

## #YouthDay Twitter Chat Toolkit

*Brought to you by the Youth Health and Rights Coalition*

### International Youth Day Twitter Chat

Tuesday, August 12, 2014

12:00 pm – 1:00 pm (EST)

Follow [@AdvocatesTweets](#) and [@PathfinderInt](#) and use the hashtag **#YouthDay** to participate!

### INTERNATIONAL YOUTH DAY

August 12 was designated as International Youth Day by the UN General Assembly in 1999. It is an annual celebration of the role of young women and men as essential partners in change, as well as an opportunity to raise awareness of the challenges and hardships facing the world's youth.

The Youth Health and Rights Coalition (YHRC) is comprised of 28 advocacy and implementing organizations that work to advance sexual and reproductive health and rights of adolescents and youth around the world. This year YHRC is commemorating International Youth Day with a Twitter chat to highlight why investing in the health and human rights of young people is key to achieving broad health and development goals. Join us!

### JOIN THE CONVERSATION

We invite NGOs, implementing organizations, human rights groups, civil society organizations, and the online community to join us in a Twitter chat to raise awareness about International Youth Day. During the Twitter chat we will discuss the sexual and reproductive health and rights (SRHR) of adolescents and young people and how the post-2015 development agenda can better meet the SRHR needs of young people around the world. In addition to using the #YouthDay hashtag, we also recommend you use #SRHR, #post2015, #WorldWeWant, #MentalHealthMatters, and #reprorights.

### CHAT FORMAT

The Twitter chat will follow a simple Q&A format with **Advocates for Youth** (@AdvocatesTweets) and **Pathfinder International** (@PathfinderInt) tweeting out the questions for individuals and organizations to respond to (using the "Q1, Q2, etc." format). Direct replies to the questions written in the following format will help everyone to easily follow the conversation: "A1: We believe..." And of course, please include the #YouthDay hashtag in all tweets! A Storify will be compiled following the chat and shared on Twitter.

### TWITTER CHAT QUESTIONS FROM HOSTS

1. What kinds of unique skills and ideas do young people bring to a community? #YouthDay
2. Why is it important for govts to increase investments in adolescents & young people? #YouthDay
3. Why is it important for the voices of young people to be heard as govts make decisions? #YouthDay
4. How do you define sexual & #reprorights for youth? What does it mean to you? #SRHR #YouthDay

5. What was missing from #MDGs for young ppl? How can #post2015 be better for young people? #YouthDay
6. What do you see as the top health priorities for young people in the #post2015? #YouthDay
7. What will you do to advance #SRHR for young people in #post2015 agenda?
8. What can govts do to promote adolescents and youth sexual and repro health/rights? #SRHR #YouthDay
9. What are some ways we can ensure girls' health & rights are prioritized #post2015? #YouthDay
10. What are some examples of youth-led projects/initiatives that are really making a difference? #YouthDay

## SAMPLE TWEETS

- The #WorldWeWant features meaningful youth participation at all levels of government and policymaking #UN4Youth #YouthDay
- In the #WorldWeWant govts must include youth in design, monitoring & evaluation of youth development programs #UN4Youth #YouthDay
- In the #WorldWeWant govts commit to increased investments in adolescents & youth #UN4Youth #YouthDay
- Invest in the whole girl w/ approaches that address sexual & repro health, education, livelihoods, & civic engagement #UN4Youth #YouthDay
- We must engage boys & men to help girls & women promote gender equality #UN4Youth #YouthDay
- In the #WorldWeWant govts implement comprehensive sexuality education programs & policies for adolescents & youth #UN4Youth #YouthDay
- Young people account for 40% of all new #HIV infections. The #WorldWeWant has universally accessible youth-friendly #HIV + #SRHR services!
- In the #WorldWeWant, young people affected by #HIV enjoy their full sexual and repro rights! #SRHR4all #YouthDay
- Sexual & #reprorights are #humanrights: #post2015 agenda must include access to contraception, abortion & safe maternity care #UN4Youth
- 1.8 billion adolescents -- largest gen of youth in history -- must be part of the #post2015 development agenda in #WorldWeWant #YouthDay
- Each year 8.7 million #girls aged 15-24 seek unsafe abortion. In #WorldWeWant girls health & rights are prioritized #UN4Youth #YouthDay
- In the #WorldWeWant, the largest generation of young people ever will also be the healthiest! #UN4Youth #MentalHealthMatters
- 1.8 billion adolescents -- largest generation of youth in history -- must be part of the #post2015 development agenda #YouthDay
- Adolescents make up ¼ of the world's population, but were left out of the #MDGs. Their voices must be heard in the #post2015 #YouthDay
- Nearly 300,000 women & #girls die every year from complications due to pregnancy or childbirth. Ensure #SRHR in #Post2015. #YouthDay

