



Women's,
Children's and
Adolescents'
Health

20 Avenue Appia
1211 Geneva 27, Switzerland
T: +41 22 791 259 Fax: +41 22 791 5854
E: pmnch@who.int
www.pmnch.org

Strategic Dialogue III Global Forum for Adolescents

Thu. 14 July 2022, 13.00 – 16.00 CET and Fri. 15 July 2022, 13.00 – 16.00 CET

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Today, the world has more young people than at any time in history. Yet far too many of today's 1.8 billion adolescents and youth (ages 10-24) will fall short of potential if current policy and investment approaches fail to meet their needs. On 11-12 October 2023, PMNCH will convene the world's biggest-ever gathering to drive action to meet these multi-sectoral needs. An estimated 1 million people will be engaged in a massive digital advocacy effort to drive global change, strengthening a massive civic movement for, by and with this important population group.

Simultaneously, in more than 100 countries around the world, PMNCH partners will activate a vibrant and innovative set of discussions, activities and events, linked together through digital advocacy hubs and shared on a global virtual stage. New knowledge, data, evidence, and innovations will be shared among PMNCH constituencies and partners, including the private sector, UN, parliamentarians, academics, donors, media, and NGOs, as well as other partners and platforms concerned with young people.

*At the centre of this effort will be the voices of young people themselves, speaking for their own health and well-being, their empowerment and resilience, their education and skills, and their connection with people and planet. **An Agenda for Action** – to be produced by PMNCH from the real-time input of hundreds of thousands of young people during October 2022 to October 2023 – will guide political advocacy efforts, targeting the window of political opportunity of the UN Sustainable Development Goals Summit in September 2023 and the G20 Summit in November 2023.*

Goals and outcomes of the Global Forum

The goal of the Forum is to contribute to progress toward the 2030 Sustainable Development Goals (SDGs) through:

- **Improved political commitment to adolescents' well-being**, advancing investment, policies and service delivery at sub-national, national, regional and global levels.





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The expected outcomes of the Forum are:

- **Stronger civic movements at national, regional and global levels** for adolescent well-being, including increased meaningful adolescent and youth engagement (MAYE), driving all aspects of the Forum;
- **Updated evidence and data, as well as greater knowledge sharing** to support effective policy and programming, including good practices, investment case, lived experiences, advocacy tools, innovations and indicators/monitoring, supporting the five domains of the [Adolescent Well-being Framework](#);
- **Improved engagement and consensus among PMNCH's 1,300+ partner-organizations**, aligning priorities and strategies to increase investment and accelerate implementation of programmes to promote adolescent well-being.

Planning for the Forum

Youth and civic engagement will be the hallmark of the Forum – driving a global movement for, by and with young people. Unlike previous in-person PMNCH Partners' Forums, which focused on uniting existing PMNCH members, the 2023 virtual Global Forum for Adolescents will throw open the doors – especially to young people themselves. Indeed, PMNCH has set the ambitious goal of engaging 1 million participants throughout the Forum process – especially young people themselves – strengthening global movement for change through the Forum and beyond.

The Global Forum development process will bring together PMNCH partners to shape an innovative platform for action on adolescents, culminating in the two-day virtual summit on 11-12 October 2023. Country events and global-level events will take place side-by-side, linked in real time through a virtual 24-hour “mainstage”. Packaged videocasts of global Forum events will be available for live-streaming through country digital advocacy hubs, and vice-versa, enabling a truly global event and movement.

Accordingly, PMNCH partners at country level will be supported and encouraged to self-organize events that invite the broadest possible public engagement, raising public and political attention to adolescent well-being in their countries and encouraging greater commitment and accountability among national policymakers.

