

Version 1.0

GLOBAL YOUTH

MOBILIZATION

**Campaign
Toolkit.**



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Introduction.

Welcome to the Global Youth Mobilization Campaign Toolkit

The purpose of the Global Youth Mobilization (GYM) Campaign Toolkit is to provide all campaign partners with the brand, messaging and media guidelines to ensure a consistent campaign approach across all our channels, networks and audiences.

Our campaign partners range from UN agencies, the Big 6 Youth Organizations (Big 6), governments, corporate brands, youth development organizations, to youth in over 190 countries over the world.

This is a one-stop-shop for all the guidance needed to coordinate communications throughout the campaign. Guidance is written in English. The core assets (campaign video, sample tweets, social media cards, hashtags) will be translated into Arabic, Russian, French and Spanish as soon as practical.

The starting point for campaign launch is the Global Youth Summit, and a global, virtual press conference taking place in the week preceding it. The toolkit currently includes guidelines and social media content for partner organizations and youth to initiate pre-Summit communications across all networks – driving awareness and participation.

This resource will be continually updated with new content for engagement as it is developed. We also welcome feedback and ideas to improve and broaden the content. You will be made aware of further updates.

For any questions or feedback relating to the Campaign and this toolkit, please contact: sam.williams@intaward.org or hpsaic@scout.org.

Campaign overview.

What we are trying to achieve

Global Youth Mobilization is a youth-led movement for change designed to address the impact of the COVID-19 pandemic on young people and the solutions needed to ensure young people are at the heart of recovery efforts.

The Big 6 Youth Organizations, in partnership with the World Health Organization and United Nations Foundation (Founding partners) and powered by the COVID-19 Solidarity Response Fund, have come together to issue a joint call to action on behalf of the children and young people within their movements – representing more than 250 million young people around the world.

Together, as campaigners, members of youth focused organizations, global health actors, and volunteers from around the world, we are calling for action now.

COVID-19 has disproportionately affected millions of children and young people, impacting approximately 1.2 billion young people across the world. A generation disrupted.

The global response to the pandemic is underutilizing the power of youth, missing key opportunities to engage youth in innovative solutions that could disrupt traditional thinking and addressing global crises.

Global Youth Mobilization is a new movement to ensure young people are viewed, supported, and recognised as critical agents of change.

For more information on Global Youth Mobilization, please visit our website globalyouthmobilization.org

Key dates.

Here are the main campaign milestones where we aim to make the most noise on social media and in global, national and local media.

29 March – 23 April

Social media launch
(pre-Summit communications)

19 April

- Mainstream media launch + youth takeover
- Applications for local solutions go live

23 – 25 April

Global Youth Summit

w/c 24 May

World Health Assembly

SAVE THE DATES!

Target audiences.

Young people (14-30 years)

Engaged mobilizers

Young people already engaged/associated with the Big 6 and other partner organizations

Prospective mobilizers

Broader youth audience that are marginalized, and/or are unaware of the role they could play

Critical stakeholders

Decision-makers

Leaders, government stakeholders and policymakers – at the global level and at national/local level

Enablers

Global/national donors, institutions and brands/corporates

Our approach:

Young people.

Inspire, engage and activate young people to play a proactive role in pandemic recovery.

Through powerful positive stories and content which demands attention, and take-overs of platforms that shape global and national policy.

Channelled directly and through youth networks, social media and brands – to raise awareness of the resources available, to inspire them and to enable them to advocate for change.



Our approach:

Critical stakeholders.

Inspire decision-makers, donors and their influencers to mobilize resource, change policy and invest in young people.

Through evidence and real stories that shine a light on the impact of the pandemic on young people and the positive impact of investment in young people as a key part of recovery.

Channelled directly and through media, stakeholders, and partner networks – to change the narrative about young people in the pandemic and the need for sustained action across all sectors to accelerate solutions.



Global Youth Mobilization: Key values

1.

Youth-led.

We are youth-led.
A campaign designed by youth, for youth.
We make change happen that is youth focused.

2.

Evidence and community based.

We are driven by evidence, real people and real lives. Our campaign brings together the global picture of the negative impacts of the COVID-19 pandemic on young people, to identify the policies and interventions needed to create change.

3.

Long-term impact and solutions.

