

# *for* PMNCH Global Forum Adolescents

*David Imbago*

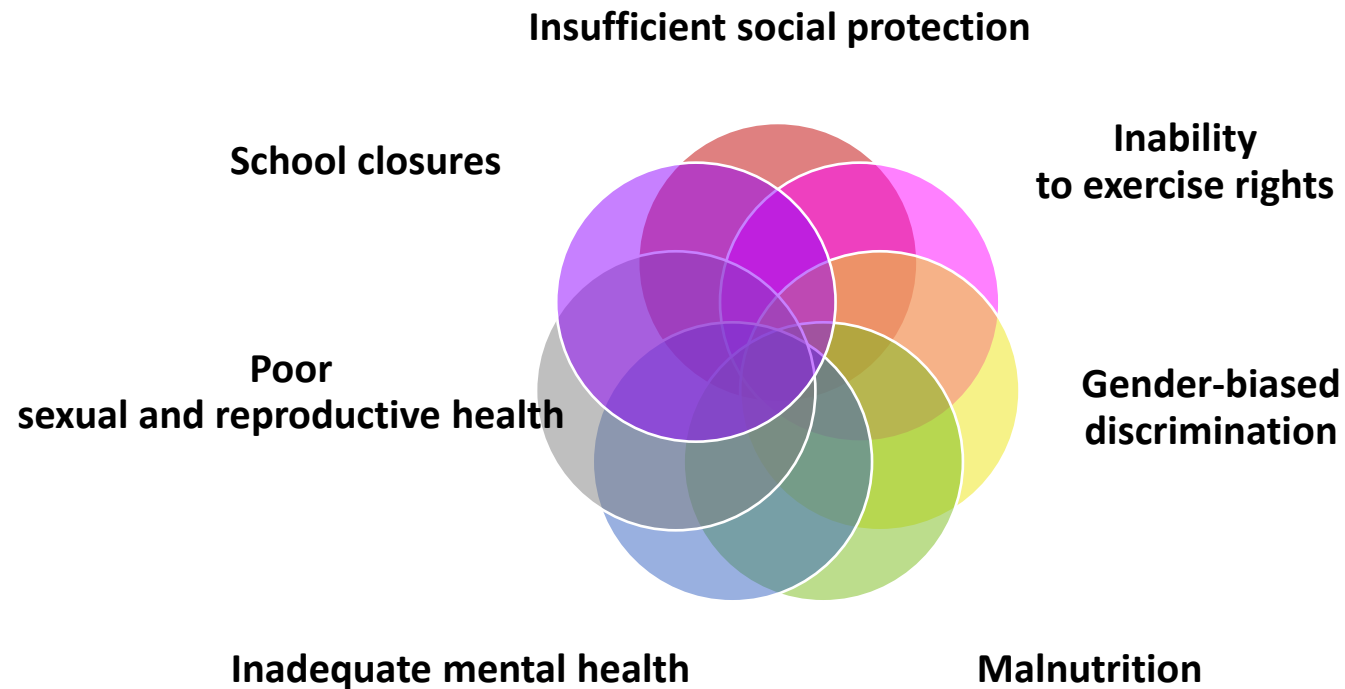
*Chair and Board Member, Adolescents and Youth Constituency*



# *There are 1.8 billion adolescents and youth in the world today:*

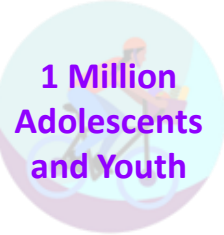
*the largest cohort of young people in history*

*Multiple challenges, yet current policy and investment approaches fall short of need*



# The Forum at a glance

*The world's biggest gathering on adolescent well-being, 11-12 October 2023*



- ✓ Coming together in a massive digital advocacy effort to drive community, national, regional and global change
- ✓ The Forum brings together vibrant and innovative set of discussions, activities and events in countries, linked through digital advocacy hubs and shared on a global virtual stage
- ✓ Knowledge, data, evidence and innovations -- shared among PMNCH constituencies and partners + other partners and platforms concerned with young people
- ✓ Youth at the centre, speaking for their own health and well-being, empowerment and resilience, education and skills, and connection with people and planet
- ✓ Building on the evidence behind the Adolescent Well-being Framework, the agenda will bring together the demands of 1m young people during October 2022 to October 2023 – developed into a tool for action to guide the political advocacy efforts of all partners

