

PRESENTATION

Youth Leadership and Youth-Friendly Health Services (YFHS) Policy Advocacy Training

December 2021



Training Objectives

- Provide youth leaders with requisite skills and knowledge for effective policy advocacy at community, district, and national levels.
- Enhance youth leaders' understanding of systems, structures, laws, policies, and strategic documents in Malawi that relate to the five policy pillars of the demographic dividend (education, family planning and contraception, health, governance and accountability, and economic reform and job creation).

YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

Why Youth? The State of Youth in Malawi

Why is Everyone Talking about Youth in Malawi?

Population of Malawi: 17.6 million

- **78%** of the population is below age 35
- **2 out of 3** Malawians are below age 25
- **1 in 3** Malawians are between the ages of 10 to 24

Source: National Statistical Office (NSO), 2018

Health: Sexual and Reproductive Health

Fertility

- Total fertility rate: 4.4 children (NSO, 2017)
- Wanted fertility rate: 3.4 children (NSO, 2017)

High Unmet Need for Contraception

- 22% unmet need among girls 15–19 years of age; 17% among girls 20–24 (NSO, 2017)

Early Marriage

- 49.9% of girls are married by the age of 18 (NSO, 2017)

Teenage Pregnancy

- Over 106,000 adolescent pregnancies every year (NSO, 2015)
- Adolescent (ages 15–24) fertility rate: 20 per 100 live births (NSO, 2017)
- 29% of women 15–19 years of age have begun childbearing (NSO, 2017)

Health: HIV

High HIV Prevalence Rates among Girls

- HIV prevalence among adolescent girls is 4 times higher than among adolescent boys in the same age range (UNAIDS, 2020)
- 23% among girls aged 10–19; 17% among girls aged 20–24

High Prevalence among Certain Populations

- Female sex workers: 55% (UNAIDS, 2020)

Poor Use of Condoms

- Only 52% of males who have more than one sex partner said they used a condom during their last sexual intercourse (NSO, 2017)

Education

Literacy Rate

- 75.5% for people ages 15 and above (NSO, 2021)
 - 83% for males, 69% for females

School Attendance Rates

- 13.5% of the population above age 5 report never having attended school
- A higher proportion of females (15.7%) had never been to school compared to 11.1% of males (NSO, 2021)

Drop-out Rates

(Ministry of Education, Science and Technology [MOEST])

- Primary school: 3.2%
- Secondary school: 10.9%
 - 13.4% for girls; 8.5% for boys

Completion Rate (MOEST)

- Primary school: 52%
 - 51% for girls; 54% for boys
- Secondary school: 24%
 - 22% for girls; 26% for boys

Employment

- **92%** of youth (ages 15–35) are employed
 - **3 out of 4** youth are characterized as under-employed, meaning they are employed less than 35 hours a week
- The majority of youth employment is in non-wage work in the informal economy (90%)
 - **34%** self-employed; **56%** as unpaid family workers
- **Almost 80%** of youth work is in agriculture

Source: International Labour Organization (ILO), 2018

What Is the Demographic Dividend?

The demographic dividend refers to the economic benefits arising from a significant increase in the ratio of a healthy working-age population relative to young dependents.

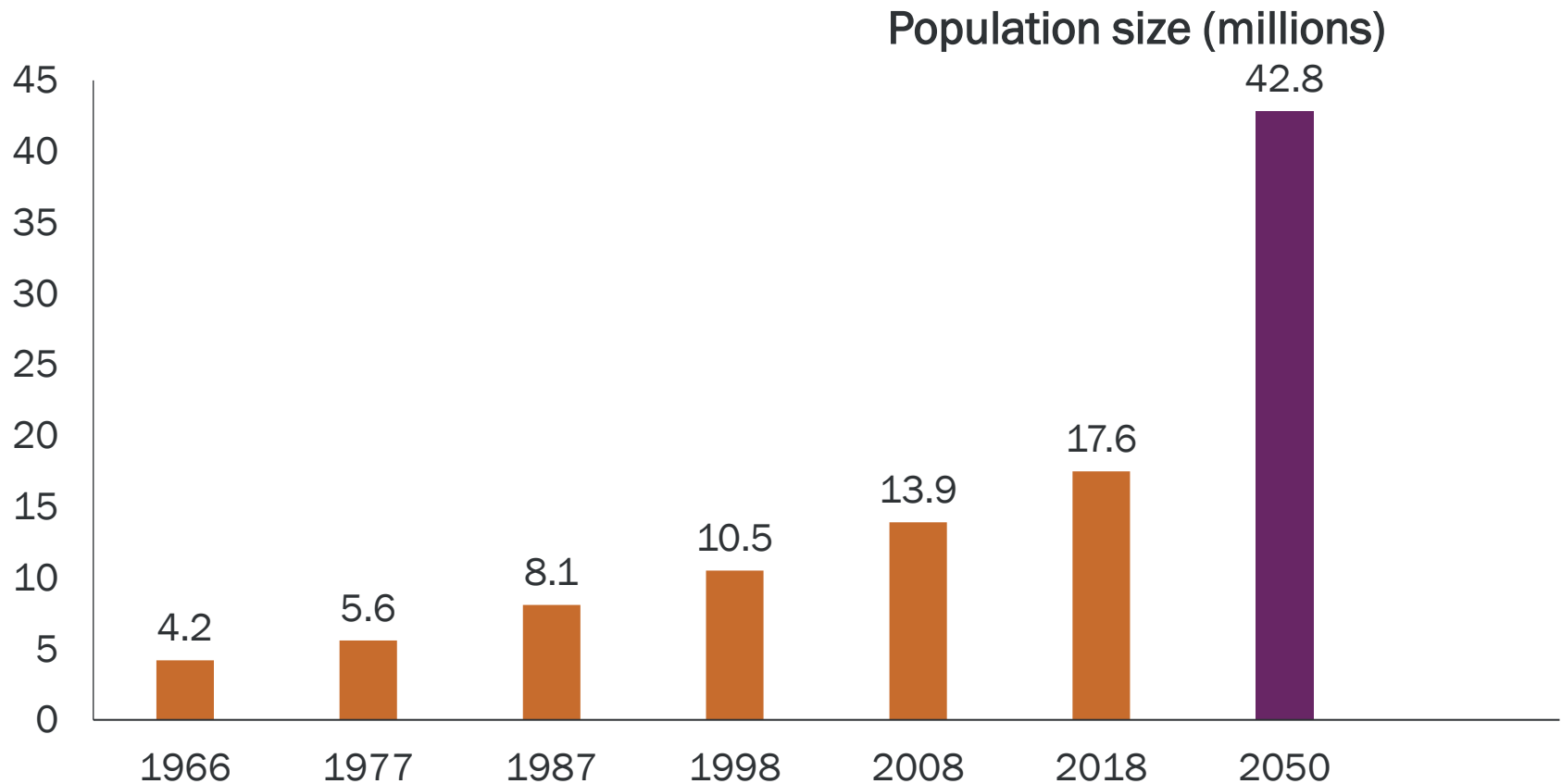
When more people work for wages with fewer dependents, wages can be used for investments, education, or health for fewer family members, thus building the wealth and resiliency of the family.