We are advocating for long-term, systematic change. We know young people have the solutions and we're ready to act and shape the post-COVID recovery.

4.

Togetherness. Inclusive.

We are global yet local - we are a united army of young people, allies and partners across the world, keen to share learnings, ideas and resources to strengthen our fight back to COVID-19.

5.

We are open to all. Our strength is our diversity and inclusivity.

Campaign elements.

This section includes the brand guidelines which provides detailed information on the core creative elements such as the campaign logotype, colour guides and how to get the best from the imagery.

Key messages – partners

The campaign's communication will be led by a series of headline messages. We've developed general key messages for campaign partners and then a series specifically for youth, in their words; these can be viewed on the next page and in the 'YOU' toolkit, for youth.

Campaign key messages can be used as a foundation in their external communications on social media, in the media, during interviews, or as part of bi-lateral or multi-lateral engagement. Key messages for organizational partners are listed on the right-hand side.

Subsidiary messages on specific topics, such as education disruption or mental health, or aimed at targeted audiences will also complement headline messages and can be accessed in **Appendix A**.

These include:

- Defining the problem – overview, education disruption, mental health and safety, economic impact, inclusion and inequality
- Key messages for critical stakeholders
- Call to action messaging

HEADLINE MESSAGES

Global Youth Mobilization is a new, global campaign to engage youth in solutions to address the negative impacts of COVID-19 on young people. It is led by the Big 6 Youth Organizations, in partnership with the World Health Organization and United Nations Foundation, representing more than 250 million young people around the world.

Education disruption, impact on mental health and well-being, job losses and more have left a generation disrupted. 267 million young people worldwide are estimated to not be in employment, education or training and 1 in 6 young people have become unemployed since the beginning of the crisis. Without long-term investment, young people will disproportionately feel the long-lasting impacts of this pandemic.

Global Youth Mobilization local solutions is the first open funding call since the pandemic began, dedicated to youth to tackle some of the most pressing health and societal challenges resulting from the pandemic.

Sustained commitments are vital – Global Youth Mobilization is calling on governments, brands and policymakers to invest in and scale-up youth-led solutions and youth engagement programs across the world.

The global response to the pandemic is underutilizing the power of youth, missing key opportunities to engage youth in innovative solutions that could disrupt traditional thinking and ways of addressing global crises.

Young people have been at the forefront on the pandemic response. It's time we celebrate young people's contributions and reward them for their efforts.

Key messages – Youth

The headline messages for use on social media are specifically for youth to use in their external communications on social media, in the media, during interviews, or as part of bi-lateral or multi-lateral engagement.

Subsidiary messages on specific topics, such as education disruption or mental health, or aimed at targeted audiences will also complement headline messages and can be accessed in **Appendix A**. These include:

- Defining the problem – Overview; Education disruption; Mental health and safety; Economic impact; Inclusion and inequality
- Key messages for critical stakeholders
- Call to action messaging

HEADLINE MESSAGES

You are part of the solution and can be at the forefront of COVID-19 recovery programmes and policies that are negatively affecting you and your peers.

Global Youth Mobilization is a movement of young people taking action to improve their futures now and in a post-COVID-19 world.

You can access funding and support to help you start taking action to help yourselves, your families, and your communities.

Be part of the solution and take action today.

We are driving change in communities worldwide.

We shape the policies and decisions impacting on our lives.

We are a key part of the solution and we deserve to be recognized.

Campaign identity

The identity is created from two elements
- two different coloured 'brushstrokes'.

This captures the collective ambition
of both our partners and the creative
drive of our Youth Generation.



1

'Global Youth brushstroke'

Clean sans-serif typeface appearing
in the top part of the banner. Always
appears in 'Global Youth Blue'

2

'Mobilization brushstroke'

This part of the logo is known
as the 'active' part with the font
created in a 'handwritten style'
and positioned at an angle.

Text mainly appears in 'Generation
Red', with some exceptions.
Throughout the guidelines, there
are examples where this active part
can be altered.

Logo artwork

Artwork is available to use.
The logo artwork should not be
altered in anyway to ensure
accurate and consistent application.

Campaign flexibility

The main campaign identity will need to be adapted for different campaign initiatives.

