

DOA

10 DAYS OF ACTIVISM 2013 GUIDELINE



THE WORLD WE ALL WANT

Y-PEER
Youth Peer Education Network

YSAFE
Youth Sexual Awareness For Europe

IPPF International
Planned Parenthood
Federation

MYX

10 Days of Activism 2013 GUIDELINE

10 DOA 2012, THEME

A. Background on 10 Days of Activism

The Youth Peer Education (Y-PEER) Network main goal is to educate young people on sexual and reproductive health and rights (SRHR) through peer education methodology and interpersonal contact. The network organized the first 10 DoA campaign in 2010, where young people led intensive raising awareness activities on youth SRHR under the theme ***“Our year, our voice”***. The aim of the campaign was to shed the light on youth SRHR and needs, this campaign started on the World AIDS Day (December the 1st) , continued throughout the next 10 days and it aimed to raise awareness through peer education sessions, street actions, concerts, fairs, trainings, advocacy in the media, and other activities in more than 25 countries in Eastern Europe, Central Asia, the Middle East, West Africa and Asia Pacific with a goal to represent an active Youth network in the International Year of Youth 2010-2011 as it was announced by the United Nations.

10 DoA continued with its 2nd edition in 2011 when it aimed to strengthen young people’s capacities at national level to advocate for their sexual and reproductive health and rights among their peers and policy makers under the theme ***“Let’s turn commitments into action”***. 2011 campaign was organized between 1st and 10th July with the same approach of creative work such as targeting media, conducting trainings and a lot of other activities on international and national levels.

The most successful edition of the campaign was in 2012 where a total of 42 countries of member and non-members countries of the network participated in the campaign’s activities on national and international levels. Y-PEER coordination body was more structured and the campaign had more advocacy activities at all levels. The 2012’s campaign was a platform for

youth organizations and young people from diverse countries through which they had the chance to raise their voices on youth sexual and reproductive health and rights (SRHR) and remind governments to take action on the committed issues in agreement with the Youth Rights Strategy implemented by the Youth Coalition and supported by United Nations Population Fund (UNFPA). The campaign took place from 1st-to 10th of September 2012 and it aimed to establish mutual dialogues between youth and their governments on youth SRHR commitments, to organize activities ranging from street actions to trainings, and raise awareness on youth SRHR issues in our respective communities. All these activities were shared and promoted through social media channels to attract international and local communities

While the youth activists were mobilizing their peers to take action in their countries, Y-PEER International brought together mobilized youth activists within their own country and was brought their voices to regional/international levels via through social media. Social media, like Twitter, Face book and the Y-PEER websites, were used by young people to post photos, and youth video messages in different countries/languages. A joint statement was developed and later on, translated into different languages for distribution at national levels during the 10 DoA campaign.

“Women, adolescents and youth, indigenous people, migrants and people living with disabilities stand out among those groups whose sexual and reproductive health and reproductive rights must be prioritized if the Agenda is to deliver a sustainable difference in the world’s development.” The Future UNFPA Wants for AI, KEYS FOR THE POST-2015 DEVELOPMENT AGENDA, December 7th, 2012.

Based on the social media response and country level activities, it was clear that the campaign created a strong synergy among young people from all the participating countries to work together and unite to achieve their goal. This unity allowed for the opportunity to partner with more organizations at the local level. This local activism translated to a greater enthusiasm and understanding of how to bring their voices to both the national and international. Level

This year we aim to mobilize communities and partner organizations on the national and international level to advocate for meaningful involvement in the Post-2015 agenda and addressing key populations issues in the dialogue. Y-PEER network is going with the world

momentum in this important phase of planning the Post- 2015 agenda and to advocate for the youth agenda and for active participation of young people in their communities around the world to be part of writing that agenda and taking leadership to stand up for their needs, priorities and issues integrating populations dynamics as a key point for campaigning for the post 2015. For that it was decided, that 10 DoA campaign will continue in its 4th volume to take place from the 1st till the 10th of December 2013 under the theme of “the world we all want”.



10 DoA outreach and advocacy campaign to engage young people and raise their voices all around the world about their sexual and reproductive health and rights. Aiming to strengthen young people’s capacities at the national level to advocate for their sexual and reproductive rights among their peers and policy makers.

