attend or volunteer at the UK Ceremony. This is a moving and thought-provoking event to honour the survivors of the Holocaust and subsequent genocides. Volunteering at the UK Ceremony is a unique opportunity to assist behind the scenes of a high-profile event.

## Apply for a volunteer placement in the HMDT office

This is a chance to gain skills and experience in the workplace which will increase your employability.



## Apply to become a member of the Youth Board



You will have the opportunity to apply for a position on the Youth Board to represent young peoples' views and help to develop the HMDT Youth programmes.

## Join us at the annual HMDT Youth Conference on Saturday 23 March 2019

After successful completion of the programme, each year you will receive a certificate and an invite to the annual HMDT Youth Conference where you will:

- Engage with survivors of the Holocaust and subsequent genocides
- Participate in workshops and talks from interesting speakers
- Receive a Youth Advocate certificate
- Meet like-minded young people from all over the UK

There are many other opportunities which may be open up to you in the future.



Gida receives her certificate from Martin Stern MBE, a survivor of the Holocaust, at the HMDT Youth Conference



Members of the HMD Youth Board curate an exhibition at the Wiener Library for the Study of the Holocaust and Genocide



The HMD Youth Board meet Lord Alf Dubs, *Kindertransportee* and Olivia Marks-Woldman, Chief Executive of HMDT

# What is Holocaust Memorial Day?

Holocaust Memorial Day Trust (HMDT) encourages remembrance in a world scarred by genocide. We promote and support Holocaust Memorial Day (HMD) which takes place on 27 January.

In 2000, 46 countries (including the UK) came together and decided that there should be an international day of commemoration to remember the six million Jews murdered during the Holocaust and the millions of people killed under Nazi Persecution. They decided on 27 January as it marks the anniversary of the liberation of Auschwitz-Birkenau, the largest Nazi death camp.

In the UK, we also use HMD to reflect on genocides which have taken place since the Holocaust. These are the genocides that followed in Cambodia, Rwanda, Bosnia, and Darfur. These genocides are commemorated on Holocaust Memorial Day because perpetrators have been indicted or convicted for their crimes by an international criminal tribunal.

HMD is for everyone. Each year across the UK, thousands of people come together to learn more about the past and take action to create a safer future by challenging prejudice and the language of hatred.

## The theme for HMD 2019

HMDT chooses the annual theme to provide those organising HMD activities with fresh ideas for interesting and inspiring commemorations. The theme for HMD 2019 is **Torn from home**.

For HMD 2019, the theme **Torn from home** will reflect on what happens when individuals, families and communities are driven out of, or wrenched from their homes, because of persecution or the threat of genocide. The word 'home' is familiar to us all. Although not always the case, 'home' usually means a place of safety, privacy, comfort and security. We will also reflect on the continuing difficulties survivors face as they try to find and build new homes when the genocide is over.

*'I didn't feel like I had a home after the genocide because everything was destroyed. I had no home at all. I had nothing.'*

**Marie Chantal Uwamahoro, survivor of the Genocide in Rwanda**

HMD activities could focus on the idea of 'home' during the Holocaust, Nazi Persecution, and subsequent genocides. Possible areas of focus are:

- The meaning of 'home' before genocide
- Fleeing or being forced from home before or during genocide
- Finding an alternative home and seeking refuge during genocide
- Returning home and rebuilding home after genocide



You can read the full theme vision at [hmd.org.uk/tornfromhome](https://hmd.org.uk/tornfromhome)

# What is genocide?

Genocide is defined by the United Nations as any of the following acts committed with **intent to destroy**, in whole or in part, a national, ethnical, racial or religious group, as such:

- killing members of the group
- causing serious bodily or mental harm to members of the group
- deliberately inflicting on the group conditions of life calculated to bring about its physical destruction in whole or in part
- imposing measures intended to prevent births within the group
- forcibly transferring children of the group to another group

Genocide never just happens. There is always a set of circumstances which occur or which are created to build the climate in which genocide can take place.

Gregory H Stanton, President of **Genocide Watch** developed the 10 stages of genocide which explains the different stages which lead to genocide. At each of the earlier stages there is an opportunity for members of the community or the International Community to halt the stages and stop genocide before it happens.

