

National Event in support of the Global Forum for Adolescents and the 1.8 Billion Young People for Change Campaign



We are very excited that you are planning your own national level activity and event in support of the [Global Forum for Adolescents 2023](#) and the [1.8 Billion Young People for Change Campaign](#), a unique opportunity to put adolescent well-being related issues on national agendas. The Global Forum for Adolescents will be a two-day virtual event, strengthened by national events that provide an opportunity to develop cross-constituency partnerships at the country level between, for example between HCPA, the Government, the UN, Adolescent and Youth and other PMNCH partners.

PMNCH can support national event organizers in multiple ways, including:

- 1.8 campaign branding and merchandise designs, which can be customized to national settings ([events kit](#))
- Messaging, a media release template, and digital assets (presentation, video templates, speaker card templates, etc.) with adolescent well-being data to support the dissemination of the events through different channels, including media and social media. Depending on location, media support can be provided to place the press release or media products in local outlets. ([events kit](#))
- Organizational support through this [Checklist for National Events](#)
- Where available, access to new national data and anecdotal evidence from the [What Young People Want](#) initiative, which highlights perspectives, opinions, and aspirations of young people, will be provided to support advocacy efforts at the national level.

- Introduction and networking opportunities with partners within the country, including through [Digital Advocacy Hubs](#), to facilitate collaboration across constituencies for the national event.
- Inclusion of video footage of the national event in the Global Forum for Adolescents (11-12 Oct) and the 1.8 News channel, to highlight national dialogue and action.
- Amplification of the national events through PMNCH channels, including the 1.8 newsletter and social media channels.

Proposed national event date

12 August (International Youth Day)

Proposed co-hosts

National IPA or more health-care organizations (such as midwives, ob-gyns, etc.), youth led organizations, and other relevant stakeholders (NGO, private sector, academia, etc.) that can contribute to raising commitments and visibility for adolescent well-being.

90-minute sample event agenda

Time (min)	Agenda Item	Speakers	Notes/format
0:00 0:05	Welcome	Moderator (e.g., well-known local journalist/personality)	Moderator sets the scene, introduces speakers, and wraps up event with thanks and next steps
0:05 0:15	Opening remarks	<ul style="list-style-type: none"> Event host (IPA, AY partner, etc.) Invited keynote: high-level government/parliamentarian speaker 	Keynote speech highlights opportunities and need for action on adolescent well-being
0:15 1:00	Dialogue: Young People for Change: Improving adolescent well-being in (country name here)	45-minute moderated discussion with maximum of four panelists (e.g., two rounds of questions from the moderator to the panelists) on topics such as: <ul style="list-style-type: none"> the state/trend of adolescent health and well-being in the country today gaps and opportunities for improving policy and investment positive examples of success taking root measuring success 	Moderated multi-stakeholder panel discussion (possible speakers from NGOs, government, donors, private sector, adolescents and youth, junior health care professionals, etc.) Panel discussion can start with (video) presentation of national findings from the What Young People Want campaign, so that dialogue is informed by ground-level demands and realities – exact products tbc Ensure diversity in speakers across ages (youth speakers important to be engaged meaningfully), gender, as well as sectors (e.g., health, education, employment, etc.)
1:00 1:20	Audience questions and comments	Open mic, moderated by the panel moderator	We encourage an interactive discussion with audience members asking questions of the panelists and sharing their experience to gain insights in national bottlenecks to progress.
1:20 1:25	Closing remarks and vote of thanks	Invite a (high-level official) for example, from the government/UN/Donor, to reflect on the discussion and the panel	Once you have a detailed idea of the session, we can help connect to high-level officials.
1:25 1:30	Closing and next steps	Moderator	Next steps can include publishing the recording of the event on the national Digital Advocacy Hub

Planning needs and what to think about

- **Venue:** Plan for a recommended minimum of 100 participants, based on preferences/budget of the organizers
- **Livestream:** The PMNCH Digital Advocacy Hubs team can help you use the Digital Advocacy Hubs to livestream the meeting, so others across the country can join, or watch the recorded version of the event afterwards if not able to come in person. A camera, sound system and internet connection will be required on site from the organizer's end.
- **Photos:** Plan on appointing a photographer to capture images for social media, to be published with permission on the Global Forum for Adolescents and the 1.8 Billion Young People for Change Campaign.
- **Media:** Consider issuing a media release about the event to generate national visibility
- **Event promo banner:** Will be published on the 1.8 campaign [Website](#)
- **Dissemination:** Make sure you access the social media kit and promote the event through your channels. Please share with PMNCH and country networks for further reach.
- **Merchandise:** If possible, please consider printing 1.8 assets (e.g. pull-up banners, t-shirts, pencils, stickers, badges, etc.) Designs can be provided to you.
- **Accessibility:** Depending on your context, please make sure the event is accessible and inclusive. When possible, please consider language interpretation and sign-language interpretation.
- **Art and music:** One of the key aspects of the 1.8 Billion Young People for Change campaign is art, it is encouraged to include performers as part of the agenda (e.g. poets, musicians, etc.) Drumming is a key component of the campaign.
- **Registration:** Please make sure you register attendees so we can provide them with a participation certificate. Registration forms ideally include: name, last name, email address, age (18-24, 25-29, 30-39, 40-49, 50-59, 60+), gender (woman, man, non-binary, prefer not to say, others).
- **Include the voices of youth and adolescents:** The Global Forum for Adolescents and 1.8 billion Young People for Change campaign are for and by young people. It is essential to include the voices of young people in the panels, and discussions as equal partner to listen to them and make sure their thoughts and opinions are included in the national way forward. You can connect with the PMNCH secretariat if you need support connecting with Young People on the ground. More information about meaningful youth engagement can be found [here](#).
- **Follow the Checklist:** Want your efforts and results to be included in the Global Forum in October? Make sure to follow the steps of the [Checklist](#) for co-branding and registering and reporting on the event.
- **Follow up with speakers and policy makers:** Once the event is over, consider sending thank you notes to speakers and high-level participants of the events encouraging continued engagement in the commitment making process and accountability.

Questions

For questions about national events, you can contact Renee de Jong (redede@who.int) in the PMNCH Secretariat.