GOAL AND OBJECTIVES OF THE 10 DOA 2013

Goal:

Young people from the ground from 40 countries would be mobilized to bring their voice and advocate for their priorities related to the ongoing discussion around post 2015 agenda.

Objectives:

- a. To provide channels for young people to acquire information about the process of the Post 2015 agenda development.
- b. To explore areas within and beyond young people's Sexual and Reproductive Health and Rights (SRHR) to contribute in the Post 2015 processes at the national, sub-regional, regional and global level.
- c. To mobilize young people at national level advocating for their SRHR and shed the light on youth voices and decision makers and prominent voices through social media and events.

b. Theme of the campaign



THE WORLD WE ALL WANT

Youth are one of the main stakeholders that are responsible for advocating for the post 2015 agenda and should play a major role in decision making process and coordinating the wheel for fulfilling the post 2015 agenda as they are part of shaping the agenda while we speak!

c. Definitions

In order to define and come up with equal understanding of sexual and reproductive health and rights (SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS) issues we will use the following definitions. All definitions are taken within the WHO framework definitions.

Reproductive health

The International Conference on Population and Development defined reproductive health very broadly, going far beyond the absence of disease or infirmity:

“Within the framework of the [World Health Organization's \(WHO\)](#) definition of health as a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity, reproductive health, or sexual health/hygiene, addresses the reproductive processes, functions and system at all stages of life. Reproductive health, therefore, implies that people are able to have a responsible, satisfying and safer sex life and that they have the capability to reproduce and the freedom to decide if, when and how often to do so. Implicit in this are the right of men and women to be informed of and to have access to safe, effective, affordable and acceptable methods of birth control of their choice; and the right of access to appropriate health care services of sexual and reproductive medicine that will enable women to go safely through pregnancy and childbirth and provide couples with the best chance of having a healthy infant.”

Sexual health

Sexual health is a state of physical, mental and social well-being in relation to sexuality. It requires a positive and respectful approach to sexuality and sexual relationships, as well as the possibility of having pleasurable and safe sexual experiences, free of coercion, discrimination and violence.

Want to know more about Sexual Rights? [Exclaim!](#) Is a guide for young people that expands on the Declaration and demonstrates how sexual rights and IPPF's core principles relate to young people, along with how to translate them into action through youth-friendly services, programmes and policies.



Reproductive rights

Reproductive rights rest on the recognition of the basic right of all couples and individuals to decide freely and responsibly the number, spacing and timing of their children and to have the information and means to do so, and the right to attain the highest standard of sexual and reproductive health. They also include the right of all to make decisions concerning reproduction free of [discrimination](#), [coercion](#) and [violence](#).

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Sexual Rights

The IPPF [Sexual Rights Declaration](#) was developed in 2007 by a panel of experts and internationally recognized leaders in the SRHR field and is grounded in core international human rights instruments. According to the declaration, sexual rights are a component of human rights, which are an evolving set of entitlements related to sexuality that contribute to the freedom, equality and dignity of all people. The 10 Sexual Rights in the Declaration are:

1. The right to equality, equal protection of the law and freedom from all forms of discrimination based on sex, sexuality and gender.
2. The right to participation for all persons, regardless of sex, sexuality or gender.

3. The rights to life, liberty, security of the person and bodily integrity.
4. The right to privacy.
5. The right to personal autonomy and recognition before the law.
6. The right to freedom of thought, opinion and expression; the right to association.
7. The right to health and to the benefits of scientific progress.
8. The right to education and information.
9. The right to choose whether or not to marry and to found and plan a family, and to decide whether or not, how and when, to have children.
10. The right to accountability and redress.

Sexuality is a natural and precious aspect of life, an essential and fundamental part of our humanity. For people to attain the highest standard of health they must first be empowered to exercise choice in their sexual and reproductive lives; they must feel confident and safe in expressing their own sexual identity.

Sexual rights and reproductive rights are closely related, but they are distinct from one another. Sexual rights relate to a person's sexuality, sexual orientation, gender identity, sexual behaviors and sexual health. This is different from reproductive rights, which relate to a person's fertility, reproduction, reproductive health and parenthood.

Young People

Youth, according to WHO definition, are people between 15 and 24 years of age. However, each region or country might have their own specific definition of youth.

