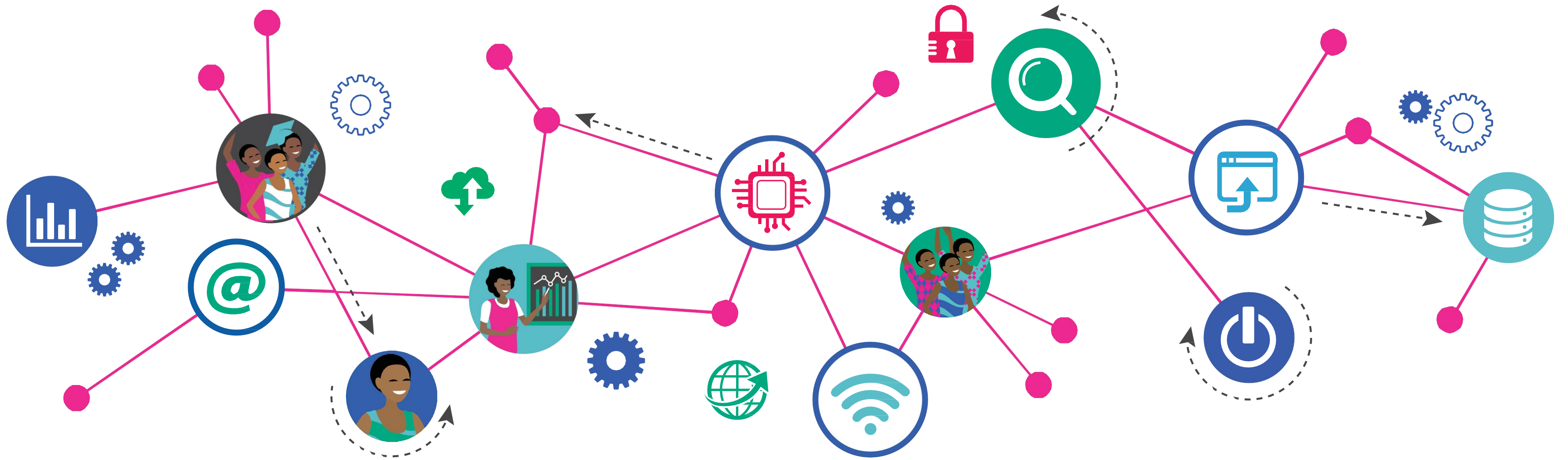


ACROSS THE DIVIDE: ENABLING DIGITAL YOUTH ADVOCACY AND ACTION IN AN UNEQUAL WORLD

AUGUST 15, 2024



TODAY'S WEBINAR



1

**THE REALITY OF THE
DIGITAL DIVIDE**

2

YOUTH DIGITAL ADVOCACY

3

**DIGITAL FOR DISCONNECTED
ADOLESCENTS**

OUR SPEAKERS FOR TODAY

MODERATOR

LERATO MORULANE
AFRIYAN COUNTY
PROJECT COORDINATOR



SESSION 1



BEATRICE SYOMITI
MONITORING ADVISOR,
A360 (PSI)

SESSION 2



LILIAN WAMBUI
PROGRAM OFFICER,
ADVOCACY COORDINATION,
Y-ACT (AMREF)



SALHA AZIZ
EXECUTIVE DIRECTOR
BINTI SALHA
FOUNDATION

SESSION 3



MARIAMAWIT HAILE
YOUTH INNOVATION
CHAMPION, A360 (PSI)



FIFI OGBONDEMINU
A360 PROJECT
DIRECTOR (PSI)



WILLIE NGUMI
DEPUTY DIGITAL
LEARNING DIRECTOR
(AMREF)

INTRODUCTION

SESSION 1: THE REALITY OF THE DIGITAL DIVIDE



THE DIGITAL DIVIDE

THE GAP CREATED BY UNEQUAL ACCESS TO DIGITAL TECHNOLOGY AMONG GROUPS DUE TO DEMOGRAPHIC OR GEOGRAPHIC FACTORS.

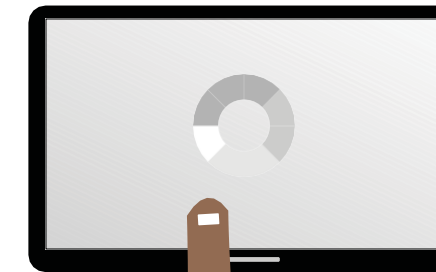
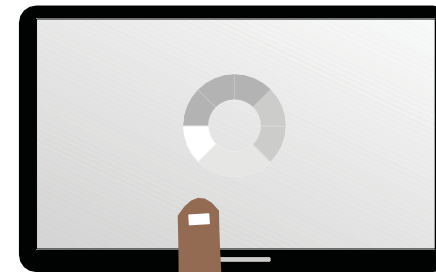
Digital technology can be a powerful driver for good – but only for those who are connected.

This 'gap' can refer to both coverage or usage. Even if people live in an area with access, they may not be able to use digital for various reasons.

In Africa, the usage gap has increased.

Africa lags in connectivity among youth, women, and those in rural areas compared to global averages.

The cost to connect and digital skills are significant contributors to this gap.



