

## **COVID-19 RISK COMMUNICATION AND COMMUNITY ENGAGEMENT (RCCE) SUBGROUP YOUNG PEOPLE**

**TERMS OF REFERENCE - DRAFT January 26th 2021**

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### **BACKGROUND**

Engaging young people during the COVID-19 health emergency and involving them effectively in risk communication efforts is a critical part of a COVID-19 global response. Failure to connect and communicate well with young people during this pandemic will affect their ability to protect themselves, their loved ones and their communities, and can erode their trust in healthcare and other institutions.

Effective risk communication and community engagement (RCCE) strategies for young people require specific interventions and strategies relevant to their contexts and lived realities. The objective is to improve young people's knowledge, attitudes, and/or behaviours, including increasing their risk perception, reinforcing positive behaviours, influencing social norms and empowering them to change and improve their well-being and resilience. Messages must be inclusive and transmitted through two way engagement and media options and media options, including radio, visual guides and community mobilization, in a diversity of languages, using accessible formats and technologies. Programmes need to reach all young people, regardless of their background and context, to ensure that they have the information, tools and support systems they need to make informed decisions that will have a direct impact on the health and safety of their communities and the progression of this pandemic globally.

Working with key influencers at all levels, local responders and all people within the communities to ensure ownership remains the backbone of community engagement. Many young people are at the forefront of helping to promote key information and addressing the COVID-19-related needs of the most vulnerable in their communities, including people with disabilities, migrants, older people, refugees, and those living in slums and informal settlements. Mobilizing young people in RCCE can connect communities and raise spirits at a time of separation through innovative ideas and social media platforms, which strengthens the response.

Globally, a risk communication and community engagement interagency group has been activated since the beginning of this crisis. The group is co-led by UNICEF, WHO and IFRC and has membership of more than 100 colleagues representing different UN and non UN organizations. Through this forum some key milestones were achieved. However, for more focused attention to specific at risk groups / issues, sub-groups were branched out. In this context, this subgroup on RCCE and young people has been formed.

### **PURPOSE**

Proactively and timely coordinating RCCE global actions focused young people among key partners to ensure aligned efforts and clarity of roles and responsibilities to maximize effectiveness and efficiency.

## DUTIES

- Advocate for the inclusion of young people within global, regional and local RCCE strategies, policies and plans
- Lead the **mapping of existing RCCE guidance and tools** relevant for working with and for young people, and if needed adapt **global guidance and other RCCE tools** for use with young people.
- Ensure coordination of RCCE efforts towards young people, including RCCE **data generation and social research** focused on young people to effectively guide field efforts
- **Share experiences and exchange lessons** learned to streamline and align message, action and feedback mechanism as well as other communication content and **cross share and report on key lessons learned, innovations and best practices** that would augment the role of RCCE in support of young people
- Vaccine roll out: Adapt/ Influence/ the ACT -A and **COVAX working groups to include a youth lens**
- Support/ Provide/ Facilitate technical support to RCCE efforts targeting at the country level and **facilitating connections with youth groups active in RCCE at the country level**
- **Create linkages to other subgroups**; Youth Compact for Young People in Humanitarian Action, areas of work including mental health/ MHPSS, migrants, marginalised populations, people living with disabilities, indigenous and afrodescendants

## OUTCOMES

- Documented good practises on RCCE and young people
- Promoted evidence-based advocacy to inform COVID-19 response and vaccine roll out with and for young people
- A set of key messages around vaccine uptake developed which can be used by youth groups active in RCCE to adapt to their situation/ context
- Built a platform where young people can share their experiences, resources and opportunities on RCCE - lining up technical advise at the country level and advocacy support

## MEMBERSHIP

- Group is co-led by UNFPA and UNICEF and has membership of WHO, WOSM, WAGGS, Duke of Edinburgh Award, YMCA, YWCA, IFRC , #MoreViralThanTheVirus (OTHERS TBD such as Youth Compact Members, wider RCCE members etc)
- Group membership is open to partners engaged in programming of COVID-19 related RCCE initiatives and young people. Additions of new members would be considerate of complementing current technical expertise and field presence
- All partners would identify specific areas that they can contribute to
- ROs and / any other technical expert could be invited as required to present / share any update as needed

## RHYTHM OF BUSINESS

- Group will meet bimonthly on Mondays
- All tools/materials to be jointly developed and shared
- Minutes of meetings will be circulated following the meeting
- ONLY pending action points will be reviewed at the beginning of the following call
- Ensure appropriate interaction with other RCCE groups, as needed