Under the guidance of the PMNCH Executive Committee, supported by the PMNCH Strategic Advocacy Committee, the Forum's Global Coordinating Committee will steer the planning and development of a set of political, technical and artistic platforms and products. Planning will take place through a set of self-operated, decentralized working structures linked through the PMNCH Digital Advocacy Hub on Adolescent Well-Being. Partners can connect through online meetings and chat, with easy access to curated knowledge and evidence tools. PMNCH partners interested in volunteering as leaders and

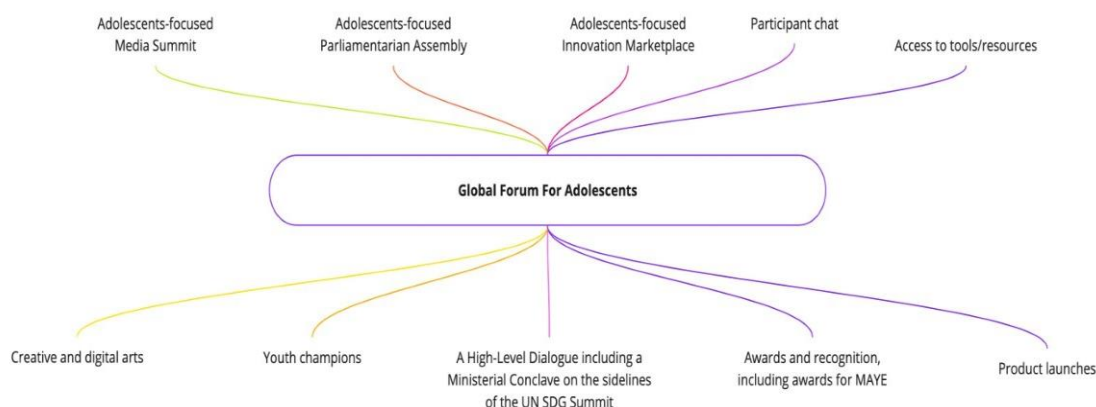


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facilitators will moderate discussion, supported by the PMNCH Secretariat with appropriate training and member-communications.

Forum activities, processes and platforms will emerge through this interactive process. Sample ideas for Forum activities are represented in **Figure 1**, below.



Planning: Country events and products

Sitting at the heart of the Forum are partner-led country events, activities and dialogues, coordinated in dozens of countries in multiple regions during 11-12 October. There is no limit on the number of countries that can join the Forum effort – the more, the better.

National and municipal Forum events can be pivotal moments for gaining unprecedented political attention and public visibility for adolescent well-being. This can be an opportunity for kickstarting shifts in national policy and programme re-design through national multi-stakeholder dialogue toward an inclusive, digitally powered approach to promoting adolescent well-being.

From the global level, PMNCH will support country-based PMNCH partners and youth networks with a tailored online resource package of common Forum messaging, branding, activity suggestions, social media and earned media templates, and knowledge and evidence products to enable local planning and communication of events. PMNCH Digital Advocacy Hubs too will facilitate local planning process among partners.

Forum events in countries may include a wide range of partners, constituencies, young people, and members of the public. Diversity and creativity is encouraged in all ways.



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Planning: Global events and products

These vibrant country events and experiences will be linked together and curated on a virtual “global stage” during 11-12 October, enabling young people and PMNCH partners all over the world to gain inspiration from each other in this global movement. Live-streamed video, audio and photos from simultaneous events and activities will be accompanied by a live chat function on the PMNCH global-level Digital Advocacy Hub for Adolescent Well-Being, as well as regional Digital Advocacy Hubs in relevant languages, enabling PMNCH partners to connect with each other before, during and after the Forum. Common branding and messaging will reflect solidarity and unity in this global movement across constituencies, regions and countries.

Emerging ideas for “global stage” events include:

- **Concerts, spoken word and video art exhibits and competitions;**
- Digital **Innovation Marketplace** will match innovators with those who can support and scale their ideas for impact for adolescent well-being.
- **Youth social media influencers and commentators** will engage with new global and regional audiences, including through **regional media summits** to reach policymakers and promote quality journalism on Adolescent Well-Being issues.
- **Young parliamentarians** will meet in a dedicated space on the side of the Forum to discuss how to scale up legislative and investment efforts for young people, based on best practices and learned experiences.
- **A High-Level Policy Dialogue on Adolescent Well-Being** will be staged as an in-person event, in New York, on the side of the UN SDG Summit and Universal Health Coverage High Level Meeting, in September 2023, linking UN member-state processes with Forum evidence.
- **Knowledge product launches** sponsored by PMNCH will include Evidence behind the five domain Adolescent Well-being Framework (BMJ evidence series); an updated Global *AA-HA!* (Global Accelerated Action for the Health of Adolescents); an adolescent well-being investment case; indicators and monitoring framework for adolescent well-being; and Meaningful Youth and Adolescent Engagement (MAYE) tools.
- **Certified, online advocacy capacity-building programmes** for in-country partners and youth networks will also be offered. Skill-building in core advocacy capacities such as youth-network building, campaign and message development,



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use of evidence for advocacy, media engagement, and champion development will be offered.