We have created different logotypes for the **main branding (GYM), Grants Funding** and the **Summit Event**. Each initiatives has its own unique audience and so each has its own appropriate strapline that should be used with it.

Main logotype



Straplines



Grants Funding



Summit Event



Logo artwork

Artwork is available to use.

The logo artwork should not be altered in anyway to ensure accurate and consistent application.

Youth adoption

The identity can be tailored to the youth audience by introducing tailored straplines. Here are some examples given more emphasise to 'YOU' in the logotype.



Youth logo example one



Youth logo example two



Poster

Using the 'Youth Adopted' logotype



Campaign partner branding

Each founding partner has its own, unique logo created in the organisation's own colour scheme that can be used as part of the campaign.



Logo artwork

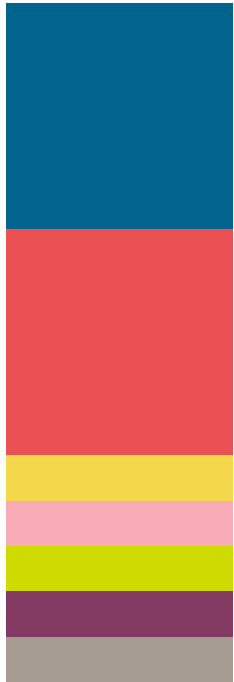
Artwork is available to use.

The logo artwork should not be altered in anyway to ensure accurate and consistent application.

Using colour

The campaign has its own unique colour palette.

The primary palette is made up of two colours '**Connected Blue**' and '**Generation Red**' – these should be used strongly throughout all materials supported by the secondary palette when appropriate to provide accents and highlights only.



Recommended colour usage proportions

Primary palette



4-Color C90 M50 Y26 K10
RGB R0 G100 B140
Pantone® 382



4-Color C0 M80 Y58 K0
RGB R235 G80 B85
Pantone® 7625

Secondary palette



4-Color C7 M12 Y78 K0
RGB R243 G215 B76
Pantone® 136



4-Color C0 M43 Y15 K0
RGB R247 G172 B184
Pantone® 700



4-Color C28 M0 Y95 K0
RGB R207 G219 B0
Pantone® 381



4-Color C60 M90 Y45 K0
RGB R130 G57 B99
Pantone® 7658



4-Color C34 M33 Y35 K12
RGB R167 G156 B148
Pantone® Warm Grey 6

Using our imagery

Here is a selection of imagery from our Big 6 organizations.

These images capture the spirit of the Global Youth Mobilization campaign.

Ensure when choosing images they reflect our overall story – the plight of our youth during COVID-19, the recovery initiatives and activities our youth are involved in.

Always consider a balanced selection of images that show diversity, gender, age and a range of broad activities.



Social media engagement.

This section looks at our
campaign social channel
and content strategy.

Channel and content strategy

As part of its social media strategy, the Global Youth Mobilization Initiative will create three social media accounts: Instagram, Twitter and YouTube.

Our social channels are live! Please subscribe to / follow us on Instagram, Twitter and YouTube [@GYMobilization](#).

We also encourage you to tag [@GYMobilization](#) in your social posts - keep us updated on how you're using the campaign and join in the global conversation.



INSTAGRAM

Instagram will be used to build the global youth brand online and give the audiences a place to connect and hear the latest news, directing to the Summit and website. Posts will be at least on a weekly basis, with paid support and stories capturing key information and updates.



TWITTER

Twitter will be used to highlight the advocacy work and key news updates to the audiences, directing to the website. Content will be posted as and when we have news, posted 'immediately' ideally with supporting media (e.g. image or video) as appropriate.



