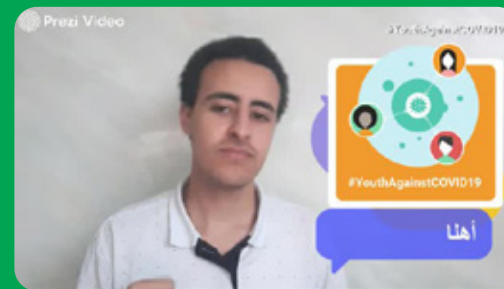
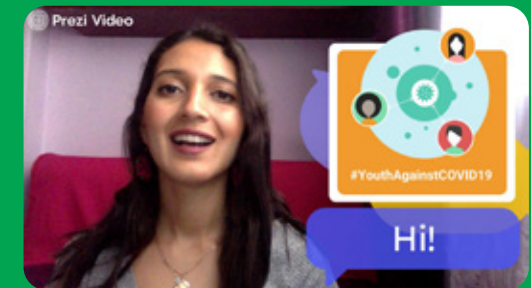
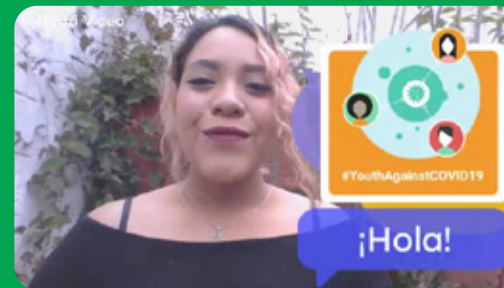
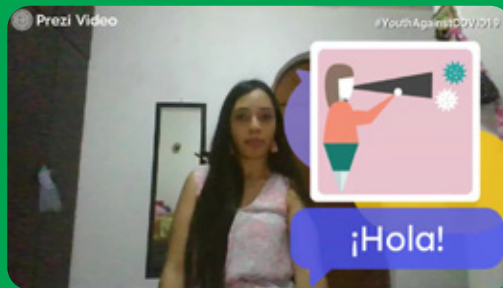
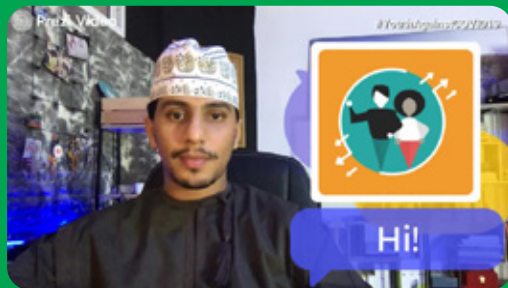
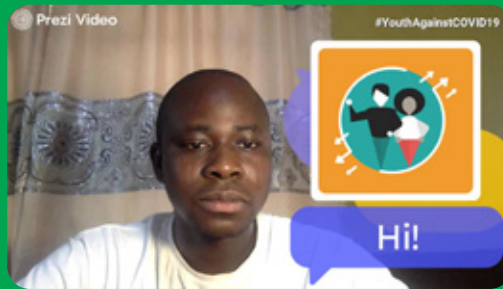


#YOUTHAGAINSTCOVID19 CAMPAIGN



ALL THAT YOU NEED TO KNOW



TECHNICAL BRIEF

INTRODUCTION

This technical brief focuses on the #YouthAgainstCOVID19 campaign, which was launched in April. Presented in a question and answer format, the brief presents the following:

- An overview and information on the content and partners of the campaign.
- Information on situating the campaign in the context of the United Nations Population Fund's (UNFPA's) adolescent and youth work and COVID-19 response.
- Information on how to participate in the campaign, including how to adapt it to local contexts.

For an overview of the project, please watch the [intro video](#) and visit the [campaign website](#).

WHAT IS #YOUTHAGAINSTCOVID19?