Key Asks from the Bali Declaration

Recognise and fulfil the reproductive and sexual rights of all young people, regardless of sexual orientation and gender identity; and ensure access to health education and services, including safe and legal abortion.

Ensure the leadership and meaningful participation of all young people through funding, empowerment and capacity building of young leaders. Enable and support access to all spaces and levels of participation including the election of youth representation proportionate to the youth population and their diversity, and create clear pathways to meaningful participation in governance at local, national, regional, international and intergovernmental levels.

Ensure the right to universal access to free, inclusive, relevant quality education, including comprehensive sexuality education, through sustainable and sufficient financing and partnerships.

Recognise that young people have autonomy over their own bodies, pleasures and desires.

ICPD — International Conference on Population and Development

The 1994 [International Conference on Population and Development](#) (ICPD) in Cairo was a milestone in the history of population and development, as well as in the history of women's rights. At the conference the world agreed that population is not just about counting people, but about making sure that every person counts. ICPD delegates reached a consensus that the equality and empowerment of women is a global priority. It approached this not only from the perspective of universal human rights, but also as an essential step towards eradicating poverty and stabilizing population growth. A woman's ability to access reproductive health and rights is cornerstone of her empowerment. It is also the key to sustainable development.

The 20 year Plan of Action from ICPD, which was agreed to by national governments in Cairo in 1994, set much of the sexual and reproductive health and rights agenda on a global scale. As we reach the end of the Plan of Action in 2014, the United Nations, national governments, and civil society have been conducting a review of progress on SRHR issues over the past 20 years. One crucial element of this review was the Bali Global Youth Forum, which brought together over 3000 in-person and virtual youth delegates and produced a strong [declaration](#) of young people's priorities for international development. Y-PEER and IPPF are both members of the steering committee for the Global Youth Forum and are now working with other youth-focused and youth-led SRHR organisations to ensure that the key asks from the Bali Declaration are echoed in the Post2015 framework.

The **Millennium Development Goals (MDGs)** are eight international development goals that were established following the Millennium Summit of the United Nations in 2000, following the adoption of the United Nations Millennium Declaration. All 189 United Nations member states and at least 23 international organizations committed to help achieve the Millennium Development Goals by 2015, the goals follow:

- ❖ To eradicate [extreme poverty and hunger](#)
- ❖ To achieve [universal primary education](#)
- ❖ To promote [gender equality](#) and [empowering women](#)
- ❖ To reduce [child mortality](#) rates
- ❖ To improve [maternal health](#)
- ❖ To combat [HIV/AIDS](#), [malaria](#), and other diseases
- ❖ To ensure environmental [sustainability](#)
- ❖ To develop a global partnership for development

SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS timeline¹

Many of the agreements in the timeline below confirm the vision of the mandate adopted at the International Conference on Population and Development, which was held in Cairo in 1994.

- | | |
|------|---|
| 1948 | Universal Declaration of Human Rights |
| 1968 | Tehran Conference on Human Rights proclaims and declares the right of individuals and couples to information, access and choice to determine the number and spacing of their children. |
| 1974 | The World Population Plan of Action adopted at the 1974 World Population Conference in Bucharest, and the 88 recommendations for its further implementation approved at the International Conference on Population in Mexico City in 1984. |
| 1984 | |
| 1976 | International Covenant on Economic, Social and Cultural Rights adopted in 1966 and entered into force in 1976. Article 12 of the Covenant recognized the right of everyone to the enjoyment of the highest attainable standard of physical and mental health. |
| 1979 | The Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) provides the basis for realizing equality between women and men by ensuring women's equal access to, and equal opportunities in, political and public life -- including the right to vote and to stand for election - - as well as education, health and employment |
| 1993 | United Nations World Conference on Human Rights in Vienna confirmed that women's rights were human rights |
| 1994 | At the 1994 International Conference on Population and Development (ICPD) in Cairo, 179 governments agreed that population and development are inextricably linked, and that empowering women and meeting people's needs for education and health, including reproductive health, are necessary for both individual advancement and balanced development. The conference adopted a 20-year Programme of Action, which focused on individuals' needs and rights, rather than on achieving demographic targets. |

¹ UNFPA

Advancing gender equality, eliminating violence against women and ensuring women's ability to control their own fertility were acknowledged as cornerstones of population and development policies. Concrete goals of the ICPD centered on providing universal access to education, particularly for girls; reducing infant, child and maternal deaths; and ensuring universal access by 2015 to reproductive health care, including family planning, assisted childbirth and prevention of sexually transmitted infections including HIV.