Go to [hmd.org.uk/tenstages](https://hmd.org.uk/tenstages) to download the poster and learn more about the ten stages of genocide.

Go to [hmd.org.uk](https://hmd.org.uk) to learn more about the genocides we commemorate on Holocaust Memorial Day.



**The Holocaust**  
[hmd.org.uk/holocaust](https://hmd.org.uk/holocaust)



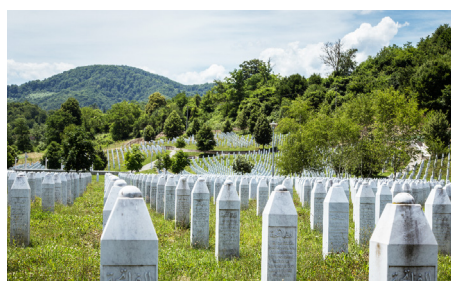
**Nazi Persecution**  
[hmd.org.uk/nazipersecution](https://hmd.org.uk/nazipersecution)



**Cambodia**  
[hmd.org.uk/cambodia](https://hmd.org.uk/cambodia)



**Rwanda**  
[hmd.org.uk/rwanda](https://hmd.org.uk/rwanda)



**Bosnia**  
[hmd.org.uk/bosnia](https://hmd.org.uk/bosnia)



**Darfur**  
[hmd.org.uk/darfur](https://hmd.org.uk/darfur)

**Image credits left to right:** Auschwitz © Rodrigo Paredes, Barbed wire fencing at Auschwitz I, part of the largest Nazi killing camps © Adam Jones; Photographs of people imprisoned at the notorious 'Security Prison 21' – Tuol Sleng Genocide Museum © Christian Haugen; Photographs of people killed during the Genocide in Rwanda at the Kigali Memorial Centre © Trocalre; Gravestones at the Srebrenica-Potočari genocide memorial © Julian Buijzen; Um Ziefa burning village © Brian Stiedle



# Youth Advocate programme - Level One

There are two levels to complete in the Youth Advocate programme. In your first year, you should begin at Level One. In your second year, you can progress to Level Two or mark HMD in a different way by completing Level One again.

## Step One

### Sign up to receive a welcome pack

Go to [hmd.org.uk/signup](https://hmd.org.uk/signup) and fill out an online form to sign up to the programme. Following this, we will send you a welcome pack full of resources to help you plan your Holocaust Memorial Day activity. In your welcome pack, you will receive a:

- Youth Advocate Toolkit
- Promotional poster
- HMDT Youth programmes flyer
- 'About HMD' booklet
- Postcard to take part in the HMD 2019 Postcard Project
- Wristband
- Badge

Many of these resources are available to download at [hmd.org.uk/youthadvocates](https://hmd.org.uk/youthadvocates)

You can order more of these resources to hand out at your HMD activity by emailing Jessica at [youth@hmd.org.uk](mailto:youth@hmd.org.uk)

### Take part in the HMD 2019 Postcard Project

**Take part in the HMD 2019 Postcard Project to explore the theme Torn from home.**

You will learn about the experiences of Renee Bornstein, a survivor of the Holocaust, and Sokphal Din, a survivor of the Genocide in Cambodia. You will reflect on how they were forced to leave their homes and share your reflections with them on a postcard. You will receive a reply from them and your postcard may be displayed at the UK Ceremony for HMD 2019.

There is a postcard in your welcome pack. Once you have written your postcard, send it to the address below with a note stating your name and address so you can receive your reply.