## KEY RESOURCES

Targets:

- @UN4Youth
- UN Youth Envoy, Ahmad Alhendawi - @AhmadAlhendawi
- UN official account- @UN
- UN Secretary General Ban Ki-moon- @secgen
- US Mission to the UN - @USUN
- Secretary of State John Kerry - @JohnKerry; #SecState
- Department of State - @StateDept
- US Ambassador to UN, Samantha Power - @AmbassadorPower

Sample Facebook message:

- Today is International Youth Day. The current generation of young people is the largest in history and can also be the healthiest generation ever! The implementation of human rights-based policies and programs are important to ensure integrated and youth-friendly sexual and reproductive health services are free from coercion, discrimination, and violence.  
[http://www.womendeliver.org/assets/WDInfographic\\_Youth\\_Online\\_%284%29.pdf](http://www.womendeliver.org/assets/WDInfographic_Youth_Online_%284%29.pdf)

## ABOUT THE COSPONSORS

### **Advocates for Youth – @AdvocatesTweets**

Established in 1980 as the Center for Population Options, Advocates for Youth champions efforts that help young people make informed and responsible decisions about their reproductive and sexual health. Advocates believes it can best serve the field by boldly advocating for a more positive and realistic approach to adolescent sexual health. Advocates focuses its work on young people ages 14-25 in the U.S. and around the globe.

### **Center for Health and Gender Equity (CHANGE) — @genderhealth**

The Center for Health and Gender Equity is a U.S.-based non-governmental organization whose mission is to promote the sexual and reproductive health and human rights of women and girls globally by shaping the development and implementation of U.S. policies. We envision a world where sexual and reproductive health and rights are universally recognized, and where comprehensive, integrated sexual and reproductive health services are accessible and available to all, free from coercion, violence, and discrimination.

### **International Women’s Health Coalition – @IntlWomen**

IWHC promotes and protects the sexual and reproductive rights and health of women and young people—particularly adolescent girls—in Africa, Asia, Latin America, and the Middle East. We advance this agenda by supporting and strengthening local leaders and organizations working within their communities and at the national and regional levels; by advocating for international policies, programs, and funding; and by seeking to influence U.S. policy on these matters.

### **Ipas – @IpasOrg + @IpasYouth**

Ipas is a global nongovernmental organization dedicated to ending preventable deaths and disabilities from unsafe abortion. Through local, national and global partnerships, Ipas works to ensure that women can obtain safe, respectful and comprehensive abortion care, including counseling and contraception to prevent future unintended pregnancies.

**Global Youth Coalition on HIV/AIDS – @\_GYCA\_**

GYCA is a youth-led global network of over 8,000 young leaders and adult allies working on issues related to young people and HIV/AIDS in over 170 countries worldwide. GYCA seeks to improve HIV and AIDS policies and programming geared towards young people by facilitating the inclusion of skilled young leaders in decision-making that affects our lives, and empower young leaders with the knowledge, skills, resources, and opportunities they need to scale up HIV/AIDS interventions among their peers.

**Marie Stopes International – @MarieStopes**

Marie Stopes International is an international non-governmental organization working on sexual and reproductive health. We are one of the largest international family planning organizations in the world. Millions of the world's poorest and most vulnerable women trust Marie Stopes International to provide them with quality family planning and reproductive healthcare.

**Pathfinder International – @PathfinderInt**

Pathfinder International is a global nonprofit dedicated to ensuring people everywhere have the right and opportunity to live a healthy sexual and reproductive life. Pathfinder places reproductive health at the center of all that we do—believing that health care is not only a fundamental human right but is critical for expanding opportunities for women, families, communities, and nations, while paving the way for transformations in development.

**Planned Parenthood Global – @ppglobe**

For more than 40 years, Planned Parenthood Global, the international division of Planned Parenthood Federation of America, has been working overseas to ensure that women, men, and young people in some of the world's most neglected areas have access to the health care they need to control their bodies and their futures. By partnering with local advocates, medical service providers, and youth leaders and helping to build sustainable networks and organizations, we find innovative ways to deliver critical services and fight for more inclusive laws and policies.

**Population Action International – @popact**

Population Action International advocates for women and families to have access to contraception in order to improve their health, reduce poverty and protect their environment. Our research and advocacy strengthen U.S. and international assistance for family planning. We work with local and national leaders in developing countries to improve their reproductive health care programs and policies. PAI shows how these programs are critical to global concerns, such as preventing HIV, combating the effects of environmental degradation and climate change, and strengthening national security.

**Women Deliver – @womendeliver**

Women Deliver is a global advocacy organization bringing together voices from around the world to call for action to improve the health and well-being of girls and women. Women Deliver works globally to generate political and financial commitments to reduce maternal mortality and achieve universal access to reproductive health.