- 1995 Beijing Declaration and Platform for Action, United Nations Fourth World Conference on Women
- 1999 Key Actions for the Further Implementation of the ICPD
- 2000 The Millennium Declaration
- 2001 The Millennium Development Goals (MDGs), including MDG 5 on maternal health
- 2004 The 57th World Health Assembly, which adopted the World Health Organization's first strategy on reproductive health.
- 2005 [World Summit in 2005, during which](#) world leaders committed to universal access to reproductive health by 2015, to promote gender equality and end discrimination against women.
- 2010 MDG/10 Review Summit, when world leaders renewed their commitment to universal access to reproductive health by 2015 and promote gender equality and end discrimination against women.
- 2013 System Wide action plan on youth was endorsed by SG of the UN that will insure a full coordination mechanisms on the international, regional and national levels on the youth priorities programs
<http://www.undg.org/docs/13099/UN%20System-wide%20Action%20Plan%20on%20Youth%20%283%29.pdf>

Below are sample of the messages that will be promoting during the campaign related to the five areas of focus. Countries have the choice to use them based on their national priorities;

a. Key issues

Post 2015 agenda represents a wide range of issues and priorities that needs to align with the unfinished goals from the current MDGs. Over that past year and half a lot of consultation meetings have took place in order to identify the key priorities for youth and at the same time plans and actions are already taking place through having lots of working groups that feeds on to the post 15 agenda integrating the beyond 2014 such as the leadership working group on youth for ICPD beyond 2014, Women, children working group on the post 2015, Inter agency network on youth development that worked on the system wide action plan on youth along with the Secretary general of the UN special envoy on youth and a lot more.

We have stated the below main issues for the campaign focus and goes with our all joint passion for advocating for SRHR:

- 1. Education including comprehensive sexuality education**
- 2. Eliminate all kind of violence and discrimination against youth**
- 3. Comprehensive health care services for youth including youth friendly services**
- 4. Youth in humanitarian settings response around the world and access to health services**
- 5. Youth participation and civic engagement**

b. Advocacy messages:

We welcome the Five-Year Action Agenda of the Secretary General, which identifies “Working with and for women and young people” as one of the five generational opportunities, which includes the appointment of the Envoy of the Secretary-General on Youth, the development of the system-wide action plan on youth and the creation of the United Nations youth volunteering modality.

We acknowledge that this is the largest generation of youth ever, and in this context reaffirming the importance of involving youth and youth organizations in the work of the United Nations at national, regional and international levels, in all matters of concern to them, including the implementation of the World Programme of Action for Youth, and the achievement of the internationally agreed development goals,

1. Education is a right not a privilege!

We demand equal and universal access to education for all young people regardless of class, gender identity, sexual orientation, race, religion, culture, socio-economic background, disability and geographic location, or other status. We also demand education that is free from stigma, and delivered in an environment free from discrimination, violence and bullying.

We demand that young people have access to comprehensive sexuality education that is non-discriminatory, non-judgmental, and youth-friendly and based in human rights, and for comprehensive sexuality education should be incorporated into the school curriculum at primary, secondary and tertiary levels.

We demand the governments to develop capacity of the peers and teachers, among others, to deliver comprehensive sexuality education.

2. We have the right to a life free from violence and discrimination!

We demand the elimination of all kinds of violence against young people through:

- Criminalization of sexual and gender-based violence, early and forced marriage, domestic violence, marital rape, harmful cultural practices including female genital mutilation, honor killings, and all other forms of violence,
- Particular attention to ensuring the right of adolescent girls and young women to safety and bodily integrity;

We also ask that governments recognize unsafe abortion as a form of gender-based violence, one which particularly affects young women, and work towards ensuring access to legal and safe abortion that is affordable, accessible and free from coercion, discrimination and stigma, by providing support and protection mechanism that promote the right to choose.