Steps:

- Support conditions that lead to fertility decline→
- Age distribution dominated by working-age youth and adults =
- Window of opportunity for economic growth

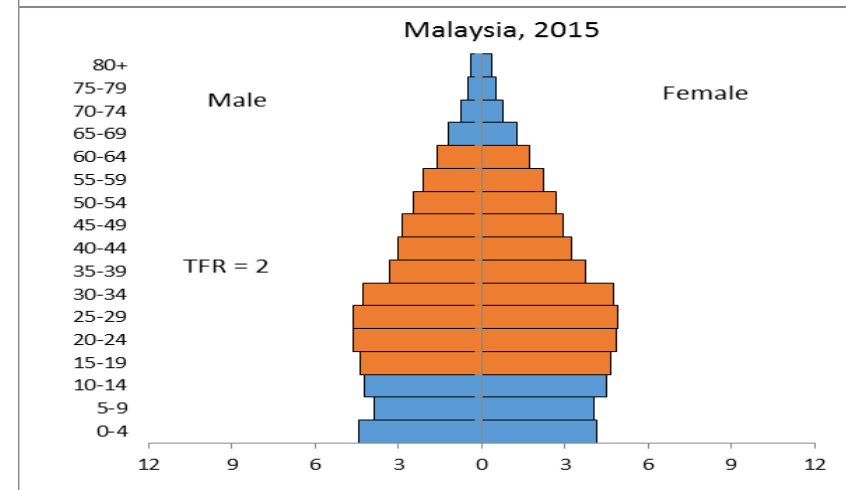
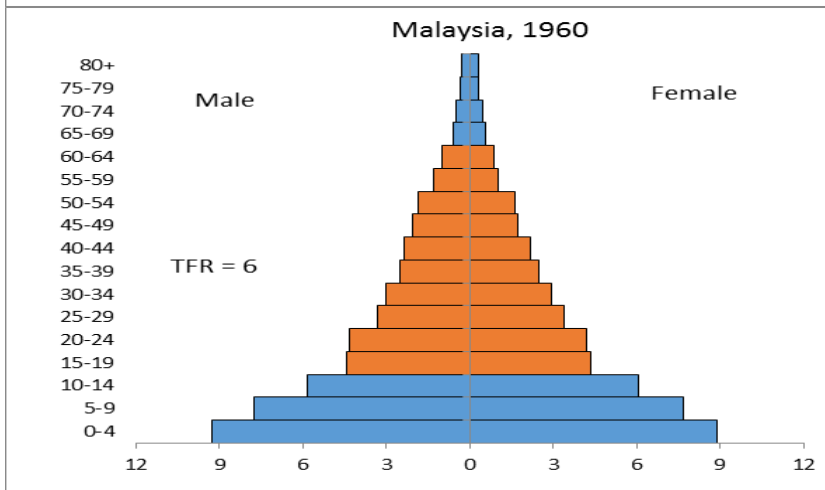
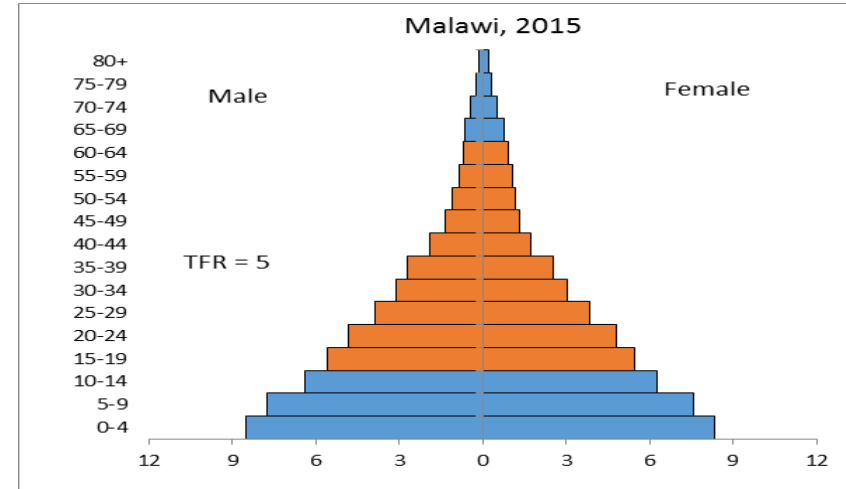
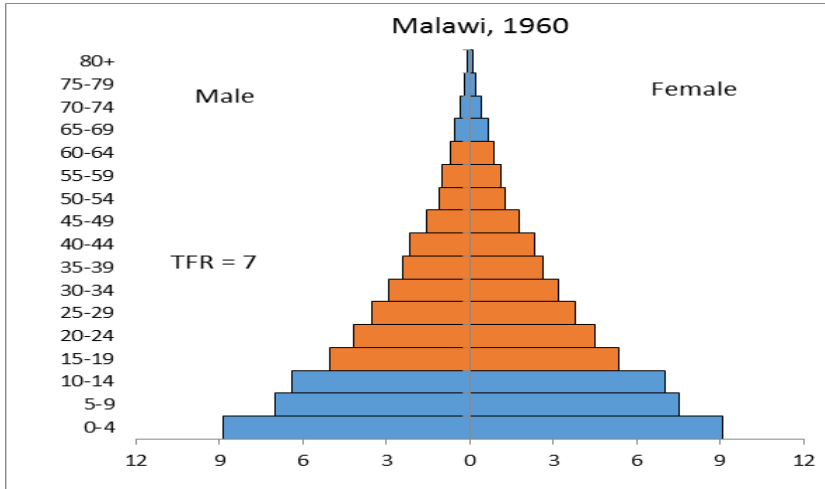
- The conditions necessary for the dividend are simultaneous investments in:
 - Education
 - Empowerment of women and youth
 - Economic reforms to create ample jobs
 - Efficient public institutions
- The dividend is not automatic or guaranteed
- It is time-limited

Malawi Population Projection at the Current 2.8% Growth Rate



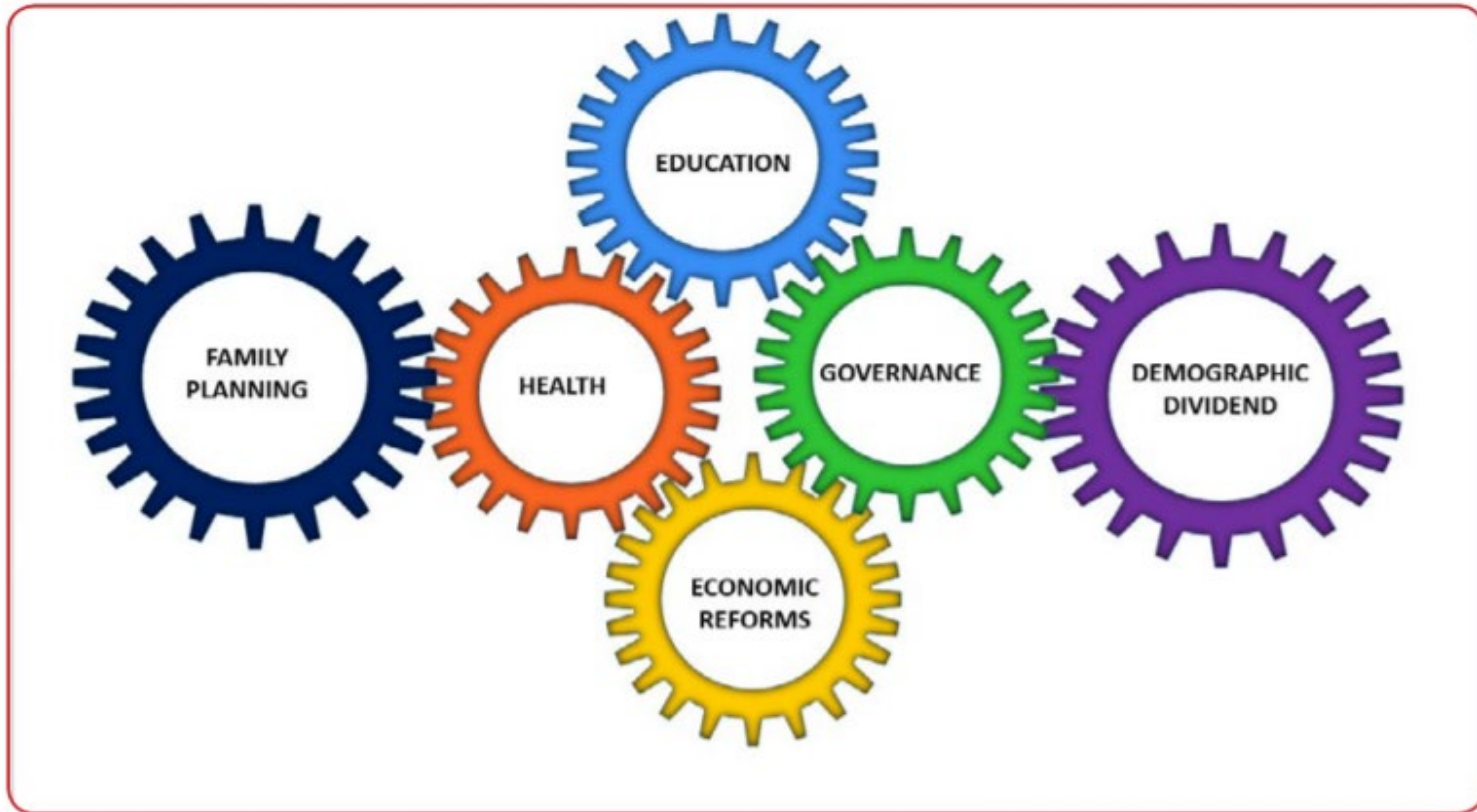
Source: NSO, 2008 and 2018; 2017 HP+ application of the RAPID [DemProj model](#)

