



YES! GLOBAL CALL: Youth Engagement and Leadership in COVID-19 response

29 November 2022

Leading Organizations



Helpdesk

Supporting Organizations



1. Youths-Led Risk Communication and Isolated Community Mobilization Against COVID-19 - **Micronesia Red Cross Society and UNICEF Pacific, Federated States of Micronesia**



Pius Attandoh

Social and Behavioural Change (SBC) Specialist - UNICEF Pacific

Pius Attandoh is currently the Social & Behavior Change (SBC) Specialist with UNICEF North Pacific – responsible for Federated States of Micronesia (FSM), Republic of Marshall Islands (RMI) and Palau. He has over 15 years professional experience in the SBC and health promotion space - designing, implementing, monitoring, and evaluating variety of SBC strategies, including effective risk communication and community engagement approaches in both development and humanitarian contexts.

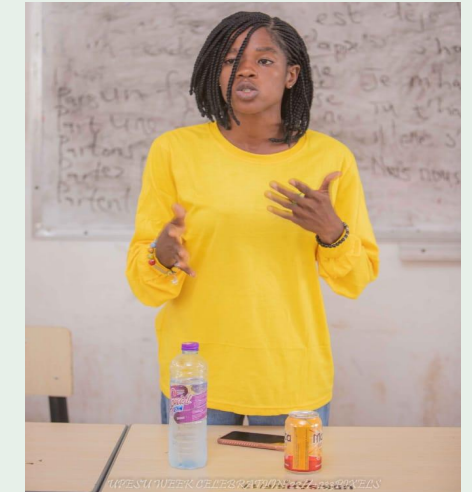
Email: pattandoh@unicef.org



1. Youths-Led Risk Communication and Isolated Community Mobilization Against COVID-19 - **Micronesia Red Cross Society and UNICEF Pacific, Federated States of Micronesia**
 - The aim of the intervention was to resource young people to become risk communicators and community mobilisers reaching isolated island communities.
 - The strategy was multi-pronged - it included youth volunteer training, an expansive house-to-house COVID-19 awareness campaign with distribution of supplies, mobilization of communities to develop their own COVID-19 response action plans, and data collection and research.
 - 400 youth volunteers from the Micronesia Red Cross Society were trained and mobilized to raise awareness and reach communities.
 - This initiative was led by MRCS jointly with UNICEF Pacific and covered the Federated States of Micronesia.



2. Youth-Led Risk Communication and Outreach
for Rural Communities - **Young Urban Women's
Movement, Ghana**



Dorcas Zoogah

**Chairperson - ActionAid Ghana, Young Urban
Women's Movement, Ghana**

Dorcas is a young activist and a gender advocate. She is the chairperson for ActionAid's youth movement, Young Urban Women's Movement in Ghana and in the Upper East region. She is passionate about empowering women and young people to contribute to improving lives in her community.

Email: zoogahddorcas@gmail.com

2. Youth-Led Risk Communication and Outreach for Rural Communities - **Young Urban Women's Movement, Ghana**

- The aim of this initiative was to initiate a short-term emergency response mechanism to bridge the information gap on COVID-19. This involved reaching out to rural communities to implement sensitization strategies locally in 10 communities from eight districts in the Upper East region of Ghana from 1st April to 30th June 2021.
- The strategy was to start with essential COVID-19 information training for the youth volunteers, and for them to undertake the community sensitization outreach. The use of radio broadcasting for broader information sharing was initiated to provide humanitarian assistance to the most vulnerable and hard to reach populations.
- 50 volunteers from the social movement were trained and remained active in the initiative.



3. 'A Day in the Life' Video Series of Young
People During the Pandemic – **Multicultural
Youth Advocacy Network (MYAN), Australia**



'A Day in the Life' series



Rana Ebrahimi

**National Director - Multicultural Youth Advocacy Network
Australia (MYAN)**



Rana leads MYAN to advocate for young people from refugee and migrant backgrounds' rights and best interests in policy and practice. Rana is an expert in social inclusion and humanitarian ethics. She is the first Iranian woman to be a National Head of Office for the United Nations High Commissioner for Refugees (UNHCR) in Iran. She is the President of Equal Employment Opportunity Network and Director on board of Australian Youth Affairs Coalition.