These laws must be supported by policies and programmes focused on prevention of violence, intervention where violence occurs, with attention to violence in relationships, families and communities, and guaranteeing access to justice for victims of violence.

We demand gender equality, and in particular the elimination of gender-based violence through the establishment and reform of national legislation. We ask for governments to implement public policies towards achieving gender equality, promoting women's and young women's political participation, equal and safe access to education and employment opportunities and health services and integrating gender equality and GBV issues in education programs for young people in schools and out of schools.

3. Health Care for All!

We call for universal access to affordable and quality health care and youth friendly sexual and reproductive health services that are accessible and based in human rights. We demand well - developed and strong policies, laws and programs that recognize, promote, protect and fulfill young people's sexual and reproductive rights, including the right to express sexual orientation and gender identity, recognizing these rights as human rights.

We demand a fair allocation and effective utilization of financial resources dedicated to young people and adolescents' sexual and reproductive health and rights, and asks that governments ensure effective governance, transparency and accountability of policies and programmes being implemented by state and non-state stakeholders.

4. Rights are still rights in every situation!

We demand the fulfillment of commitments made to the international human rights treaties and conventions on migrants, refugees and asylum seekers, in particular on the prevention of sexual and gender-based violence in conflict and post-conflict situations, and the access to health care and education, including comprehensive sexuality education, in humanitarian settings.

All young people have the right to health information, education and services, regardless of migration or displacement status. We call for universal access to a basic package of youth-friendly health services including mental health care and sexual and reproductive health services, including access to safe and legal abortion.

Governments, civil society organizations and all other relevant stakeholders must ensure and monitor, in equal partnership with young people, through effective and gender-sensitive policies and resources, equal access to meaningful participation in local, national and international decision-making forums; in a safe, non-discriminatory, democratic environment, in all geographic areas, with particular attention paid to conflict and post-conflict situations, including vulnerable and marginalized groups.

5. Youth are primary stakeholders and equal partners!

We demand comprehensive investment in the leadership and meaningful participation of young people and adolescents in planning, implementation, monitoring and evaluation process of national, local and community-based education programmes.

We demand an encouraging environment for young people to reach their potential in their own local communities. We demand that young people are empowered to effectively participate as volunteers and be social agents of change free from abuse, violence and coercion.

We demand effective engagement of young people in all mechanisms of national and regional programs and policy development that directly affect their lives, including but not limited to: planning, implementation, decision making, monitoring and evaluation.

We ask for the development of clear mechanisms to monitor, evaluate and implement global recommendations on youth issues, including meaningful youth participation, and the creation of new and effective channels of social and political participation.

We demand transparency and accountability. Effective monitoring mechanisms are essential to holding governments accountable to their obligations to protect the human rights of young people. Governments must develop greater monitoring and accountability mechanisms to ensure young people can report, and seek remedies and redress for violations of their human rights. Governments, in partnership with civil society and UN agencies, must strengthen monitoring mechanisms to combat corruption and ensure effective governance and transparency particularly with regards to budget allocation and spending.

For more information about how to plan and run an effective advocacy campaign, check out the [Want to Change the World? Here's How... youth advocacy toolkit](#).

c. [Youth Voices on SRHR](#)

- Acknowledge and accept the diversity of young people. (Asia)
- Uphold and protect young people's sexual and reproductive health rights as human rights within national laws, policies and programs. (Africa)
- Recognize the emotional dimension of human relationships, with respect for the evolving capacity of the child and the informed decisions of adolescents and young people regarding their sexuality. (Latin America)
- Enable adolescents and young people to exercise their sexual rights and reproductive rights, to have a responsible, pleasurable and healthy sex life, avoid early and unwanted pregnancies, the transmission of HIV and other sexually transmitted infections, and to take free, informed and responsible decisions. (Latin America)
- Create enabling environments that are conducive to ensuring young people have access to comprehensive affordable health services that are free from coercion, discrimination, violence and stigma. (Asia)
- Commit to elimination and criminalization of female genital mutilation, all forms of sexual violence and human trafficking. (Arab States)
- Recognize youth involvement in all the levels of youth participation (design, implementation and M&E of policies and programmes that concern youth) as a way to create a more sustainable development of a society. (Europe)
- Empower young people to effectively participate as volunteers and social agents of change free from abuse, violence and coercion of their rights. (Arab States)

[Suggested activities](#)

• **Send a letter to decision makers**

Aiming to mobilize young people in at least 20 countries to contact decision makers in their communities to lobby for rights-based youth centered development agenda. You can join us by using a provided template letter with a space to highlight the national needs and priorities in your own country and create a buzz by encouraging young people to email it to addressed decision makers such as Minister of youth / health /education, parliamentarians other officials, etc .

