

# FYP Event 2023

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# Guidelines

1. **Define Objectives:** Articulate the objectives of the UN Science Summit. Determine the key messages to be conveyed and the desired outcomes of the event. These objectives will guide all communication efforts.
2. **Identify Target Audience:** Identify the primary and secondary target audiences for the summit. This may include government officials, scientists, researchers, policymakers, NGOs, and the general public. Tailor communication messages and channels to suit each audience segment.
3. **Craft Key Messages:** Develop concise, impactful, and evidence-based key messages that align with the summit's objectives. These messages should highlight the importance of science in addressing global challenges, promote collaboration, and emphasize the potential impact of scientific advancements.
4. **Stakeholder Engagement:** Identify and engage with key stakeholders involved in the summit, such as participating scientists, governmental representatives, and relevant organizations. Establish regular communication channels to keep stakeholders informed and engaged throughout the planning and execution stages of the summit.
5. **Media Outreach:** Develop a comprehensive media outreach plan to generate widespread coverage and create awareness about the summit. This should include press releases, media briefings, interviews, and op-ed placements in influential outlets. Leverage both traditional media channels (print, television, radio) and digital platforms (websites, social media, podcasts) to reach diverse audiences.
6. **Social Media Strategy:** Develop a robust social media strategy to engage the public and increase participation in the summit. Create dedicated social media accounts and utilize hashtags to promote the event. Regularly share updates, informative content, and highlights from the summit. Encourage stakeholders and attendees to share their experiences and insights on social media.
7. **Website and Online Presence:** Design a dedicated website for the UN Science Summit. Ensure that it provides comprehensive information about the event, including the agenda, speakers, registration details, and background materials. Regularly update the website with relevant news, press releases, and post-event resources.
8. **Content Creation:** Produce compelling content, including articles, videos, infographics, and podcasts, to showcase the summit's themes, highlight scientific breakthroughs, and promote discussions on relevant topics. Collaborate with scientists, experts, and influencers to contribute to content creation.
9. **Partnerships and Collaborations:** Collaborate with relevant organizations, scientific institutions, and industry leaders to enhance the summit's reach and impact. Establish strategic partnerships for joint communication efforts, content creation, and promotion. Leverage their networks and resources to amplify the summit's message.

10. Post-Summit Communication: Plan post-summit communication to sustain momentum and foster continued engagement. Share comprehensive reports, findings, and outcomes of the summit with participants, stakeholders, and the wider public. Encourage ongoing conversations, follow-up actions, and collaborations to maximize the impact of the summit. This will focus on the UN Summit of the Future in 2024
11. Evaluation and Feedback: Regularly assess the effectiveness of the communication strategy by monitoring media coverage, social media engagement, website traffic, and attendee feedback. Collect feedback from stakeholders and participants to identify areas for improvement and implement necessary adjustments in future communication efforts.

<https://sciencesummitunga78.sched.com/event/1NvvV/convenors-training-session-communication-strategy>

# Outreach

UN Science Summit

US district

3-7 youth leaders

- founders
- mental health related

The idea of the second session is to bring together 5-10 youth mental health advocates and invite 20-30 funders/foundations where youth can present their social ventures and interact with stakeholders that can help them.

reach out 15 youth leaders (us), 5 youth leaders (outside us)

Hi,

It was so nice to meet you finally! This is a follow-up regarding the UN Science Summit!

In short, we have two UN sessions. One session focused on tech, social media, and youth well-being. The second session focuses on youth advocacy. The idea of the second session is to bring together 5-10 youth mental health advocates and invite 20-30 funders/foundations where youth can present their social ventures and interact with stakeholders that can help them.

To make this event most helpful to grassroots youth leaders, this is co-organized with them and so the exact format is still in discussion. The tentative date is Sep 15<sup>th</sup> (Friday evening), and the tentative location is Glasshouse Chelsea NYC.

Do you want to have a quick call about this sometime this week?