MOST AT RISK OF DIGITAL EXCLUSION

MOST DIGITALLY INCLUDED

People living in rural and remote areas



People with only mobile connection



People who are not in the labour force



High income households

People living with disabilities



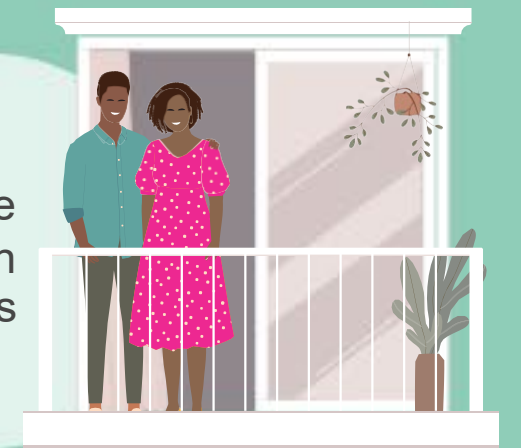
People with low education

ABILITY



Younger people

People in urban areas



Migrants and refugees



Women



Poor households



AFFORDABILITY

People who are tertiary educated



THE DIGITAL DIVIDE

AMONG YOUTH AND ADOLESCENTS THERE IS INCREDIBLE DIVERSITY

Mercy is 19 years old, living in Kenya. She has just completed secondary school, owns her own smart phone, and uses Facebook to promote her small business.

SHE IS **FULLY CONNECTED**



Abeba is 20 years old, living in rural Ethiopia. She dropped out of school at 17 to get married. She uses her husband's phone to stay in touch with her sister and to get SMS messages that remind her to bring her baby for health check-ups.

SHE IS **PARTIALLY CONNECTED**



Aisha is 17 years old, living in northern Nigeria. Although her husband has a phone, she never uses it. She has trouble reading, so does not benefit from SMS messages and calling is too expensive.

SHE IS **DISCONNECTED**



WHAT DOES THIS MEAN FOR US?

1

**THERE IS NO ONE SIZE
FITS ALL SOLUTION**



Digital technology access varies, our solutions to reach these girls and young women must be diverse

2

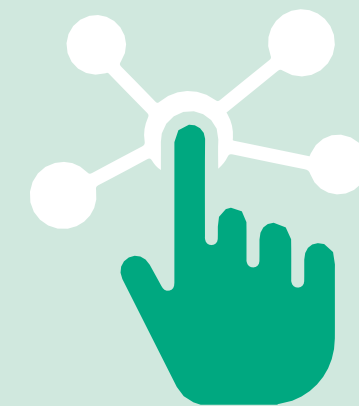
**WE NEED TO REACH THOSE
MOST EXCLUDED**



Those who are partially and fully disconnected require special consideration, and tailored outreach.

3

**OUR APPROACH SHOULD
EMPHASIZE AGENCY**



Access alone will not make a difference, girls and young women must have power to use digital how they choose.

SESSION 2: YOUTH DIGITAL ADVOCACY



DIGITALLY CONNECTED YOUTH IN SSA



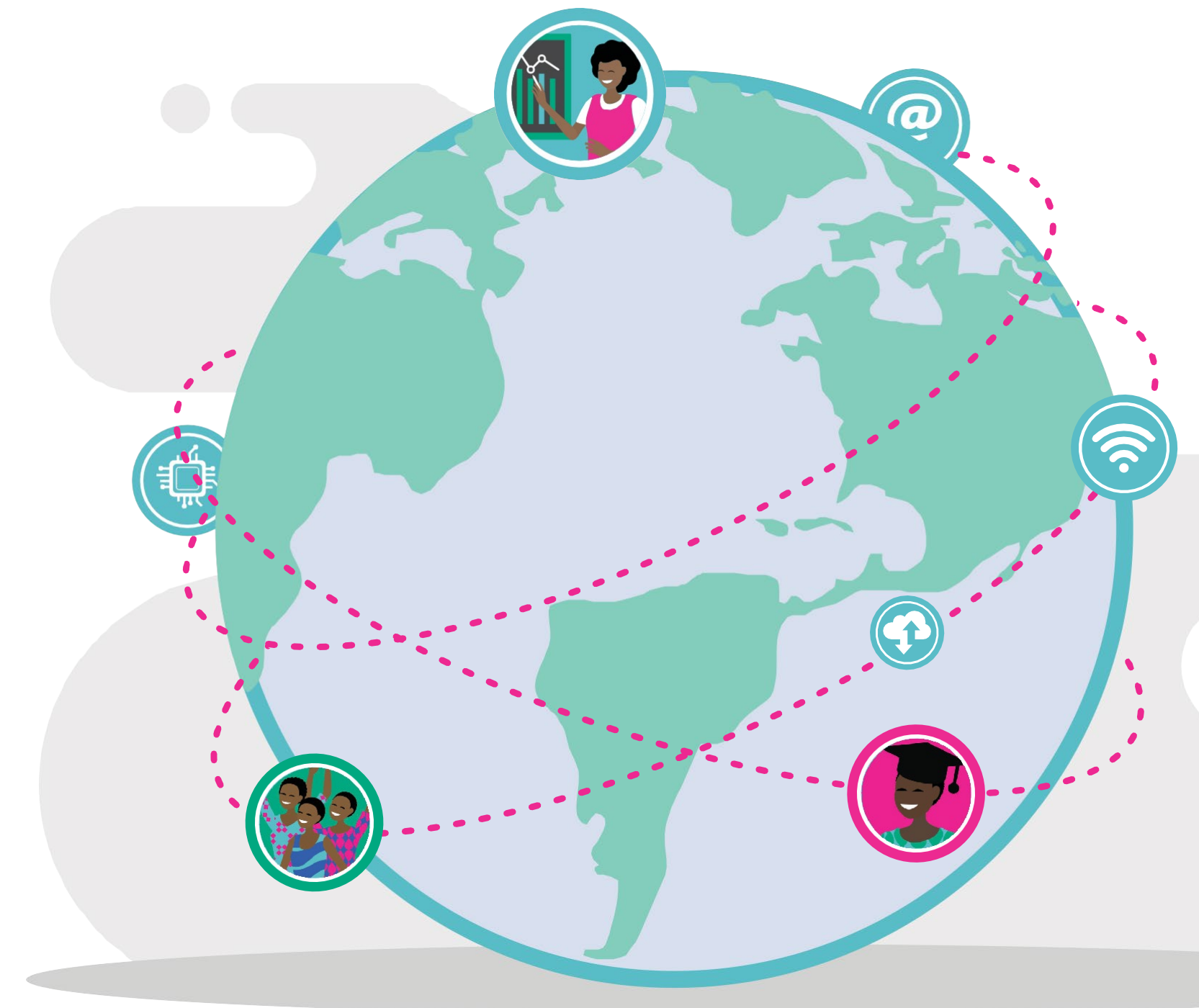
Youth aged 15-24 make up a significant portion of internet users in SSA.