• **National based Activities**

As you will be in charge of highlighting the addressed issues in your national campaign you also have the freedom in selecting the appropriate and affordable activities too!

Here is some suggested activities but please do not limit yourself!

- Face to face meetings with local government, decision makers or even your school principals

- Organize Radio/TV Shows related to one of the campaign themes
- Photo/video contests
- Interactive theater plays
- Film screening or photo exhibits
- Seminars , workshops , panels and roundtable discussions
- Street action , marches , graffiti work, flash mops ...etc
- Utilize different online tools blogs, articles

** All the activities will be announced in **10 DoA online calendar** based on the Action plans you will be sending to 10 DoA coordinators

- **Join ACT 2015: One goal, many voices**

ACT2015 is a movement building initiative that aims to secure a post-2015 development framework that advances the sexual and reproductive health rights and the HIV response for young people. Between November 2013 and January 2014, ACT2015 is looking for young people to host local community dialogues on development priorities. For more information and a community dialogue kit, visit: <http://www.crowdoutaids.org/wordpress/#sthash.iEjDvRJ7.dpuf>

- d. [Social Media and Communications](#)

Communication Tools:

- Press:
 - Press release – We have developed a press release; which you can translate into your local language and add your national activities, and then share it with the different local media agencies few days before launching the campaign.
 - Radio , TV – via News and features [on national level]
- Advertising
 - 10 DoA Coordinators will be providing web banners in different size, languages and messages. You can share it in all the above websites; make sure to post it on your national website.
 - Link to download the banner – to be added
- Print-out/Publication:

You can allocate budget for some print-outs to be distributed throughout your daily activities, of course make sure to add the campaign’s logos to whatever promos you will be using, here are some examples:

 - Brochures
 - Posters
 - Letters
 - Leaflets
 - Stickers

Online

- Suggested Tweets:

#post2015, young people demand #full access to #education, including #CSE #10DAYS #10DOA

- We demand that we are able to attend #school #post2015 no matter what our #sexual, #pregnancy or #parental status is #10DOA
- We demand that our evolving capacity is respected. We want to be able to make #free & #informed #decisions regarding our #sexuality #post2015 #10DOA
- We demand #skills-based, age-appropriate, #gender-#sensitive & #quality #CSE #post2015 #10DOA

#post2015, young people demand the elimination of #violence & #discrimination #10DAYS #10DOA

- We demand that our #diversity is acknowledged & accepted #post2015 #10DOA
- We demand that our #SRHR are upheld & protected as #humanrights #post2015 #10DOA
- We demand a #post2015 world that recognizes unsafe #abortions & forced abortions as #GBV #10DOA
- We demand a #post2015 world that recognizes all forms of #discrimination, #violence & #stigma against #LGBTyouth as #GBV #10DOA
- We demand the #criminalization of all forms of #sexual #violence, including #FGM & #human #trafficking #post2015 #10DOA

#post2015, young people demand #full access to comprehensive #youth-friendly #healthcare services #10DAYS #10DOA

- We demand the #promotion & #enforcement of our fundamental #human right to choose #post2015 #abortion #10DOA
- We demand the de-stigmatization of #abortion, #pregnancy & #STIs through #youth-friendly services #post2015 #10DOA
- We demand access to #comprehensive, #affordable #health services that are free from #coercion & #discrimination #post2015 #10DOA

#post2015, young people demand that humanitarian responses include upholding #SRHR for all ages #10DAYS #10DOA

- We demand that all humanitarian responses priorities the minimization of #sexual #violence during & after crises #post2015 #10DOA
- We demand the recognition that we still need #SRHR during crises #post2015 #10DOA

#post2015, young people demand #participation & #engagement at all levels that is #meaningful & #respected #10DAYS #10DOA