#YouthAgainstCOVID19 is a campaign that aims to help teach young people around the world about COVID-19 and what they can do to keep their friends, families and communities safe. Designed as a six-part video series, the campaign features young people sharing their views on how COVID-19 affects them, how to protect their sexual and mental health, and ways to support each other. Using the platform Prezi Video, the campaign allows videos made by young people and youth partners around the world to be easily reused.

#YOUTHAGAINSTCOVID19 AIMS TO:

- reach young people
- share the right information about the pandemic
- showcase and support youth action against COVID-19
- do this in a participatory, inclusive and adaptable manner.

CAMPAIGN PARTNERS



DESIGN AND TECHNOLOGY PARTNER: PREZI

Prezi is a technology company that offers web-based presentation and storytelling tools. One of its recently launched products, Prezi Video, allows users to produce videos with built-in presentation content, without a need for video editing. It also allows users to “reuse” video content, meaning that it is possible for users to immediately record a new video, using the same visuals as those in the video they have watched.

CONTENT AND DISSEMINATION PARTNERS

The campaign created a broad participatory platform of partners for content creation and dissemination. These partners included youth-led, youth-serving organizations, youth networks and other United Nations (UN) system partners. The main partners can be identified in the images below; however, please note that there are various other youth partners at country and regional levels that have supported the adaptation and dissemination of the campaign.

CAMPAIGN CONTENT

The script for each video, which contains the key messages about the subject, was developed by youth-led and youth-serving organizations. The scripts were rigorously edited by technical and communications teams, to strike the right balance between being understandable and being attractive to youth audiences while conveying accurate, actionable information.

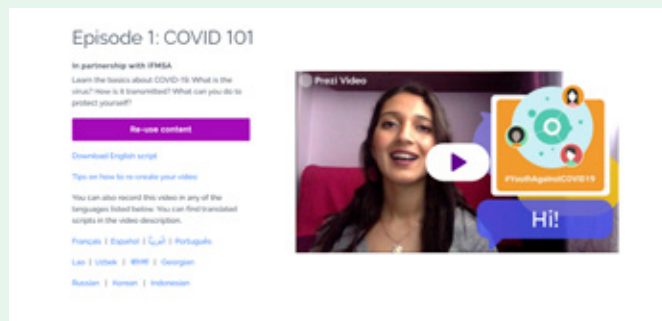
Each episode was recorded by volunteers from the youth partners that worked on the script. You can see a sneak peak of the videos in the screenshots below.



EPISODE 1: COVID 101

Learn the basics about COVID-19. What is the virus? How is it transmitted? What can you do to protect yourself?

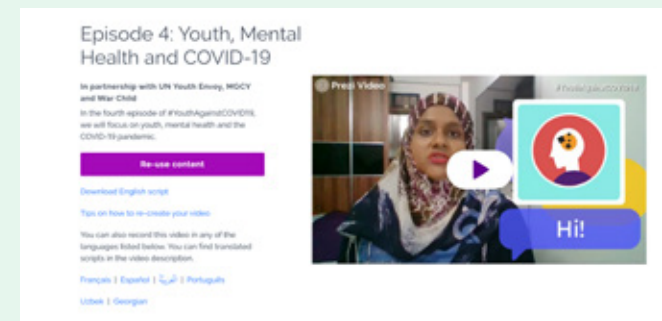
Content creation partner: IFMSA



EPISODE 4: YOUTH, MENTAL HEALTH AND COVID-19

In the fourth episode of #YouthAgainstCOVID19, we focus on youth, mental health and the COVID-19 pandemic, with tips from young people on how they manage their mental health during the pandemic.