Warmly,

# Proposal

See formatted most up-to-date version [here](#)

## Topic

Mobilizing Grassroots Youth Advocacy with Education Institutions: the Future of Global Social Justice, Community Building, and Youth Flourishing

<https://sciencesummitunga78.sched.com/event/10478/empowering-youth-as-changemakers-for-digital-well-being-a-discussion-on-emerging-technology-and-generative-ai-in-teen-social-media-use>

## Introduction and Aims

From climate change to human rights abuses, from global democracy crisis to divisive emergent technologies, for many urgent issues of our times, youth want to help, to advocate, and to fight for what we believe in.

Youth is the future. Youth advocacy is the future of global sustainable development and social justice. To us individual youth, advocacy means something beyond. It means not only doing good to the communities that have nurtured us but a valuable opportunity to step out of our comfort zones and grow through helping others, the key to our own flourishing.

We have a dream: to find ways to mobilize all grassroots youth for advocacy, thereby, with our own hands, advancing a sustainable globe, engaging our local communities, and bringing flourishing to all youth. And education institutions provide critical pathways.

Education institutions not only shape and mold the minds of the next generation, equipping us with the knowledge, skills, and values necessary to address pressing societal issues, but more importantly, serve as the community hubs where youth can find like minded peers, critical mentorships, and plugs to local and broader communities where we can get involved with or make a advocacy project happen.

Recognizing the potential of education in nudging social change, this event brings together most prominent grassroots youth leaders from the United States of America, United Kingdom, India,

German, Japan, China, Nigeria, Pakistan, and Turkey. The session consists of two parts. In the first part, youth leaders will share our experiences, success stories, and insights on our advocacy journey, how we mobilize the peers, and how education institutions helped facilitate our work. In the second part, grassroots leaders from across the globe will showcase their work, big or small, their experiences, their needs, and their dreams and hopes.

# Keywords

Youth Advocacy, Community Building, Partnership, Well-Being, Education

# Sustainable Development Goals

## Direct Goals

Goal 4 QUALITY EDUCATION

Goal 3 GOOD HEALTH AND WELL-BEING

Goal 17 PARTNERSHIPS FOR THE GOALS

Goal 11 SUSTAINABLE CITIES AND COMMUNITIES

## Related Goals

Goal 1 NO POVERTY

Goal 2 ZERO HUNGER

Goal 5 GENDER EQUALITY

Goal 6 CLEAN WATER AND SANITATION

Goal 7 AFFORDABLE AND CLEAN ENERGY

Goal 8 DECENT WORK AND ECONOMIC GROWTH

Goal 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Goal 10 REDUCED INEQUALITIES

Goal 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Goal 13 CLIMATE ACTION

Goal 14 LIFE BELOW WATER

Goal 15 LIFE ON LAND

Goal 16 PEACE, JUSTICE AND STRONG INSTITUTIONS

# Expected outcomes

We are a global group of youth leaders who are united in utilizing youth led community projects as a catalyst for positive social change and meaningful impact in our communities.

We intend for the session to have the following objectives:

- Showcase grassroots youth advocacy efforts and inspire more youth to participate in advocacy and community work
- Foster a discussion across youth leaders of different country on what's the most effective way and strategy to mobilize more peers for advocacy, especially with with education institutions
- Amplify the stories, efforts, struggles and needs of young changemakers from around the world advocating for a variety of issues
- Build a coalition of renewed youth leaders as an unifying voice for change and an open community where we can help each other and empower more that seek changes

# Social Media Campaign

Instagram Social Media Campaign: Mobilizing Grassroots Youth Advocacy for Mental Health

## Objective:

To mobilize grassroots youth advocacy and showcase the impactful work of young advocates in the field of mental health, while raising awareness and promoting positive conversations around mental well-being.

## Target Audience:

1. Young people aged 13-25 who are passionate about mental health.
2. Community organizations and local groups focused on mental health.
3. General Instagram users interested in mental health advocacy.

