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Key words: Community work, group work, young people, social services**ESFORSA'T (Esport, Formació, Salut i Temps Lliure)**APC Franja Besòs¹CSS Franja Besòs²

The ESFORSA'T (Esport, Formació, Salut i Temps Lliure) project has been going for six years now in the Bon Pastor and Baró de Viver neighbourhoods. It is a community project with group activities led by a team of street educators (APC Franja Besòs) and a Social Services Centre (CSS Franja Besòs) in which various collaborators from the area and the city also take part.

The project's aim is to work with young people aged between 16 and 25 to promote healthy leisure activities in order to reduce the risk indicators in this age band. Initial exploratory work enables us to guide young people towards various activities, to take part in the workshops that are proposed and monitor each one individually, aside from fostering healthy habits, integrating them into society and helping them find work to improve their living conditions.

1. The territory

The Bon Pastor and Baró de Viver neighbourhoods, situated beside the River Besòs, form part of the Sant Andreu district. They are cut off from the rest of the city by natural and architectural barriers.

They also stand out for their young population, compared to the rest of the district and the city. In fact, the percentage of children and young people is between 4 and 5 percentage points above the city average. Table 1 highlights some features that could explain the situation in these neighbourhoods. Disposable Household Income (RFD in Catalan) in Bon Pastor was 67.3 in 2012, low compared with the rest of the city, while Baró de Viver stands out for being one of the neighbourhoods with the lowest income levels of all (52.4)

We believe that one of the factors that has the biggest influence on personal development and a person's future integration into society is education. Table 1 shows the educational level of the people who live in these two neighbourhoods is very low, while the absenteeism and drop-out rates are high.

Despite these data, however, the services and facilities in those neighbourhoods have been working for a number of years to reduce those disadvantaged indicators, to boost the opportunities

¹ 'A partir del carrer' (APC) Franja Besòs is made up by Candela Pérez, Xavier Serradell and Mariguín Bocanegra.

² The Franja Besòs Social Services Centre consists of Xavier Molina, Sabina Baró, Laia Mollón, Patrícia Cortés, Silvia Villegas, Israel Ureña, Encarna Roldán, Núria Calabria, Lydia Pulido, Silvia Lacasta, M. José Marín, Tània Mesa, Susana Hortas, Marta Gracián and Carolina Fernández.

for children and young people while rising to new challenges, and to improve their social and labour inclusion.

The work done by the Bon Pastor and Baró de Viver neighbourhood schools (Escola Bon Pastor, Escola El Til·ler, Escola La Maquinista, SES Cristòfol Colom, Escola Baró de Viver and Escola L'Esperança) should be highlighted here. Nor should we forget the other services and public facilities which, on a community level, have made a big effort to improve the conditions of their inhabitants in recent years: The Bon Pastor Library, Bon Pastor and Baró de Viver civic centres, Obert Cel centre, Sant Andreu family centre, Bon Pastor-Baró de Viver Primary Care Centre (CAP), Sant Andreu Children and Young People's Mental Health Centre (CSMIJ Sant Andreu), Sala Jove de Bon Pastor youth centre, Baró de Viver children's centre and the Youth Animation Service (SDJ).

All these have created children's and young people's networks in the two neighbourhoods that have enabled them to work together on the problems and difficulties faced by local children and young people and generate opportunities for them.