Email: rana@myan.org.au

3. 'A Day in the Life' Video Series of Young People During the Pandemic – **Multicultural Youth Advocacy Network (MYAN), Australia**

- The aim of the 'A Day in the Life' video initiative was to show the diverse needs of young people during the pandemic and to highlight the diversity of experience of young people from refugee and migrant backgrounds across Australia.
- The project used video to amplify the voices of young people about their experiences and perspectives in the pandemic.
- 14 youth participants were trained and supported to produce individual video diaries.
- This initiative was led by Multicultural Youth Advocacy Network (MYAN), a national organization representing the rights and interests of young people from refugee and migrant backgrounds in Australia, which was funded by the Australian government.



'No doubt times like these can be really stressful and challenging. For me I found comfort in learning and creating more about the foods my ancestors once made and prepared.' - Mary



'That shows me I have to care others. That shows me I have to worry about others. So we have to take care of each other in this hard time.' - Mfaume



'Take it one day at a time. We're so inundated with over productivity, over achievement all over the internet. It can be really exhausting. Really one day at a time. It's not like we've experienced anything like this in our lives before.' - Mehak

4. Adolescent Girls' Empowerment Leading to Outreach for COVID-19 Awareness – **UNICEF Guinea Bissau**



Silvina Sico

Child Protection Officer, UNICEF Guinea Bissau

Silvina Sico is from Guinea-Bissau, working at UNICEF as Child Protection Officer (NUNV).

Since 2020, she has been contributing to the promotion, participation and involvement of young people in local development and decision making. She is also the Young UNICEF Representative in Guinea-Bissau.

Email: sifernando@unicef.org

4. Adolescent Girls' Empowerment Leading to Outreach for COVID-19 Awareness – **UNICEF, Guinea-Bissau**

- The aim of this initiative was to raise awareness about COVID-19 among impoverished communities and to leverage the facilities of the already established youth project - 'Adolescent Girls Education Empowerment and Participation Project'.
- The strategy was to adapt communication training of youth volunteers and to support them in reaching out to communities to address needs arising from the COVID-19 pandemic.
- The 'Adolescent Girls Education Empowerment and Participation Project' was funded by the UNICEF National Committee of France and Global Partnership for Education (GPE).



QUESTIONS!



**Youth Engagement
Subgroup YES!**

5. Youth Leadership Skills and Economic Empowerment Amidst the COVID Crisis - **Dar Abu Abdullah (DAA) Jordan** & **UNICEF Jordan**



Zaid Qardan

Director of Programs - Dar Abu Abdullah

Zaid Qardan is Director of Programs at Dar Abu Abdullah Association for Philanthropy and Development (DAA), main areas of works are program design and implementation, business development and partnerships. He previously worked for several national development organizations, in areas of protection, education and livelihoods.

Email: z.qardan@daa.jo

5. Youth Leadership Skills and Economic Empowerment
Amidst the COVID Crisis - **Dar Abu Abdullah (DAA) Jordan
& UNICEF Jordan**

- The aim of the intervention was to offer a comprehensive support package for small project developments and implementation plans for participating youth. They were encouraged to develop initiatives that would help their communities in the COVID-19 crisis.
- The strategy was built on provision of training and capacity building, followed by youth projects supported with small grants, and afterwards sustaining the engagement.
- Twenty young people (aged 15-24 years) from five impoverished regions of the country participated per annual round, divided equally between females and males.



6. Young Women Raise-Awareness and Generate Income in Combating COVID-19 – **BINDU Women Development / BINDU Nari Unnayan Sangathan, UN WOMEN Bangladesh**



Jannatul Mouwa

Founder, **BINDU Women Movement/BINDU Nari Unnayan Sangathan**

Jannatul Mouwa is a youth climate activist, UN Women Bangladesh declared her as a climate champion in 2021. Also Action Aid Bangladesh Awarded her Climate Champions in 2021. She got honorable mentioned Award on Climate photography 2021 from Drik & British Council. She founded a youth feminist Organization named BINDU Nari Unnayan Sangathan.