Compare and Contrast: Malawi and Malaysia



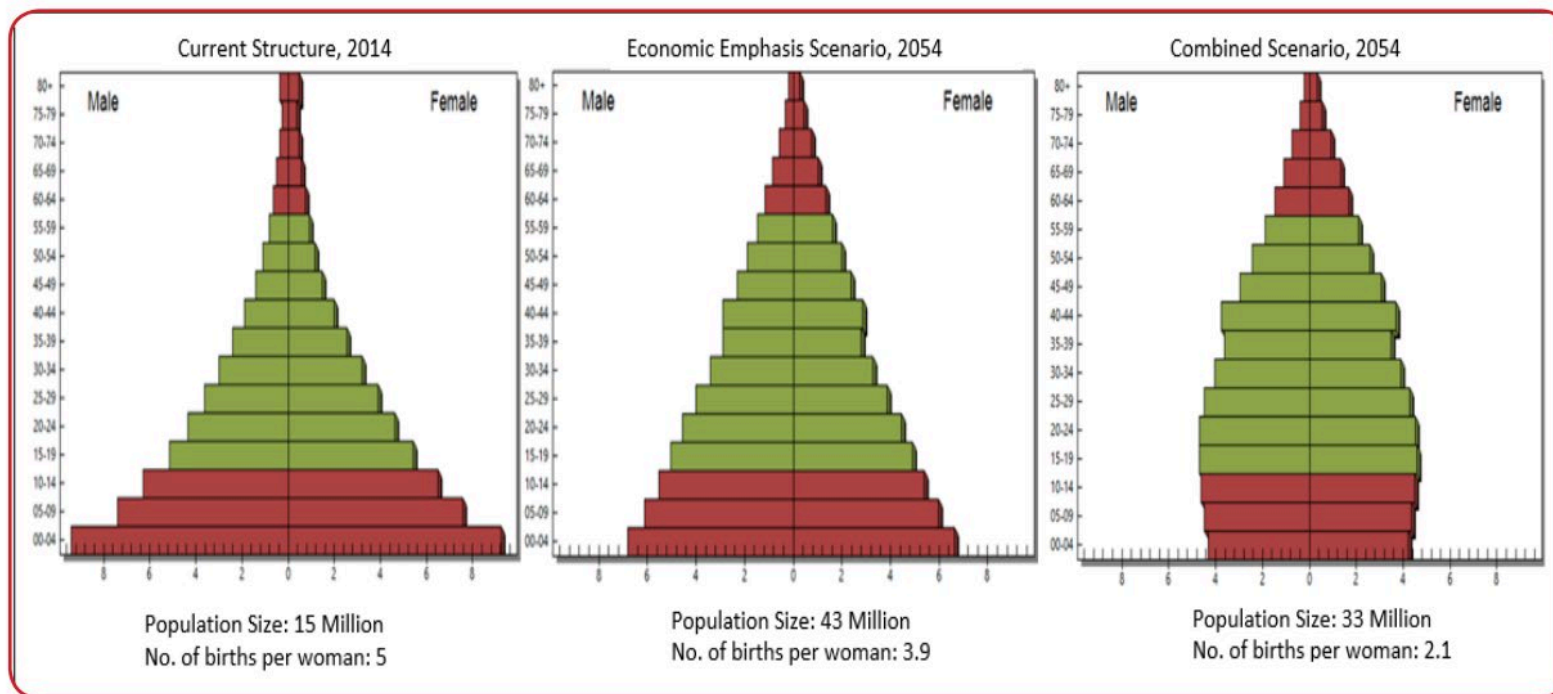
Source: MOFEPD, 2016, p. 76

Five Pillars of the Demographic Dividend



Source: MOFEPD, 2016, p. 4

Projected Models for Malawi



Source: MOFEPD, 2016, p. 89

Youth Are One of Malawi's Strongest Assets

- Remember that realizing a demographic dividend is not automatic.
- We need to act now with investments in multiple sectors if Malawi is to benefit.
- We should be asking, starting with ourselves:
 - How and where can youth leaders contribute to make an impact in these sectors?

YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

So What? Our Mission for Change

YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

Six-Month Policy Advocacy Action Plan

Six-Month Policy Advocacy Action Plan

- Policy advocacy activities you will implement for the next six months will help you add to learning from this training.
- We will be continuously referencing the action plans throughout the training and spending time to complete them.
- You will be expected to have a final plan by the last day of the training.
- You will work with the mentor you selected to implement the workplan over a 6-month period.
- It's important to think of a plan that is realistic and achievable.
- Keep an eye out for ways you can leverage resources by collaborating with other participants working on a similar issue, using resources you know of in your community or district, or accessing resources from other organizations.

What Will **You** Do?

- What issues are you passionate about in the areas of health, education, and economic reform and job creation? (Or across them?)
- What barriers do you see that need to be addressed?
- What should the future of these issues look like?
- What actions need to be taken by young people to reach the future you see?

YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

Leadership: Power and Influence

Bases of Power

(Identified by French and Raven in 1959)

- Legitimate
- Reward
- Expert
- Referent
- Coercive
- Informational (added in 1965)

YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

Youth and Leadership

Ladder of Engagement

7. **Youth-initiated actions:** Young people initiate and lead activities and have equality in decision making.
6. **Shared decision making:** Young people do not initiate and lead activities; however, decision making is shared with youth.
5. **Consulted and informed:** Young people provide input and are informed of how inputs will be used and of outcomes.
4. **Assigned but informed:** Young people understand the purpose and have a role in activities, but no role in decision making.
3. **Tokenism:** Young people have a limited voice in events or processes.
2. **Decoration:** Young people attend an event in a very limited capacity.
1. **Manipulation:** Young people do as they are directed with little understanding of the purpose of activities.



YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

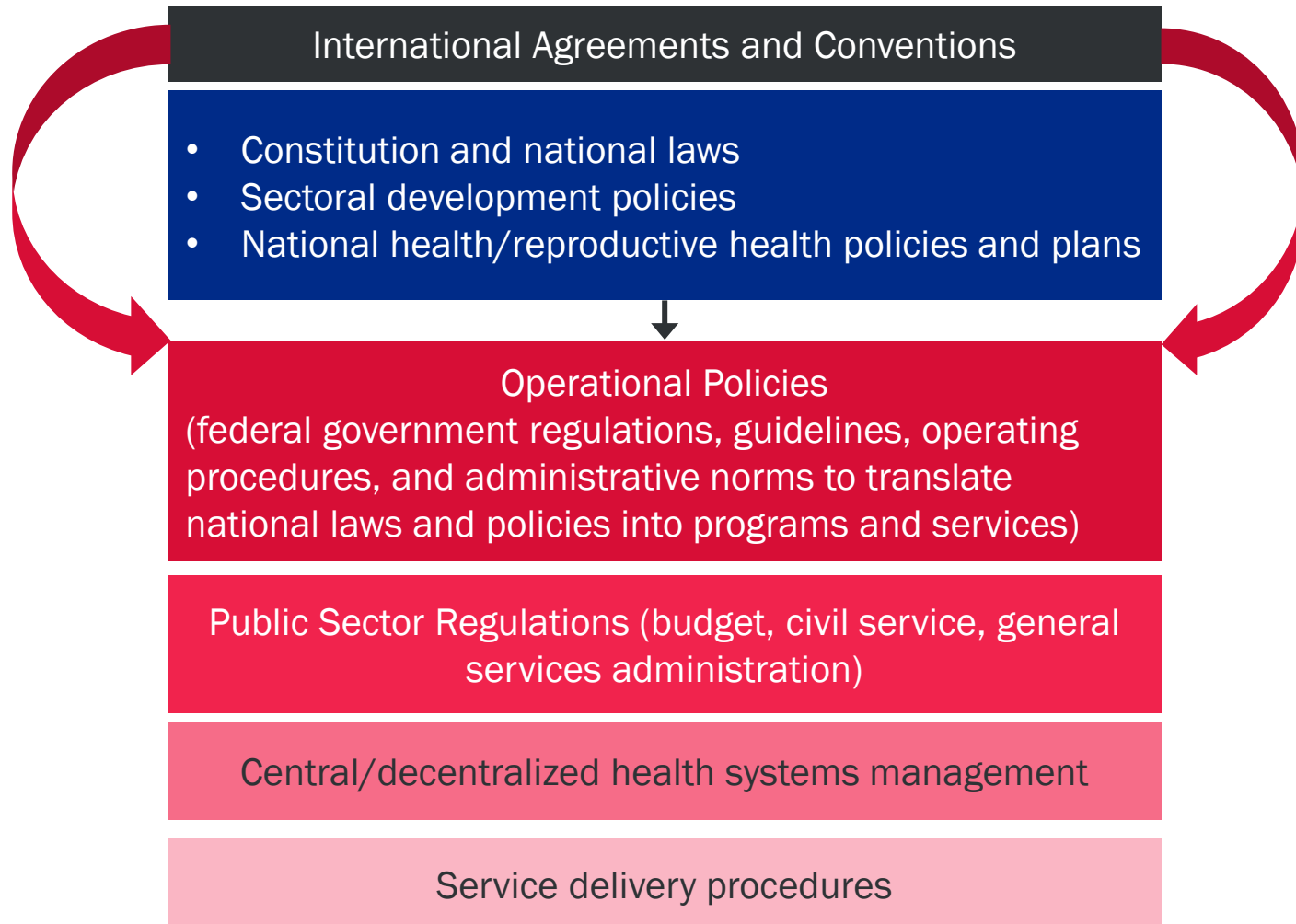
The Basics of Policy

What is Policy?

A formal document or framework in which a government or other institution outlines goals, guiding principles, and strategies for achieving those goals; and assigns the authority to undertake actions in pursuit of the goals.



Types and Levels of Policy



Barriers to Policy Execution

Communication: Lack of communication or untimely communication (often due to a lack of communication resources, e.g., phones, airtime, and internet).

Bureaucracy: Hierarchical government machinery that may slow down decision making.

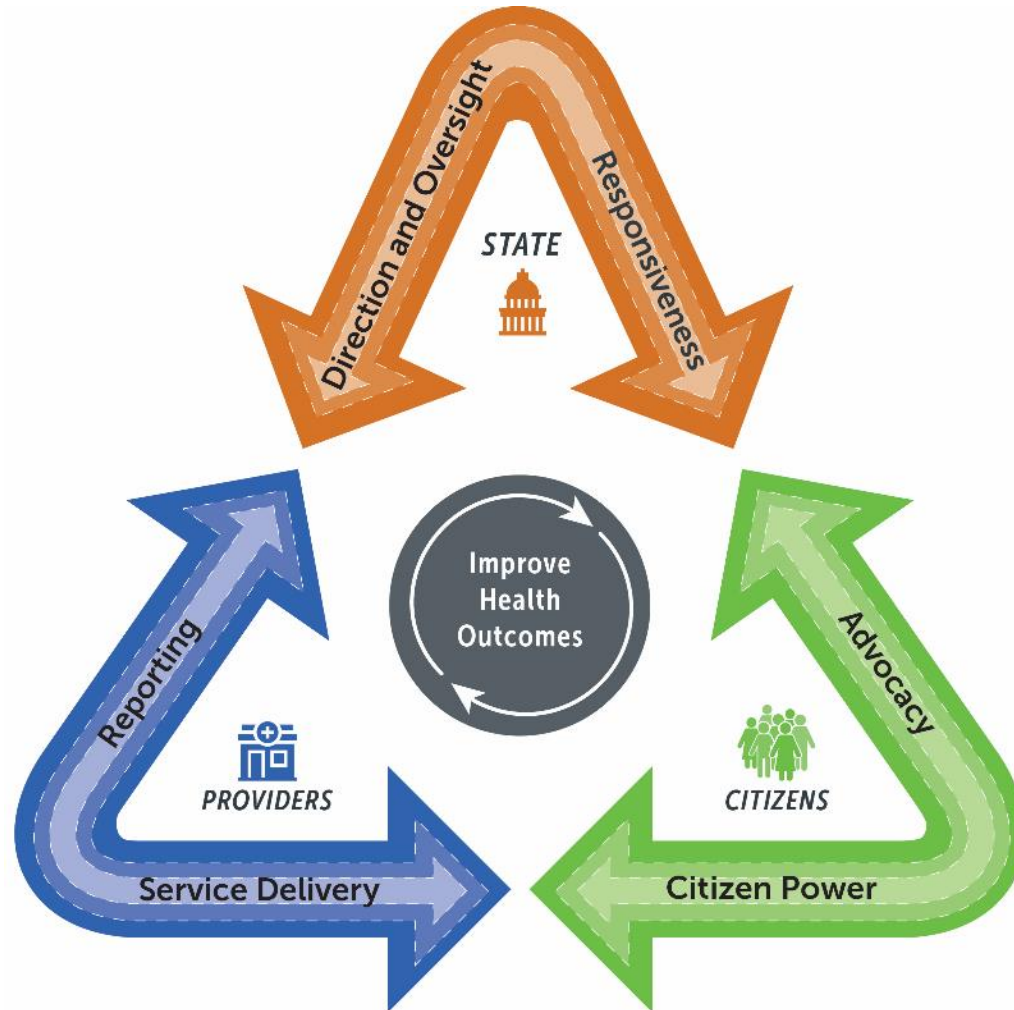
Capacity: Gaps in capacity—for example, a lack of data analysts or staff who know standard report writing, which hampers efficiency.

Cooperation: Limited cooperation among levels (such as levels not cooperating to produce and share reports).

Resources: Challenges mobilizing financial, technical, and equipment resources. For example, multiple funds provided in the same period by different donors can lead to conflicting priorities for what is most important to do.

Political will: Lack of desire or motivation by leaders to effect change.

Health Governance Triangle



What is Accountability?

- The **obligation** of people in power to account for or take responsibility for their actions.
- **Power-holders** refers to those who hold political, financial, or other forms of power and includes officials in government, private corporations, international financial institutions, and civil society organizations.

Accountability for What?

