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# NAIROBI SUMMIT ON ICPD25


## YOUTH PREP WEBINAR NO.3

### COMMUNICATING EFFECTIVELY FOR YOUR ADVOCACY



#### **Presenters:**

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“YOUNG PEOPLE  
FRONT AND  
CENTER”

ICPD25 WILL FACILITATE A MEANINGFUL  
INTERGENERATIONAL DIALOGUE - TO SPARK  
COLLABORATION, MOBILIZE STAKEHOLDERS AND  
PARTNERSHIPS AND TO ARTICULATE THE RELEVANCE OF  
THE ICPD AGENDA ACROSS GENERATIONS-25 YEARS  
AFTER IT WAS AGREED UPON.

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## THE NAIROBI SUMMIT ON ICPD25: ACCELERATING THE PROMISE

2019 marks the 25th anniversary of the ICPD. This year, the governments of Kenya and Denmark and UNFPA are co-convening the Nairobi Summit on ICPD25; a conference to mobilize the political will and financial commitments we urgently need to finally implement the ICPD Programme of Action.



For more information and updates on the Nairobi Summit, follow the official **Summit website** and sign up for the **newsletter**. <https://www.nairobisummiticpd.org>

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## WHAT DOES THE SUMMIT LOOK LIKE?

You can find the interactive Summit programme on the Summit website. You will see that there are mainly four types of sessions:

- **Plenary sessions**
- **Signature sessions**
- **Open dialogue series**
- **Concurrent sessions**

There will also be a **Community Zone (Pamoja Zone)**.

We encourage you to take a close look at the programme and make a list of sessions you would like to participate in, based on your personal interests and advocacy goals.

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## PREPARING FOR THE SUMMIT

- In Nairobi, there will be hundreds of young people from all regions of the world, with different backgrounds and affiliations.
- Regardless of what your role is, it is very important to be prepared.
- Take a look at the **Youth Prep Guide** for:
  - information on the Summit and Summit programme
  - tips and materials for getting prepared
  - information on how to engage in the lead-up
  - information on connecting to other youth participants
- You can find the guide on the Summit website or email [tumer@unfpa.org](mailto:tumer@unfpa.org) to get a copy.



PREP GUIDE FOR YOUTH PARTICIPANTS

NAIROBI SUMMIT ON ICPD25

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[ABOUT](#) ▾[PROGRAMME](#) ▾[LATEST](#) ▾[ATTENDING THE SUMMIT](#) ▾[COMMITMENTS](#) ▾**Filter by date**[All](#)[Tue, 12 November](#)[Wed, 13 November](#)[Thu, 14 November](#)[By Event Theme](#) [By Event Type](#)**NEWS**

Browse the programme or plan your session



**This year marks the  
25th Anniversary of the**

**NEWS****NEWS**

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## SAFEGUARDING MEASURES



- We want to make sure your participation in the Summit is meaningful, enjoyable and safe. We have prepared [Safeguarding Guidelines for Youth Participants](#) which explains what you can expect from us, what is expected of you, and how to report any concerns. It is on the Summit website.
  - Read the guidelines and take note of relevant points.
  - Join the **webinar on safeguarding for youth participants** on November 4, Monday at 9 am EST (*Connection:* <https://unfpa.zoom.us/j/273313352>)
  - At the summit, approach **safe persons** if you need to report any concerns. Find out more in the guidelines.
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## HOW CAN YOU BE IN TOUCH?

- Check the official website regularly.
- Be in touch with a UNFPA office near you and/or the partners that are supporting your engagement.
- Follow @UNFPAYouth on Twitter.
- Participate in the last webinar before the conference!

5 NOVEMBER 9 AM EST  
LAST MINUTE PREPARATIONS AND WHAT TO  
EXPECT - [HTTPS://UNFPA.ZOOM.US/J/157917770](https://unfpa.zoom.us/j/157917770)



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# COMMUNICATING EFFECTIVELY FOR YOUR ADVOCACY



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HOW CAN WE SEND THE RIGHT MESSAGE TO THE  
RIGHT PERSON USING THE RIGHT FORMAT?

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# WHAT IS YOUTH-LED ADVOCACY?

- The active promotion of a cause or principle.
- Involves actions that lead to a selected goal.
- Targets powerholders.
- Often one part of a broader initiative.
- Led by youth!

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# IT ALL STARTS WITH A PLAN...