## Campaign Plan:

### 1. Pre-Campaign Preparation:

- Identify key partners: Reach out to local mental health organizations, youth groups, and influencers who are actively involved in mental health advocacy to collaborate and amplify the campaign's impact.
- Define campaign hashtags: Create unique and impactful hashtags that represent the campaign's goals and encourage participants to use them when sharing their content, such as #YouthAdvocates4MH or #MentalHealthChampions.
- Create branded graphics: Design eye-catching and informative graphics related to mental health, advocacy, and self-care. These visuals should reflect the campaign's spirit and be easily shareable on Instagram.

### 2. Launching the Campaign:

- Campaign Announcement: Create an engaging and informative post introducing the campaign. Explain the purpose, objectives, and how participants can get involved. Encourage users to follow your account for updates and share the announcement to reach a wider audience.
- Call for Stories: Request personal stories from participants about their experiences with mental health. Ask them to share a photo or video along with a caption using the campaign hashtags. These stories will create a sense of empathy and community, encouraging others to open up and share their journeys.

### 3. Content Strategy:



- Feature Youth Advocates: Highlight the work and achievements of young mental health advocates. Regularly post interviews, spotlights, or success stories of youth who have made a difference in the field. Use visuals and captions that inspire and motivate others to get involved.

- Educational Content: Share informative and educational posts about mental health, addressing common misconceptions, coping strategies, self-care tips, and available resources. Ensure the content is easily digestible and visually appealing to engage the target audience effectively.

- Collaborations and Takeovers: Partner with local organizations, influencers, or experts in the mental health field. Arrange Instagram takeovers, where they can share their knowledge, experiences, and provide valuable insights. This collaboration will broaden the campaign's reach and lend credibility to the cause.

#### 4. Engaging the Audience:

- User-Generated Content: Encourage participants to share their own mental health advocacy efforts, community events, or initiatives. Repost their content, giving credit, and use the campaign hashtags. This will create a sense of belonging and empower others to contribute.

- Q&A Sessions: Host regular Instagram Live or Stories Q&A sessions with mental health professionals, advocates, or influencers. Allow followers to submit questions and engage in real-time conversations about mental health, advocacy, and related topics.

- Contests and Challenges: Organize contests or challenges related to mental health and advocacy. For example, ask participants to create a short video sharing their self-care routines or post a creative artwork representing mental well-being. Offer prizes or shout-outs to the winners, which will motivate others to participate.

#### 5. Call to Action:

- Volunteer Opportunities: Promote local volunteer opportunities in mental health organizations or community centers. Provide information on how interested individuals can contribute their time and skills to support mental health initiatives.

- Donation Drives: Highlight fundraisers or donation drives by grassroots organizations that focus on mental health. Encourage followers to contribute and share the campaign to raise awareness and reach fundraising goals.

- Advocacy Toolkit: Develop a downloadable advocacy toolkit that provides resources, templates, and guidelines for youth interested in becoming mental health advocates. Share the toolkit through Instagram posts and stories, encouraging followers to access and utilize it.

#### 6. Monitoring and Evaluation:

- Track campaign engagement: Monitor the campaign's reach, impressions, and engagement metrics regularly. Analyze which types of content and posts resonate the most with the audience to refine the campaign strategy and focus on what works best.

- User feedback and testimonials: Encourage participants to share their feedback and testimonials about the impact of the campaign on their mental health advocacy journey. Use these testimonials to showcase the campaign's success and build credibility.

By implementing this Instagram social media campaign plan, you can effectively mobilize grassroots youth advocacy for mental health, showcase the important work of young advocates, and promote positive conversations surrounding mental well-being. Remember to adapt and iterate based on the specific needs and interests of your target audience. Good luck!

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📌 Join the Mental Health Movement! 📌

📌 Calling all passionate youth advocates! 📌

Are you ready to make a difference in the world of mental health? Join our grassroots youth advocacy campaign and let your voice be heard! Together, we can create a positive impact and empower others to take control of their mental well-being.