# Goals and Outcomes of the Forum



Improve political  
commitment to adolescents'  
well-being



Spark greater demand for  
action at community,  
regional & global levels for  
and beyond the Forum



Update evidence and data,  
as well as greater  
knowledge sharing



Improve engagement and  
consensus among PMNCH's  
1,300+ partner-  
organizations



***Contributing to the progress of the 2030 Sustainable Development Goals***

# Digital tools for partner-led planning



- Planning will take place through a set of self-operated, decentralized working structures on 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 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 real time through a virtual 24-hour “mainstage”) and will be livestreamed



PMNCH partners at country level are supported and encouraged to **self-organize events** for increased public and political attention and engagement



***Engaging and strengthening youth coalitions through digital means***



# Overview: Country events and products

*PMNCH partners in countries will plan and deliver national and sub-national Forum events for unprecedented political attention and public visibility for adolescent well-being*



**Opportunity:** Kickstart shifts in national policy and programme re-design through national multi-stakeholder dialogue



Inclusive, digitally powered approach to promoting adolescent well-being



PMNCH to support local planning efforts through **resource packs** and **digital planning platforms**

- ✓ Forum messaging
- ✓ Branding
- ✓ Activity suggestions
- ✓ Social media + earned media templates
- ✓ Knowledge and evidence products



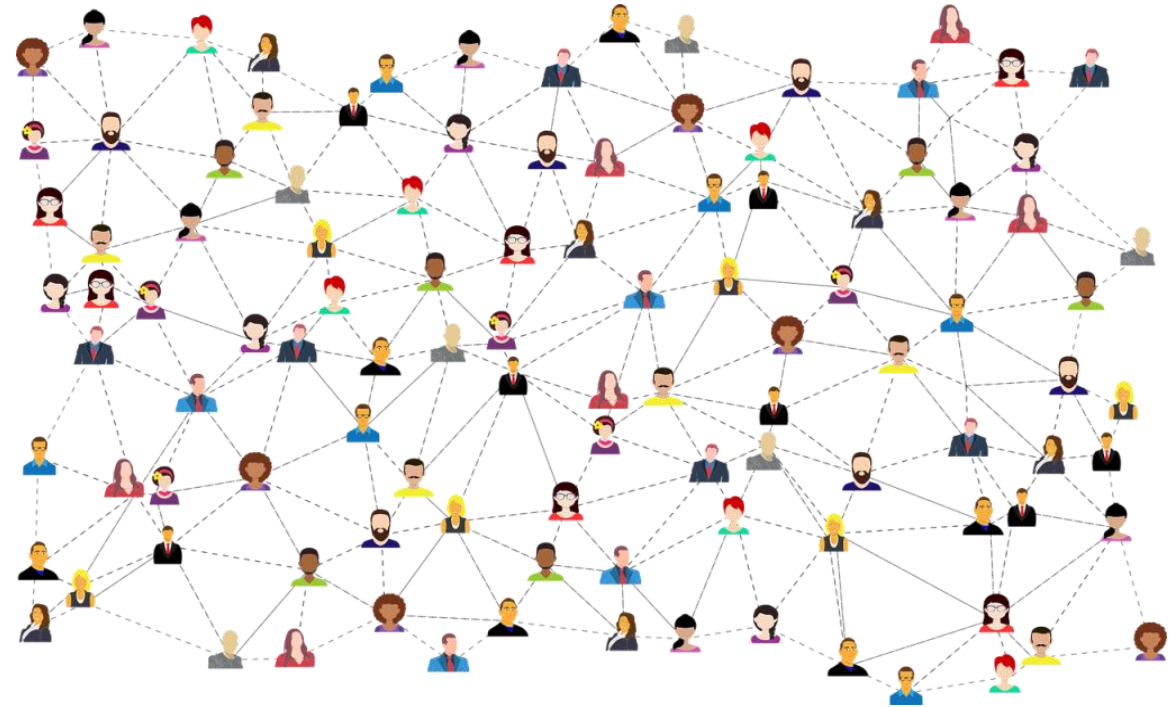
**INCLUSIVE** youth-led events in countries, operated in real-time alongside global level events, curated and shared on the global stage