Go to [hmd.org.uk/renee](https://hmd.org.uk/renee) to learn more about her experiences



Go to [hmd.org.uk/sokphal](https://hmd.org.uk/sokphal) to learn more about his experiences

You could run the Postcard Project to engage people at your own HMD activity as well. Go to [hmd.org.uk/postcards](http://hmd.org.uk/postcards) to order or download more postcards and download the Postcard Project pack. Here is an example of how you could use it at your own HMD activity:

1. Choose the life story of Renee Bornstein and/or Sokphal Din
2. Read the life stories aloud, discuss in groups or provide copies for people to read themselves at your event
3. Encourage people to write a postcard to Renee and/or Sokphal, reflecting on their experiences
4. Send the completed postcards to HMDT, PO Box 61074, London, SE1P 5BX



## Step Two

**You can choose your own way to raise awareness of HMD in your community ahead of your HMD activity**

### Option One – Help your own community

'*Umuganda*' is a Rwandan word meaning 'coming together in common purpose to achieve an outcome'. In 1998, the Rwandan government implemented *Umuganda* to encourage the Rwandan people to rebuild society following the genocide. It still continues to this day to improve communities and bring people together.

Why not get involved and help out in your own community? You could volunteer to befriend older people or help to improve a community space such as a park or a youth centre. When you meet new people, you could encourage them to attend your HMD activity or help you to organise it.

- You can find opportunities on [do-it.org.uk](http://do-it.org.uk) and [volunteermatters.org.uk](http://volunteermatters.org.uk)
- You could also go to your local council's website for volunteering opportunities
- Go to NCVO to find your nearest Volunteer Centre  
[ncvo.org.uk/ncvo-volunteering/i-want-to-volunteer](http://ncvo.org.uk/ncvo-volunteering/i-want-to-volunteer)
- Or you could do something bigger and do your National Citizen Service  
[ncsthechallenge.org](http://ncsthechallenge.org)



## Option Two – Engage with a student newspaper or radio



Get in contact with your university newspaper and ask to write an article about the importance of marking Holocaust Memorial Day. You could also use this as an opportunity to advertise your HMD activity.

Alternatively, you could get in contact with your university radio station and encourage them to talk about Holocaust Memorial Day. Is there a speaker that could be interviewed on the radio?



## Option Three – Contribute to the youth-led film project



Get involved and contribute to our short film, where a survivor of the Holocaust will be interviewed. Youth Champions and Youth Advocates can submit a question to a survivor of the Holocaust which may feature in the interview. When the short film is live on our website, watch and share it on social media or screen it at your HMD activity.

Submit your question by visiting [hmd.org.uk/youthfilm](http://hmd.org.uk/youthfilm). You will need to submit your question before **Wednesday 7 November 2018**. If you join the Youth Advocate programme after this date, you will not be able to contribute a question. Instead, you should watch and share the short film on social media or at your HMD activity.

When asking your question, think about how their experiences made you feel and what you would like to know more about. For example, you could ask about a specific point in their story that you were particularly interested in. You could think about how it affected their life after the Holocaust and what their life is like today. Think about asking your question sensitively as their experiences and memories may be painful to discuss. You might find inspiration from the 2019 theme, **Torn from home**. Go to [hmd.org.uk/tornfromhome](http://hmd.org.uk/tornfromhome) to read the theme vision.

## Option Four – Put up a promotional poster

When you receive your welcome pack, there will be a poster promoting the Youth Advocate programme. You could put it up at work, at your students' union or in your local community centre.

# Step Three

## Organise an HMD activity

Hold an activity or event to mark Holocaust Memorial Day in your local community. There is guidance in this toolkit as well as a support network to help you plan. Here are a few ideas to help you plan your activity:

### Activity Idea One: Film screening

Organise a film screening at your local cinema, community centre or university. You could download our suggested film and accompanying discussion questions by visiting [hmd.org.uk/youthgroups](http://hmd.org.uk/youthgroups). Think about:



- **Venue** – where will you screen the film? Could you do it in a university classroom? Could you suggest a screening to a local cinema?
- **Audience** – who will you invite? How will you spread the word about the film screening?

- **DVD** – could you contact your local library to find a copy of the film?
- **Collaboration** – could you approach the film society? Could you ask a colleague or friend to help you?

## Activity Idea Two: Pledge board

Create a pledge or reflection board in your university or workplace.