With the rise of internet access, many young people are now digitally connected, which presents a unique opportunity for engagement.

Digital technology is crucial for accessing information, networking, and advocacy.

There are currently 17 global goals aimed at addressing global challenges such as poverty, inequality, and climate change by 2030.

Youth are key stakeholders in driving progress towards these goals.



KEY CHALLENGES IN USING DIGITAL PLATFORMS



DIGITAL DIVIDE



Limited access to reliable internet in rural areas. Youth in remote regions unable to participate fully in online advocacy.

DIGITAL LITERACY



There are undeniably varying levels of digital skills among youth. Youth struggle with creating impactful content or navigating complex digital tools.

ONLINE SAFETY & MISINFORMATION



Exposure to cyberbullying and misinformation. Youth advocates, especially women and young girls face online harassment, discouraging their participation.

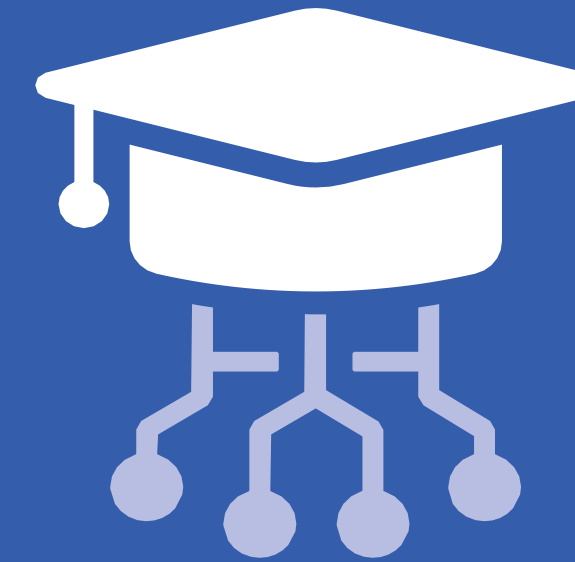
DIGITAL DIVIDE SOLUTIONS



Under the Youth Power Hub, we Leverage Offline-to-Online Campaigns-Combining offline activities (e.g., community meetings) with online campaigns to bridge the gap.



The Youth Power Hub has created safe online spaces and training on identifying misinformation.



Training to enhance digital skills and online advocacy.

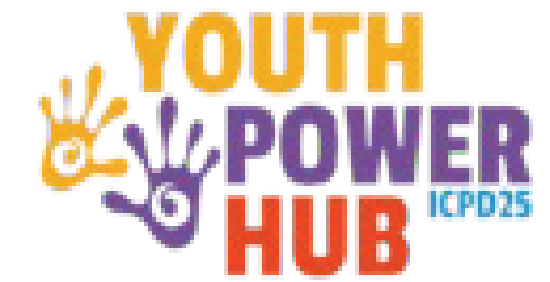
YOUTH DIGITAL ADVOCACY



The Youth Power Hub has developed a chatbot designed to provide young people with reliable Sexual Reproductive Health and Rights(SRHR) information. This digital solution offers accurate and timely support 24/7 for those seeking Adolescent and Youth Sexual Reproductive Health information and services. The chatbot is available on WhatsApp and on our website <https://www.yactmovement.org/caravan/>



OPPORTUNITIES FOR YOUTH DIGITAL ACTION



Awareness and Education by leveraging social media platforms to disseminate information on SDGs. Online campaigns and webinars to educate youth on their role in achieving SDGs.



Youth-Led Digital Advocacy: Empower youth to lead digital campaigns on issues they are passionate about. We've seen tremendous impact when youth take the lead in digital campaigns on issues they care about. For Example: Mobilizing youth for ending Gender Based Violence through digital platforms during 16 days of Activism.