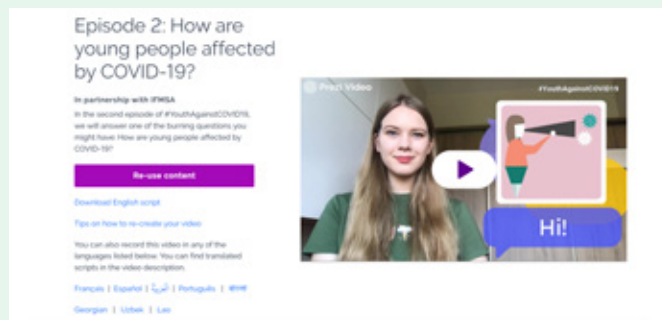
Content creation partners: UN Youth Envoy, MGCY and War Child



EPISODE 2: HOW ARE YOUNG PEOPLE AFFECTED BY COVID-19?

In the second episode, we answered one of the burning questions young people might have: How are young people affected by COVID-19?

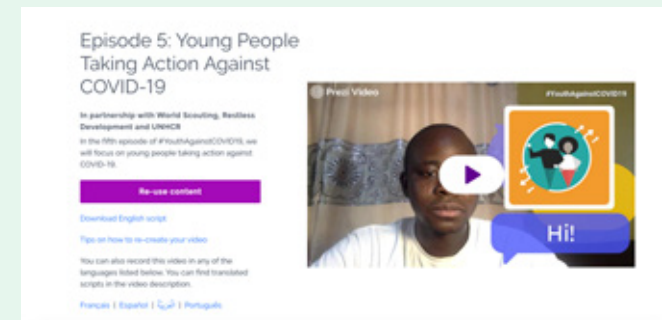
Content creation partner: IFMSA



EPISODE 5: YOUNG PEOPLE TAKING ACTION AGAINST COVID-19

In the fifth episode of #YouthAgainstCOVID19, we focus on young people taking action against COVID-19 through stories of youth leaders around the world.

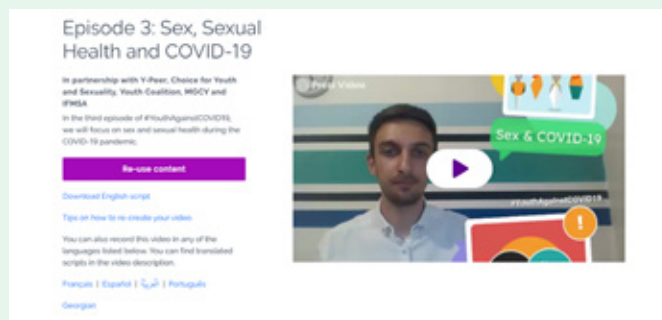
Content creation partners: World Scouting, Restless Development and UNHCR



EPISODE 3: SEX, SEXUAL HEALTH AND COVID-19

In the third episode of, we focus on sex and sexual health during the COVID-19 pandemic, including access to SRHR service and gender-based violence.

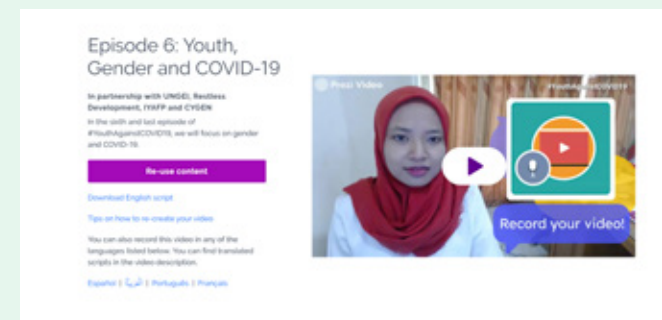
Content creation partners: Y-Peer, Choice for Youth and Sexuality, Youth Coalition, MGCY and IFMSA



EPISODE 6: YOUTH, GENDER AND COVID-19

In the sixth and last episode of #YouthAgainstCOVID19, we focus on gender and COVID-19 by exploring how gender inequality plays out in the pandemic and sharing tips on how to stand up against inequality.

Content creation partners: UNGEI, Restless Development, IYAFP and CYGEN



How does the campaign relate to UNFPA's COVID-19 response?