- **Awards and recognition** for youth champions, bringing widespread attention to examples of excellence in **Meaningful Adolescent and Youth Engagement**.

Where are we now – and what happens next?

In June 2022, PMNCH launched its first call for partners to engage in planning the Forum: [e-blast link](#) here. Constituencies and committees are further disseminating the call, resulting in a growing number of partners coming forward to volunteer their leadership and support.

Many partners are needed to take up roles within three main sub-committees, dedicated to: (1) Programming; (2) Partnership and Communications; and (3) Digital Experience. The Forum's Coordinating Committee, co-chaired by PMNCH's under-30 Vice Chair Aditi Sivakumar with PMNCH Board Chair Helen Clark, provides overall strategic direction for the Forum, ensuring coherence and coordination between the sub-committees.

Sub-committees will host demand-driven working groups, self-led by interested partners and coordinated through regularly held online sub-committee meetings, in line with the ToRs for each group. Two co-chairs will be appointed for each of the three main sub-committees – one of which will be a young person under the age of 30.

In 2022, the first major public milestone for the Forum will be a “curtain raiser” event, to be held one year out from the Forum, on the International Day of the Girl Child -- October 11, 2022. This virtual global event will unveil key programming and structural elements of the Forum, as well as major champions associated with the Forum, and will be the start pistol of the global movement.

One of the most important elements of the curtain-raiser will be launch of a year-long process to develop an “**Agenda for Action for Adolescents**”, guiding the political advocacy efforts of all partners to strengthen commitments and accountability for Adolescent Well-Being. A WhatsApp-based “Chatbot” is currently under development by PMNCH to seek the ideas of hundreds of thousands of young people around the world (above age 16) about what they want most for their own well-being. Their views will be synthesized with the support of Artificial Intelligence and Natural Language Programming, enabling the rapid development of robust advocacy agendas, customizable to location and population.

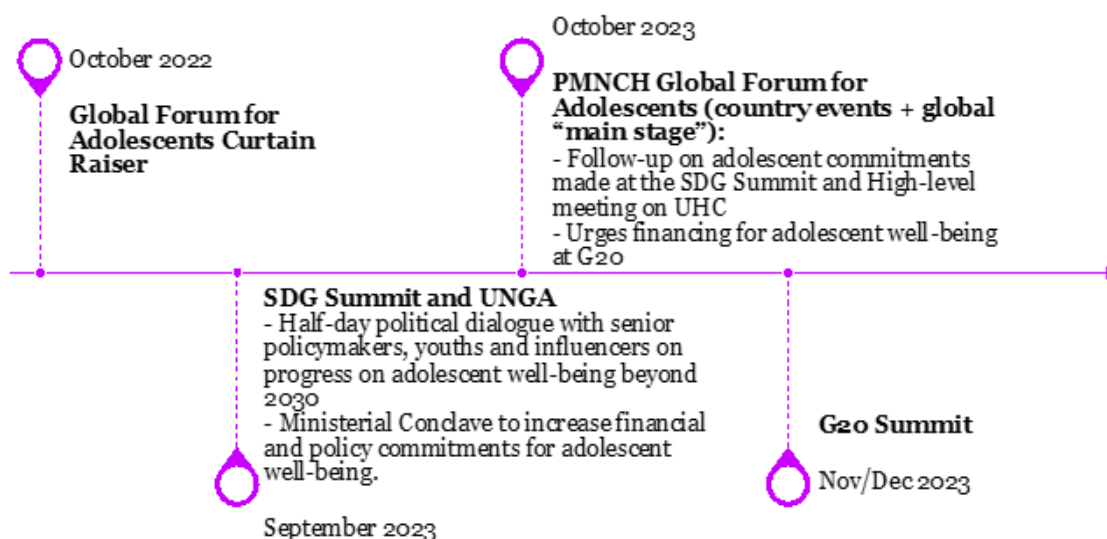
As a tool to support PMNCH in gathering and analyzing the contributions of hundreds of thousands of young people around the world, the Chatbot will be further supported by dedicated in-person efforts among PMNCH-supported youth networks in 11 countries



