



LET THEM KNOW

A YOUTH-LED AYSRHR GLOBAL
ROADMAP FOR ACTION

COMMUNICATIONS TOOLKIT

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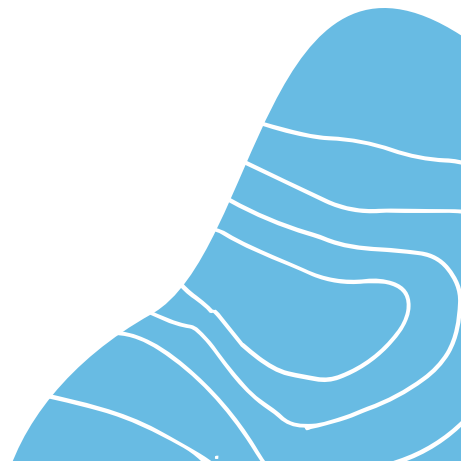
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1. ABOUT THE AYSRHR GLOBAL ROADMAP FOR ACTION (GRA)

1.1 What is the GRA?

The GRA is the first-ever Youth-Led global vision and priority document for Adolescents and Youth Sexual and Reproductive Health, Rights, and Justice (AYSRHR-J). The GRA brings together youth voices to outline a new vision for AYSRHR-J and set out 2030 vision, priorities and recommended actions, showing unity in the expression of young people's SRHR-J needs and values across the world. **This GRA is youth-led and youth-said.**

1.2 The Intended Audience

The intended audience for the GRA includes the following groups:

-Youth & Youth-Led Organizations

-INGOs & Partners

-Donors

-Government Bodies

Throughout the GRA, we identify recommendations and action steps for each of these groups



1. ABOUT THE AYSRHR GLOBAL ROADMAP FOR ACTION (GRA)

1.3 Key Messages

Below are the key messages that should be communicated for the GRA:

The time to act is now for governments, donors, the private sector, INGOs, and youth-led organizations to come together and commit to a common AYSRHR-J vision and priorities. It is time we Let Them Know what we want, what we need, and what we expect through this GRA.

What We Need

Progressive AYSRHR-J Policies

A world in which AYSRHR-J policies address and are responsive to the diverse set of youth needs and identities to catalyze the social and political changes necessary to ensure their reproductive health needs are met

Acknowledge Diverse Youth Identities & Needs

A just, equitable, and sustainable AYSRHR-J field in which every youth, including LGBTIQ+ youth and youth with disabilities, enjoy the right to a life of dignity worldwide.

Meaningful Youth Partnerships & Engagement

A world in which equitable, mutually respectful, and beneficial youth partnership are the norm and the SRHR field is transformed from one that exists for youth to one that exists in partnership with youth for achieving a shared AYSRHR-J vision

Equitable AYSRHR-J Financing

A world where all unmet needs for AYSRHR-J services and commodities are equally funded and resourced addressed through increased financial resources and technical support supplied by the donor community, the private sector, and governments.

Transparent Data, Monitoring, & Reporting

A world in which comprehensive and transparent data on adolescents and youth, including disaggregation by age and gender and inclusion of diverse youth identities is available for decision making.

2. COMMUNICATIONS TOOLKIT

2.1 Slogan

English: **LET THEM KNOW**

French: **FAITES-LEUR SAVOIR**

2.2 Social Media

Help promote the GRA on your social media channels. Before you start, take a look at section 1.3 on GRA key messages and section 2.4 for GRA social media assets.

Include the official hashtags when you tweet, post about, promote, or share GRA messages or materials.

Hashtags:

#LETTHEMKNOW

#ICFPYOUTH

#ICFP2022

Social Media Pages:

Twitter: **@letthemknow_gra**

Instagram: **@letthemknow_gra**

Facebook: **@letthemknow_gra**



2. COMMUNICATIONS TOOLKIT

2.3 Website

The GRA 2022 website provides the full GRA document, document briefs, and other resources. The website can be accessed here: <https://icfp2022.org/aysrhr-global-roadmap-for-action/>

2.4 GRA Asset Bank

The GRA Asset Bank contains a wide range of digital and print-ready communication materials to help you, and your partners, promote The GRA. These materials are available in English and we are working to make them available in French.

The asset banks elements include:

- Social media graphics
- GRA flyers and info sheets
- GRA overview presentation

Please access the GRA Asset Bank [here](#)



3. ICFP LAUNCH ACTIVITIES



YOUTH PLENARY

November 17, 8-10:30am



PRESS CONFERENCE

November 17, 10:30-11:30am



ICFP LIVE STAGE

November 17, 12-12:15pm



BOOTH TAKEOVER

November 17, 10:30am-1:00pm
120 Under 40 Booth



SOCIAL MEDIA



4. CONTACT US

Contact the GRA team for general information: aysrh.gpa@gmail.com