



Youth Leaders for Health

2020 International Youth day

The Beat Continues 



Youth Leaders for Health 2020

International Youth day

An estimated 75% of the Africa's population is below the age of 35, making young people the bulk of Africa's total population. Yet too many youth are unable to participate fully in society. This calls for recognition and support of the youth to harness their potential. This is the basis for the prioritization of youth development by the African Union Commission through four key elements: Employment, Entrepreneurship, Education and Engagement. To drive these elements, several pathways have been identified: models for teacher development; mobilizing and catalyzing capital growth for youth-led start-ups; nurture start-ups; skills transfer hubs; internships and apprenticeships; job centers; digital skills; leadership programs and exchange programmes.

Young people, when empowered and given the right opportunities are effective drivers of change. Youth Leaders for Health (YL4H), a youth leadership advocacy partnership, enables youth participation and strengthens their ability to advance the cause for stronger public health systems in Africa that can tackle existing diseases such as malaria and new challenges such as COVID-19. The Youth leaders advocate for policy change at key national, regional and global advocacy moments.

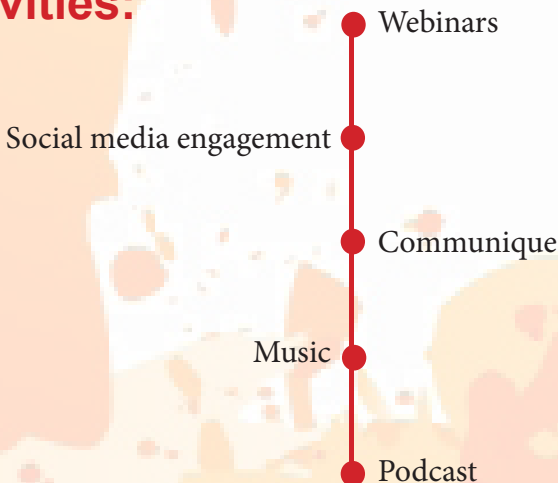
2020 International Youth Day

The theme for this year's International Youth Day (IYD) is Youth Engagement for Global Action. It seeks to put the spotlight on youth engagement through three interconnected streams:

1. Engagement at the local/community level
2. Engagement at the national level
3. Engagement at the global level

This year, the IYD comes at an extraordinary time when COVID-19 is ravaging populations across the world, nevertheless, it presents a great opportunity to showcase youth as effective drivers of change and to call upon African and world leaders to invest in youth and youth participation.

Activities:



Webinar Series

11th August 2020 12:00 – 13.30 (EAT):

The Africa we Want- Strengthening Youth Engagement

11th August 2020 15.00 – 16.30 (EAT):

Youth-led advocacy towards sustainable and resilient systems for health post-COVID

12th August 2020 13:00- 14.30 (EAT):

The Africa we Want- Youth dialogue with policy makers

**HAPPY
INTERNATIONAL
YOUTH DAY**



Social media toolkit

Top Line messages

1.

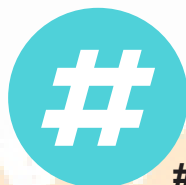
Investing in youth is the surest pathway to achieving Africa's Agenda 2063.

2.

To achieve lasting change in health now and after COVID-19, young people must be at the table in global health.

3.

Young people in global health must be afforded opportunities in making decisions that affect their future.



Hashtags:

#TheBeatContinues
#YouthLeaders4Change

Partner accounts to tag

Africa (Regional)	Main accounts posting on twitter will be @WACI_Tweets @africa_y14 @AU_KwesiQuartey @auiou-thenvoy @AUYouthProgram
Ghana	@NAkufoAddo @RAkufoAddo @Aboagye_DG_GHS @niyioju @AnneClaireDufay @ccm_gh @nmcpgH @WHOGhana @UNICEFGhana @UNDPGhana @mohgovgh @DSD_GHS @MOYS-Gh @Youthgh @Adhd_Ghana @GhanaPresidency @UNFPAGHANA @SDGsPresidency @youthsdgssummit @SDGsGhana @AfriYAN_Gh @parliament_gh