Finances

- Budgeting, accounting, auditing systems

Programs

- Regulation, oversight, guidance, performance review for health service providers

Political/democratic promises

- Response to what citizens want

YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

Malawi's Youth Policy Environment

Context

- Malawi is a democratic republic with two spheres of government: national and local.
 - Local government is enshrined in Chapter XIV of the constitution and responsibility for its administration rests with the Minister of Local Government and Community Development.
- The local government system has 35 single-tier authorities:
 - 28 district councils
 - 4 city councils
 - 2 municipal councils
 - 1 town council

International and Regional Commitments

Malawi is a signatory to numerous commitments:

- Sustainable Development Goals
- International Conference on Population and Development, 1994
- Family Planning 2020
- Universal Declaration of Human Rights, 1948
- ILO C138, Minimum Age Convention, 1973
- ILO C182, Worst Forms of Child Labor Convention, 1999
- United Nations Convention on the Rights of the Child, 1989
- African Youth Charter, 2006

National Goals

Malawi seeks to reach a demographic dividend through national strategies and goals:

- Agenda 2063
- Malawi Growth and Development Strategy III, 2017–2022

National Laws Relevant to Youth

- Penal Code
- Amendment to Penal Code Act, 2011
- Child Care, Protection and Justice Act, 2010
- Prevention of Domestic Violence Act, 2006
- Marriage, Divorce and Family Relations Act, 2015
- Education Act, 2012
- Voting laws
- Employment Act, No. 6, 2000
- Technical, Entrepreneurial, and Vocational, Education and Training (TEVET) Act, 1999
- Gender Equality Act, 2013

Health Policy and Programs

- National Health Policy (2012) and National Health Sector Strategic Plan II (NHSSP II) (2017–2022)
- National HIV Policy, 2013–2016
- Sexual and Reproductive Health Policy, 2015
- National Youth-Friendly Health Services Strategy (2015–2020)
- National Nutrition Policy (2016–2020)
- National Child Protection Strategy (2012–2016)

Health Policies Strive to Address Gaps

SECTORAL ISSUES

POLICY SOLUTIONS

Social norms and cultural beliefs

Prohibition of early child marriage.

Limited knowledge of sexual and reproductive health and HIV

Age-appropriate comprehensive sexual education should be taught in schools from earlier ages.

Limited health-seeking behavior among youth

Expand YFHS services—very few public facilities have YFHS spaces and, where available, they lack resources to equip/staff the area.

Employment Policy and Programs

- National Education Policy, 2014
- National Youth Policy, 2014
- TEVET Policy, 2013
- National Education Sector Plan, 2008–2017
- National Girls Education Strategy, 2014
- Inclusive Education Strategy, 2006

Key Issues for the Education Sector

SECTORAL ISSUES

Access to tertiary education

Completion rates, especially for girls

Curriculum doesn't respond to current needs

Teacher/pupil ratio

POLICY SOLUTIONS

Reintroduce basic technical and vocational training in both primary and secondary school curricula.

Implement re-admission policy; strengthen early childhood development centers; and implement bursaries system.

Introduce innovative curriculum that considers learner needs, in both primary and secondary schools—for example, ICT skills.

Change official policies around ratio.

Employment Policy and Programs

- National Youth Policy, 2013
- National Agricultural Policy (NAP), 2011–2016
- National Employment and Labour Policy (NELP), 2011–2016
- The Decent Work Country Programme (DWCP) for Malawi 2011–2016
- Micro, Small and Medium Enterprises (MSEM) Policy Strategy for the Republic of Malawi, 2012–2017

Key Issues Related to Youth Employment

SECTORAL ISSUES

Many youth in agriculture sector

Gender disparity in employment

Youth have limited or no access to credit

Minimal job training, apprenticeships, and support opportunities

POLICY SOLUTIONS

Agriculture policies should articulate specific strategies for youth (currently, they do not).

Establish hiring practices that will address disparities and create equal employment opportunities for boys and girls.

Allow youth access to credit to afford them more opportunities.

Create formal opportunities and mechanisms to support youth.

Conclusions

- Policies are important opportunities to address systemic issues across the country.
- There are many entry points for identifying policy areas affecting issues you care about.
- Finding the right ways to address different types of policies can have a major impact on the work you do.

YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

Governance Structures: Who Has the Mandate?

Forums for Youth Participation at the National Level

Youth Parliament of Malawi (YPM):

- Through the Youth Parliament, young people from all 193 constituencies are given the opportunity to take part in certain decision-making processes and have a voice in debate.
- The selection process for youth members of Parliament (“MPs”) is done through debate competitions at the school zonal level.
- **Forum/entry point for youth participation:** efforts are underway to ensure that what is raised in the Youth Parliament comes to the Malawi Parliament.

Forums for Youth Participation at the National Level

National Youth Technical Working Group

- **Areas addressed:**
 - Youth empowerment
 - Youth literacy and numeracy
 - Youth participation
 - Sexual and reproductive health and nutrition
 - Youth internships, mentorship, and volunteerism
- **Role:** discusses programs and policies related to youth and provides recommendations on the way forward

YFHS Sub-technical Committee

- **Areas addressed:**
 - Policy and advocacy
 - Service delivery
 - Community mobilization and youth participation
 - Resource mobilization

YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

Meaningful Participation of Youth in Local Governance and Development

The opportunities and challenges of decentralized participatory governance from a youth perspective

Slides in this section have been adapted from USAID and UK Aid, 2018

1995 Malawi Constitution, Sections 146–148

Creates local government authorities as entities responsible for **representing the people** over whom they have jurisdiction, for **their welfare**, with a mandate to:

- Promote infrastructural and economic **development** through formulation and execution of local development plans and the encouragement of business enterprise
- Present to central government authorities local development plans and **promote the awareness of local issues** to national government
- Consolidate and promote local democratic institutions and **democratic participation**
- Participate in the **delivery of essential local services** and other functions, such as the registration of births and deaths and any others that may be prescribed by any Act of Parliament

Overview

- The legislation and the central government decentralization policy gives districts responsibility for providing the following to citizens:
 - Education, science, and technology
 - Health, population, and water development
 - Transport and public works
 - Land surveying and physical planning
 - Agriculture and irrigation
 - Gender, youth, and community affairs
 - Natural resources and environmental affairs
 - Commerce and industry
 - Home affairs and internal security
- Under the legislation, most decentralized functions are mandatory. However, decentralization implementation has not yet been fully devolved, so many functions are still provided by the central government.

What was Decentralization Meant to Do?

- Devolve administrative and political authority to the district level.
- Integrate governmental agencies at district and local levels into one administrative unit through the process of institutional integration, composite budgeting, and provision of funds for decentralized services.
- Divert implementation responsibilities and transfer them to districts.
- Assign functions and responsibilities to various sectors and levels of government.
- Promote people's participation in the governance and development of districts.

Benefits of Decentralization

- **Improves governance** as it increases:
 - *Allocative efficiency* through better matching of public services to local preferences
 - *Productive efficiency* through increased local government accountability to citizens, reducing levels of bureaucracy, and better knowledge of local costs (World Bank, 2001)
- **Improves service delivery to citizens** as local governments are **closer to the people** they serve and better informed of service needs
- **Enables better decision making** as local governments consult communities through village development committees on planning and services, thereby increasing direct participation of communities
- **Strengthens democracy at the grassroots level** through local government elections to choose leaders to carry out these responsibilities.

Challenges in Implementation of Decentralization

- Limited citizen awareness of decentralization; few know it is possible to influence decisions on local development.
- Weak capacity in district and urban councils to take responsibility for service delivery and decentralized functions.
- Delayed and inadequate transfer of funds from the central government to councils.
- Lack of will among ministries to turn over decision making to councils.
- Citizens still not fully involved in the planning and implementation of activities in their areas.

