

Calling on Youth Voices to Improve Adolescent Health

SOCIAL REACH REPORT MAY 2015

SUMMARY

During March and May, Girls' Globe engaged young people, youth networks and organizations in a conversation around the UN's Global Strategy for Maternal, Newborn Child and Adolescents' health and Zero Draft of the Global Strategy. This report provides an overview of the social and network reach in a series of two Google+ Hangouts.

Focus Areas: youth voices, youth engagement, Global Strategy, adolescent health and engaging youth consultations and networks

Main Hashtag: #Commit2Deliver

Secondary Hashtags: #YouthVoices, #EWECProgress

GOOGLE+ HANGOUT, MARCH 17th 2014

Girls' Globe engaged thought leaders and youth in a Google+ Hangout discussing the Global Strategy and Adolescent health. Diane Fender moderated a lively discussion glean- ing perspectives from youth representatives, thought leaders and the online community in adolescent health priorities. Panelists included: **Laura Laski**, UNFPA; **Cecilia Garcia**, PMNCH and Espolea; and **Patrick Mwesigye**, AfriYAN. The panelists candidly shared the challenges adolescents face in accessing health services, primarily including access to comprehensive sexuality education and SRHR health services. Opportunities related to improving adolescent health were also discussed. Adolescents are being engaged through working groups and various programs including one led by UNFPA in India and a second one in Argentina called program Sumar. There was an overwhelming agreement among the panelists that adolescents themselves must be involved in the conversation. Cecilia and Patrick both urged those watching to participate in the conversation online as well as to

rally their national governments and other stakeholders to commit to prioritizing adolescent health and engaging youth in the post-2015 agenda.

Watch the Google+ Hangout here: [Youth Voices: Let's talk about Adolescent Health](#)

GOOGLE+ HANGOUT SOCIAL REACH

Girls' Globe successfully engaged audiences both on and offline in a conversation centered on the Global Strategy and adolescent health. Girls' Globe utilized Twitter, Instagram, Google+ Hangouts, Facebook, Youtube and Storify as channels to promote youth engagement in the Global Strategy. During the Youth Voices Google+ Hangout, Girls' Globe engaged live audiences both through Twitter and Google+. On Twitter, Girls' Globe was listed as a top contributor with over 45,000 impressions. Key organizations who participated online include but are not limited to: *Women Deliver, Child Health Now, Every Woman Every Child, Jhpiego and The Global Youth Coalition* elevating the Twitter reach to over 2 million.

Google+ Hangout Views: 27

Youtube Views (26 May): 82

Girls' Globe Twitter Impressions: Over 45K

G+ Hangout Twitter Contributors: 107

Twitter Reach: Over 2M

MOST ACTIVE <i>The contributors that sent the highest number of tweets. (RTs included)</i>	HIGHEST IMPACT <i>The contributors that generated the most impact. Calculated by multiplying the number of tweets or RTs by the number of followers of the contributor.</i>	ORIGINAL TWEETS <i>The contributors with the most tweets (not including RTs). These are the users that generated the content.</i>
1. @GirlsGlobe 2. @Patsewa 3. @WomenDeliver 4. @NiliMajumder 5. @WeAMartin	1. @WomenDeliver 2. @GirlsGlobe 3. @UnfEWEC 4. @NiliMajumder 5. @SheQuotes	1. @GirlsGlobe 2. @Patsewa 3. @Juli7k 4. @JCornellCares 5. @Childhealthnow

During the interactive online conversation, questions were asked and curated live through the hashtag #Commit2Deliver. Panelists were asked several questions from the virtual audience. Panelists responses, interaction and key quotes can be found through reading our Storify [storify.com/girlsglobe] recap.

Key Questions

During the interactive online conversation questions were asked and curated live through the hashtag #Commit2Deliver. Panelists were able to engage with organizations and individuals about the importance of adolescent health priorities.

