

ENGAGING YOUTH

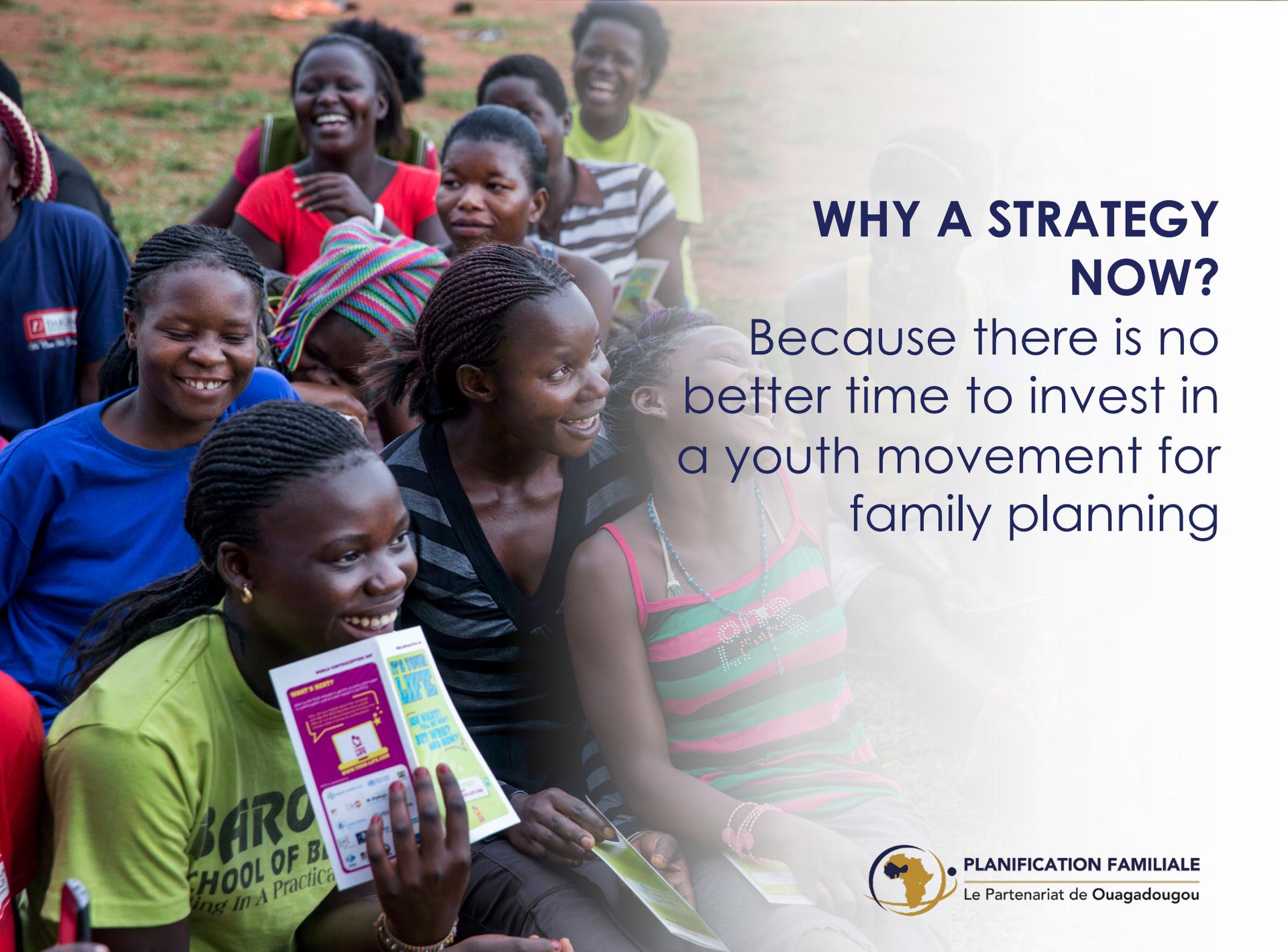
The OPCU will catalyze a youth movement for family planning in Francophone West Africa

February, 2019



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Le Partenariat de Ouagadougou



WHY A STRATEGY NOW?

Because there is no better time to invest in a youth movement for family planning



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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.”



