



ICPD25

JOIN THE REGIONAL YOUTH ONLINE CARAVAN ICPD25 - 2019 -

*Accelerating promise to Action:
Nothing about us, without us!*

SOCIAL MEDIA TOOLKIT

#ICPD25
#NairobiSummit



by Y-ACT



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BACKGROUND

This year marks the 25th anniversary of the International Conference on Population and Development that took place in Cairo in 1994. At this inaugural conference, leaders articulated a bold vision on the relationships between population, development and individual well-being. The scheduled ICPD25 Nairobi Summit in November 2019 by the Government of Kenya, Denmark and UNFPA is anticipated to be yet another awakening for catalytic action on political will and financial commitments that countries urgently need to finally and fully implement the ICPD Programme of Action.

FOCUS AREAS

The online caravan aims to achieve three key objectives;

1. Ensuring meaningful youth engagement through the collection and dissemination youth views and voices on the platform.
2. Map-out and share the youth activities and events taking place in the region pre- ICPD25.
3. The caravan will provide an accountability framework with a focus on government commitments made during the conference.

Our goal is to ensure that young people in the region actively participate and are fully represented during the Nairobi Summit. Additionally there will be a youth friendly social accountability framework available for all. This will facilitate capacity strengthening to ensure young people follow up on the commitments by putting their leaders to task.



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PARTICIPATION ON THE ONLINE CARAVAN

The caravan will achieve these aims by following three key steps;

1. Join the online caravan-
2. Share your views on the questions that follow.
3. Keep your leaders accountable

Youth will be invited to complete a survey to collect information about: their engagement and priorities in the focus areas; skills and information gaps that if filled, would allow them to achieve their goals in these areas more effectively; and descriptive information about their age, gender, geographic focus, and affiliations with advocacy networks and organizations. The young people will have access to the accountability framework to strengthen their engagement with their leaders on the commitments made. This data will be used to inform Post-ICPD youth engagement regionally.

The Online Caravan is being led by Youth in Action (Y-ACT) and AfriYAN

KEY DATES TO REMEMBER

29 Oct 2019 - **Launch of online caravan** [online]

10 Nov 2019 - **ICPD25 Walk** [Nairobi, Kenya]

12-14 Nov 2019 - **ICPD25 Nairobi Summit** [Nairobi, Kenya]



PTO for the step by step guide to participating in this online caravan:-



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HOW-TO GUIDE

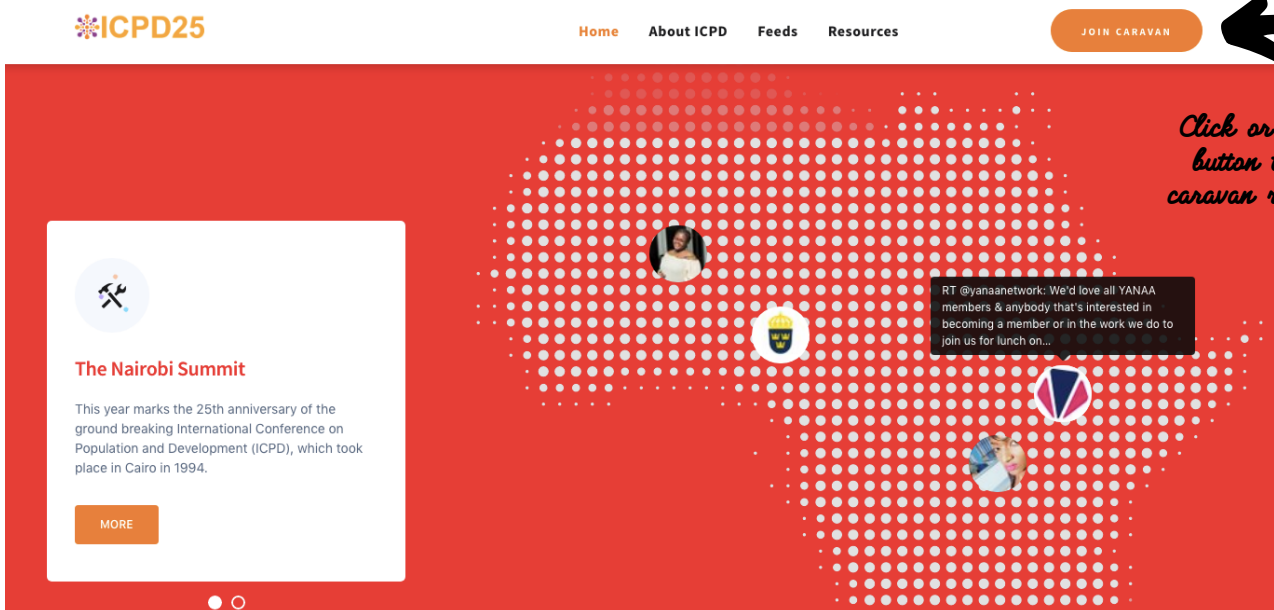
STEP 1: JOIN THE ONLINE CARAVAN

Visit the following link:

www.yactmovement.org/caravan/

or

bit.ly/YouthCaravan



Fill in your details on the registration form.

!Remember to upload any photo, poster or document if you have had/heard any past activities on ICPD25!

As you join the caravan and mobilize your friends to do the same, the tally for your region will appear on the website. We are hoping to get as many voices as possible from all regions of the continent.

HAVE YOU JOINED?



1

East Africa



2

West Africa



1

North Africa



1

South Africa

caravan@yactmovement.org
Y-ACT - Youth in Action
P.O. Box 27691 - 00506, Langata Rd
Nairobi, Kenya



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STEP 2: USING "#ICPD25", SHARE YOUR VIEWS ON THE QUESTIONS THAT FOLLOW.

Go on Social Media (Twitter, Facebook, Instagram, LinkedIn) and post your views on the following questions starting with "#ICPD25"

1. As a young person what is your health priority?
2. What is Universal Health Coverage for you?
3. In a brief statement kindly share with us a solution to end gender based violence in Africa?
4. Does your government uphold the right to reproductive health for young people?
5. How could governments better tap into the growing youth population to drive the economy?

Who else would you tag in the online caravan? Tag 3 people with every post!

Remember: **The caravan can ONLY pick up your opinion IF you use #ICPD25 on your post.** Your post will be picked up and showcased on the caravan website automatically!



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STEP 3: KEEP YOUR LEADERS ACCOUNTABLE

In the last International Conference on Population and Development (ICPD) that took place in Cairo, Egypt, in 1994, leaders articulated a bold vision on the relationships between population, development and individual well-being. **Today, we are calling for accountability!**

Organizational, political and even institutional leaders all have a role to play in the catalytic action on political will and financial commitments that countries urgently need to finally and fully implement the ICPD Programme of Action.

After this online caravan, you will have access to **a youth-led accountability framework** with a focus on government commitments made during the conference. There will also be a youth friendly social accountability framework available for all. This will be accessible on the caravan website.

Before then, you can still act! Pose questions on accountability and tag your leaders on Social Media, approach them to discuss, bring together a like-minded group of youth, discuss and share with your leaders the outcome of your discussion and your brilliant ideas on implementing the ICPD Programme of Action.



**YOUR VOICE COUNTS!
BE PART OF THE CHANGE WE NEED!**

For more information, please contact **Sylvia Wamugi – Deputy Director Youth In Action (Y-ACT)** via sylvia.wamugi@amref.org