YOUTUBE

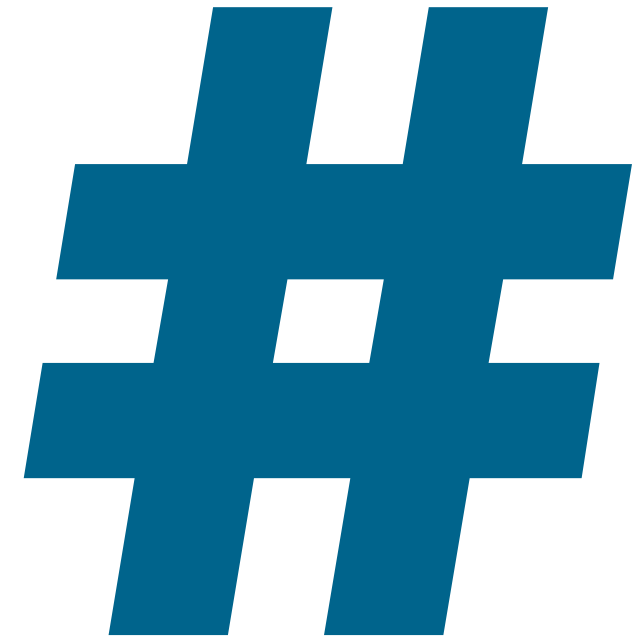
YouTube will be used to provide a library of content for the audience, media and partners to be able to understand the work, the program and highlight news and successes. Content will be posted as and when content is developed/available.

Campaign hashtag

The campaign hashtag is **#youthmobilize**

We recommend all campaign partners to use this hashtag in every social post that you share. This will allow us to track engagement around the campaign on our monitoring tools and help to build the GYM identity.

Please note that the hashtag should be spelt with the American spelling #youthmobilize (as opposed to #youthmobilise). Although, our monitoring tools will be monitoring both spellings to get a full picture of the engagement around the campaign.



#youthmobilize

Additional hashtags

While the main campaign hashtag is #youthmobilize which should be included in every social post, partners may wish to use additional hashtags such as inspiration from the campaign straplines #unstoppabletogether or #drivingchange for diversity.

Country offices, local teams and young people will have the opportunity to translate the straplines in their own languages and adapt them as it suits best for their audiences.

As such, translated and adapted straplines may also be used as additional hashtags.

GLOBAL YOUTH
TOGETHER FOR CHANGE

#togetherforchange

GLOBAL YOUTH
LEAD THE CHANGE

#leadthechange

GLOBAL YOUTH
UNSTOPPABLE TOGETHER

#unstoppabletogether

Pre-summit - Channel and content tips

The pre-Summit period will be focused on establishing the GYM channels and sharing images and video content, which should introduce the audience to the program and highlight how they can get involved in the Summit. The social media strategy of the pre-summit phase has three objectives.

Example social posts for each objective are provided on the next page. All posts should aim to do one of the following:

1.

Excite young people within and beyond the Big 6 network to drive participation and interest in GYM

2.

Drive young people to engage in 23-25 April Global Youth Summit broadcast

3.

Share information about the microgrants, make young people aware of their availability and how to apply



We recommend posting specific content on Instagram, Twitter and YouTube to maximise engagement:

INSTAGRAM

- Video explainers of what the Global Youth Mobilization is and how they can get involved
- Introductions from key spokespeople

TWITTER

- Announcements and updates on the partner and organizations involved in the Summit ensuring to tag their handles in the posts
- General posts on Global Youth Mobilization, Local Solutions and the Summit to raise awareness and inspire

YOUTUBE

- Announcements and updates on the partner and organizations involved in the Summit ensuring to tag their handles in the posts
- Posting key video content, as well as content to promote the live stream and encourage the followers to subscribe for updates

Founding partner: Copy for Twitter and Instagram outreach (1 of 2)

The Big 6, WHO and other partners are encouraged to post content on any additional channels they may have, like Facebook, LinkedIn, SnapChat, TikTok, etc

In addition, where possible, all other partner handles should be tagged – for a full list see appendix C.

The examples are sample tweets that are compliant with the 280 Twitter character limit. Please note that copies for Instagram will need to include key messaging in the first 100 characters, otherwise viewers will have to click on “view more” to read the rest of the copy.

The Partners are also welcome to produce longer social posts for channels that allow it, like Facebook and LinkedIn.

Please note that the example copies provided only concern the pre-Summit phase. Additional copies for the subsequent phases will be provided in an updated iteration of the Toolkit.