What is your  
GOAL?



Who is your  
AUDIENCE?

What is your  
MESSAGE?



What is your  
STRATEGY?

Ready, Set,  
GO!



# The One-Minute Message

- 1 Statement +
- 1 Evidence +
- 1 Example +
- 1 Action desired

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= 1 minute message



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CREATING THE RIGHT MESSAGE

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## THE RIGHT MESSAGE...

- Is concise.
  - Uses language the audience will understand.
  - Includes a maximum of three key points, each backed by evidence.
  - Tells a compelling story using examples.
  - Includes a call to action.
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## 1-ON-1 ADVOCACY PITCH

- **Introduce yourself:** Who are you, where are you from, and what is your advocacy topic/message?
  - **Support with evidence:** What are the one or two key pieces of evidence from research about this topic?
  - **Make it matter:** Can you provide an example for why this is important?
  - **Call for action:** What do you want the powerholder to do?
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CONNECTING WITH THE RIGHT PERSON

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## COMMUNICATING WITH POLICYMAKERS & OTHER POWERHOLDERS

- Present a **clear picture** supported with **evidence** that has a **feasible solution**.
  - Communicate information about problems and solutions in ways that **motivate action**.
  - **Repeat your main message** at the beginning and end of the conversation.
  - Keep it **short and simple**.
  - **Thank them** for taking the time to hear your ideas.
  - Ask for **contact information** and offer to **follow up**.
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## COMMUNICATING WITH THE MEDIA & JOURNALISTS

- State your **message early**, make it **short and simple**, and **repeat it several times** throughout.
  - **Never say anything you don't want to read** in print, see on the television, or hear on the radio!
  - Make **eye contact** and use the **interviewer's name**.
  - **Rephrase the question** in your own words.
  - **Stay positive**: Don't get flustered or angry.
  - Tell a **story or personal anecdote**.
  - **Thank them** for the opportunity to share your message with their audiences.
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SHARING VIA THE RIGHT FORMAT

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# PRESENTING & PUBLIC SPEAKING

- **Memorize key parts** of your messages.
- Make **eye contact**.
- **Write your notes** in speaking style.
- **Focus on clarity**—short simple words.
- If giving a presentation with visuals, **fully describe graphs and tables**.



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# SOCIAL MEDIA & DIGITAL ENGAGEMENT

- **Use a conference hashtag and a topic hashtag.** #IMarchFor #NairobiSummit #ICPD25 #MyBody #MyLife #MyWorld
  - **Engage daily** with your peers and influencers—before, during, and after the conference. Follow @UNFPAYouth @UNFPA.
  - **Live tweet or use live video** at events and sessions. Those who can't attend will be interested in what you can share.
  - **Be yourself, but think before you post.** You should engage with others in a professional and courteous way.
  - **Post visuals!** Social media that includes visuals (photos, videos, graphs, etc.) is more likely to be engaged with.
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INTERACTIVE EXERCISE:

SHARE YOUR 60-SECOND SOUNDBITE!

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READY, SET, GO!



60

- **Introduce yourself:** Who are you, where are you from, and what is your advocacy topic/message?
  - **Support with evidence:** What are the one or two key pieces of evidence from research about this topic?
  - **Make it matter:** Can you provide an example for why this is important?
  - **Call for action:** What do you want the person to do?
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THANK YOU FOR PARTICIPATING!

QUESTIONS? DISCUSSION?

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## SOME GENERAL REMINDERS:

- Maintaining your safety as a youth advocate is critical. You may choose to share your personal story, or not, it is ultimately up to you.
  - Always be professional and courteous. You never know who you might meet (or where you might meet them).
  - Select an advocacy topic you are passionate about. People are more likely to get excited if you're enthusiastic and genuine.
  - Have fun!
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## ADDITIONAL RESOURCES FOR COMMUNICATING YOUR ADVOCACY EFFECTIVELY:

### Keep building your advocacy and policy skills:

- [Simple Do's and Don'ts of Engaging with Youth Advocates](#)
- [Youth Leaders Module for Policy Communications](#)
- [Community Tool Box: Organizing for Effective Advocacy](#)

### Support your ICPD advocacy with free digital resources and apps:

- [Canva graphic design app](#)
  - [Hootsuite social media scheduling tool](#)
  - [TweetDeck twitter scheduling tool](#)
  - [Giphy animated image creator](#)
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