- We demand that we can #report, & seek remedies & redress for, violations of our #humanrights #post2015 #10DOA
- We want to participate as #volunteers & social agents of #change to create a more sustainable #post2015 society #10DOA

Principles:

All activities on the international, regional and national levels should meet with the below principles of the 10 DoA Campaign, otherwise they are not considered related in any way to the campaign which is build on:

- **Respect and support human rights**
- **Show cultural sensitivity**
- **Respect diversity**
- **Support gender equality and equity**
- **Not imposing values on others**
- **Ensure information is correct and unbiased**

Branding:

The Basic Logo:

The 10 DoA logo is the visual representation of the 10 DoA Campaign and may be used in communication and material that promotes the campaign and its messages. The logo must always be reproduced from digital master artwork. The logo does not exist as a typeface so it cannot be recreated. Maintaining the integrity of the 10 DoA logo and the impact of the brand is key in every piece of work.

This page shows the most basic version of the logo. This version should be used for default purposes, and situations that may suffer from visual noise.



10 Days of Activism

You can also used the logo's in other Language

- Arabic
- Russian
- French
- Spanish



10 أيام من النشاط



10 Jours d'Activisme



10 Días de Activismo



10 дней АКТИВИЗМА

You can download the logos from the below link:

Logo (Arabic): <http://goo.gl/y2L5H>

Logo (French): <http://goo.gl/eaYVS>

Logo (Spanish): <http://goo.gl/rrON6>

Logo (Russian): <http://goo.gl/iHRvm>

Logo (with English sub): <http://goo.gl/fGYzf>

DoA-logo- no caption: <http://goo.gl/Ars8y>



Some branding guidelines:

- To associate 10 DoA with partner organizations, place the 10 DoA brand mark and the partner brand marks alongside each other in a landscape format. Wherever possible place the 10 DoA brand mark first.
- You can add logos to any printed materials or to your website and other media outlets/platforms!
- If you are a Y-PEER national network, you can add your logo with the name of your country and if you are an organization of course you can add your logo.

When placing the logo in any relevant design, please take the following into consideration:

- Do not scale the logo without locked constraints.

- Do not disproportionately scale the Logo.
- Do not change the typeface for the caption.
- Do not reproduce the logo smaller than advised.
- Do not use the logo on a similar colored background.
- Do not let the logo fade into the background.
- Do not box the logo with a Keyline.
- Do not degrade the logo with overly complicated adaptations

Communication Tools:

- **Press:**
 - Press release – We have developed the press release; all you got to do is translate it into your local language and add the national activities contributions, and then share it with the different local media agencies few days before launching the Campaign in September.
 - Radio , TV – via News and features [on national level]

- **Online:**

We have a huge base of online platforms; all you have to do is to take advantage of it by sharing your great work on the national level so we can raise our voices to the regional and international level.

The communication focal point (CFP – in the communication section) will be sending the updates on daily bases to 10 Days of Activism Coordinators on 10daysofactivism@gmail.com

10 DoA web-site



www.10daysofactivism.com	YPEER.Network #10DoA	YPEER #10DoA	YPEER1
	Y-SAFE.network	Y-SAFE	
	intheMYX	MYX	

Do Not Forget to:

1. Follow/like 10 DoA pages
2. Suggest to your friends
3. Link your page with 10 DoA pages

4. Donate your Cover Photo on facebook for 10 DoA poster

Add 10 DoA badge on your profile picture

- **Blog** about your priorities on the national levels for the post 2015 especially SRHR
You can utilize your own blog or used different websites that provides a blogging space to speak about your experiences, activism and views in your priorities on the national levels for the post 2015related issues especially SRHR!
You can also mobiles activists and bloggers in your countries to tackle related topics in the campaign period too!
 -
- **Your website:**
weather it is your organization's or network's website
- **Print-out/Publication:**
You can allocate budget for some print-outs to be distributed throughout your daily activities, of course make sure to add the campaign's logos to whatever promos you will be using, here are some examples:
 - Brochures
 - Posters
 - Letters
 - Leaflets
 - Stickers
- **Technical Assistance:**
We will use all available tools to exchange ideas and provide any help and support just send us your available dates and time and we will do the arrangements.
 - Online meetings (using Skype, gtalk etc) if needed.