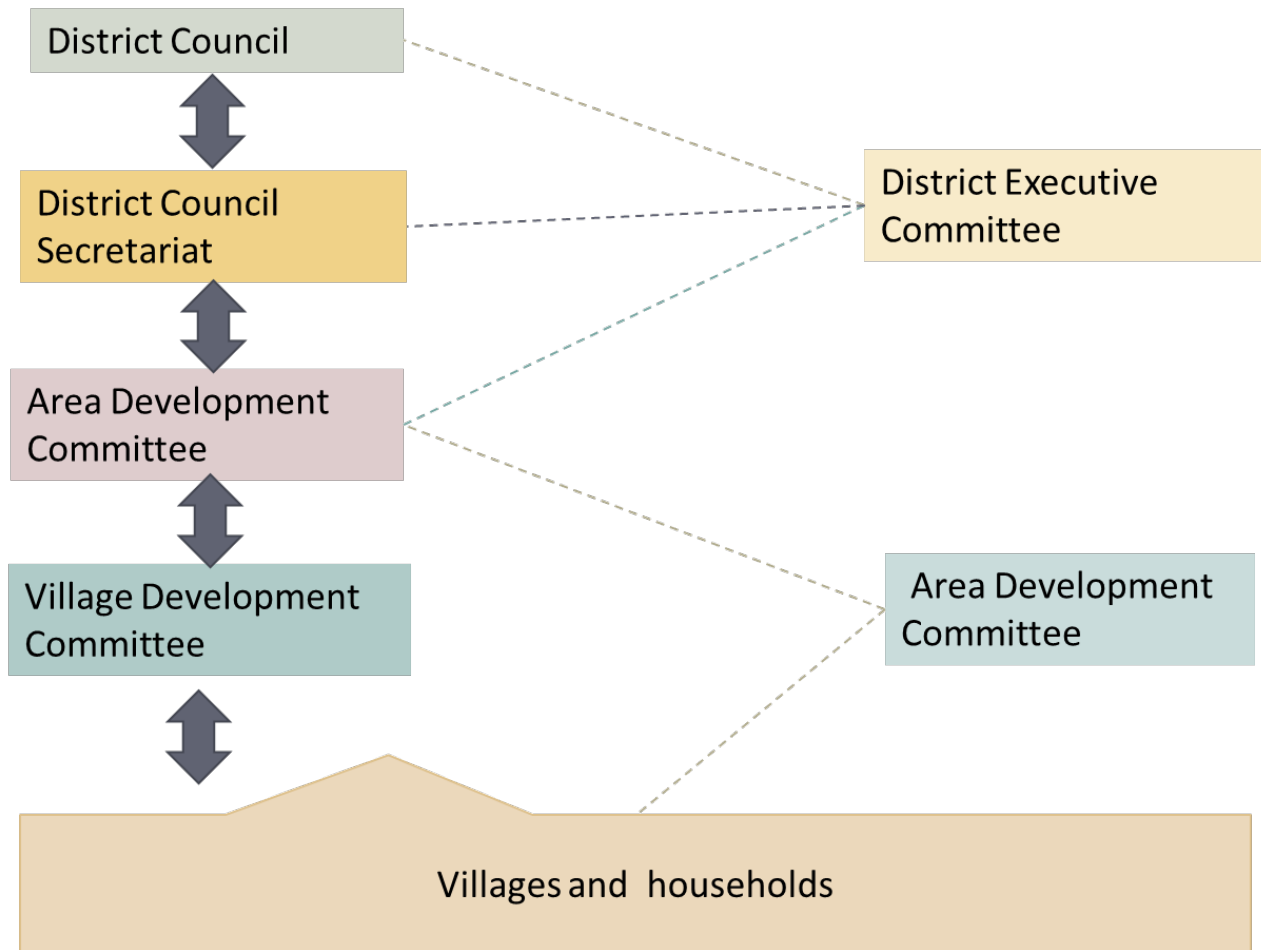
Challenges in Implementation of Decentralization

- A prevailing cultural norm in many communities that women don't take on leadership positions.
- The long tradition of imposing projects onto communities.
- Inadequate civic education on the local election process for choosing leaders.
- Lack of transparency and accountability on project resources.

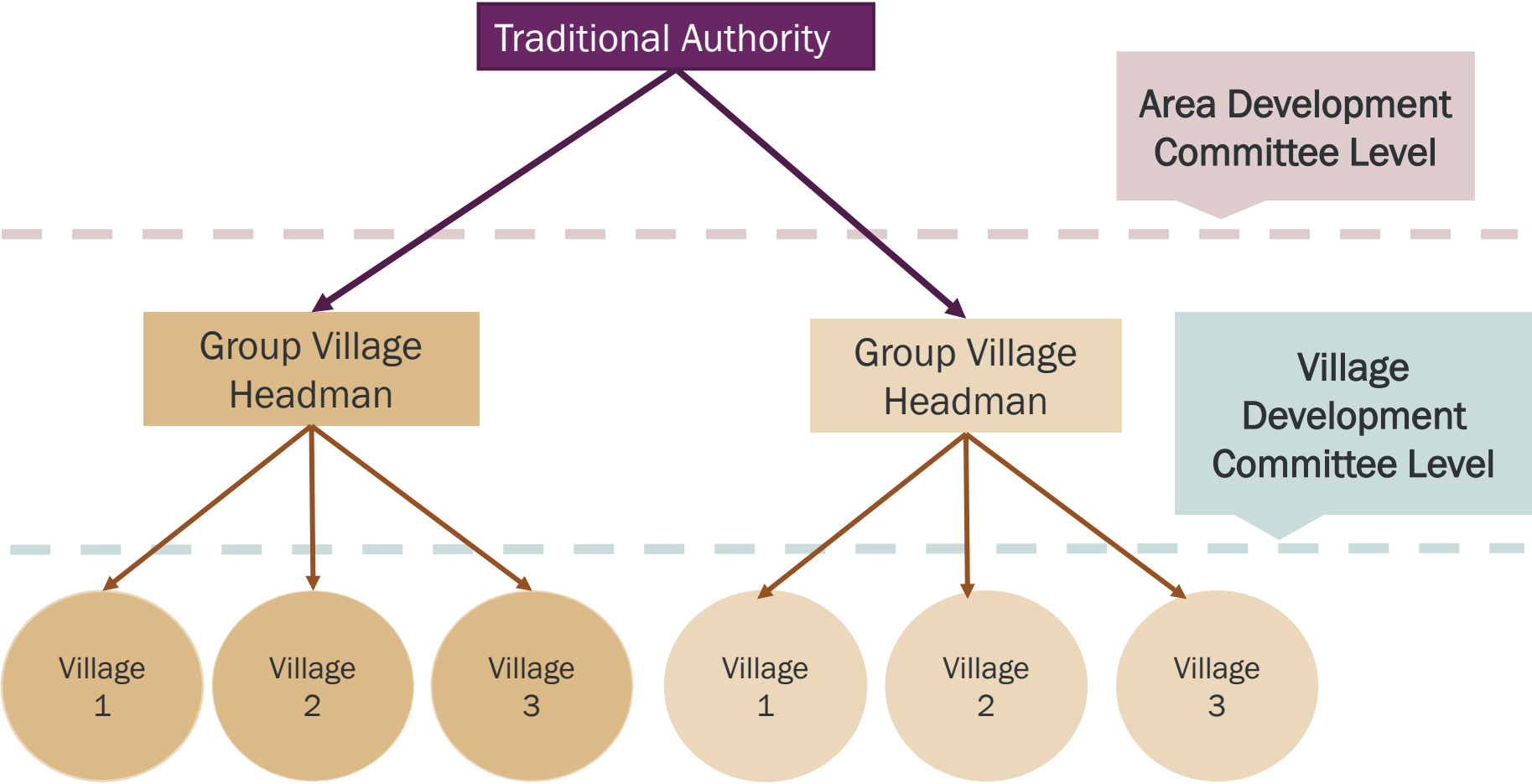
Composition of Village Development Committees (VDC)

- Village development committees are comprised of representatives from one village or a group of villages. Its function is to support planning and development at the community level.
- Six main functions of the VDC are to:
 - Identify and prioritize community needs and prepare project proposals to submit to area development committees (ADC)
 - Communicate on community-based issues with the ADC and district executive committee (DEC) and relay messages from the ADC and DEC to the communities
 - Supervise, monitor, and evaluate implementation of development activities in the villages
 - Initiate community self-help activities
 - Encourage and bring together community resources for citizen participation in self-help activities
 - Report to the relevant group village headmen on the discussions and activities of the committee

District Set-Up



Arrangement of Lower-Level Structures



Why Is There Limited Participation of Youth in Governance and Development in Malawi?

