

EuroNGOs - Building Support for '15 and Counting' – DRAFT Speaker notes

1. Background to ICPD '15 and Counting' campaign

- IPPF has developed a radical new communication strategy and campaign called "15 and counting" to ensure that ICPD remains on the national, regional and global agenda.
- It concentrates on the needs and rights of young people throughout 2009 and, with luck, beyond. All the way to the end of the PoA in fact. It concentrates specifically on those young people who were born in 1994, during the last ICPD conference.
 - Those young people are now 15 years old and at a stage of sexual maturity when the issues of sexual health and reproductive rights start to become important;
 - They are the first generation that will be most impacted by the success (or failure) of the international community delivering these goals;
 - It is this generation that has a vested interest in the progress of the Programme of Action
- 15 and counting is designed to stimulate advocacy activity by young people themselves. 15+Counting will be neutrally branded (in a similar way to the Countdown2015 event) in order that it can be used by all CSOs and young people

2. Objectives

The overarching aim is to concentrate minds and actions to campaign for the sexual needs and rights of young people throughout 2009 thereby forming a sustainable network of young advocates to continue the campaign's momentum on their own terms until 2015. So the campaign objectives are:

1. To raise people's awareness of what the ICPD goals represent and to build support for them;
2. To highlight the issues affecting access to sexual education and contraceptives, the barriers to gender equality and unsafe abortion around the world; particularly for young people and;
3. To highlight the possibilities to improve sexual health around the world - and celebrate the positive stories of those countries or communities which are delivering successful and/or innovative sexual health programmes.

The key is that this campaign is about raising consciousness around sexual and reproductive health, sexuality and rights, and also to broaden the agenda to recognize that young people have dreams and desires etc beyond that which is contained in the ICPD. So hopefully by 2015 at the next ICPD, they should be setting their own agenda.

We are hoping, therefore, to:

- Gain significant youth involvement in the campaign via the website; collect content from young people who we hope will tell us what's important to them in the form of blog posts, images, video etc
- Gain as much traction as possible on recognizing the need to address the ICPD goals among key audiences

EQUALS THREE ASKS:

1. **TO ACTIVISTS:** - MAKE SURE THE ISSUES ARE COVERED AT ALL GATHERINGS RELATED TO ICPD, AND TO HIGHLIGHT THE ISSUES WHEREVER RELEVANT
2. **TO CSOS:** - TO JOIN THE CAMPAIGN – PUBLICISE IT AND ACT TO ADVANCE THE ISSUES
3. **TO GOVERNMENTS:** - TO PRIORITISE THE ISSUES AND BACK THIS UP WITH PROOF – I.E. ALLOCATE THE RESOURCES

3. We believe '15 +Counting' is a very important communications campaign because:

- ICPD+15 needs to be celebrated and put back into the development arena
- ICPD has “*arguably*” been lost as a major development framework to the MDGs.
 - The MDGs do not adequately address the ICPD goals. Thus 15+counting will allow us to highlight the ICPD PoA and keep it on the political agenda
- In other words, there is a danger that the ICPD goals will be overlooked or that if we don't coordinate our activities for the ICPD+15 the opposition will try to claim ICPD to be dead.
- And although there are a number of disparate events around ICPD+15 next year there is little that seems joined up
 - This has arguably led to a vacuum around ICPD+15 and a sense that there is a lack of 'leadership'
- As you will recall, the ICPD+10 was an NGO-led event. Governments therefore weren't pressured to prioritize ICPD goals. This has happened again.
 - Activities for next year are largely restricted to the Regional Meetings.
 - There will be no global meeting to address ICPD+15 for fear that the PoA is opened up.
 - And if there is no global meeting this campaign can act as a hub of information and activity on the ICPD next year.
 - However, if a global meeting does come along the campaign can be utilised to garner additional support and activity
 - This means Civil Society must take the lead again
- After all, unless we act now, we will fail this and future generations

- **N.B. UNFPA BEING PRESSURED BY GOVERNMENTS TO HOLD A GLOBAL MEETING**

4. Audiences

- There are several different audiences for this campaign.
- Overall youth are the primary group we want to attract, although we are not trying to simply influence them as much as recruit them to influence decision-makers, both in their own countries as well as around the world.
 - i.e. we want to give them the tools to allow them to become the policy movers and advocates for change
 - We want them to push the agenda forwards
 - We want young advocates to continue acting as the watch-dogs of their own govts
- We want to encourage other CSOs, youth advocates and organizations to take up the 2009 agenda, as we try to partner with other groups and build networks
- And policy makers will themselves be a key focus as we seek to raise awareness about +15 and change policy through the media

5. How will the campaign work?

We want to highlight information, education and services for young people, but it is just as important to engage with them so they are aware of their rights

Globally: through the website – and also through the global media

- The website will act as an international petition
- We want as many as possible to sign up to the statement – 1.5 million people (100,000 for each year of the ICPD so far)
- The resulting petition will be used as an advocacy tool during the UN commemorative event in December 2009

Regionally: through the UN economic commissions etc and regional media, and also through youth groups and movements such as YAM in Africa and YSAFE in Europe and other regional youth advocacy groups and movements

Nationally: through CSOs and IPPF's own MAs who will link their activities with +15 key messages

6. Delivering the campaign

The '15 and counting' strategy will be delivered through **three key strands** that feed into an international media campaign:

- 1. A campaign toolkit**
- 2. A web presence**
- 3. A conference booth or banner and accompanying collateral**

1. **'15 and counting' campaign toolkit** will be distributed to all IPPF Member Associations working in 177 countries and any other CSOs who decide to sign up. It will be a guide to domestic advocacy and media campaigns as well as a suite of materials that they can use to drive people to the web and an offline method of signing people up to the petition – especially useful if they're in a location with poor connectivity to the web. It will also include outlines of the forthcoming international news media relations campaigns.