Table 1. Socio-economic indicators. Barcelona 2016-2017

	Baró de Viver	El Bon Pastor	Sant Andreu District	Barcelona
Population	2.539	12.582	147.695	1.625.137
Population by age				
0-14	17.1	17.8	13.5	12.7
15-24	11.4	9.0	8.7	8.9
People with disabilities (2016)	14.8	9.6	8.8	8.1
RFD (2016).	72.6	62.0	72.6	100.0
Education (2016)				
No education	5.1	4.3	3.4	3.1
Prim. school / certificate	72.8	61.3	47.9	40.1
Comp. sec. school: Bac., ESO, FPI	14.3	20.1	26.1	25.3
Post-comp. sec. school: Bac. Sup., BUP, COU, FPPII, CFGM	5.1	12.4	21.1	30.0

Fuente: Departamento de Estadística. Ayuntamiento de Barcelona
<http://www.bcn.cat/estadistica/catala/dades/economia/renda/rdfamiliar/a2016/rfbarris.htm>

2. The project. Background

The project started in 2011 with the aim of initiating joint work between the CSS Franja Besòs educators and the APC Franja Besòs educational team.

It began with a diagnostic phase to compile data on the adolescent and young adult population of the territory, in order to get a picture of their real needs, problems and demands, as well as to find out what projects were being carried out in response to the needs detected.

On the basis of that diagnosis, we identified health as one of the priorities for intervening in this population. Direct intervention with young people, ongoing exploratory work by the APC team, the growing number of Guàrdia Urbana [city police] reports of young people taking drugs on the streets reaching the CSS Franja Besòs, the diagnosis carried out under the Barcelona Public Health Agency (ASPB) neighbourhood health programme among various local stakeholders, and the social-family intervention of the CSS Franja Besòs all contributed to the territorial diagnosis. That enabled us to see that the presence of drugs in the territorial dynamics was a normal, everyday reality; to see, therefore, that taking drugs was possibly another risk and vulnerability indicator in the exclusion and academic failure of a significant number of adolescents and young people in the neighbourhoods. As regards free time, we also detected a relationship between the lack of regular healthy activities and the consumption of drugs on the part of the youth population. So, on the basis of this analysis, the ESFORSA'T project was designed as a tool for group work with young

people but also with an important community component to foster change in the Bon Pastor and Baró de Viver neighbourhoods.

From the outset, the ESFORSA'T project has been geared towards transforming the usual dynamics and isolation of its highly vulnerable target population, very often in a disadvantaged social context. This transformation has been made possible by providing social and educational support through close, individual monitoring of any adolescent or young person wishing to initiate and face this process of change.

After six editions, the project has now established itself as a healthy leisure alternative and a reference point among the adolescent and youth population of the neighbourhoods where it is carried out. At the same time, more local services have gradually become involved in organising and taking part in it (Bon Pastor Library, the Bon Pastor and Baró de Viver civic centres, the CEIP Baró de Viver school, the CEM Bon Pastor sports centre, and so on). Thanks to what it has to offer, ESFORSA'T has become a unique refuge and meeting space where young people, besides taking part in a healthy leisure activity, can enjoy other possibilities that favour personal growth. In addition, the project has been a testing ground for community work while fostering joint work and synergies that help to bring about change in the neighbourhoods.

3. The professionals, a multidimensional team

The participation of professionals from various spheres has been of vital importance for the success of the project. Despite their having similar training, it has fostered joint work by territorial services and facilities to produce changes in the dynamics.

In that regard, it is worth pointing out the collaborative work carried out by the APC team and the Franja Besòs centre educators. Even though they have the same training and qualification (social education diploma), the tasks entrusted to a Social Services team are different. This project has enabled the tasks assigned to be complemented and, in that way, improve the service that the local adolescent and youth population receive. The experience has also led to new projects being set up and given shape to a centre education project that brings all the intervention areas together. We think it is important to highlight the service provided by the APC educators, whose work complements the educational work carried out by the Social Services centre. Their approach is to work closely with adolescents and young people in the settings where their everyday lives take place and develop a link with the resources and facilities in the area, aside from developing preventive projects.

Nor should we forget the importance of the project's links with other professionals in the area, which has allowed community prevention work with an effective use of the existing resources. We also want to highlight the collaboration with Bon Pastor's youth leader and the coordinators of the 'Convivim esportivament' [We live together in sport] programme.