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“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



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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



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OUR FORMULA CAN BE REPLICATED

Shared Vision

The community has articulated multiple visions for youth outcomes, yet does not have a shared vision

Well-
publicized
Incentives

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

Backbone
Organization

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



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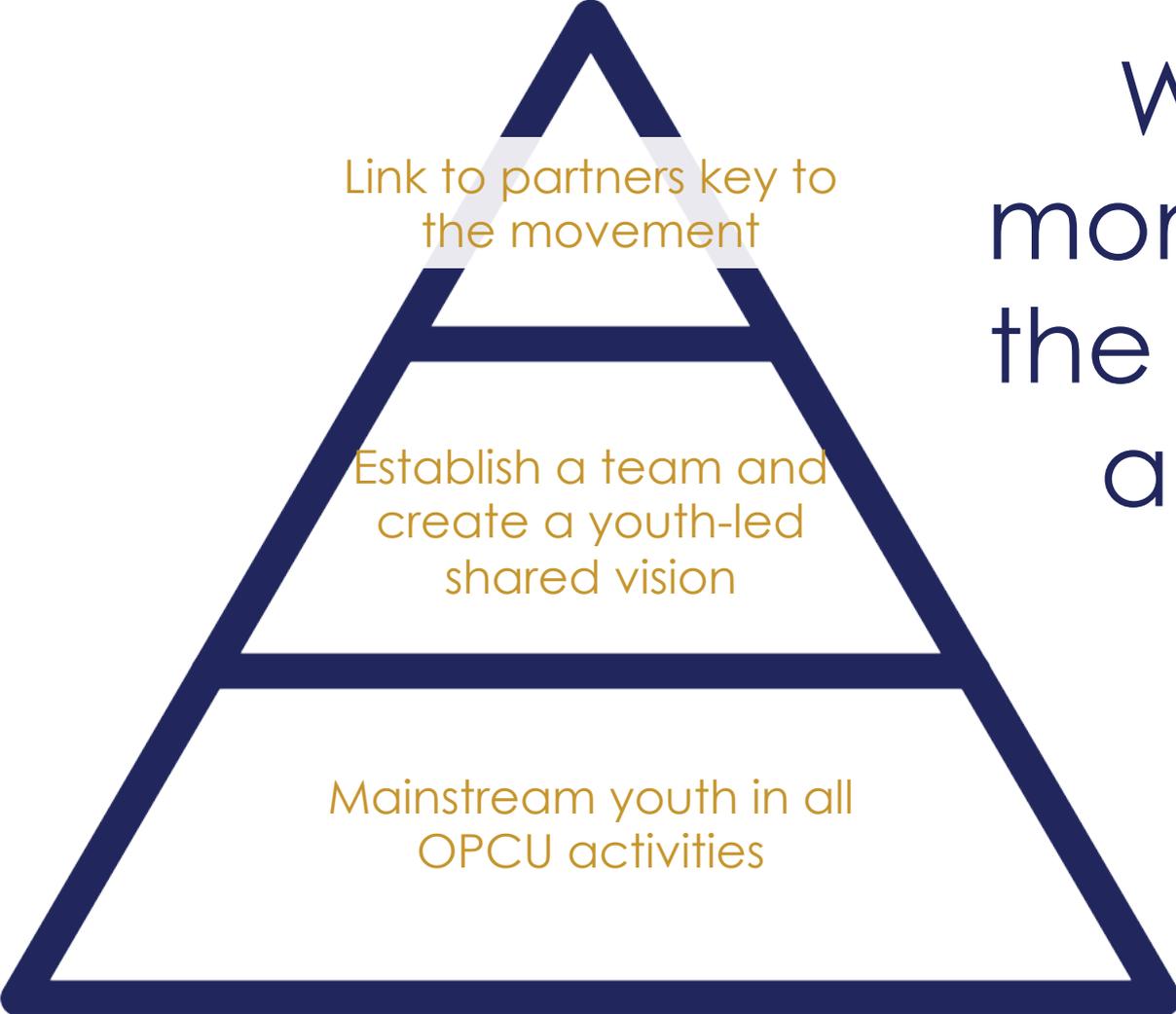


**FROM NOW
UNTIL 2020**
we will invest in
a youth family
planning
movement



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OUR APPROACH



Link to partners key to the movement

Establish a team and create a youth-led shared vision

Mainstream youth in all OPCU activities

We will build momentum for the movement and towards FP goals



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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



LINK TO KEY 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

RESEARCH

- PMA2020
- **Population Reference Bureau**

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



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 subgroup 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



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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!



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