Objective 1 examples:



1 in 6 young people have lost their jobs since the start of the pandemic. That’s why we’ve joined [@GYMobilization](#) to address the impact of [#COVID19](#) on young people and the solutions needed to ensure young people are at the heart of recovery efforts [#youthmobilize](#)

You can use your own statistic here to drive home the impact on a particular campaign theme e.g. mental health



[#COVID19](#) and the associated public health restrictions are disproportionately affecting millions of young people worldwide. We’ve joined forces as part of [@GYMobilization](#). Join us and get involved [GYM website link]. [#Unstoppabletogether](#) [#youthmobilize](#) [@worldscouting](#) [@worldymca](#)

We would encourage partners to tag each other as much as possible and to like and re-tweet partner’s post to generate engagement. The full list of partners handles is available in Appendix C (page 38).



Millions of young people will face long-term setbacks because of [#COVID19](#) restrictions, significantly impacting the poorest in all societies the most. Find out how you can make a difference [GYM website link] [#youthmobilize](#)

We recommend including links to the website to generate as much traffic as possible ahead of the Global Youth Summit

www.globalyouthmobilization.org

*Top tip:

You can tag up to nine organizations in an image on Twitter - a great way to save valuable characters and engage partners. Further detail on how to do this see Appendix B.

Founding partner: Copy for Twitter and Instagram outreach (2 of 2)

Objective 2 examples:



We know #COVID19 has significantly impacted young people. We believe young people are part of the solution and must be at the forefront of COVID-19 recovery programs and policies. Join like-minded young people across the world on 23-25 April for a 3-day event [#youthmobilize](#)



Are you aged 14-30? How have you and your community been impacted by #COVID19? Would you like to take part in post-COVID recovery? Join the first Youth Summit on 23-25 April and become part of the Global Youth Mobilization [[GYM website link](#)] [#youthmobilize](#)

Objective 3 examples:



Do you have an idea to counter the impact of the pandemic you or your friends have faced? [@GYMobilization](#) offers funding from \$500-\$5,000 to help young people like you make their idea a reality and benefit yourself and your community [#youthmobilize](#)



We're proud to be part of [@GYMmobilize](#), a global campaign that supports young people locally to alleviate the negative impacts of #COVID-19. Support your community and get access to funding from the [@WHO #youthmobilize](#) Find out more [[GYM website link](#)]

www.globalyouthmobilization.org

**GLOBAL YOUTH
MOBILIZATION**

Youth adoption.

YOU

**GLOBAL
YOUTH
MOBILIZATION**

How YOU can get involved

The Global Youth Mobilization is first and foremost an initiative for young people, led by young people. That's why we would love YOU to get involved.

Check out the list on the right-hand side to find out how you can get involved.*

- 1. Take part in social media take overs** – The GYM social media channels have just launched on Twitter, Instagram and YouTube. You can help us generate exciting content during key moments like the Global Youth Summit by taking over one of the channels for one day.*
- 2. Send a message to your leaders** – GYM is THE platform for young people to get their message to their local, regional, national or global leaders. Why not write what you would like to tell them on a piece of paper or a flip chart and post it on social media tagging them and us! Even better – encourage your friends to do the same to make your voice more powerful. And don't forget to use the campaign hashtag #youthmobilize
- 3. Support other youth-focused campaigns** – Know something we don't? Why not join forces with another youth focused campaign championing a cause you're passionate about such as gender violence or mental health.
- 4. Write a blog** – We are sure you have a lot to say about how the pandemic has affected you, your friends, and your whole generation. Write a blog about how you have been impacted by COVID-19 and what you hope to achieve through the Global Youth Mobilization. Don't forget to use the campaign hashtag #youthmobilize and to tag us @GYMobilization and we will share your blog more widely!
- 5. Connect with other young people via WhatsApp** – The Global Youth Mobilization is a global movement of young people taking action to support their communities. This is a great opportunity for you to set up a group and connect with other young people in your local area and around the world using the low bandwidth app, WhatsApp.

*If you are associated with any of the Big 6 youth organizations, do not hesitate to get in touch with their local offices if you need additional support or if you would like to take part in a social media take over. If you are not associated with any youth organization, please get in touch: GYMGD@mhpc.com

Talking about GYM on your socials... (1 of 2)

Social media engagement will be a key component of this campaign to get other young people to take part in GYM.

Encourage your friends to watch and engage with the Global Youth Summit broadcast on 23-25 April and let people know about the financial support offered to young people to support their communities.

That's why...

We need you

SPREAD THE WORD...