Tanzania	@hdt_tanzania @eannaso @jumuiya @@EA_Bunge @hdt_Tanzania @ummymwalimu @wizara_afyatz @MagufuliJP @SuluhuSamia @PetriderPaul @WHO_Tanzania @USAIDTanzania @UNICEFTanzania @undptz @EUinTZ @UNFPA Tanzania @jumuiya @SAYoF_SADC @tzBritish @YALIRLCEA @alumni-chapterTZ @usembassytz
Sierra Leone	@president Maada Bio @Alphs T wurrie @Ministry of health Sierra Leone @malaria program office @Samuel Juana Smith @Ministry of finance @Jacob Jusu Saffaf @Freetown City Council @Yvonne Aki Sawyerr @Health Commission Sierra Leone @Nattional Youth commission Sierra Leone @Ngolo Katta @Mohamed Bangura
Kenya	

	Tweet	Word count
1.	On this International Youth Day #TheBeatContinues as @africa_y14 urge leaders to prioritize the youth and ensure meaningful engagement to realize #TheAfricaWeWant @AU_Kwesi-Quartey @auyouthenvoy @AUYouthProgram @UNYouthEnvoy @WHO @GlobalFund @pushpan #IYD2020	258
2.	TODAY we mark International Youth Day as the world responds to COVID-19 #TheBeatContinues so that the critical work of fighting malaria is not disrupted @africa_y14 @AU_KwesiQuartey @auyouthenvoy @AUYouthProgram @UNYouthEnvoy @WHO @GlobalFund @pushpan #IYD2020 #TheAfricaWeWant	277
3.	With 10 years remaining to realize the 2030 Agenda we remind our leaders to engage the youth #TheAfricaWeWant must listen to the voices of the young & so #TheBeatContinues @africa_y14 @AU_KwesiQuartey @auyouthenvoy @AUYouthProgram @UNYouthEnvoy @WHO @GlobalFund @pushpan #IYD2020	279

4.	As Africa_yl4 #TheBeatContinues for youth participation in addressing the huge challenges we face such as COVID-19 & climate change #TheAfricaWeWant must take urgent & decisive actions @AU_KwesiQuartey @auyouthenvoy @AUYouthProgram @UNYouthEnvoy @GlobalFund @pushpan #IYD2020	275
5.	#TheAfricaWeWant must urgently invest more resources towards sustainable & strong Health Systems #TheBeatContinues for youthful voices in providing health solutions @AU_KwesiQuartey @auyouthenvoy @AUYouthProgram @UNYouthEnvoy @WHO @GlobalFund @endmalaria @pushpan #IYD2020	272
6.	On this International Youth Day, we urge our leaders to invest in youth and youth participation for #TheAfricaWeWant - A prosperous Africa @AU_KwesiQuartey @auyouthenvoy @AUYouthProgram @UNYouthEnvoy @WHO @GlobalFund @endmalaria @pushpan #IYD2020 #TheBeatContinues	264

Content Calendar

Platform	frequency	Post type	Date	Person responsible
Twitter	3 posts Daily	Tweeting and event promotion through posters	8 - 12 August	
	1 post daily	Video cartoon	10 – 12 August	
	Once	Twitter chat	11th August	
	Once	Live tweeting	12th August	
Facebook		Event promotion through posters	8 - 12 August	
		Video cartoon		
	Once	Facebook live	12th August	
Whatsapp	Daily	Promotion in whatsapp groups and on status	8 - 12 August	
Youtube	Weekly	Podcast on YL4H	6th - 10th or 13th August	
	Once	Live streaming	12th August	
Sound-cloud	Twice a month	Audio content	6th - 10th or 13th August	

Social Media Links



facebook.com/YL4HAfrica/



twitter.com/africa_yl4



yl4h@wacihealth.org



www.wacihealth.org/yl4h

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Youth day

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RESULTS