across three regions, including Kenya, India and Mexico. These youth networks will focus on using the Chatbot tool for face-to-face dialogue among young people, including those with limited access to digital technology, ensuring their views are captured and counted. The Chatbot tool will be supported by PMNCH's Digital Advocacy Hub for Adolescent Health and Well-Being (to launch in Q3 of 2022) -- a key mechanism to connect and support PMNCH constituencies and partners in taking up the advocacy activities around The Forum.

Selected adolescent advocacy events/moments during 2022-23 will act as stepping-stones towards the Forum, powered by a refreshed and expanded PMNCH-led #Adolescents2030 campaign (see [roadmap here](#)). The development of this powerful campaign in the lead up to the Forum will strengthen the global movement for adolescent well-being on the road to the Forum and beyond.

Fig. 2: The road to the Global Forum, 2022-23





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Fig 3: 2022 Timeline and structures for Forum planning





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Annex 1. Tech for youth-led advocacy and accountability

Chatbot technology can greatly enhance the capacity of PMNCH to engage with young people to strengthen global and national civic movements for adolescent well-being. PMNCH-supported Digital Advocacy Hubs and Chatbots can facilitate robust and rapid communication of adolescent priorities, lived realities and demands for investment, policies and services that uphold the right to well-being. This technology-assisted process is based on the use of AI to produce rapid, widely sourced advocacy agendas, reflecting the needs of specific populations in specific geographies. The October 2023 PMNCH-led Global Forum for Adolescents, set to reach more than 1m people, is a primary opportunity to communicate these demands to policymakers at global scale. The voices of young people, so often left out of political discourse, will be lifted and joined through this process for global and local impact.

Summary

- There is untold power in adolescents and youth coming together with demands for the future -- the world they want and have reason to value. Inclusive and meaningful adolescent and youth engagement is key to the success of the PMNCH Global Forum for Adolescents (Oct 2023), which will contribute toward a powerful and impactful global movement to demand action on adolescent health and well-being;
- PMNCH will bring the voices of 1M+ participants to bear on policy reforms and program delivery at all levels. This will be achieved by leveraging innovative, inclusive and far-reaching technologies to equip adolescents, youth and relevant stakeholders with tools to be heard, supported by members of PMNCH's Adolescent and Youth Constituency (AYC);
- By leveraging national youth networks and innovative technology approaches, including WhatsApp—the most used digital platform in the world—and Artificial Intelligence (AI) for language processing, a Chatbot can capture and analyze young people's nuanced perspectives, priorities, concerns and ambitions in *real-time*, contributing to policy and decision-making processes;
- PMNCH's Digital Advocacy Hub for Adolescent Health and Well-Being (to launch in Q3 of 2022) will be a key mechanism to connect and support PMNCH constituencies and partners in taking up the Chatbot tool for engagement with youth communities. PMNCH will provide small grants to support community-based networks in up to 20 countries in 2022-23 to use this technology as a tool to enhance face-to-face dialogue with young people in hard-to-reach areas, ensuring that even those with limited access to technology can be heard;
- Additionally, PMNCH will undertake social media-based marketing campaigns to promote chatbot use by young people at wider scale;
- Brought together through the rapid processing power of Chatbot technology, these views of hundreds of thousands of young people around the world will drive the development of a concise and powerful "Agenda for Action for Adolescents",



guiding the political advocacy and programming efforts around the Global Forum for Adolescents.

