

Updated – 23 February 2023

Concept Note

National activities contributing to the Global Forum for Adolescents

There are 1.8 billion adolescents and youth in the world today – the largest cohort in history. Many countries are lagging in prioritizing tailored national policies and programs for this population group. To advance the agenda of adolescent well-being, PMNCH is coordinating the **1.8 Billion Young People for Change Campaign**¹, a multi-pronged campaign ([1.8 Campaign](#)).

A major milestone of the campaign will occur during 11-12 October 2023, when PMNCH organizes the **Global Forum for Adolescents**, the world's largest-ever gathering for adolescent-well-being.² The Global Forum will consist of a global virtual mainstage, accompanied by a broad variety of events led by partners at country level. The Campaign and Global Forum will be co-owned and co-developed by young people³ through Meaningful Adolescent and Youth Engagement⁴ (MAYE) and powered by PMNCH partners. For PMNCH partners in countries, the Global Forum in October 2023 offers an unprecedented window of action to engineer shifts in national policy, programs and finance for adolescent well-being.

National and regional partners hold the key to success

PMNCH national and regional partners, especially adolescents and youth are invited to design their own contributions to the Global Forum, in the run up and during the 11th and 12th of October 2023, through local advocacy activities and events in support of the 1.8 Campaign and including the [#1point8](#) branding. All events are welcome to join in the world's biggest event for adolescent well-being, celebrating efforts to date and discussing challenges and action needed to advance the adolescent well-being agenda. These can include:

1) Partners to come together at scale with national Governments (backed by PMNCH partners) to stage their own national forum for adolescents and young people, e.g., a two-day program, inaugurated by senior champions, government policymakers, parliamentarians, multi-stakeholder platforms, and other existing platforms. The sessions build on the multi-sectoral consultations, scoping exercises, reviews of adolescent well-being and identified gaps for commitments. The work is in line with the Adolescent Well-being [Conceptual Framework](#), and is supported by PMNCH partners on the ground to take the advocacy agenda forward in collaboration with the Political Advocacy and Commitment Mobilization Workstream.

These events will be limited primarily to focus countries where governments have expressed willingness and interest to deliver commitment prioritizing adolescent well-being ahead of the Global Forum⁵. Events will happen in the run up to the Global Forum or during the Global Forum and governments will be invited to present their commitments at a Global Forum Plenary session. Audio-visual materials from the events will be used during the forum.

¹ [1.8 Young People for Change Campaign – key campaign milestones](#)

² [Concept Note PMNCH Global Forum 2023](#)

³ Adolescents 10-19, and youth up till 24 years old

⁴ [Adolescent Engagement Plan for Meaningful Adolescent Engagement Plan](#)

⁵ Argentina, Bolivia, Mexico, Ghana, Malawi, Nigeria, Tanzania, Zimbabwe, Zambia, Thailand, and Viet Nam. This list of countries have been identified as an initial shortlist based on partner interest to support outreach efforts with the Governments, and not fully comprehensive. More countries can express the willingness to come forth with SMART commitments for adolescent well-being ahead of the Global Forum.

PMNCH support for events:

- ✓ Facilitation of **cross-constituency networking and relationship-building**, as needed/requested by event organizing partners;
- ✓ Provision of **1.8b campaign partner toolkit** (incl. branding and logos for affiliating local event with global 1.8b campaign and GFA, social media templates, core messages for local adaptation; data on local responses to the “What Young People Want” in English, French and Spanish see Annex 1 for more information);
- ✓ **Inclusion of national event in global registry** of GFA-affiliated events;
- ✓ **Pre-recorded video-messages and content** to support the activities
- ✓ **Dissemination of national event information** at the global level, including inclusion of video highlights from national event during 11-12 October GFA programme and post-event dissemination of recorded GFA content

2) Locally initiated activities led by young people and PMNCH partners through their own organizations and networks, such as rallies, marches, discussions, debates, symposiums, webinars, games, competitions, concerts, localized campaigns, social media activities, and school and university activities, etc., in support of the 1.8 Campaign and including the #1point8 branding. All interested partners are also encouraged to stage virtual “1.8 street parties” to highlight their commitment to change for adolescent well-being in their own neighborhoods and communities. These events can take numerous forms – the sky is the limit for creativity. For example, “viewing parties” of the global mainstage, with country participants commenting in real time, a townhall or panel discussions on what they are seeing during the Global Forum sessions and how this relates to their own needs and context. The organizers of any kind of activities are encouraged to do so during strategic moments in advance of the Global Forum and on the 11-12th of October itself linking to the virtual programme where possible.

PMNCH support for activities:

- ✓ Provision of **1.8b campaign partner toolkit** (see Annex 1 for more information);
- ✓ **Inclusion of national event in global registry** of GFA-affiliated events;
- ✓ **Pre-recorded video-messages and content** to support the activities
- ✓ **Promotion of the organization and efforts** at the global level during the Global Forum for Adolescents

3) PMNCH’s collaborations with international multi-national (youth) organizations which can back-up national (youth-led) events in different countries due to their institutional capacity. The Partnership workstream will focus on bringing in partners who have local networks to support and connect with a new audience and provide partners with the tools to support the organization of national level events through their networks. Activities can take a variety of forms as expressed under the second option and partners will equally have access to the support listed under the youth-led events, while possible funding remains preserved for independent youth-led organizations. Events are encouraged at strategic moments, in the run up to the forum or during the Global Forum for Adolescents itself in connection to the virtual programme.