To do this activity:

- Choose a life story by visiting [hmd.org.uk/lifestories](http://hmd.org.uk/lifestories)
- Share the life story by reading it out, printing copies for people to read or emailing it to your work colleagues
- Ask people to write their reflections about these stories or write a pledge for how they will help to create a future free from hate on luggage labels, post-it notes or pieces of paper

Arrange these on a noticeboard alongside the posters from your HMD Activity Pack so that people can learn more about Holocaust Memorial Day. Order your free activity pack here:

[hmd.org.uk/activitypack](http://hmd.org.uk/activitypack)

Students from Farnborough Sixth Form College pinned pledges on a display after hearing the story Abdulsalam, a Darfuri refugee.



## Activity Idea Three: University Conference or Workshop



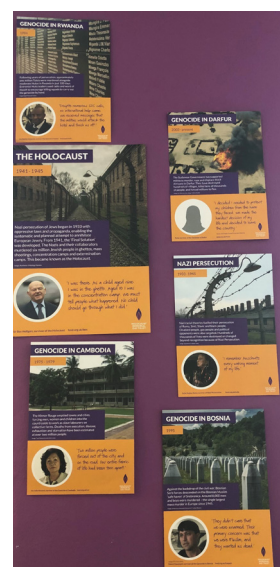
Organise a conference or workshop at your university. You could collaborate with a lecturer, a society or the history department. You could ask an academic who works in a relevant field to give a talk on the HMD 2019 theme, **Torn from home**. You could ask people what home means to them as they enter and create a display. You could contact your university chaplaincy and ask if they would like to say a few words.

Barnabas, Youth Board Member, has organised a number of conferences to mark Holocaust Memorial Day. He has invited speakers, involved schools, sixth forms and university students and encouraged lecturers to run workshops as part of the conference. You can contact Barnabas or any member of the Board by visiting [hmd.org.uk/youthboard](http://hmd.org.uk/youthboard).

## Activity Idea Four: Poster display

Order your free HMD Activity Pack at [hmd.org.uk/activitypack](http://hmd.org.uk/activitypack). There are a series of posters in your pack that you can display to raise awareness about Holocaust Memorial Day. You could display these in your workplace or university. You could even encourage others to order a pack and put up a poster display. For example, you could contact your local library, cinema, café or leisure centre.

Youth Board Member Danielle put up a poster display in her workplace and emailed her colleagues to let them know it was Holocaust Memorial Day. She encouraged them to read life stories of those who had experienced genocide.



## Activity Idea Five: Postcard writing stall

During your lunch break at work, you could set up a postcard writing stall in your workplace to encourage people to write to survivor of the Holocaust, Renee Bornstein or survivor of the Genocide in Cambodia, Sokphal Din. Alternatively, you could give your colleagues a postcard each and send an email with links to the stories and why it is important to take part.



If you are a student, you could set up a stall in your students' union and encourage people to write postcards in between lectures. For HMD 2018, Gida got in touch with her university's Amnesty International Society who helped her to set up and run a stall. Is there a student society that could help you run a stall?

You could print copies of each life story and ask people to read through the stories and write a postcard in response. You could display these postcards at your HMD activity. Remember to send the completed postcards to HMDT, PO Box 61074, London, SE1P 5BX to receive a reply.

Go to [hmd.org.uk/postcards](https://hmd.org.uk/postcards) to order more postcards and download the Postcard Project pack.

During your activity, make sure you put up a sign letting people know that images will be taken at your event and sent to HMDT. By sending us your photos, you are confirming permissions of everyone in the photo.