# Connecting local to global, global to...



**INCLUSIVE youth-led events in countries, operated in real-time alongside global level events, curated and shared on a massive global stage**

- **Live-streaming** of video, audio and photos from simultaneous events and activities around the world
- **Live chat** among PMNCH partners through the global-level Digital Advocacy Hub for Adolescent Well-Being and regional hubs in local languages to support youth-led action
- **Access to knowledge, evidence and tools** through Hubs



*Connecting adolescents and youth before, during and after the Forum*

# Overview: Global events and products



Concerts, spoken word and video art  
exhibits and competitions;

Digital Innovation Marketplace

Youth social media influencers and  
regional media summits

Young parliamentarians

*Global Forum for Adolescents*

A High-Level Policy Dialogue on  
Adolescent Well-Being.

Knowledge product launches

Certified, online advocacy capacity-  
building programmes

Awards and recognition for youth  
champions



# Listening to young people:

## “Agenda for Action for Adolescents” to drive advocacy efforts

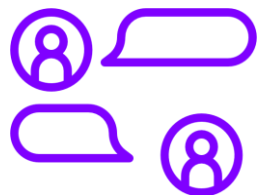
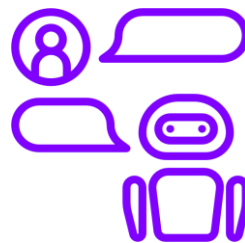
- In August 2022, PMNCH will kick off a massive 14-month crowdsourcing effort to engage young people in expressing what THEY want most for their own well-being;
- A simple-to-use “Chatbot” will enable young people to express their demands, enabled by PMNCH-supported youth and adolescent networks at country level to help bridge the digital divide;
- Using rapid digital analysis, PMNCH will launch a draft “Agenda for Action for Adolescents” at the October 2022 curtain-raiser event drawing on existing evidence behind the Adolescent Well-being framework;
- This draft Agenda will be further developed and expanded during October 2022-October 2023;
- An online dashboard of results will enable country partners to develop their own agenda, tailored to specific needs and localities;
- Evidence behind the Adolescent Well-being Framework will be shared with partners and young people



# *How the PMNCH “Chatbot” will work*

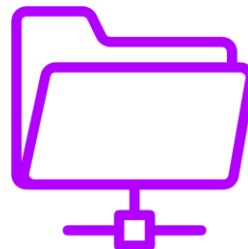
**Leveraging technology + the power of networks to advocate for what young people want most**

A Chatbot is developed to **interact with young people in their local languages** and capture their nuanced perspectives, priorities, concerns and ambitions; also allowing two-way information sharing.



Since technology is not accessible to all young people equally, PMNCH will support community-based networks to use this technology to **enhance face-to-face dialogue in hard-to-reach areas and population groups**.

**Data will be collected from multiple trusted sources** (i.e., derived from similar online, youth-based exercises led by PMNCH partners) to complement the digital data collected through the Chatbot.



All the data collected will be compiled and available in an **online dashboard**, to help identify the most common “real-life” problems faced by adolescents, and to develop robust advocacy agendas, tailored to context.

The demands collected through the Chatbot exercise will guide PMNCH partners in political advocacy efforts

# Roadmap for action in 2022-23



**11 OCTOBER 2022**

Global Forum for Adolescents  
“Curtain Raiser” event



**11-12 OCTOBER 2023**

Global Forum for Adolescents:

- Follow-up on adolescent commitments made at the SDG Summit and High-Level Meeting on UHC, Sept 2023
- Urge financing for adolescent well-being at G20 2023