In addition, the project relies on the collaboration and support of external personnel hired to run the workshops:

- Two sports trainers. Their work is to manage and run the corresponding indoor football training group. They teach the young people taking part the values of integral health, body awareness and physical education.
- A photographic workshop facilitator. Leads the young people taking part and teaches them the appropriate knowledge and aptitudes for the workshop photo sessions.
- A beauty workshop facilitator. Leads the young people taking part and teaches them the appropriate knowledge and aptitudes for the workshop make-up and characterisation sessions.

In all these cases, it is important there is coordination with the various reference figures so the dynamics of the activity can be evaluated and any problems that arise can be sorted out.

4. Project goals and actions

4.1. Goals:

- To promote a healthy, alternative way of spending free time among adolescents in Bon Pastor and Baró de Viver.
- To reduce the risk factors in the overall health of young people and increase the protection factors.
- To prevent the risks that young people run by consuming alcohol, cannabis and other drugs.

4.2. Specific goals:

- To ensure young people know about the network of resources and public spaces in their community and take part in them.
- To foster the positive integration of adolescents and young people into the life of the community.
- To involve young people in their community by means of social construction processes.
- To encourage young people not linked with any socio-educational space or activity to participate in the programme.
- To empower young people so they can handle and access training tools to give them skills that will equip them for work.
- To increase the information on the risks and consequences of taking drugs.
- To contribute towards the personal development of confidence, self-image and self-assurance in young people
- To turn the established consumption dynamics among young people into critical consumption.
- To involve the families of young people more in the project.
- To foster community recognition of young people through their artistic work.
- To develop critical thinking, reflection and decision-making on the part of young people with regard to the issue of gender and equality in advertising and the media.
- To generate a space for an assertive relationship between equals and knowledge of the other person.
- To have young people from different backgrounds living together so they can discover other realities and learn the culture of the local, welcoming population.
- To foster young people's interest in taking part in community and social development projects in their city.
- To get young people to immerse themselves in a life experience that fosters cooperation, solidarity, commitment and the culture of peace

4.3 Actions

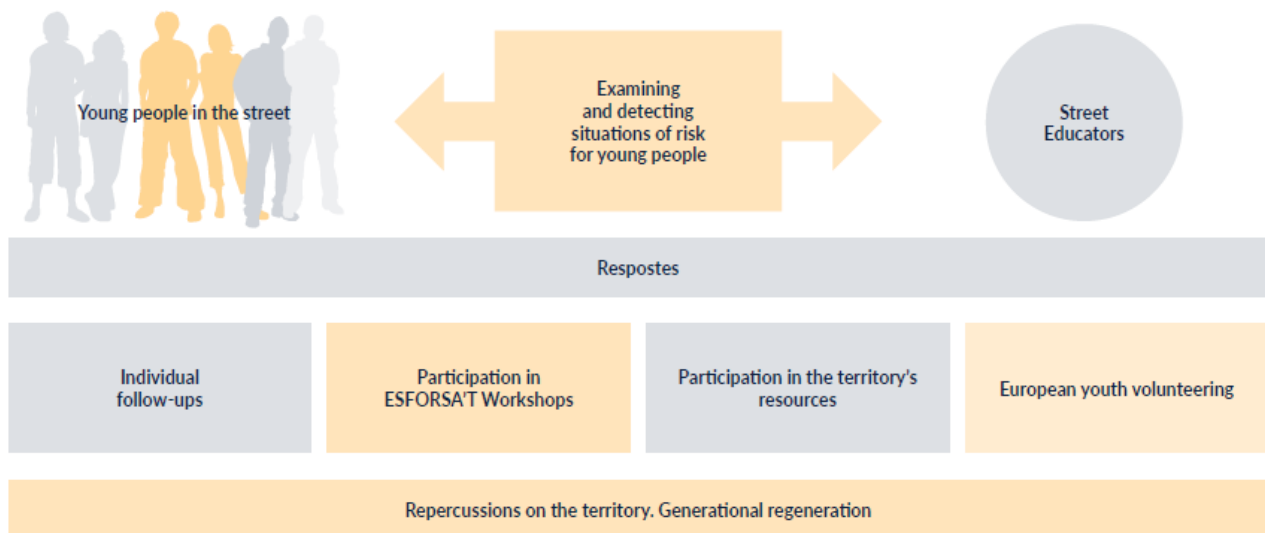
Diffusion strategies. Diffusion is one of the key factors in the success of each edition of the project. Part of the success is related to the project's community perspective, and the fact that all