Talk about the GYM initiative on your social channels (Twitter, Instagram, Facebook, LinkedIn, TikTok, SnapChat, etc) and bring a friend onboard to join you and take part in the GYM.

Tell your friends about the Global Youth Summit and how they can get involved! There will be a live broadcast and plenty of opportunities to engage on social media!

Tell your friends how they can get funding to finance projects to help their local communities recover from COVID-19.

Use some of the sample tweets provided on the next page.

Share the social media cards downloadable from GYM's Trello as well as other assets we will share with you over the coming weeks (there will be a campaign video, additional social media cards and more sample tweets!).

Talking about GYM on your socials... (2 of 2)

The examples are sample tweets that are compliant with the 280 Twitter character limit.

Please note that copies for Instagram will need to include key messaging in the first 100 characters, otherwise viewers will have to click on “more” to read the rest of the copy.

You are also welcome to produce longer social posts for channels that allow it, like Facebook, TikTok, SnapChat and LinkedIn.

Please note that the example copies provided are for the pre-Summit phase only. We will share additional copies with you for the Global Youth Summit.

Objective 1 examples:



1 in 6 young people have lost their jobs since the start of the pandemic. That’s why we’ve joined [@GYMobilization](#) to address the impact of [#COVID19](#) on young people and the solutions needed to ensure young people are at the heart of recovery efforts [#youthmobilize](#)

You can use your own statistic here to drive home the impact on a particular campaign theme e.g. mental health



[#Unstoppabletogether](#) I’m proud to be a part of [@GYMobilization](#) and leading change with other young people across the world for our futures. Find out how you can apply for funding to support your communities by accessing this link

We would encourage partners to tag each other as much as possible and to like and re-tweet partner’s post to generate engagement. The full list of partners handles is available in Appendix C.



I’m taking part in [@GYMobilization](#), a global campaign to address the negative impacts of [#COVID-19](#) on young people. Will you? Find out more about funding for community programmes and the Global Summit Event [GYM website link] [#youthmobilize](#)

We recommend including links to the GYM website to generate as much traffic as possible ahead of the Global Youth Summit



I’m excited for [@GYMobilization](#)’s 2021 Global Summit on 23 – 25 April with over 50 expert speakers. Follow [@GYMobilization](#) for more info about the event and how you can watch!

*Top tip:

You can tag up to nine organizations in an image on Twitter, which is a great way to save valuable characters and engage partners. Further detail on how to do this can be found in the appendix section of the toolkit.

www.globalyouthmobilization.org

Youth adoption ideas

The identity can be tailored to the youth audience by introducing tailored straplines. Here are some examples given more emphasise to 'YOU' in the logotype.



Youth logo example one



Youth logo example two



Poster

Using the 'Youth Adopted' logotype



Upcoming assets

Over the next few days and weeks, you can expect the following assets from us downloadable from the GYM 'Trello' - more details on how to access coming soon.

We encourage all partners and young people to share those assets as and when they are produced to raise the profile and generate engagement around GYM.

Do not forget to tag the GYM social media account @GYMobilization and the campaign hashtag #youthmobilize

- 1. The Campaign Video** – we are in the process of developing a short campaign video which will provide informative and inspiring background on what the Global Youth Mobilization initiative is seeking to achieve and what it is doing to alleviate the negative impacts of COVID-19 on young people. The video also aims to inform how young people and other high-level supporting stakeholders (e.g. Governments, corporate partners) can get involved. It will be shareable on all social channels – we therefore encourage partners and youth to share it directly from their account. There will be the opportunity to translate subtitles in local languages. Please get in touch with GYMGD@mhpc.com if you need support with this.
- 2. Additional social media cards** – We will provide additional social media cards for partners and youth, to show your connection to the campaign. These will repurpose imagery from the image library and include key quotes shared by members of the Big 6.
- 3. A social media card template** – a social media card template will also be provided for partners and young people to produce their own social media cards if they wish to.
- 4. Additional sample Tweets** – additional sample Tweets will be shared in advance of the campaign's upcoming milestones. We will share sample Tweets for the Global Youth Summit over the coming weeks.
- 5. Media toolkit** – a specific set of guidance on how to generate media in your local markets, including key messages and proof points.

Appendices.

