ENGAGING YOUTH

The OPCU will catalyze a youth movement for family planning in Francophone West Africa

February, 2019

PLANIFICATION FAMILIALE
Le Partenariat de Ouagadougou
WHY A STRATEGY NOW? Because there is no better time to invest in a youth movement for family planning.
Francophone West Africa is home to millions of young people – in Burkina Faso, 65% of the population is under 24 years old.
“To make a lasting impact with the movement to increase family planning acceptance and use, we need to meaningfully engage youth.”
“We must listen to young people to inform policies that affect them and create different types of opportunities for participation in the movement.”
OP COUNTRIES ARE COMMITTED

- **8 of 9** OP countries have made youth-specific FP2020 commitments
- **All** OP countries have:
  - Family planning interventions for youth prioritized in Costed Implementation Plans
  - Policies for adolescent and youth reproductive health
- **Many** OP countries have adolescent advisors within the Ministry of Health (e.g., Benin)
PROGRESS TO DATE

Service delivery progress:
• Some innovative models exist, but not at scale
• Contraceptive use still low among 15-24 year-olds

Advocacy progress:
• Policy environment is favorable, though some countries still restrict access for youth
• Limited progress so far in meaningfully engaging a diverse set of youth
ADVICE FROM OP PARTNERS

We should **play to our strengths**, including:

- Movement building
- Convening
- Advocacy with governments
- Fundraising

We need a new vision for **youth mentorship** and pathways for growth

We need to **diversify** the types of young people we engage
EXPERT ADVICE: INVEST IN YOUTH

• **Compensate youth** for their time as you would other advisors

• Create and **fund mentorship systems** where adult organizations or mentors support young leaders

• Engage and intentionally **recruit a diverse cross-section** of young people as participants

• Actively **build young people’s capabilities** and assets by using appropriate methodologies and technologies
EXPERT ADVICE: ENGAGE YOUTH

• Define youth leadership models alongside youth

• Seek out partnerships and existing networks of young people from key populations

• Include young people in advisory groups and make sure they have support to participate effectively

• Create a supportive and equitable environment
OUR FORMULA for the movement has already proven wildly successful.
WHY IT WORKS

The OP has built a movement for family planning in Francophone West Africa with:

• **A shared vision:** The OP aims to increase family planning use in member countries and add 2.2 million users between 2015 and 2020

• **Well-publicized incentives:** OP donors and countries each stand to benefit from increased funding that supports higher-impact interventions

• **A backbone organization:** Since 2012, the Coordination Unit has led the OP’s main activities and been the locus of the FP movement
The community has articulated multiple visions for youth outcomes, yet does not have a shared vision.

Donors, countries, and youth widely recognize the potential benefits of a coordinated youth movement.

Since 2012, the OPCU has led the OP’s main activities and been the locus of the FP movement.

Shared Vision

Well-publicized Incentives

Backbone Organization

Our Formula Can Be Replicated
FROM NOW UNTIL 2020 we will invest in a youth family planning movement
OUR APPROACH

Mainstream youth in all OPCU activities

Establish a team and create a youth-led shared vision

Link to partners key to the movement

We will build momentum for the movement and towards FP goals
MAINSTREAM YOUTH

1) Increase youth participation in the OPAM, on panels, and in other OP-sponsored events:
   – 25 percent of all OPCU-paid participation will be for people younger than 24
   – Include youth in planning for the caravan and other events

2) Use the donor caravan, country visits, donor calls, and the OPAM to advocate for ASRH policies

3) Establish a youth-led team to:
   – Help diversify the types of youth that attend OPAM and other FP-related events
   – Plan sessions and lead youth involvement in the OPAM, participate in the Youth Think Tank
   – Fundraise for activities to support youth
ESTABLISH A YOUTH-LED TEAM

1) **Hire Youth Leaders to actively lead the movement**
   - Hire two university students for part-time paid positions as “Youth Leaders” (YLs)
   - YLs will serve 2-year terms

2) **Co-develop a vision for the youth movement**
   - Work with the Youth Think Tank to develop a specific vision
   - Reach out to other allied movements (e.g., HIV)
   - Identify concrete steps to diversify youth in the OP

3) **Create a sub-group among the OP donors**
   - To mobilize more resources for youth engagement, advocacy, and services
   - To coordinate activities across partners
1) Coordinate with the Youth Think Tank about whom and how to engage
   - Work with PAI, EquiPop, and others to activate a diverse set of youth through the Think Tank
   - Strengthen the Think Tank’s governance structure
   - Establish the Think Tank as an engine for the youth movement

2) Actively share with the OP donor sub-group about key successes, needs, and challenges
   - Opportunities where funding could make a difference
   - Suggestions for better coordination and leverage
   - Insights from young people about how best to serve them
WHO ARE KEY PARTNERS?

**SERVICE DELIVERY**
- Marie Stopes International
- Planned Parenthood Global
- IPPF Member Associations
- Population Services International
- Pathfinder International
- IntraHealth International
- DKT International

**ADVOCACY**
- Youth Think Tank
- Advance Family Planning
- Equilibres & Populations
- IntraHealth International
- Medecins du Monde
- Population Reference Bureau
- Planned Parenthood Global
- Population Action International
- IPPF Member Associations
- EtriLabs
- Ipas

**RESEARCH**
- PMA2020
- Population Reference Bureau
HOW WE’LL LEAD THE MOVEMENT

- **Shared Vision**
  The youth-led team will collaborate with the Youth Think Tank and others to create a shared vision for success.

- **Well-publicized Incentives**
  An OP donor sub-group and OPCU’s youth-led team will help match funding to country priorities and promising activities.

- **Backbone Organization**
  The OPCU will provide strategic support to the youth FP movement.
OUR NEXT STEPS

April 2019: Create plan for mainstreaming youth in all OP activities

End of May 2019: Develop YL hiring protocols
  – Position descriptions
  – Communications plan
  – Hiring criteria and processes

June 2019: Establish OP donor sub-group on youth

End of August 2019: Hire first YL to prepare for a workshop at OPAM

End of December 2019: Hire second YL
MERCI!