the neighbourhood facilities and professionals in every intervention sphere (social, health and education) participate in it. The exploratory work of the APC education team, which offers young people who have no link with any resources or facilities the chance to participate in the project, has a great deal to do with it. Mention should also be made of the referrals by Social Services and other territorial services.

Individual support. Each of these actions involves individual, cross-cutting socio-educational support and monitoring for each participant, based on their requests or needs, or the risk indicators that might be observed. In addition to the activity, the whole group is directed towards the training, work, leisure and other resources that reach the APC service through their contact and diffusion channels, in an effort to motivate young people to start a programme of work training, community participation, personal growth, social cooperation and so on, depending on their individual and personal concerns.

Community impact. Promoting young people as a whole in their community is a basic part of the ESFORSA'T programme. Various activities aimed at doing that arise in the course of the project. The decision to play the corresponding CEEB (Barcelona School Sports Council) matches at the municipal sports centre (CEM Bon Pastor) is one way of projecting local youth activity. The fact that this encourages families to get involved in their sons' and daughters' processes, and helps to attract more young people to take part in future editions, is vitally important.

Figure 1. Processes in the ESFORSA'T project



All these goals are worked on in the workshops and activities explained below:

ESFORSA'T. Men's football. A training space is offered two days a week, starting in October, so young men who are interested in taking part in the project can start getting into physical shape and acquire training habits, while generating group cohesion among the participants. This pre-season space runs from September to December and is important because it lets the professional team find out the needs of these youths and plan individual monitoring for those who show the most difficulties or who ask for it directly. It is also important because it is during the pre-season that the link with these youths is established. In January the team, now established, starts to play in a league with other teams from other parts of the city. During the season, we also work on more community-related aspects, such as the home games or the relationship between players and fans.

ESFORSA'T. Image and body workshop. The intention of the image and body workshop is to integrate the various artistic and creative disciplines the project aims to promote, including

photography, make-up and hairdressing. The idea is to promote the integral health of those taking part by developing group cohesion, social awareness and participant interrelationships through reflection spaces and dynamics prior to the start of the workshop. The Bon Pastor Youth Animation Service (SDJ) is also involved in the workshop and joint sessions are held involving the SDJ, the CSS Franja Besòs educators and the workshop facilitators. At the workshop itself, the group creation process takes priority over the individual process. One group focuses on the photographic set (lighting, props, background, camera, etc.), while the other develops the aesthetic side to create the final image, which the photographic group also joins in on. All the time, the people taking part are those tasked with and responsible for preparing and doing the photo session. Throughout the workshop sessions, various topics are introduced to promote healthy habits, social awareness and factors to protect against gender discrimination attitudes. An outing is organised once a month to stimulate group cohesion. This activity takes place outside the neighbourhood to foster mobility and involves visits to other cultural, informative and leisure spaces in the city.

ESFORSA'T. Women's football. This activity is for young women with technical knowledge of indoor football as well as those who do not. The objective is to encourage the participants to take up an active sport and foster the development of healthy habits in their everyday dynamics. The workshop is held jointly with the 'Convivim esportivament' programme. As in the case of the young men's football workshop, there is an initial period of acclimatisation to sports activity and to the link between professionals and participants. In the second period, the girls play in a recreational women's league that belongs to the CEEB. In the first period, they also play friendlies to work on managing group emotions and handling frustration. The fact that the girls play in a regular league fosters effort, personal achievement, teamwork and other educational values that sport can provide.