For you national campaign arrangements you can always use:

- Conference calls – Skype
- Face-to-face meetings with partners or policy makers and of course with your team members!

a.

Working with Celebrities

Working with celebrities can add value to the awareness raising or advocacy activities that your organization is doing. Their contribution to your activity will increase the number of people reached and will also get media's attention.

To start working with a celebrity, you can choose a well recognized figure respected by youth or a rising celebrity with potential for further popularity. To get them familiar with the issues that the organization works on, you can invite them to a “face-to-face” meeting, sessions or trainings, to involve them in different activities. When carrying the messages

You should be careful that the celebrities you are targeting have no any past involved in promoting risky behaviors that contradict with the principles of the organization (usage of drugs, discriminative remarks etc)

PARTNERSHIP

IPPF's MYX Network and Youth Sexual Awareness for Europe (YSAFE) to launch the campaign.

if you represents an international or regional organization you can also join 10 DoA, take part in this movement, and contribute with the assets that you have!

- You can coordinate and link with your country networks and network members
- Encourage and invite other organizations and individuals into joining the campaign.
- Share your resources (on-line publications, toolkits, manuals).
- Promote the campaign through communication channels such as list serves and social media (facebook, twitter, google +, blogging).
- Any activity online with 10 DoA principle is appreciated

Partner Logos:



COORDINATION

The campaign coordinators assigned by Y-PEER Network will be in charge of the campaign coordination on many levels; all your answers, suggestions and requests can be communicated with them via email:

10daysofactivism@gmail.com

For the 10 DoA planning and action in your countries, there will be assigned communication focal point (CFP) by the national members and organizations who are interested to join the campaign that will be in charge of providing us with daily updates on what's going on during "10 DoA" in your country

CFP main tasks;

- Sharing the press release with the national counterparts/partners.
- Sending the national action plan on behalf of the country team
- Sending the daily updates of national "10 DoA" activities to the "10 DoA" international coordinators.
- Sending the final report of the campaign

MONITORING & EVALUATION

As 10 DoA campaign is the international initiative with huge support and input from countries, the M&E should reflect both international and country level activities. There are several reporting for M&E activities within the campaign.

At country level there are two types of reports:

1. **Activity updates.** The activity updates will be provided by Communication focal points according to the national planned activities to 10 DoA Coordinators who will be promoting your great work on different social media channels!
All you have to do is to fill the form (*Annex 1*) and send it to 10daysofactivism@gmail.com. And we will take it from there !
2. **A final report** will be submitted by the end of the campaign (*annex 2*). The final report is a compilation of all conducted activities during the 10 DoA. It's very important to submit this information so all the grass root efforts are highlighted and seen at the international level. The deadline to submit the report is 25th December, 2013 to the 10daysactivismdays@gmail.com.

Besides two reporting systems, there will be constant follow-up of social media channels by 10 DoA coordinators. The results of which will be included in the final report from 10 DoA coordinators

IMPORTANT RESOURCES

10 DoA will provide a platform collecting different resources that we thought is beneficial and can give you help and guidance in the work you do ; they include different toolkits , manuals , presentations and other documents produced by different youth led organizations and organizations working with youth; we

Uploaded them on the below link:

<http://www.slideshare.net/FatmaHacioglu1>

Make sure to regularly check it as we are uploading documents all the time; and we would love to receive any useful documents from you !

The campaign coordinators assigned by Y-PEER Network will be in charge of the campaign coordination on many levels; all your answers, suggestions and requests can be communicated with them via email:

10daysofactivism@gmail.com

ANNEX 1

The Activity Updates

Daily update Report

Send it to the 10daysofactivism@gmail.com

Date:	Submitted by:
Country:	
Organization name:	
Type of the event: [Training, workshop/session, outreach, theater, street action..]	
Briefing on the Event: [short description, incl. information about: WHERE [location] WHO [mention the main beneficiary of the event and who have attended] WHAT [Mention main results] (max 100 words):	
Number of participants:	
Any links: [Articles, videos or/and blogs on the event]	

Pictures:

Please attach three pictures max in high resolution with caption mentioning the date and place of the event.

Annex 2

The Final Report

(it will be provided by the 10 DoA Coordinators after the end of the campaign)