Collaboration & Networking: Utilize digital platforms to connect youth across borders for joint initiatives. Y-ACT through its regional programs partners with youth from over 21 countries across Africa to collaborate on digital advocacy. Our strategy is Capacity-building, mentorship, peer learning, and digital storytelling. Through this we gain enhanced youth leadership in digital advocacy and policy influence. *Contd to YPH program overview.*

YOUTH CHAMPION SPOTLIGHT

EXPERIENCE SHARING ON COMBINED DIGITAL + GRASSROOTS ADVOCACY

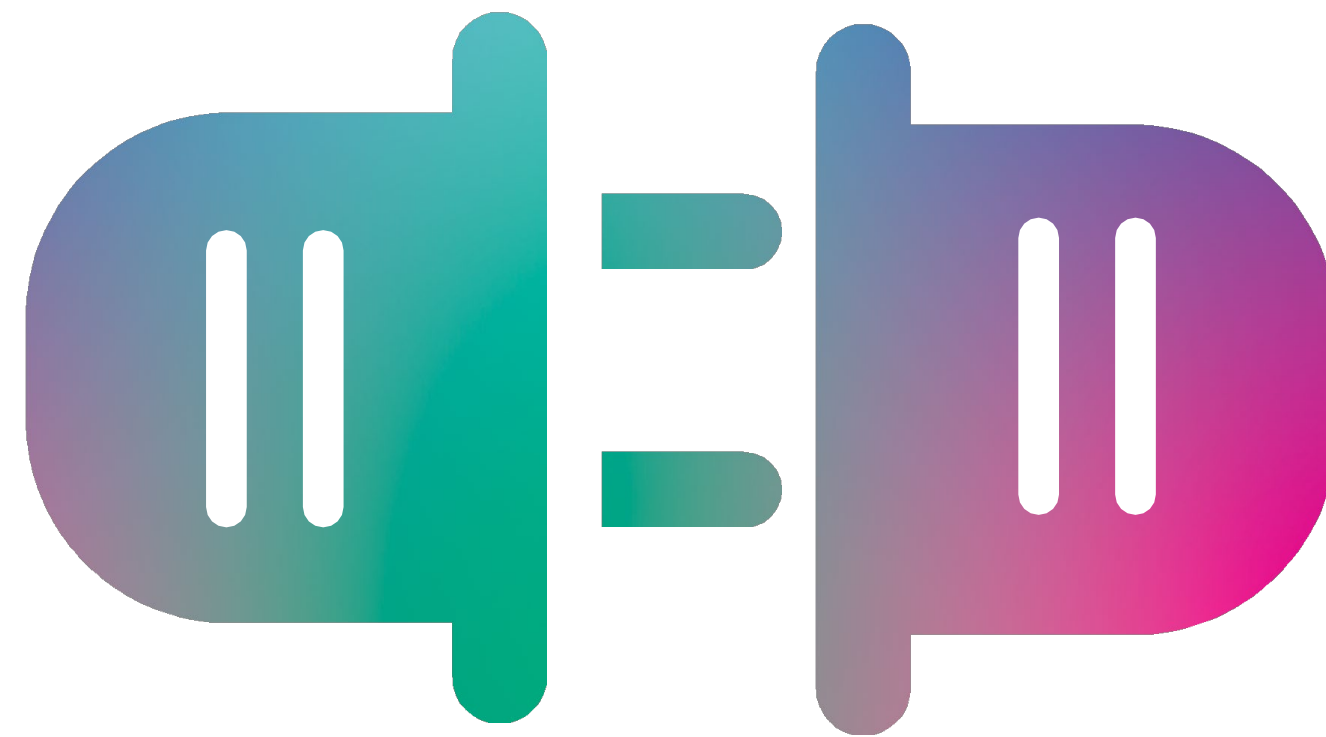
~ Salha Binti Aziz, Executive Director at Binti Salha
Foundation

SESSION 3:
DIGITAL ENGAGEMENT
FOR DISCONNECTED
YOUTH & ADOLESCENTS



EXTENDING BENEFIT TO THOSE WHO CANNOT CONNECT

We are **operating in an unequal world**. Even as we work to close the digital divide, we need ways of **ensuring now that it doesn't contribute to gaps in outcomes**.



To do that we need to be **sharing successful strategies** for using digital innovations to **reach those who are disconnected**, supporting them to harness the benefits digital provides.

WHAT CAN WORK FOR THOSE WHO ARE MORE EXCLUDED?

USSD

Responsive **real time two-way automated exchange** of alphanumeric information

Can be used with **all phone types**

Leaves no trace on the phone (**high privacy**)

IVR

Automated technology allowing users to use **voice or menu inputs to navigate.**

Pre-recorded messaging and text to speech tech.

Also **high privacy**, may work better for **lower literacy** individuals.

MESSAGING APP / CHATBOT

Provides more **expansive interaction / content options.**

Can come through **social media, messaging apps** (e.g. Whatsapp / Telegram), etc.

May require higher connectivity.

TABLET-BASED APP

Can be **used without any phone access** if facilitated by a provider / mobilizer / digital kiosk.