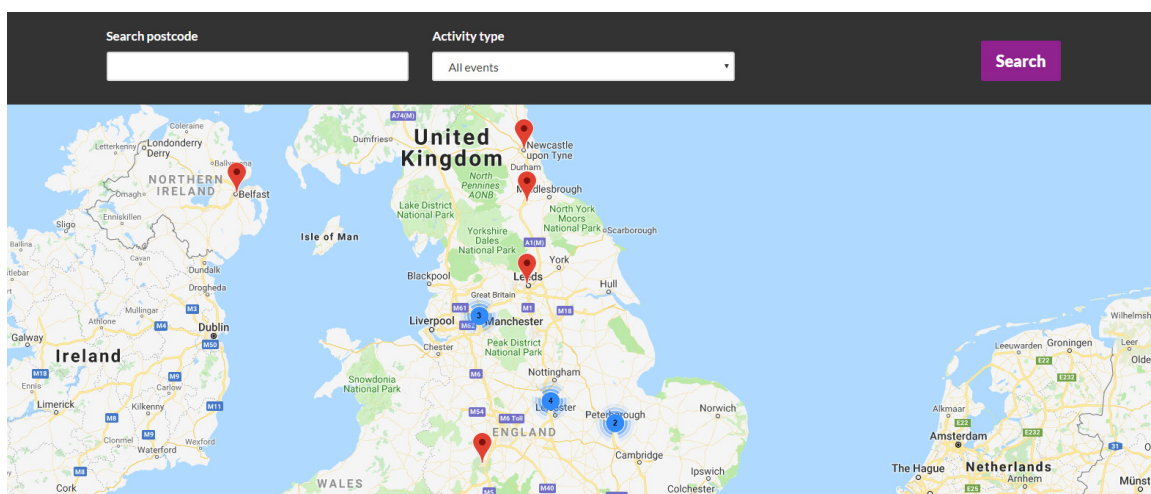
There is guidance in this toolkit as well as a support network to help you plan. Contact Jessica at [youth@hmd.org.uk](mailto:youth@hmd.org.uk) or the Youth Board if you have any ideas you would like to discuss or aren't sure where to start!

## Step Four

### Let us know what you did to mark HMD

Submit your HMD activity to our online activities map at [hmd.org.uk/letusknow](https://hmd.org.uk/letusknow). Use the dropdown menu for Organiser Type and select 'HMDT Youth'.

Share what you did to complete Level One and send your photos to [youth@hmd.org.uk](mailto:youth@hmd.org.uk) after your HMD activity. You will receive your certificate and invitation to the HMD Youth Conference.



# Checklist

- ☐ **Activity Pack** – Order a free HMD Activity Pack at [hmd.org.uk/activitypack](https://hmd.org.uk/activitypack). This will provide you with guidance for organising an activity and includes a poster display
- ☐ **Audience** – Think about who your audience is, could you invite students, councillors or MPs, or members of your local community? Use the invitation template at [hmd.org.uk/youthadvocates](https://hmd.org.uk/youthadvocates) or write your own!
- ☐ **Location** – Do you need a venue for your event? If so, where? It could be held in your university, workplace meeting room, youth group centre or community centre
- ☐ **Budget** – Does a speaker need travel expenses covered? Will you provide refreshments? Who will fund your event?
- ☐ **Resources** – We have lots of free resources! Order physical resources through our website here: [hmd.org.uk/activitypack](https://hmd.org.uk/activitypack) or visit our website to explore downloadable life stories, activity ideas, assembly templates and more: [hmd.org.uk/resources](https://hmd.org.uk/resources)
- ☐ **Preparation** – Could other people help you run the event? Is there a Youth Board Member near you who can offer advice? Go to [hmd.org.uk/youthboard](https://hmd.org.uk/youthboard) to find out more about the Youth Board and where they are based in the UK
- ☐ **Promote** – Upload your event to our online activities map to get more people to attend [hmd.org.uk/letusknow](https://hmd.org.uk/letusknow)
- ☐ **Hold the event** – Make sure everyone knows when to arrive and what to do. Remember to take photos!
- ☐ **Shout about your event!** – Use the template press release at [hmd.org.uk/youthadvocates](https://hmd.org.uk/youthadvocates) to tell local media about your event and be sure to include photos. Tweet @HMD\_UK to tell us about your activity!

## Don't forget to download or order some of our free resources:


- Wristbands
- 'About HMD' Booklets
- HMDT Youth programmes flyers
- Sticker sheets
- Badges
- Life stories
- Posters
- Theme Vision
- Recipe cards
- Song sheets
- Assembly templates



Find out more...

HMDT Youth programmes: [hmd.org.uk/youth](https://hmd.org.uk/youth)

[hmd.org.uk](https://hmd.org.uk)  
[youth@hmd.org.uk](mailto:youth@hmd.org.uk)

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Learning from genocide – for a better future