## Adolescent and Youth voices at the centre



**SEPTEMBER 2023**

High Level Dialogue on Adolescent  
Well-Being

Organized on the side-  
lines of the SDG Summit  
at the UN General  
Assembly

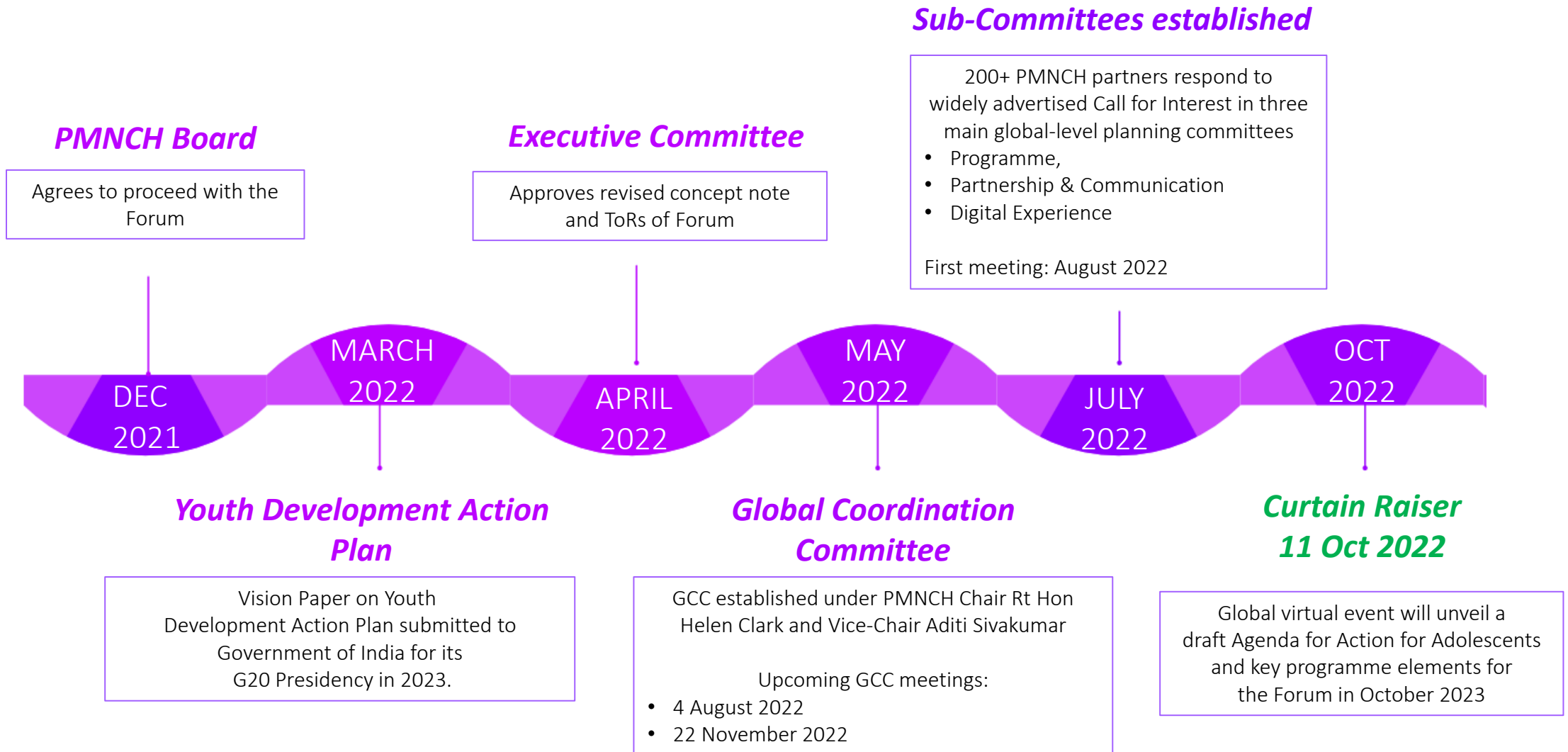
**NOVEMBER 2023**

G20 Summit



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# Progress in 2022 to date



# Key opportunities for the Board and constituencies

01

Get involved:  
Lead the  
planning for  
the Forum

- Join Forum Sub-committees at the global level
- Kickstart national planning for the Forum
- Attend Forum webinars to learn more
- Join the Digital Advocacy Hub for Adolescent Well-Being

02

Communicate:  
Support the  
Chatbot roll-out,  
spread the word

- Spread the word about the Chatbot in your networks to drive youth participation
- Amplify and disseminate Forum messages

03

Share:  
Upcoming  
Knowledge &  
Evidence tools

- Adolescent Well-being Framework Case for investment in adolescent well-being
- Proposed approach to measurement for adolescent well-being
- Meaningful adolescent and youth engagement (MAYE) tools
- Second Report: Lancet Commission on Adolescent Health and Well-being

04

Sponsor:  
Contribute  
networks, cash,  
in-kind  
resources

- Co-funding and in-kind contribution for the Forum



# *Discussion*