- How will the Global Strategy involve young people from marginalized groups in decision-making for the post-2015 agenda?
- How can adolescents, governments and community members prevent issues such as female genital mutilation?
- What are the greatest opportunities for youth engagement in the post-2015 agenda?
- What can we do to ensure that when girls speak up, their voices are recognized and they are not attacked?
- How does the new Global Strategy include accountability to young people (e.g. accountability framework)?

Panelist Top Quotes

- “We must call Every Woman Every Child-Every Woman Every Adolescent.” -Laura Laski
- “We must think about how we can reach out to adolescents in different ways to improve their health.” -Patrick Mwesigye
- “The availability of SRHR services is a basic need which all governments must meet.”
-Patrick Mwesigye
- “Country ownership of the Global Strategy is critical to ensuring the health of youth in marginalized groups.” -Cecilia Ruiz

KEY MESSAGES

The Youth Voices Google+ Hangout provided young people with an opportunity to talk about the importance of adolescent health as well as interact with a thought leader in the field. Through this interactive medium of conversation key themes and messages were highlighted. These messages capture the important voices of young people and their perspectives related to their own health and well-being. The messages will be utilized to further promote adolescents' health and rights through social media and communications platforms.

- Root causes of adolescent health challenges must be addressed (i.e. access to SRHR and other essential related health services).
- Harmful practices (child marriage, FGM etc) against young women must be addressed in the Global Strategy.
- Community leaders, parents and other stakeholders must be educated on adolescent health strategies.
- Young people need to be at the core implementation and decision-making of the Global Strategy for Adolescent Health.

GOOGLE+ HANGOUT, May 12th 2015

The UN Secretary General's renewed Global Strategy for Women's, Children's, and Adolescents' Health, to be launched in September 2015, will be a roadmap for improving the health and well-being of women, children, and adolescents. The first Global Strategy, launched in 2010, galvanized the Every Woman Every Child movement and achieved significant progress in reducing preventable deaths. The Zero Draft of the updated Global Strategy was released earlier this month. Adolescent health is a focus area of the Global Strategy for the first time and we are calling on young people around the world to provide their input on adolescent health priorities. Together with The Partnership for Maternal, Newborn and Child Health (PMNCH) we hosted the Calling on Youth Voices to Improve Adolescent Health Google+ Hangout to engage youth on their reflections of the UN's Zero Draft. The panel was moderated by Girls' Globe Blogger, **Zanele Mabaso**. Additional panelists included: **Yemurai Nyoni**, Founder and Advisor for Dot Youth Organization

and former Women Deliver young leader and passionate activist for adolescent health, and **Tikhala Itaye**, Founder of Her Liberty Namibia and Vice President for AfriYAN Namibia.

Watch the Google+ Hangout here: [Calling on Youth Voices to Improve Adolescent Health](#)

GOOGLE+ HANGOUT SOCIAL REACH

Girls' Globe successfully engaged audiences both on and offline in a conversation centered on the UN's Global Strategy and adolescent health. Girls' Globe utilized Twitter, Instagram, Google+ Hangouts, Facebook, and Youtube as channels to promote youth engagement in the Global Strategy. The live Google+ Hangout was recorded on Youtube and can be used for further education, awareness and promotion looking towards the launch of the UN's Global Strategy in September 2015.

Google+ Hangout Views: 15

Youtube Views (26 May): 51

Girls' Globe Twitter Impressions: Over 500K

G+ Hangout Twitter Contributors: 113

Twitter Reach: Over 350K

The Calling on Youth to Improve Adolescent Health Google+ Hangout engaged a large number of contributors (113) on Twitter which was the primary mechanism for the online conversation. Key organizations who participated online include but are not limited to: *The Coalition for Adolescent Girls, FXB USA, Planned Parenthood Global and Women Deliver* increasing the potential Twitter reach to over 350,000. Young people from the Global South also participated online in the conversation broadening the conversation's reach and diversity of the audience.