National and regional events linked to the global stage

Excerpts from country activities will be live-streamed and connected to the global stage as an integral part of the Global Forum's programme, flexible to navigate time zones. A dedicated "channel" will be set up to include live and pre-recorded materials from national and regional activities and events. Inclusion will depend on design of events and available technology by national and regional partners, e.g., live or pre-recorded. This can, for example, include:

1. Real-time:

- a. Hybrid national events, including interaction with the virtual "mainstage" or considered as side-event, e. g., events where both local participants and virtual global participants can participate in the discussion in real time via the digital hosting platform. Partners will lead on designing and setting up the national/subnational event, the PMNCH global team will provide information on technical requirements and specifications for a successful hybrid event.
- b. Live reporting from a national activity feeding into the global audience of the virtual "mainstage" e.g., broadcasting where local participants hold an event and global participants can view.

2. Pre-recorded:

- a. Intervention from a completed national/country event followed by a live activity at the global mainstage, e.g., through a panel discussion complementing the video,
- b. Full pre-recorded intervention from an already completed national events, without live engagement – e.g., video's/photos/messages/quotes.

PMNCH support for national events

PMNCH will start outreach in March 2023 to support inclusion in plans of partners through a register on the 1.8 website. The register will remain open until the end of the Global Forum for Adolescents to capture as many independent activities as possible. All events will be included in the registry to support visibility of activities and will allow partners to connect and collaborate and find activities in their country and region by other partners. To safeguard the objectives of the forum, PMNCH will not promote any events which do not support the vision and objectives of the Forum (Annex 2).

A separate expression of interest form will be available for partners to collaborate on the development of the core programme of the Global Forum in alignment with the 5 domains of adolescent well-being and the identified cross-cutting themes.

PMNCH's Digital Advocacy Hub in support of the Global Forum, a digital space provided and facilitated by PMNCH, will play a supporting role. Partners who have registered events will be invited to join the Digital Advocacy Hub where they will be able to find progressively more content to support the organization of their events. Youth-led organizations who have received PMNCH AY grants will be expected to contribute leadership in their countries to this process⁶. A process for small grants for youth-led organizations (non-AY grantees) to support initiatives led by young people will be explored.

⁶ Nigeria, Cameroon, Malawi, India, Kenya, Liberia, Sierra Leone, Ghana, Zimbabwe, Zambia and Mexico

Annex 1: Proposed resources from PMNCH to national partners for country events

PMNCH will provide a comprehensive set of resources for different contexts (EN, SP, FR) to facilitate country events. The following list sets out contributions from the three Global Forum for Adolescents (GFA) action groups:

GFA Partnership & Communications Action Group: Will support and enable country and regional partners to contribute to common messaging through:

- Key messages based on the developed knowledge products e.g., AWB Framework, BMJ Collection and Investment Cases
- Packaging of youth-led chatbot responses (“What young people want”) relevant to all contributing regions; informing the advocacy agenda
- Branding guidelines and files, i.e., logo, illustrations, fonts, etc.
- Social media packages of Global Forum and 1.8 campaign resources, including banners, editable templates for tiles in English, videos, gifs, etc.
- Social media calendar template to enable country activities to be aligned and receive support from PMNCH and partner accounts
- Dissemination and amplification of country events through PMNCH channels
- Fundraising pitch template

GFA Programme Action Group: Will amplify the efforts of country partners on the global virtual mainstage stage. The global programme will highlight country needs, innovations, progress and success stories. Some examples below:

- Pre-recorded videos; e.g., opening/closing remarks
- Templates in support of partners e.g., outreach to speakers, run of show, etc.

GFA Digital Experience Action Group: Will provide partners guidance on technology to simplify access, processes and improve the overall experience for the organizers and the audience. Some of the resources under this category will be:

- “What Young People Want” chatbot, an innovative tool for partners to engage young people around the world, soliciting their priorities and needs for their own well-being
- Digital Environment for hosting, planning, coordinating and recording online and hybrid events
- Supporting templates to run online and hybrid events during the Global Forum and guidance on digital engagement, e.g., polls, Q&As, online networking certificates etc.
- Support participation in the digital marketplace and other digital initiatives happening between the curtain raiser and the Global Forum
- Establish an online register of country events for all partners to contribute plans and ideas to inspire each other

Annex 2 – Safeguarding PMNCH’s and the GFA’s objectives

PMNCH welcomes all events by partners supporting the objectives, and vision of the Global Forum for Adolescents and in line with the [WHO Framework Engagement of Non-State Actors](#) (FENSA).

- Sessions must be relevant to the [GFA mandate and its programme of work](#) – PMNCH will not promote any events which do not align with these objectives or with WHO’s FENSA.
- Youth presence is required (at least 2 participants under 30), engaging with adolescents (10-19) is highly encouraged.
- To develop pre-recorded/audio visual materials with adolescents under 16, permission from a parent/caretaker is required (example form). Consent from all other participants is highly encouraged.
- Organizers are encouraged to highlight the differing needs of adolescents: early adolescence, middle adolescence, and late adolescence/young adulthood
- Organizers are strongly encouraged to consider adolescents with disabilities and make events inclusive and accessible for everybody
- Events and materials can be shared in English, French or Spanish, or an alternatively language with a translation of any script/text.