2. The **'15 and counting website and accompanying web presence** is the major component of the campaign. It will be created as the hub for information, engagement and action for all involved. It will sit at www.15andcounting.org, completely separate to any of the organizer's own sites.
The site will include:
 - o **Petition:** As a simple engagement tool we will be asking each person who visits to sign the petition and leave a drawing or image,
 - o *or a type of running list of young people's voices – a voice petition – which states what young people are saying and demanding in relation to SRHR*
 - o Links to major social networks who are hosting content relating to the campaign such as YouTube, Flickr, Wikipedia and Facebook, Myspace, Bebo, etc
 - o Tools to build connections back to the main site and petition:
 - o End-screens for web videos
 - o Buttons and widgets
 - o Other support materials to encourage people to come back through to the petition
 - o There will be a secure area where partner organizations can obtain key resources (campaign toolkit etc and other advocacy and communications materials such as Press Release templates, media guides, background information to the campaign etc)
 - o Use the website to link to your site and highlight your activities related to the ICPD
 - o **Endorsements:** There will also be notices and quotations of support for the campaign from respected celebrities and dignitaries including parliamentarians etc
 - o **Blank Wikipedia** – we have done the back end work to create this online hub. Use it. This isn't a campaign just for young people, it's also for others to use.
 - o **You can use the comments on the site to feed into your own campaign** – i.e., link in the comments to your other activities etc.

3. **Conference booth: banner and collateral** for regional UN meetings and other international/national events will provide opportunities to engage decision makers and to get them to sign up to the overarching goal of

the campaign. This is likely to be a *15 and Counting* branded banner for use at UN regional meetings and other ICPD-related events, including brick postcards for government delegations to sign on to Campaign toolkit/resource pack. Other CSOs will be able to use these materials.

International News Media Campaign

These strands feed into an international news media campaign, leading with a media and web/online communications-based initiative that prioritizes generating support for the issues through the active involvement of young people from around the world. All signed up CSOs will advocate for governments, the media and young people to take notice and ensure the promises of ICPD are not forgotten.

The International News Media Campaign: Case studies will highlight positive engagement stories, e.g. where young people have created their own network to support and inform each other

7. Why would other CSOs get involved?

- Already a number of groups have expressed interest in partnering on 15 and counting
- This campaign could act as a perfect vehicle for CSO engagement on ICPD and youth
 - a. The campaign was initially going to be an IPPF campaign directed at our Member Associations alone. But we realize that there is a lot of interest in +15.
 - b. Thus we have decided not to brand it and those groups who would like to partner with IPPF on this can use the resources 'as their own'.
 - c. Thus, all of the resources available to IPPF's own MAs will also be made available to signed-up CSOs
- CSOs will also be able to add their own institutional profiles to the campaign website (www.15andcounting.org) as well as logos, their own links to their own sites etc.
 - a. So, in essence, if you believe that the focus should be on adolescents and SRHR then there is no reason not to get involved. We are all working for the ICPD goals – and we have already done a lot of the work required for this
 - b. Please note that the **campaign materials will not be branded to match any of the partner organizations.** This will mean each partner can have as much ownership over it as they desire
 - c. But ownership will be shared with only those who want to become involved – it will be a major ICPD activity for next year.
- We will be running this campaign regardless
- So, if you have not gone any plans for +15 then partner with us and others in pushing this campaign forward

8. How can other CSOs get involved?

- Why should I partner with IPPF and what would my active involvement look like?
- Because the campaign will be far more successful with more people involved, more signatures on the petition and more profile for us all.
- Rewards will be great for organizations who get involved.
- Because each of our organizations appeals to different audiences and focuses on different issues we'll all have different approaches
- However, message, frames and asks could be generic enough that each org can bring their own approach to the table
- Encourage everyone in your networks to sign up to the campaign via the campaign website

How will people hear about the campaign and get involved?

- Active or passive word-of-mouth – specifically mention campaign in their own content or passively display the campaign badges and banners on their own pages to drive readers to the campaign
- It will be attractive to young people to appeal to their heightened sense of justice and impatience as well as being framed in an exciting, subversive and radical way
- It will have credibility because it will be led by young people and the messaging will be guided by young people as much as the communications team at Campaign HQ
- Then social proof and word of mouth via social networks will encourage others to join, along with active recruitment by members of the steering committee.
- Badges and feeds
- Strongly promote the campaign and individual activities on your own CSO's website
- Add your organization's logo and profile to the www.15andcounting.org website
- At the country level we hope that CSOs will partner with IPPF's MAs to build alliances and networks to advocate for the goals of 15 and counting
- Hold 15+counting activities and events
- We ask supporters to lobby their governments to include references to young people's SRHR at Regional Economic Councils and in government presentations e.g. at UN; and within their own parliaments.
- Encourage your networks and site visitors to create their own content
- Create content: images, spoof videos (pastiche, lampooning, entertaining, funny, edgy), blog posts, your own social networks, comment, doodle, art and design
- Add content to your own site: buttons, links, articles
- Get young people involved – hold your own campaign events in your national-level groups