Fairly **unlimited potential content options.**

Can be **more expensive.**

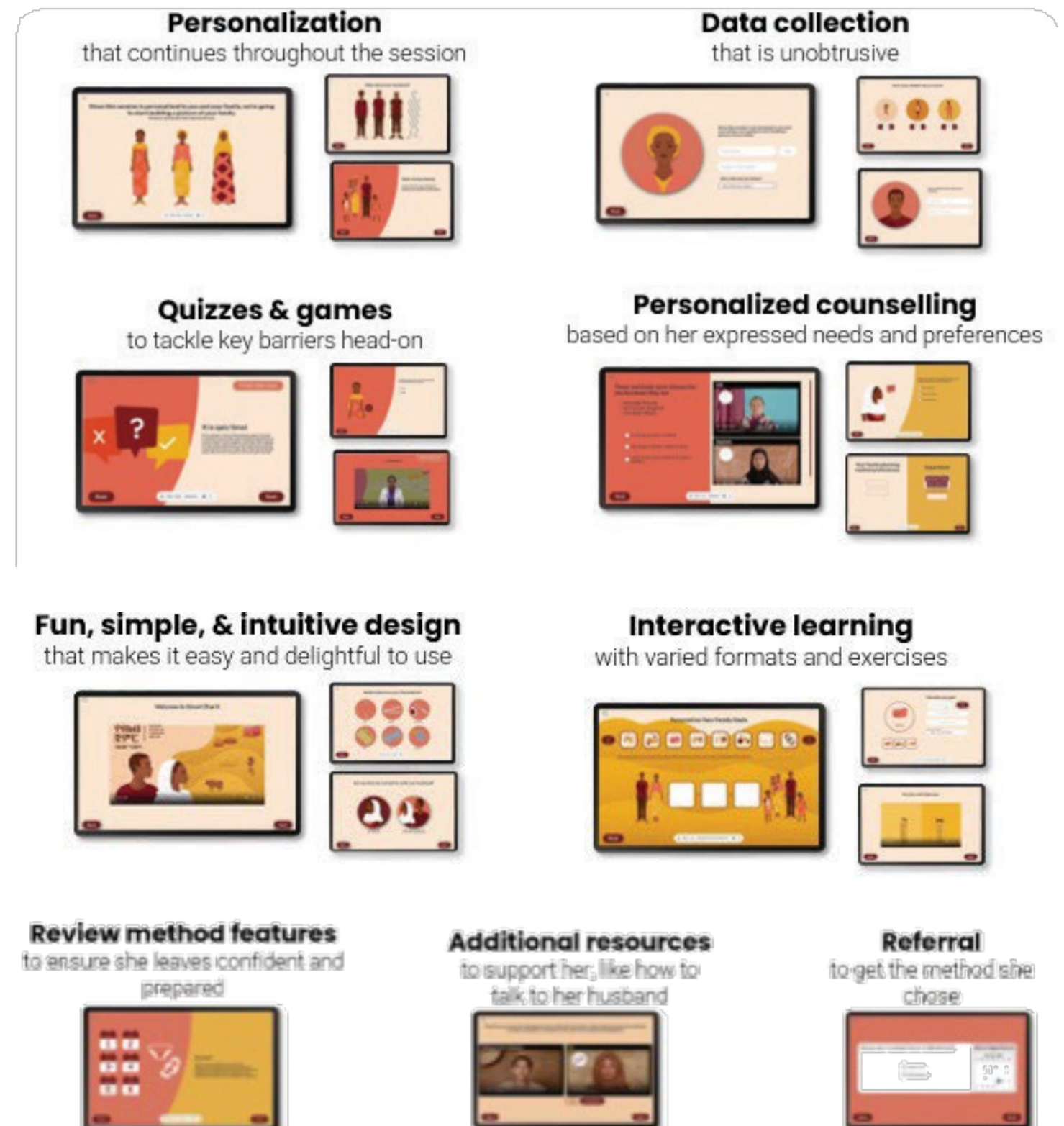
MJANJA CONNECT

- Country: Tanzania
- Target audience: unmarried adolescent girls aged 15-19 in rural or peri-urban areas
- Tablet-based mobilization and pre-counseling job aide.
- Introduction to A360's SRH intervention (Kuwa Mjanja) through self-selected videos, games, and fun quizzes.
- Uses girls' responses to segment messaging and information.
- Presents contraceptive methods according to girls' stated priorities, needs and experiences.
- Uses relatable testimonial videos that discuss contraceptive method attributes and what to expect during method use.