📌📌📌 Here's how you can get involved: 📌📌📌

1📌 Share Your Story: Everyone's journey is unique. We want to hear how mental health has affected you or someone you know. Post a photo or video on Instagram using #MentalHealthMatters and share your personal experience. Let's break the stigma and show others they're not alone.

2📌 Advocacy Action: Be a voice for change! Use our ready-made graphics and templates to spread awareness about mental health. Share statistics, tips for self-care, or information on local resources. Tag friends and encourage them to join the conversation.

3📌 Community Collaborations: Connect with local organizations and community groups that focus on mental health. Partner with them to organize workshops, awareness campaigns, or fundraising events. Together, we can create a support network and reach a wider audience.

4📌 Volunteer Opportunities: Get involved on a deeper level by volunteering your time. Sign up for mentorship programs, helplines, or local support groups. Share your experiences on Instagram using #VolunteerForMentalHealth to inspire others to join in.

5📌 Youth Spotlight: We believe in celebrating the incredible work of young advocates. Every week, we'll feature a youth advocate making a difference in mental health. Tag us in your posts using #Youth4MentalHealth and #GrassrootsHeroes, and you could be the next spotlight!

📌 Together, let's break barriers and build a mentally healthier future for all. 📌

Don't forget to follow us for updates, resources, and to stay connected with the movement. Together, we can create a world where mental health is a priority and support is readily available for everyone.

☐ Spread the word! Share this post and tag your friends who are passionate about mental health. Let's mobilize our generation and make a lasting impact!

#MentalHealthMatters #Youth4MentalHealth #GrassrootsHeroes #BreakTheStigma  
#MentalHealthMovement

# Opening Remarks

Good evening everyone. Thank you all for being here. My name is Marx, I'm the founder of foryoupage, the organizer of the event. [but if you don't like the food today it's Joanna and Ruhani's fault]

It is my very great honor to welcome you this evening on behalf of all of us at ForYouPage and on behalf of all our amazing advocates to our session at the United Nations Science Summit.

Today's session is about mental health. It's about our take on the mental health crisis. As we stand here, we are experiencing the worst youth mental health crisis of our lifetime.

1 in 7 youths are experiencing a mental disorder globally.

In US, in Italy, in Belgium, in Japan, in South Africa. Search up youth mental health crisis + country and you get almost the same result.

1 in 2 of all high school students in US feel persistently sad

1 in 5 have considered that the alternative to life was better, which is ending their life. And 1 in 10 have attempted suicide.

18-25-year-olds felt they were worse off across every aspect of well-being: happiness, health, meaning, character, relationships, and financial stability. When we first started foryoupage, I asked my friend "have has the mental health issues become so bad that all we do is trying to get through the week?" And my friend said "no, I'm just trying to get through the day." And that is not an exaggeration. It's a very real statement that we will never say to ppl outside of our age group.

What has made mental health issues so bad? To me it makes sense.

This is a time where climate change makes our future on earth less hopeful than ever.

As a GenZ, it's not fun to hear that the earth, where we have to live for the next 50 years minimum [45 if you eat too much cheetos] is going to be the least habitable place in human history. Once in a lifetime heat wave. Once in a lifetime flood. Once in a lifetime hurricane. I can hear the sound of our future melting as the ice sheet the size of Greenland vanishes. No Planet B. We feel like our future is heading to a 2012 Disaster movie except this time we are in the front seat. [Immersive cinematic experience is only fun as it stays cinematic.] Studies shows 62% to 75% of youth are worried, sad, or even afraid of climate change.

This is also a time where digital tech and social media-interconnectivity makes us disconnected more than ever.

Real in person relationships have been replaced by virtual ones. 95% of the information is communicated through nonverbal cues yet texting with bald emoji faces becomes the primary way we connect. If we want a significant partner, our generation has no way but to go tinder one. If we want to hear the voice of a old friend, we can't even call them. "Are we that close that we can call now?" even if we miss them very much. Social relationship, the most critical predictor for happiness, has become a green bubble blue bubble game.