Introduction

- Supported by existing evidence from youth consultations, technical papers, and the collection of youth opinion through Chatbot-based research during August-September 2022, PMNCH will unveil a draft *Agenda for Action for Adolescents* at a global online event on 11 October 2022, marking one year from the Global Forum for Adolescents (10-11 October 2023);
- The *Agenda for Action for Adolescents* is a global call for action and commitment to young people, created by PMNCH as a campaign tool to unite the #adolescent 2030 campaign efforts of all partners in the year leading up to the October 2023 Forum;
- Following the October 2022 “curtain-raiser” event, the *Agenda for Action* will be tested and developed through continued application and use of the Chatbot by young people. As more young people share their demands, hopes and aspirations for their well-being through the Chatbot, the reliability of results increase;
- Rapid analysis of inputs from young people are possible through Chatbot technology, allowing highly validated advocacy agendas to be produced, including for specified populations and geographies. Reflecting the opinions of hundreds of thousands of young people, advocacy agendas can be understood by policymakers as authentic and reflective of widely held opinions;
- Use of the Chatbot platform will be marketed to young people through paid and unpaid advertisements and endorsements on global social media platforms (e.g., TikTok, Facebook), as well as through the hands-on support of PMNCH partners within countries, who will solicit the demands and opinions from young people otherwise excluded from online participation because of limited bandwidth or mobile access;
- This complementary, face-to-face interaction between PMNCH partners and community members, using hand-held technology as an innovative tool to capture discussion, is essential to ensuring that the voices of those most often overlooked are captured and reflected in the *Agenda for Action* development effort;
- The global-level PMNCH Digital Advocacy Hub for Adolescent Health and Well-Being will act as an online resource center, connecting and supporting PMNCH partners engaged in the Chatbot facilitation effort at the community level in up to 20 countries, enabling lessons learned to be shared at a peer-to-peer level;
- In this way, technology is positioned as a facilitator of communication among a broad spectrum of young people, not only reflecting and reinforcing the voices of those already privileged with online access, but more widely.

What is a Chatbot and what can it do?

- The Chatbot is an online platform designed to capture input from users. It leverages popular technology, including WhatsApp—the most used digital platform in the world, and Artificial Intelligence (AI) to capture and analyze young



people's nuanced perspectives, priorities, concerns and ambitions in real-time, at scale, enabling the production of highly robust and validated advocacy agendas for campaigning;

- Over time, supported by AI and natural language processing, the Chatbot can “learn” how to respond to common questions posed by young people, offering an anonymous and reliable two-way platform information-seeking and self-care, accessible in local languages – a valuable complement to existing services, especially in communities where access is difficult;
- In the immediate term – in the 2022-23 lead-up to the Global Forum -- data collected from Chatbot use by young people will be joined together with data collected from trusted sources (i.e., derived from similar online, youth-based exercises led by PMNCH partners) to create the largest possible dataset in the shortest time;
- Chatbot results will be integrated with other technology initiatives around the Global Forum for Adolescents, including through the PMNCH Innovation Marketplace. For example, data gathered by the chatbot will be compiled to identify the most common “real-life” problems faced by adolescents, enabling innovators to propose “solutions” through the Marketplace platform;
- The Chatbot will be programmed with the input of Global Forum planning committees, guiding on testing and piloting of the Chatbot, including with respect to data privacy and ethics.

How does the chatbot work?



Youth networks engaged through, for example, PMNCH youth grants and partners



Training is provided to partners on how to use and amplify the use of the chatbot



Youths link/connect with chatbot on WhatsApp to start conversations and receive information



PMNCH connects with youths, including through questions and conversations



AI/NLP is trained to understand and capture youth's answers based on Action Agenda for Adolescents



Insights (including different datasets) are captured real-time in a dashboard available to policy and decision makers

Tool for action and accountability

- *Global campaigning:* An initial round of data collected through the Chatbot will be synthesized and presented in the form of a draft *Agenda for Action for Adolescents*, to be launched in October 2022 at a global “curtain-raiser” online event, held one year from the Global Forum for Adolescents. From that moment until the Global Forum in October 2023, the Agenda for Action will be further refined based on



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input collected through the Chatbot, ensuring that the global *Agenda for Action* truly reflects what young people – all over the world – want most;

- *National campaigning:* Based on sub-analysis of the global Chatbot data set, localized advocacy agendas will be produced on demand and shared with PMNCH partners as national #adolescent2030 campaign tools, supporting the production of local advocacy and communication events linking with the Global Forum in October 2023;
- *Partner-centric approach:* PMNCH members from the Private Sector, Adolescent and Youth, UN, and NGO Constituencies are currently in discussion with the Secretariat about potential support for PMNCH Chatbot project. Members of Global Forum planning committees will guide on Chatbot questions, guided especially by Adolescent and Youth constituency members.