- Youth have limited capacity **to effectively participate** in governance and decision making.
- In most Malawian communities there is a **lack of platforms and space for young people** to engage in governance and decision making.
- Council levels may have a **narrow vision of young people's needs**—youth issues not fully understood; councils generally focused on sports.
- **Limited inclusion of young people's needs in development plans**, suggesting that councils are unable or unwilling to consider the diverse needs of young people.
- **Legal and policy constraints**—youth are not included as full members in council meetings, committees, or in VDCs.

Conclusion

- Opportunities for policy advocacy efforts exist at all levels of government.
- Young leaders can play a powerful role in representing and shaping their local communities.
- It's important to find entry points for ensuring that policy concerns of local communities reach the national level.

YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

Policy Fair

Policy Fair: Questions for Consideration

As you discuss the policies, consider:

- What do these policies establish or do? How might they impact people in local communities?
- What gaps, if any, do you notice?
- What strengths and opportunities do you notice?
- Did you find anything surprising?
- How are youth needs specifically addressed (or not) in the policy?

YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

What Is Policy Advocacy?

Definition of Activism

“The use of direct, often confrontational action, such as a demonstration or strike, in opposition to or support of a cause.”

(The American Heritage Dictionary of the English Language, 4th Edition, 2004)

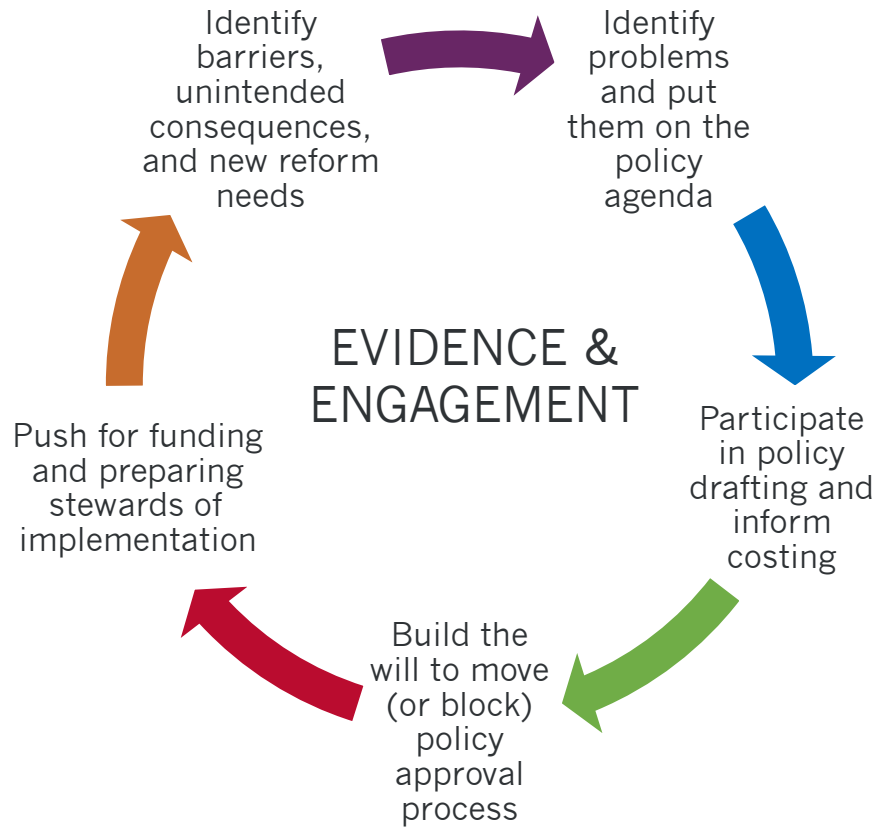
Advocacy Versus Activism

Some differences between advocacy and activism

ADVOCACY	ACTIVISM
<ul style="list-style-type: none">• More formal policy negotiation• Often from <i>within</i>, or in dialogue with, official political and policy circles and systems• Measured tone	<ul style="list-style-type: none">• Political protest• Often from <i>outside</i> the system, from autonomous groups accountable to their members' causes• Confrontational tone

What is Policy Advocacy?

A set of targeted activities to inform and influence decisionmakers to take a desired policy action to address an issue.



YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

POLICY ADVOCACY STEPS

Cross-Cutting: Data Collection

Data Collection

- What is evidence?
- Examples of data sources to build evidence:
 - Relevant policies and other government documents at central and local levels
 - Surveys
 - Census
 - Monitoring and evaluation reports
 - Ministry management information systems (MIS). Examples: EMIS, LAMIS, MASEDA, DHIS, etc.)
 - Research studies and assessments

YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

POLICY ADVOCACY STEPS

Cross-Cutting: Monitoring and Evaluation

Monitoring and Evaluation (M&E)

Monitoring	Evaluation
Continuous	Periodic
Tracks progress being made	Analyzes results and achievements
Conducted internally	Conducted internally or externally

YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

POLICY ADVOCACY STEPS

Step 1: Define the Advocacy Issue

Advocacy Issue

- The advocacy issue is the problem or barrier. The problem must be solvable, at least in part, through policy change.

EXAMPLE: Lack of access to youth-friendly health services (YFHS) for youth in Malawi

Pair Interviews to Identify Potential Advocacy Issues

1. Think about barriers
2. Think about all levels—national, community, town, or facility-level barriers
3. Interview each other to identify possible solutions for the barriers (10 minutes)
4. After the interviews, agree on a list of three barriers

Issue Selection Framework

Criteria for selecting issues	Score		
	1	2	3
The issue affects youth			
The issue has a significant impact on the area I am working on for this training			
The issue is consistent with national priorities			
The issue is consistent with national population and development objectives			
The issue is addressed or solved in part through a policy action			
The issue can mobilize interested partners and other stakeholders			
<i>Total score</i>			

YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

POLICY ADVOCACY STEPS

Step 2: Set Advocacy Goal and Objectives

Advocacy Issue, Goal, and Objective

Advocacy Issue

- The advocacy issue is the problem or barrier. The problem must be able to be solved, at least in part, through policy change.

Advocacy Goal

- The advocacy goal is a long-term result that advocacy activities contribute to. It is the outcome of having solved the problem. Therefore, it is unlikely that a group or organization can achieve the goal on its own.

Advocacy Objective

- The advocacy objective is the target that is achievable either in the short term, or by achieving incremental outcomes over several years.
- It includes stating the policy actor or decisionmaker, the desired policy solution or action, and the timeline or degree of change.

Examples

- **Advocacy issue:** Lack of access to youth-friendly health services (YFHS) for youth in Malawi.
- **Advocacy goal:** All youth in Malawi are able to access YFHS.

Advocacy Objectives

- S** Specific
- M** Measurable
- A** Achievable
- R** Realistic
- T** Time-bound

The Three Elements of Advocacy Objectives



Example

- **Advocacy issue:** Lack of access to youth-friendly health services (YFHS) for youth in Malawi.
- **Advocacy goal:** All youth in Malawi are able to access YFHS.
- **Advocacy objective:** By December 2025, the local community leader approves a pilot program to allow YFHS in two sites in the community.

YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

POLICY ADVOCACY STEPS

Step 3: Identify Target Audiences

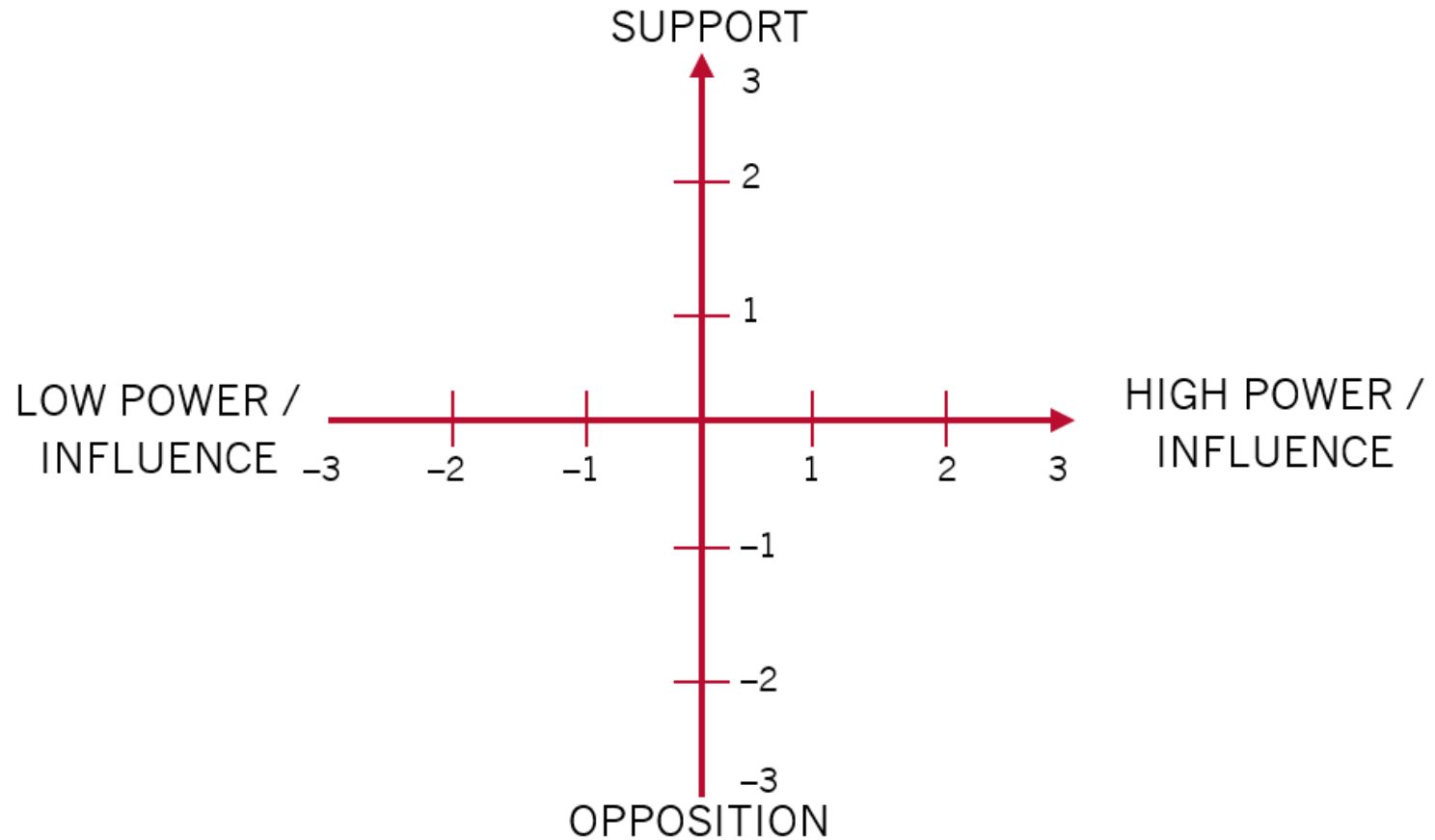
Target Audiences

- **Primary audience:** The individuals or body with decision-making authority for the desired policy action.
- **Secondary audiences:** The individuals or bodies that can influence the primary audience.

Key Points About Identifying Stakeholders

- **Identify** relevant sectors and organizations.
- **Note** stakeholders aren't "MOH." List specific people in specific units.
 - If you were to address an envelope to reach the stakeholder...
- **Think** beyond the sector you are working in.

Power Map



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POLICY ADVOCACY STEPS

Step 4: Build Support

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POLICY ADVOCACY STEPS

Step 5: Develop the Messages

Characteristics of Effective Messages

- Simple
- Concise
- Appropriate language
- Content consistent with format (layout, type of document, etc.)
- Credible messenger (spokesperson if there is one, use of evidence and data)
- Tone and language consistent with the message (serious, humorous, etc.)
- Effective use of stories and personal experiences

Elements of an Effective Message

- Content/Ideas
- Language
- Messenger/Source
- Format/Medium
- Time/Place

Consider...

- Who is your audience?
 - How much knowledge does your audience have on the advocacy issue?
 - What motivates your audience? (“What’s in it for me?”)
- What do you hope the audience will do?
 - Are you informing, persuading, or trying to move them to action?

Common Pitfalls to Avoid

Messages do not motivate the audience

Messages are confusing

Messages are not evidence-based

Messages too detailed or not enough

YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

POLICY ADVOCACY STEPS

Step 6: Select Channels of Communication

Message Formats

- Face-to-face meeting
- Briefing
- Policy roundtable
- Fact sheet
- Policy brief
- PowerPoint presentation
- Poster, flyers in public places
- Petition
- Public rallies
- Press release
- Press conference

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POLICY ADVOCACY STEPS

Step 7: Mobilize Resources

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POLICY ADVOCACY STEPS

Step 8: Develop an Action Plan

Examples of Advocacy Activities

ACTIVITY	PURPOSE OF ACTIVITY
Reaching out to like-minded organizations	Building coalitions with organizations that share similar values or have similar policy aims enhance one's own advocacy efforts.
Attending and participating in already-planned events by partners or government, such as a review meeting for YFHS/family planning	Attending key events or meetings are great methods of networking and meeting the right people at the right time and place.
Follow-up on advocacy issue	Following up on issues keeps decisionmakers on their toes and keeps the issue top of mind.
Building relationships with strategic mentors	Mentors can provide support and practical experiences on how they succeeded, how they failed, and challenges they overcame. They may also be able to identify opportunities.
Volunteering/interning to get exposure and gain experience	Volunteering is an opportunity to meet people in the system you might not otherwise meet who could be key to issues you want to pursue.
Participation in high-level platforms	An opportunity to speak or have a seat at a decision-making platform provides an opportunity to advocate for your issue.

Action Plan Implementation

- Communicate effectively
- Anticipate pushback
- Prepare to change course
- Monitor and document progress

YOUTH LEADERSHIP AND YFHS POLICY ADVOCACY TRAINING

ADVOCACY ACTIVITIES: Delivering the Message— Tips for Good Oral Communication

Delivery: Combat Nervous Energy

- **Prepare** (know the space, audience, and material)
- **Relax** using strategies that work for you
- **Visualize** yourself **successfully** achieving your goals
- **Don't apologize** for nervousness
- **Practice, practice, practice!**

Delivery: Clear, Concise, Conversational

- Memorize key parts of your messages
- Make eye contact
- Write your notes in your speaking style
- Focus on clarity—short, simple words
- If giving a PowerPoint, fully describe graphs and tables

Delivery: Appearance and Manners

- Dress appropriately for your audience
- Face your audience if giving a presentation
- Avoid distracting gestures
- Communicate sincerity through facial expressions

Delivery: Have the Last Word

- Prepare for Q&A
- Respond positively to all questions
- Never make something up (evidence-based advocacy)
- Prepare a summary for final wrap-up

Further Encouragement

- Take it a step at a time
- Take care of yourself
- Don't be afraid of the process
- Build a support network

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