



From choice, a world of possibilities

## Keeping the focus on Cairo: 15 and counting


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## Why '15 and counting'?

- 2009 is the ICPD +15. 5 years remain to fulfill the POA
- 1 year ago there were no plans to hold a global intergovernmental and/or NGO meeting. No opportunity to make additional progress on ICPD language
- A desire by Civil Society to maintain the profile of ICPD and maintain momentum to deliver on the promises of ICPD



## A focus on ICPD, a focus on youth

- MDGs, PEPFAR, Global Fund, The Global Campaign, etc. cover wide range of issues but no specific focus on youth sexuality, sexual and reproductive health and rights
- Assessment that youth were falling off the agenda
- ‘Children of the ICPD’ those born in 1994 will be 15 years old in 2009 and reaching sexual maturity - original idea from Stan Bernstein



## What is '15 and Counting'?

- A communications strategy for 2009 with the overarching aims of engaging with young people and concentrating minds and actions on the needs, desires and rights of young people
- Originally conceived as a means for unifying IPPF's voice around the world in 2009
- The emphasis is on removing obstacles to accessing information and services for young people and of developing new and existing advocacy networks



## How will '15 and counting' work?

- Central core of the communications strategy is web based and will be a portal for networking through existing social networking sites (Chris Wells)
- '15 and counting' website will act as a petition with a call to action for governments and donors
- Soliciting youth opinion, experience and attitudes through surveys, blogs, questionnaires
- Development of a resource pack of communications and advocacy tools to help individuals and groups advocate on youth SRHR
- Development of campaign messages for advocacy and communications activities



## Civil Society working in partnership

- Disparate Civil Society events and activities planned for 2009
- Potential for connecting some or all of these activities under one theme
- Discussions with other Civil Society groups highlighted a desire to work in partnership on ‘15 and counting’
- The concept for ‘15 and counting’ changed to be a generic rather than IPPF specific strategy. Will not be branded IPPF and will be open for all to join and use for their own purposes