Appendix A – Additional messaging – The problem (1 of 2)

The campaign's communication will be led by a series of headline messages available at the beginning of the toolkit.

Subsidiary messages included here on specific topics, such as education disruption or mental health, or aimed at targeted audiences like young people and governments will also complement headline messages and may be used by the Big 6, partners and young people as part of their external communications throughout the campaign.

THE PROBLEM.

- 1. COVID-19 and the associated public health restrictions are disproportionately affecting millions of young people worldwide.**
- 2. 267 million young people worldwide are estimated to not be in employment, education or training.**
- 3. The socio-economic effects of the pandemic will be felt across all communities and is likely to become a food security and livelihoods emergency, in particular in countries already in crisis, but also for the most vulnerable everywhere.**
- 4. Lockdowns and their associated socio-economic disruptions have had a devastating impact on education, mental health, career prospects, safety and personal development of young people.**
- 5. Young people are being both overlooked and, in many cases, overlooking themselves as the key to a quicker and better recovery.**

Appendix A – Additional messaging – The problem (2 of 2)

Education disruption (formal and non-formal)

The crisis in global education that governments, educators, policy makers and communities are grappling with is unparalleled in history.

87% of the global student population has been affected by school closures (1).

Closure or reduced opening of youth development organizations and other support institutions has further restricted access to quality non-formal education that is vital in developing young people beyond the classroom.

Economic impact (loss of employment, prolonged entry into the labour market)

Job prospects of young people have been disproportionately affected by the COVID-19 pandemic, creating a disadvantaged 'lockdown generation'.

Globally, 1 in 6 young people have become unemployed since the beginning of the crisis (1).

Over 40% of young people and adults worldwide were working in the sectors hardest hit by the pandemic (1).

267 million young people worldwide are estimated to not be in employment, education or training (1).

Globally, 77% of young people were in informal jobs when the pandemic began – these people are especially vulnerable as they are not considered employees and do not have all the associated legal protections and healthcare provisions (1).

Inclusion and inequality

The pandemic has further highlighted and exacerbated the existing inequalities in our societies with respect to access to resources, information and power dynamics.

Children and young people are among the hardest hit: girls and young women in particular have been disproportionately impacted.

Due to lockdowns, millions are missing out on education, and those without digital access and a suitable home learning environment are particularly disadvantaged.

Millions of children and young people do not have access to digital technology or adequate internet connectivity at home.

Millions of children will face long-term setbacks because of restrictions, significantly widening the attainment gap and impacting the poorest in all societies the most.

Young migrants, refugees and young women have been even more severely affected

Experts believe the downturn threatens to worsen racial inequalities, in turn worsening inequalities for children and young people.

Mental health and safety

Loneliness, physical isolation and uncertainty about the future are leading to an unprecedented wave of mental health issues among young people.

Lockdowns have seen an increase in gender-based and interpersonal violence and more children are living in unsafe homes with reduced access to support.

83% of young people in UK report their mental health as affected or severely affected because of the pandemic (2).

86% of young people globally are worried about their future (3).

More time spent online means that children and young people are at increased risk of cyberbullying and abuse.

Gender-based violence and domestic violence have been increasingly visible during the pandemic.

Lockdowns have made it harder, and in some cases impossible, for women to access essential services to protect them from gender-based violence and to support their sexual and reproductive health.

Where not specified otherwise, messaging has been informed by the Big 6's recent policy paper: "Young People Championing Post-Pandemic Futures", December 2020 <https://bigsix.org/wp-content/uploads/2020/12/Final-Young-People-Championing-Post-Pandemic-Futures.pdf>

Appendix A – Additional messaging

Key Messages for critical stakeholders

1.

The impact of COVID-19 and the measures put in place to deal with the pandemic have had a significant impact on young people.

2.

It is more important than ever that governments, policymakers, academics, business leaders and civil society come together to find innovative ways of supporting communities and providing hope to younger generations.

3.

Young people are part of the solution and must be at the forefront of COVID-19 recovery programs and policies.

4.

Investing in programs, policies and initiatives led by and for young people in pandemic recovery will bring about sustainable change in the livelihoods and health of young people.

5.

The WHO and Big 6 Organizations have the evidence and expertise to demonstrate the impact of positive investment in young people and are seeking long-term strategic partnerships with multi-sector organizations to improve the lives of young people and their pandemic recovery.