Email: ssjannatulmouwa@gmail.com

6. Young Women Raise-Awareness and Generate Income in
Combating COVID-19 – **BINDU Women Development /
BINDU Nari Unnayan Sangathan, UN WOMEN Bangladesh**

- The aim of this project was to respond to COVID-19 by adapting the services of BINDU Women Development to the COVID-19 response. The youth organization, which focused on reducing gender-based violence, child marriage, and supporting women's livelihoods, extended its focus to include COVID-19 prevention activities such as training local young women on making facemasks.
- The participants were young volunteer women belonging to the BINDU Women Development organization. Over 100 young women were actively working on the COVID response.
- The project implemented a multi-faceted strategy including the production of facemasks, the establishment of handwashing points, awareness-raising, training and the provision of monetary relief.



7. Youth-Led Research on the Impact of the COVID-19 Pandemic on Marginalized Youth, **Asia South-Pacific Association for Basic and Adult Education (ASPBAE)**



Priyanka Pal

Youth Coordinator - Asia South Pacific Association for Basic and Adult Education (ASPBAE)

Priyanka as a Youth Coordinator at ASPBAE is mainly responsible of designing, planning, coordinating and implementing a variety of youth-led activities, programs, events, and initiatives. She works with wide range of youth programs and organisations is Asia Pacific, through ASPBAE's Youth Program initiative -YAR (Youth-led Action Research) approach.

Email: priyanka.aspbae@gmail.com

7. Youth-Led Research on the Impact of the COVID-19 Pandemic on Marginalized Youth, **Asia South-Pacific Association for Basic and Adult Education (ASPBAE)**

- The project 'Youth-led Action Research' (YAR) engaged youth in documenting the impact of the pandemic on the marginalized youth in the Asia and South-Pacific region, focusing specifically on mental health issues of the youth during the COVID-19 pandemic.
- The aim was to develop capacities of youth in Asia and the South-Pacific to engage in action research, aimed at building the capacities of marginalized youth to lead and conduct research in their communities and generate perspectives on education programs and strategies for their benefit.
- The YAR initiative was rolled out in collaboration with members in 9 countries across the region: India, Indonesia, Nepal, Mongolia, the Philippines, Sri Lanka, Timor Leste, Tajikistan and Vietnam.



QUESTIONS!



**Youth Engagement
Subgroup YES!**

Marson Rosario

Social and Behavioural Change (SBC) Officer - UNICEF Pacific

Marson Rosario is from the Island of Pohnpei, Federated State of Micronesia, and is currently working for UNICEF, North Pacific Field Office as Communication and Social and Behavior Change (SBC) Officer. Before to joining UNICEF North Pacific Office, FSM a year ago, Marson worked as the Communication and Resource Mobilization Officer for the Micronesian Red Cross Society for 3 years. He is passionate about youth development.

Email: mrosario@unicef.org



Pius Attandoh

Social and Behavioural Change (SBC) Specialist - UNICEF Pacific



Pius Attandoh is currently the Social & Behavior Change (SBC) Specialist with UNICEF North Pacific – responsible for Federated States of Micronesia (FSM), Republic of Marshall Islands (RMI) and Palau. He has over 15 years professional experience in the SBC and health promotion space - designing, implementing, monitoring, and evaluating variety of SBC strategies, including effective risk communication and community engagement approaches in both development and humanitarian contexts. Prior to the North Pacific, Pius worked with UNICEF C4D section (now SBC) in Afghanistan, Nigeria, PNG, and Fiji.

Email: pattandoh@unicef.org



Chairperson - ActionAid Ghana, Young Urban Women's Movement, Ghana

She has been instrumental in leading other young people in advocating for just opportunities and creating spaces for women and young people to make their voices heard.

Email: zoogahddorcas@gmail.com

Rana Ebrahimi

National Director- Multicultural Youth Advocacy Network Australia (MYAN)

Rana leads MYAN to advocate for young people from refugee and migrant backgrounds' rights and best interests in policy and practice. Rana is an expert in social inclusion and humanitarian ethics. She is the first Iranian woman to be a National Head of Office for the United Nations High Commissioner for Refugees (UNHCR) in Iran. She is the President of Equal Employment Opportunity Network and Director on board of Australian Youth Affairs Coalition.