European youth volunteering. One of the features that has characterised the project from the outset has been the possibility of reinforcing it by collaborating with other associations and programmes. And one of the external resources that helped to give ESFORSA'T its own identity was the youth exchanges at international work camps. Through COCAT (the Catalan Coordinating body for Organisers of International Work Camps), project participants are offered the opportunity to travel to a foreign country – some for the first time – and share a fieldwork experience with other young people. This is based on one of the project's implicit aims, namely, to encourage youth mobility in order to discover new realities and break down inbred attitudes, but the fact it revives the volunteering experience is also seen as important. The intensity of living an opportunity like this makes it a life experience where values such as cooperation, solidarity and companionship are the main features, without forgetting the whole process of personal growth these young people undergo in overcoming their fears and feelings of insecurity.

Once a year, either during the skills acquisition phase or at the end, an exhibition of the group work is scheduled to show the end result of all the sessions. These exhibitions are held at various public facilities, such as libraries and civic centres, both in and outside the project territory.

Finally, ESFORSA'T has the necessary dynamism and flexibility to include new community actions in the course of the workshops. These range from informative and preventive talks on taking drugs or abusive relationships to disseminating preventive material produced by the Barcelona Public Health Agency (ASPB) or occasional community activities that supplement the activity of the project. These activities provide various unique opportunities to show the community the work that all the young people do in each edition and to get the community to participate.

5. Target public

The driving force behind the project is the adolescent and youth population of the Bon Pastor and Baró de Viver neighbourhoods. The project is targeted at teenagers and young adults aged 15 to 23. Priority is given to boys and girls not involved in any educational leisure centres (*sala jove*, open centre, *casal*, etc.) or out-of-school activities, because they are more likely to make intensive and/or improper use of the streets and, in the future, acquire habits that pose a risk to their health.

Each activity has its own, specific participant profile.

- ESFORSA'T. Men's football. For 12 youths aged 16 to 20. Prior to the start of the project, there is an open pre-season for skills training, lasting two months, in which a maximum of 15 youths can take part. The selection is based on those who have maintained a high level of commitment and participation. A waiting list is drawn up to fill places immediately if anyone drops out during the course of the project.
- ESFORSA'T. Image and body workshop. For 20 young people aged 15 to 23. Registration is open to both boys and girls.
- ESFORSA'T. Women's football. For a maximum of 15 girls/young women aged 16 to 23 who are interested in and motivated to join in a team-sport activity on a regular basis. A waiting list is kept to incorporate more if any drop out.
- European youth volunteering. For 5 young people aged 18 to 25 to go to national and international work camps. Registration is open to current and former participants in the project.

6. Results

Graph 1 shows the evolution of the project over a five-year period. We can say that it has established itself and the participation of young people from the area has increased.

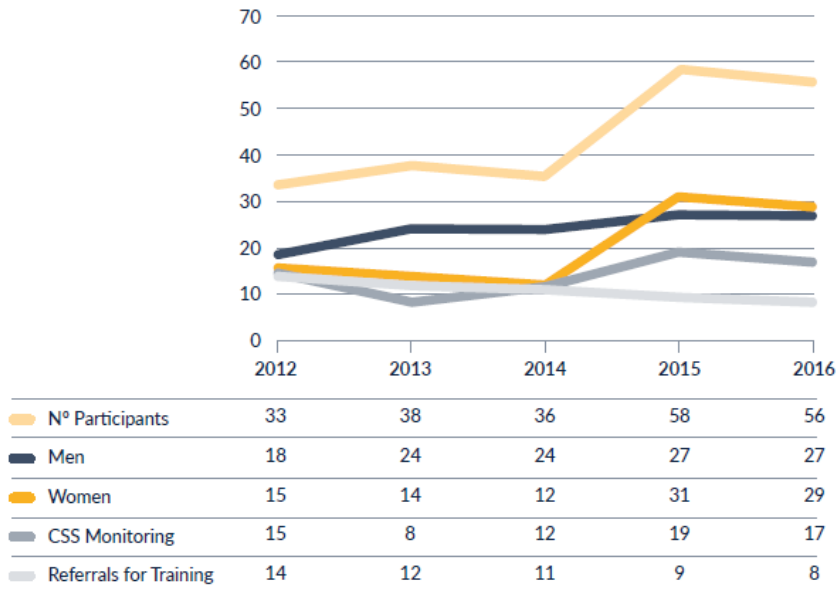
It has become an annual event and there are more young people asking to take part, which is a success in itself. Despite that, the last edition also confirmed the need to rethink some aspects of the project because of the generational change.