Appendix A – Additional messaging

Call to action

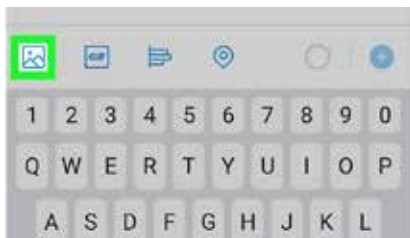
- It's essential that structures are put in place to harness the surge of youth-led activism, creative solutions, passion and commitment seen since the start of the pandemic.
- Children and young people from diverse backgrounds must be able to play a direct, active and powerful role in decision making and developing policies that affect them and their future.
- Active investment across all sectors is needed to address disproportionate impacts of the pandemic on children and young people, particularly those most disadvantaged.
- Urgent investment is needed to scale up access to user-friendly, low-cost/high-efficiency systems to ensure children and young people have inclusive access to education, as well as promoting digital inclusion and online safety.
- Prioritisation must be given to upskilling and reskilling educational paths which promote skill development and vocational learning to future-proof careers for young people.
- Increased support of youth serving organizations at all levels during and after the COVID-19 crisis is urgently needed to ensure the survival of the youth work sector and the value it brings to children and young people around the world.

Appendix B – How to tag people on an image on Twitter

Using the Twitter App for Android

1. Add an image from your gallery.

Tap on the image icon at the bottom-right corner of the app browse for your favourite image. Tap on an image to add it to your tweet.



2. Click on the Tag people option.

You will see this option at the bottom-left corner of the selected image.



3. Search for your friend's name.

Tap on your friend's account to tag them. You can tag up to 10 people in a photo. When you're done, hit the Done button.



4. Share your tweet with your followers.

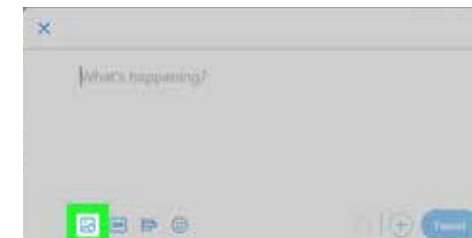
Just click on the tweet button to post it. That's it!



Using the Twitter Website

1. Add an image to your tweet.

Click on the image symbol and browse for your image. Then select an image from your computer.



2. Click on the Tag people option.

You will see this option at the bottom-left corner of the selected image.



3. Search for your friend's name.

Tap on your friend's account to tag them. You can tag up to 10 people in a photo. When you're done, hit the Done button.











4. Share your tweet with your followers.

Just click on the tweet button to post it. That's it!



Appendix C – Founding partners social media handles

Organisation	Twitter handle	Facebook handle	Instagram handle
 SCOUTS Creating a Better World	@worldscouting	@wosm.omms	@worldscouting
 WORLD YMCA empowering young people	@worldymca	@worldymca	@worldymca
 WorldYWCA	@worldywca	@worldywca	@worldywca
 WORLD ASSOCIATION OF GIRL GUIDES AND GIRL SCOUTS	@wagggsworld	@wagggsworld	@wagggsworld
 THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD	@intaward	@intaward	@international_award
 +C IFRC	@ifrc	@IFRC	@IFRC
 World Health Organization	@WHO	@who	@who
 UNITED NATIONS FOUNDATION	@unfoundation	@unitednationsfoundation	@unfoundation

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https://www.ilo.org/wcmsp5/groups/public/@dgreports/@dcomm/documents/briefingnote/wcms_745963.pdf

2.

“Coronavirus: Impact on young people with mental health needs” Report from Young Minds, March 2020:

https://youngminds.org.uk/media/3708/coronavirus-report_march2020.pdf

3.

U-Report poll on the wellbeing of young people as part of the #CovidUnder19 initiative, June 2020:

<https://ureport.in/opinion/4311>

4.

Young People Championing Post-Pandemic Futures”, Report from the Big 6, December 2020

<https://bigsix.org/wp-content/uploads/2020/12/Final-Young-People-Championing-Post-Pandemic-Futures.pdf>

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For any questions or feedback
relating to the Campaign and this
toolkit, please contact either:

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