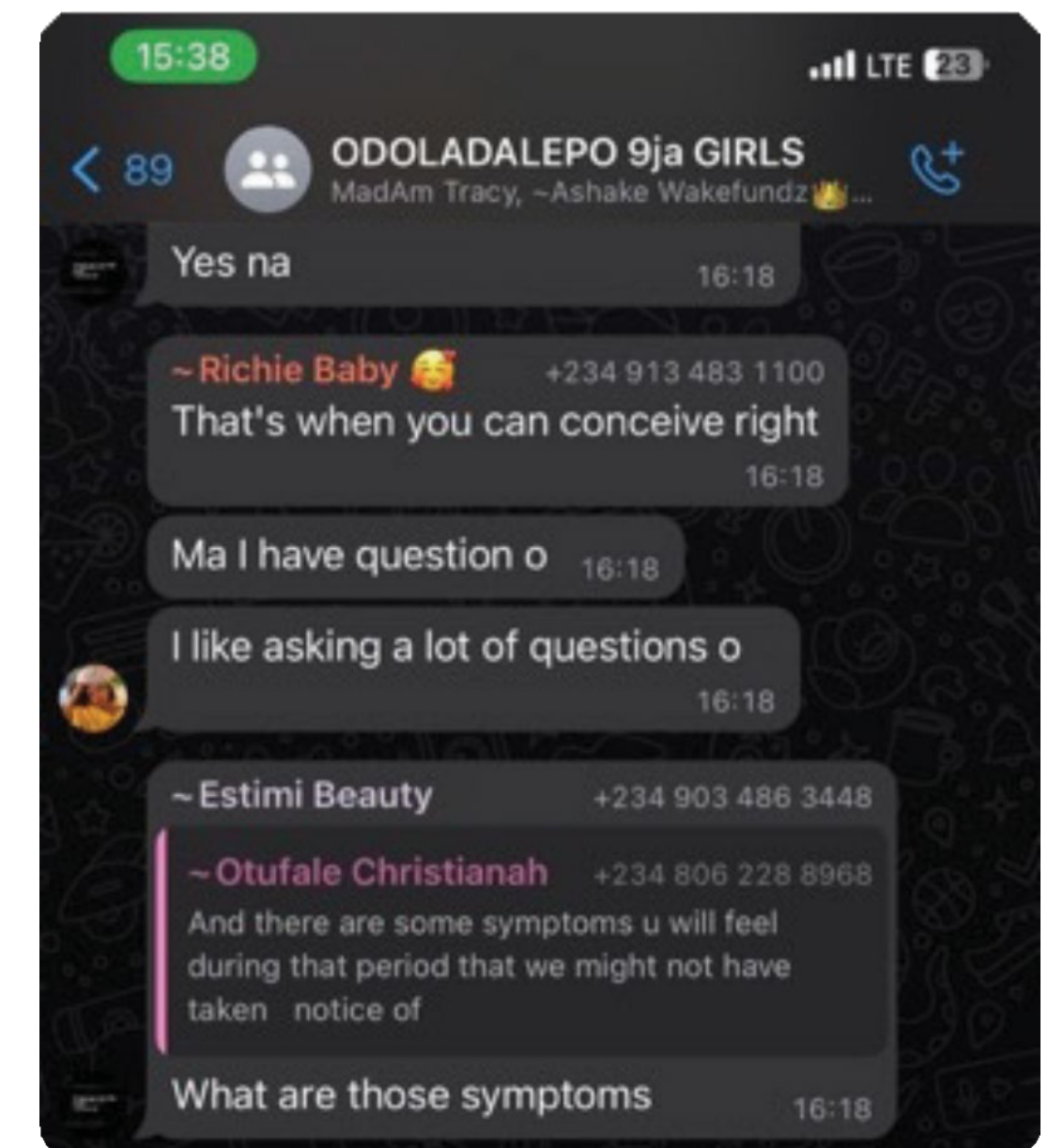
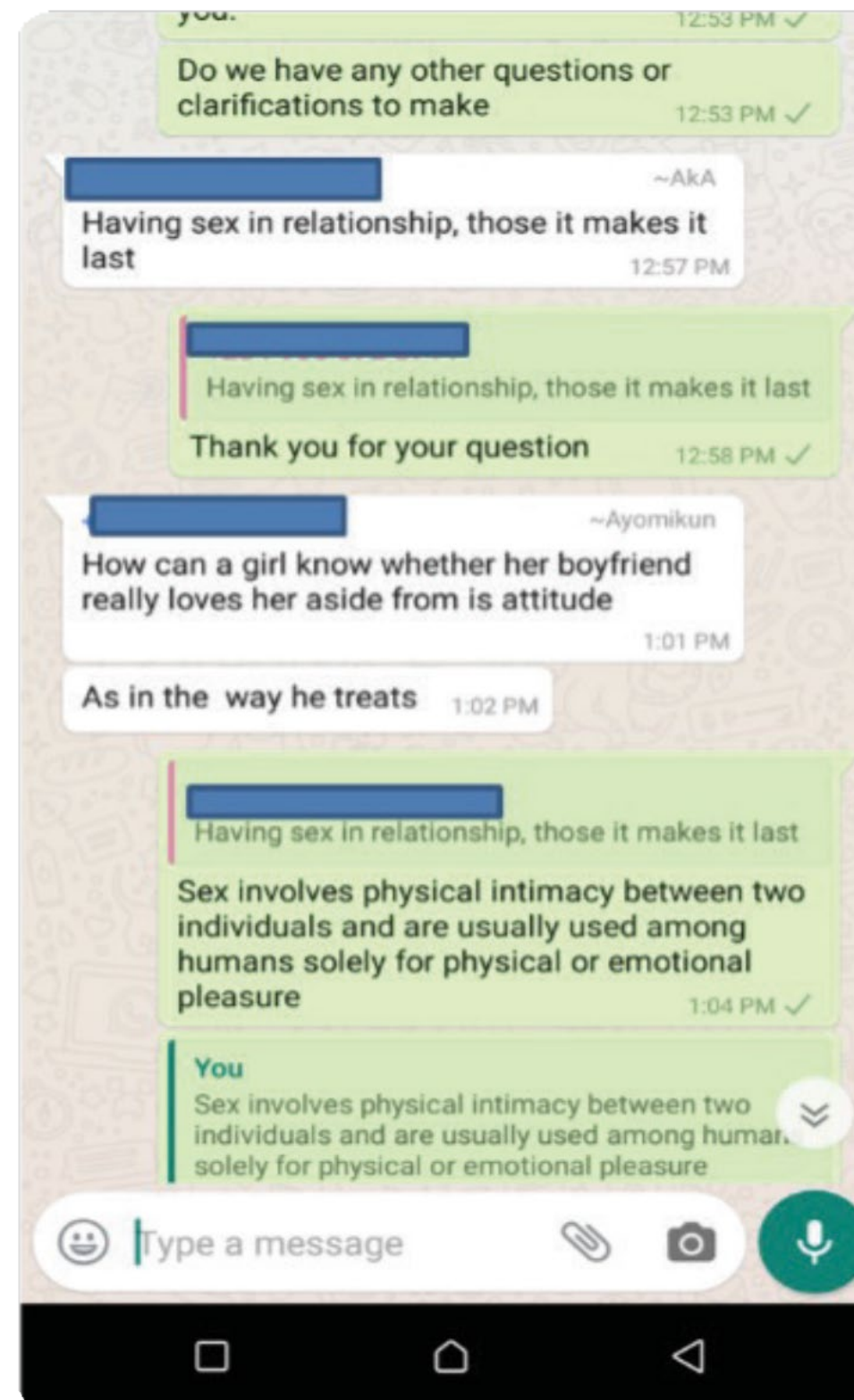
SMART START DIGITAL COUNSELING GUIDE