- Youth engagement, especially in **risk communication efforts**, is a key component of the campaign during this health emergency, and involving young people effectively in risk communication efforts is a critical part of the United Nations' and UNFPA's **COVID-19 global response plan**.¹
- For those who just view the videos (or other materials based on the scripts), the campaign presents **accurate, actionable information** on various aspects of the pandemic (prevention; sexual reproductive health and rights – SRHR; mental health; gender) in a **youth-friendly manner**.
- For those who also record the videos, the campaign presents an entry point through which to **fight misinformation** and **take action** during the pandemic.
- The ease of translations and adaptations makes it possible to reach adolescents and young people **in their own language**. Seeing their peers in the videos makes the content more **relatable**.

How does it relate to UNFPA's work on adolescents and young people?

Focus areas:

- Content in the campaign spans different areas of UNFPA's work on adolescents and young people, and "*My Body, My Life, My World*". Given this, the key messages in the scripts can be used beyond the campaign.
- While some episodes, such as the ones on SRHR and mental health, focus on young people's health and well-being ("*My Body*"), other episodes focus on gender inequality and harmful practices ("*My Life*"), and young people taking action against COVID-19 ("*My World*").

Programmatic use:

- The campaign is not only a risk communication tool but also an opportunity to **foster community engagement** and **youth participation** in the context of the pandemic.
- The campaign's messages focus on the positive role that young people can play in the fight against the pandemic, and use **rights-based** and **inclusive** language.
- In line with the principle of **leaving no one behind**, there is particular emphasis on featuring vulnerable groups of young people in the campaign. There are already various videos that were recorded by young people who identify as lesbian, gay, bisexual, transgender, queer and intersex (LGBTQI), young people with disabilities and young refugees.

¹ Risk communication and community efforts and youth engagement are accelerators in UNFPA's COVID-19 Global Response Plan (March 2020).

Where can I find all the videos and communication materials?

To access all the videos and assets, please visit this [Trello board](#).

On the Trello board, you will find:

- communication assets (animations and visuals)
- suggested tweets
- intro videos about the campaign (not reusable)
- tips for recreating your video
- episode videos (reusable)
- accompanying script for each video.

How can I showcase our work and partners in the campaign?

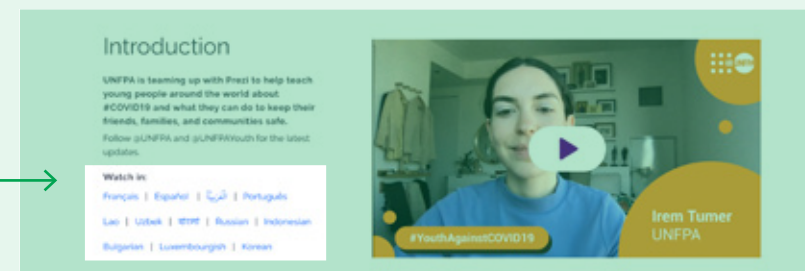
- If you are making a new video, you can add your organization's name and website to the description of the video when sharing it with others.
- You can also enter details about your involvement in the [partners and COs tracking sheet](#) so that it can be captured in the reporting of the campaign.

How can my office or partners participate in the campaign?

- You can share either the original videos or a recycled video of your making with your audiences.
- In both cases, you can ask your audience to recycle the videos and join in the campaign. Refer to suggested tweets on the Trello board for some messages that you can use. Don't forget to use the hashtag #youthagainstcovid19 and tag @UNFPAYouth in any social media posts.
- You can use the scripts or visual assets that are part of the campaign in whatever format works best for your context (posters, radio, shorter videos, webinars, etc).