Outside of the little time that we do manage to spend with our friends in person, we tend to spend it with screens. A typical day for my friend is going to school during the day, and coming home to watch netflix or doom scroll tiktok until 3am. Infinite scroll and endless entertainment are eating away our agency.

And I think that's the issue. It's the loss of agency. This is a time where what we are experiencing not only a rise in mental health issues such as anxiety and depression, but a broader feeling of powerlessness, of loss of agency, and of feeling not in control over our own lives.

It's the feeling that no matter what we do, we can't stop ice from melting or the temperature from rising.

It's the feeling that no matter what we do, we will never be as good looking as the person on instagram, or as life fulfilling as the person v-blogging in Maui or having seven golden retrievers on Tiktok.

It's the feeling that no matter what we do, we make little difference to our own lives, and little impact to the world around us.

And that's why today's session is not only about mental health but about something deeper. It's youth agency. It's about gaining agency, self-efficacy, and empowerment through youth advocacy. Because to us, advocacy is more than just giving back to the communities that nurtured us.

Advocacy provides a platform for us to step out of our comfort zones. As the journeys and work many of our speakers will show today, advocating for an idea is not a simple path doable with a press of a red button but a long arduous journey full of double challenges and risks.

Advocacy provides a platform for us to meet like-minded peers, and work as a collective. The most touching thing to me personally has always been how much, in this space, people are willing to help and support each other's work. [other than the fact we all broke]

And most importantly, advocacy provides a platform where we channel our passions into meaningful action, exercising our power to create an actual impact to the causes we care about.

From promoting mental health awareness through art and music, to leading a month-long campaign against social media, and from organizing dialogues for addressing climate anxiety, to building mental health programs within higher education establishments. And many many more efforts. Today you will hear their story.

A study shows for young people who have high levels of climate anxiety, if they also have high levels of activism, then we didn't see any higher levels of depression symptoms. Not more antidepressants. Not more therapies. Advocacy itself is a solution to the mental health crisis.

Because to advocate is to exercise our power, our self efficacy, our agency.

To know that we cannot stop ice melting, but we can do what we could to plant a tree, grow a community garden, to host a climate anxiety peer support group and make what is around us a little more sustainable, a little more supportive.

To know that we will probably never be as life fulfilling as the person having seven golden retrievers on tiktok, but we have the power to volunteer at a homeless shelter, to convince a friend to uninstall instagram, to start a mental health club, or to make a documentary to a cause and make best time of our life however the way we want.

To know that we can and we do make a difference to our lives. and that no matter how anxious or sad or lonely or depressed we could be as of this moment we will be better

no matter how hopeless the climate change issues, mental health issues, the mass shooting issues the human rights issues the gender inequality, poverty, democracy and many many other issues too dark to mention, we can make it a little bit better, make the world a little more sustainable, a little more just, a little more happier, through our own hands, today.

To know we are in charge. This is the key to our own flourishing.

ForYouPage has a simple goal. We want to bring together all youth advocates as a community and mobilize many more to join us in advocacy. Today's session has a simple goal. We want to showcase a variety of different ways in which we are making an impact in mental health advocacy, and how we can work with science/educational institutions to mobilize more peers in grassroots advocacy.

I know many of you who are attending our session today educators, advocates, scientist, policymakers, and parents, you have dedicated your work to addressing youth mental health issues, to youth well-being, and to sustainable development goals. I know we don't say it enough but as youth we want to tell you we don't take it for granted. as youth we want to tell you the work that you do, the work that you have dedicated a significant portion of your life to has made a difference. And we truly truly appreciate it. And we want to work with you, together to ensure the future of our generation in the years to come. With your exceptional support, we arrived here. Standing on the shoulder of giants, we made it today. This is our take on mental health issues. This is an event by youth, for you.

I want to once again thank you all for coming here today, for your work in the space, and for your unwavering support to us.