- Country: Ethiopia
- Target audience: married adolescent girls aged 15-19 living in rural areas
- Digital tool which is provider-facilitated but client facing.
- Interactive methodology including games, music, and videos.
- Like Mjanja Connect, includes personalized pre-counseling, leveraging quizzes and other methods of segmenting messaging.
- Currently undergoing optimization to be able to be implemented within the government's electronic community health information system (eCHIS).



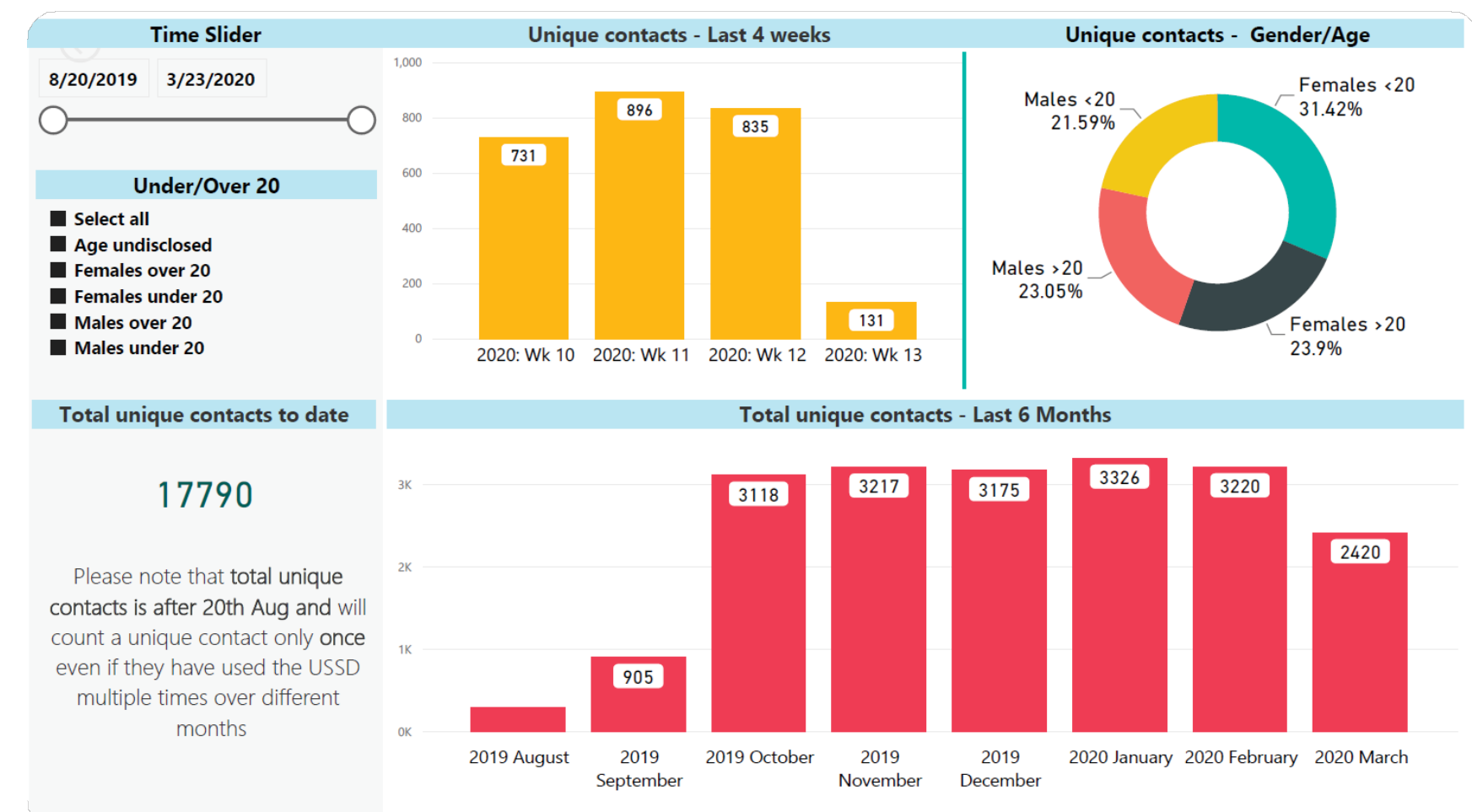
9JA GIRLS LIFE LOVE AND HEALTH WHATSAPP CLASSES

- Country: Nigeria
- Target audience: unmarried adolescent girls aged 15-19 living in peri-urban or urban areas
- Adaptation triggered primarily by COVID-19 pandemic restrictions.
- Sessions over Whatsapp group chat (separated by geographic cluster) provided to girls covering SRH topics and aspirational programming on livelihood.
- Including the option of a one-on-one counseling with a provider to link girls to a nearby facility for SRH services.