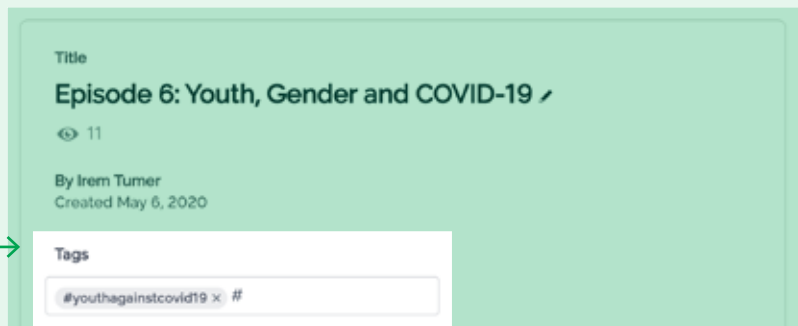
Which languages are these materials available in?

- Each episode was released (together with suggested tweets) in English, French, Spanish, Arabic and Portuguese.
- There are ongoing translations into over 30 languages; you can see the latest translations that have been released under each video on the [campaign website](#).



Is there anything I should pay attention to when sharing a video?

- **Learn how to record.** Please read the [tips for recreating your video](#) before embarking on the campaign.
- **Use the right tag.** In order to make sure that the videos you produce are visible on the campaign website (under the "See more videos" section), you should enter the hashtag #youthagainstcovid19 in the "tags" section on the Prezi platform. See below for an illustration.



- **Enter the right description.** When you are entering the description for your video, the easiest method is to copy-past the description from the original video that you are recreating. You can edit it as you wish; what is important is to retain the links to (a) the tips for recreating a video, (b) the episode's script and (c) the campaign website. This way, your viewers will have everything they need to create their own video and join the campaign.

Can I use the visuals and scripts of the campaign to create more materials (social media cards, posters, presentations, etc.)?

- **For visuals.** You will find all the visual assets from the campaign on the [Trello board](#). These assets will open in the Prezi Design platform. Once you are on this platform, you can export each individual asset as a .jpg/png or use the [Prezi Design platform](#) to create other materials, such as slides, social media posts and posters. Refer to the relevant card on the Trello board for more information.
- **For scripts.** You can find all the scripts for the campaign on the Trello board or the campaign website. You can use the key messages for each episode to create social media posts, posters, WhatsApp messages, radio scripts, podcasts, etc.

Can I use these assets for a webinar?

- If you would like to use the visuals on your recorded video during a webinar, you can use the Prezi Video desktop app. (Watch the [webinar](#) on the campaign website for an example of how this works.)
- This technology will allow you to have the visuals on your camera view and click through them as you present the materials. For more information on how to do this, refer to [this article](#).

We have problems with our Internet connection. How can I adapt the campaign to an offline format?

- If you are unable to record or share videos using a computer camera, you can use the scripts to record audio-only clips/radio shows and/or record videos on mobile phones. As explained above, you can also consider using the visual assets and scripts together to create printed materials that can be disseminated offline.

THE CASE OF UNFPA GUATEMALA ADAPTING #YOUTHAGAINSTCOVID19 CAMPAIGN TO OFFLINE SETTINGS

Considering the fact that most of the young indigenous leaders or youth activists living in rural areas face technological, financial and connectivity challenges when video recording the campaign messages and being aware that access to mobile phones is common, the UNFPA Guatemala country office adopted the following adaptive strategies to support youth participation meaningfully:

- It shared the video scripts with young indigenous and rural leaders via WhatsApp.
- It extracted key messages from the scripts so that they could be featured in 1-minute videos.
- It supported youth leaders by providing them with mobile data for their mobile phones.
- Young indigenous leaders and youth leaders with disabilities recorded short videos using their mobile phones and sent the footage back to the country office.
- The county office team edited the videos, including the visual identity coming from the UNFPA–Prezi campaign available on the public Trello board.

As a final outcome, the team disseminated the short videos in low resolution via WhatsApp and other means. Likewise, the key messages were recorded as voice messages so that they could be broadcast using WhatsApp, and radio and community channels.



This brief was written by Irem Tumer (UNFPA) with contributions from José Roberto Luna (UNFPA) and Sabrina Morales (UNFPA).

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