Email: rana@myan.org.au





Zaid Qardan

Director of Programs - Dar Abu Abdullah

Zaid Qardan is Director of Programs at Dar Abu Abdullah Association for Philanthropy and Development (DAA), Main areas of works are program design and implementation, business development and partnerships. he previously worked for several national development organizations, is areas of protection, education and livelihoods.

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Jannatul Mouwa

Founder, BINDU Women Movement/BINDU Nari Unnayan Sangathan



Jannatul Mouwa is a youth climate activist, UN Women Bangladesh declared her as a climate champion in 2021. Also Action Aid Bangladesh Awarded her Climate Champions in 2021. She got honorable mentioned Award on Climate photography 2021 from Drik & British Council. Also she nominated WIN DRR leadership Awards from Australian Aid. BINDU got JOY Bangla youth Award-2022 She was born in 1991 in satkhira which is one of the climate vulnerable District in Bangladesh. In 2011 she was worked to prevent Child marriage. In 2014 Her Upazilla was declared from Government As the first Child Marriage Free Area in her country. In this time she worked directly with local government in this initiative. She founded a youth feminist Organization named BINDU Nari Unnayan Sangathan.

Email: ssjannatulmouwa@gmail.com

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Youth Coordinator - Asia South Pacific Association for Basic and Adult Education (ASPBAE)

Priyanka as a Youth Coordinator at ASPBAE is mainly responsible of designing, planning, coordinating and implementing a variety of youth-led activities, programs, events, and initiatives. Having worked with wide range of youth programs and organisations in Asia Pacific, through ASPBAE's Youth Program initiative -YAR (Youth-led Action Research) approach, she coordinates and provides youth with opportunities to explore their interests, develop new skills, and support in advocacy work.

Email: priyanka.aspbae@gmail.com



HOW CAN I GET INVOLVED?

For more information about how to get involved please contact:

Danielle Engel, UNFPA
Engel@unfpa.org

Humberto Jaime, UNICEF
hjaime@unicef.org

Gareth Jones, UNAIDS
cdahe@unicef.org

Fabio Friscia, UNICEF
ffriscia@unicef.org

Thank you!

Collective Service

Youth Engagement Subgroup (YES!)

Learn more...
[YES! Annual Report - 2021](#)

THE COLLECTIVE HELPDESK

Submit a request today to get expert advice and
technical assistance

Website - Email - Ask a question



RAPID, REMOTE TECHNICAL ASSISTANCE

Provide **quick access to users** with resources,
guidance documents, knowledge bases, and
case studies



KNOWLEDGE BASE

Provide **rapid access** to resources such
as ToRs, concept notes, guidance,
assessments, case studies, etc.



REFERRALS TO THEMATIC EXPERTS

Channel **in-depth queries to regional or
global experts** depending on the nature of the
request to provide additional perspectives and
examples



TRACKING AND MEASURING DEMAND

Track and report on the queries
received from the country, regional, and
global levels to analyze trends and
support any existing needs and gaps

- **Risk Communication** and
Community Engagement
- Community Feedback and
Accountability
- Social and **Behavior change**
- Monitoring and Evaluation
- Social Science/Behavioral
Insights Research
- **Capacity Development** for
RCCE, SBC, AAP



03

Collective Service Updates



Next Call

OUR NEXT CALL ON 13 December

Health Emergency Preparedness and Response (HEPR)

A consultation with partners

Call for deep dive themes relevant to ongoing operations and emergency events.

You can input your deep dive suggestions into the meeting calendar here:

<https://docs.google.com/spreadsheets/d/12ZMn9--5t4xtzaYn0IizLMm-ymQnHmN/edit#gid=1933079795>



Thank you!

CONTACT

Diane Le Corvec, Coordinator, diane.lecorvec@ifrc.org



Ombretta Baggio, IFRC, ombretta.baggio@ifrc.org



Humberto Jaime, UNICEF, hjaime@unicef.org

João Rangel de Almeida, WHO, jrangel@who.int