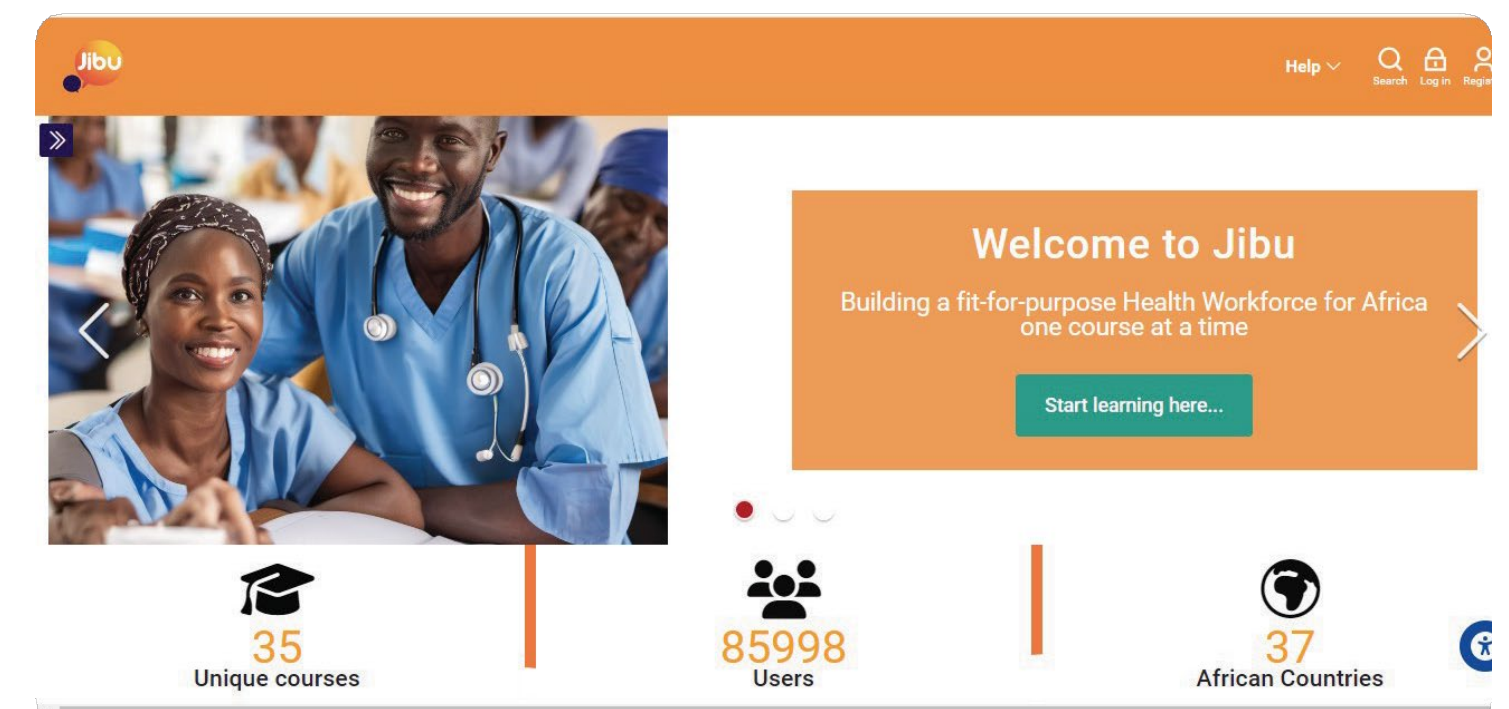
KUWA MJANJA USSD

- Country: Tanzania
- Target audience: unmarried adolescent girls aged 15-19 in rural or peri-urban areas
- Clients use any mobile phone to access SRH information through SMS-based service.
- USSD portal is free and discretely accessible, leaving no trace for those who use a shared phone.
- USSD has simplicity and flexibility – works on every phone.
- A360 in Tanzania included this free number on all existing health promotion material – a low touch and effective means of pushing out health information.



JIBU.AFRICA

- Country: Regional
- Target audience: Youth CSO's for the Advocacy course
- Clients access the course via smartphone or computer
- Registration and access to the course is free of charge.
- Jibu App makes it convenient to access anytime anywhere.
- Use of interactive elements such as videos, graphics and attractive design make the course easy to understand and interesting.
- Supporting factors: 51% smartphone penetration in SSA, 43% of population have access to mobile services



KEY TAKEAWAYS

1

IT'S HARD NOT IMPOSSIBLE



Reaching those who are disconnected requires getting creative and working through influencers and other points of connection. But it is not impossible!

2

IT'S NOT ALWAYS THE RIGHT FIT



We know that many young people still want in person connection. We need to strike the right balance, not consider digital the end-all, be-all.

3

IT'S ALWAYS CHANGING



The digital world continues to evolve. We need to have real-time knowledge of where youth and adolescents are and digital approaches should reflect the current reality!

QUESTIONS?