However, we want to highlight the fact that the gender gap has been eliminated by adapting the activities and workshops so there is no differentiation on the basis of sex. Another aspect that needs highlighting is the increase in the number of young women over the life of the project.

As readers will have appreciated from these pages, one of the goals of the project, aside from working with young people, was to improve coordination and joint work between various professionals, within the CSS itself and with other neighbourhood facilities and services. Internally, that has meant the project has become another Social Services referral tool. At the same time, the number of young people and families being monitored by the team of professionals has increased.

It is also worth highlighting the training referrals, because we have to remember that absenteeism and dropping out from school are characteristics of the population of the Bon Pastor and Baró de Viver neighbourhoods. Although we can see the number of training referrals has fallen, that has more to do with the fact that this work is carried out through other channels – new projects at the centre and family monitoring by CSS staff.

Figure 1. Change in the people taking part in the ESFORSA'T project. 2012-2016



Source: Original.

7. Conclusions and areas for improvement

We believe the ESFORSA'T project is a success, as far as the needs of the area and the young people taking part are concerned, because it offers solutions that go beyond group work. Group work becomes a tool for meeting both individual and community needs and for networking.

Despite these successes, the project has been adapted during this period. Generational changes, motivation to take part, involvement of the families, etc., have forced the project to adapt year after year, without losing its essence but looking for ways to improve, such as adopting the vision of reinvesting the results back into the neighbourhoods, creating the young women's football team at the request of the girls and restarting European volunteering to get to know other realities.

We also want to highlight the importance the project has in the dynamics of the CSS. This project, and its recognition as a good practice, have led the team to opt for a centre educational project and other projects being developed around ESFORSA'T that complement its work. The CSS Franja Besòs team did not want to stay in individual care, and instead it has fostered group and community work too as tools for change in families and the neighbourhoods.

That means other projects have been generated in the childhood, adolescence and youth area with co-participation from, for example:

- 'Compartint coneixences'. Leisure space for infants aged 0 to 3 built through the Bon Pastor Childhood, Adolescence and Youth Network (XIAJ).
- 'Forja't'. Project targeted at adolescents and young people who drop out of school. Carried out with secondary schools, it aims to help young people choose their studies and monitor them, as well as give families an important role so they understand the importance of their children's education.
- 'ESFORSA'T júnior'. In 2017, following requests from under-15s, we realised the importance of starting up a similar project to ESFORSA'T that could work with minors aged 9 to 15. It also responded to one of the principal problems of the mother project, namely generational change.

As explained above, the ESFORSA'T project has also served to improve networking and create new synergies that enable community work. One of the main ones is the setting-up of the Bon Pastor and Baró de Viver XIAJ networks, which expand the existing community work in those neighbourhoods.

In conclusion, and as an area for improvement in future editions, the ESFORSA'T project intends to develop the leadership role of young people and previous participants in the project itself. Because we would like to see the young people who have taken part in it leading the project and generating spaces and associations that could have a positive impact on their neighbourhoods.

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