Top Organizational Tweets



PP Global
@ppglobe



Following

Sexual & reproductive health and rights are essential to the empowerment of young [#women](#) and [#girls](#). bit.ly/CallOnYouth [#Commit2Deliver](#)



RETWEETS
26

FAVORITES
7





"We know the problems. We know the solutions. Keep doing what you're doing!"
[#commit2deliver](#) [#youthvoices](#)



RETWEETS	FAVORITE	
9	1	

4:47 PM - 12 May 2015



Language is imp. As youth we must learn the language and utilize to hold leaders accountable! [@YNyoni](#) [#commit2deliver](#)



RETWEETS	FAVORITES	
7	2	

4:32 PM - 12 May 2015



"As much as we wait for governments to carry out work, we also have a role to play." - [@YNyoni](#) We couldn't agree more!
[#commit2deliver](#)



RETWEETS	FAVORITE	
3	1	

4:39 PM - 12 May 2015

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<ol style="list-style-type: none"> 1. @GirlsGlobe 2. @ghanabakwamena 3. @YNYoni 4. @CAG_org 5. @InstantmediaGh 	<ol style="list-style-type: none"> 1. @WomenDeliver 2. @GirlsGlobe 3. @CAG_org 4. @ghanabakwamena 5. @NiliMajumder 	<ol style="list-style-type: none"> 1. @GirlsGlobe 2. @CAG_org 3. @WomenDeliver 4. @JCCornellCares 5. @ppglobe

Key Questions

During the interactive online conversation questions were asked and curated live through the hashtag #Commit2Deliver. The panelists were able to engage with those participating online through interacting with the following questions:

- What are the biggest priorities voiced by youth for the Global Strategy for women’s, children’s and adolescents’ health?
- How can youth have an impact on the Global Strategy for women’s, children’s and adolescents’ health?
- What are the best ways to engage young people in the implementation of the global strategy?

Panelist Top Quotes

- “If adolescent health is part of the strategy, youth participation must be central to the solution.” -Yemurai Nyoni
- “There is no vaccination for child marriage or mental health. We need holistic approaches!” -Yemurai Nyoni
- “We need evidence and data to mobilize resources for adolescent health.” -Tikahala Itaye
- "National leadership must prioritize adolescent health and invest in health systems for adolescents." -Zanele Mabaso

KEY MESSAGES

Providing young people with a safe space to share their opinions about the Global Strategy's Zero Draft was a primary goal of the Google+ Hangout. Essential key messages and themes emerged in the interactive conversation. These important points will be utilized to inform a broader audience, include youth voices in the second synthesis report and inform the UN'S Global Strategy as a whole.

- Adolescents need to be visible in the Global Strategy and included in international decision-making (i.e. young people need to have a seat in UN and high level spaces). In particular, youth organizations and networks should be recognized as key stakeholders.
- Mechanisms for holding global and national leaders accountable for adolescent health priorities are critical to adolescent health progress, i.e. engage parliamentarians in changing laws which will benefit marginalized groups.
- Avoid “quick fix” solutions for issues such as child marriage, mental health, behavior issues and other health concerns.
- More investment in effective research and data is needed to improve health outcomes for adolescents.
- The Strategy tends to focus more on youth “surviving” rather than also “thriving”, i.e. what do adolescents need to *succeed* into adulthood, such as education. We must also think of youth truly thriving, not just staying alive.
- It is critical to take lessons from reducing maternal and newborn mortality and apply them to adolescents' health so that issues are not placed in silos.

ADDITIONAL COVERAGE

Blog Posts [girlsglobe.org]

- Women and Children at the Center of Development, by Emma Saloranta
- Let's talk about Adolescent Health, by Girls' Globe
- Calling on Youth to Improve Adolescent Health, by Girls' Globe

Instagram Interviews [instagram.com/girlsglobe]

- Marcia Banasko, Age 30
- Sophie Pierre-Antoine, Age 23
- Sujana Lama, Age, 28

Video Interviews [youtube.com/girlsglobe]

- Girls' Globe speaks with Robin Gorna

Storify [storify.com/girlsglobe]

- Youth Voices: Let's Talk About Adolescent Health

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