

# Talking to My Generation: Connecting Youth

Katherine Kinzer  
YouthActionNet®  
May 28, 2009

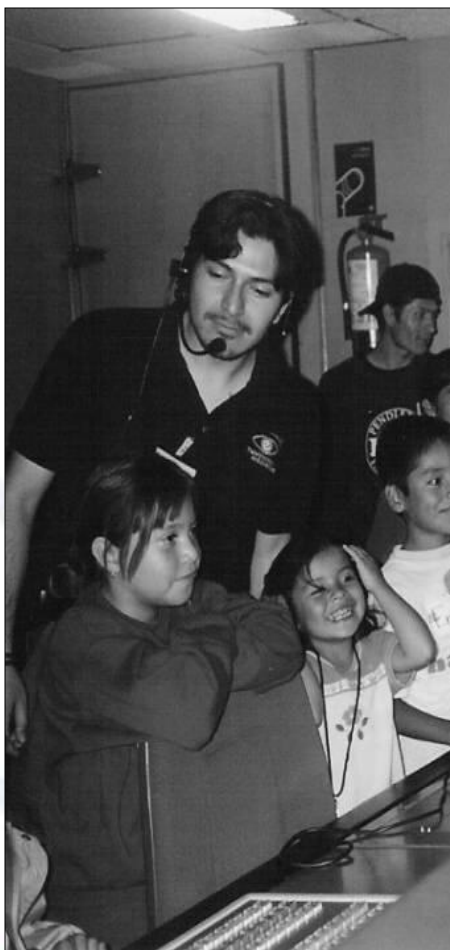


# What is IYF?

- Founded in 1990, a nonprofit organization committed to preparing young people worldwide to lead healthy, productive and engaged lives
- A global network of non-profit partners operating in nearly 70 countries
- An alliance-builder across sectors to leverage knowledge, resources, and experience – *‘what works’*
- A business model proven to promote effectiveness, scale and sustainability



# Across Four Themes



## ***Education:***

Ensure access to quality education and increased opportunities for learning

## ***Employability:***

Build young people's employment, entrepreneurial, and life skills

## ***Health:***

Prepare young people to lead healthy lives and make informed decisions

## ***Leadership & Engagement:***

Promote young people as leaders of positive social change

# Where We Operate

## EUROPE – 23

Albania, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Finland, Germany, Hungary, Ireland, Kosovo, Macedonia, Moldova, Netherlands, Poland, Portugal, Romania, Russia, Serbia & Montenegro, Slovakia, Slovenia, Spain, Turkey, United Kingdom

## NORTH AMERICA – 3

Canada, Mexico, USA

## ASIA/PACIFIC – 11

Australia, China, Chinese Taipei, India, Indonesia, Japan, Pakistan, Philippines, Republic of Korea, Sri Lanka, Thailand

## THE CARIBBEAN & SOUTH AMERICA – 19

Argentina, Belize, Bolivia, Brazil, Chile, Colombia, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay, Venezuela

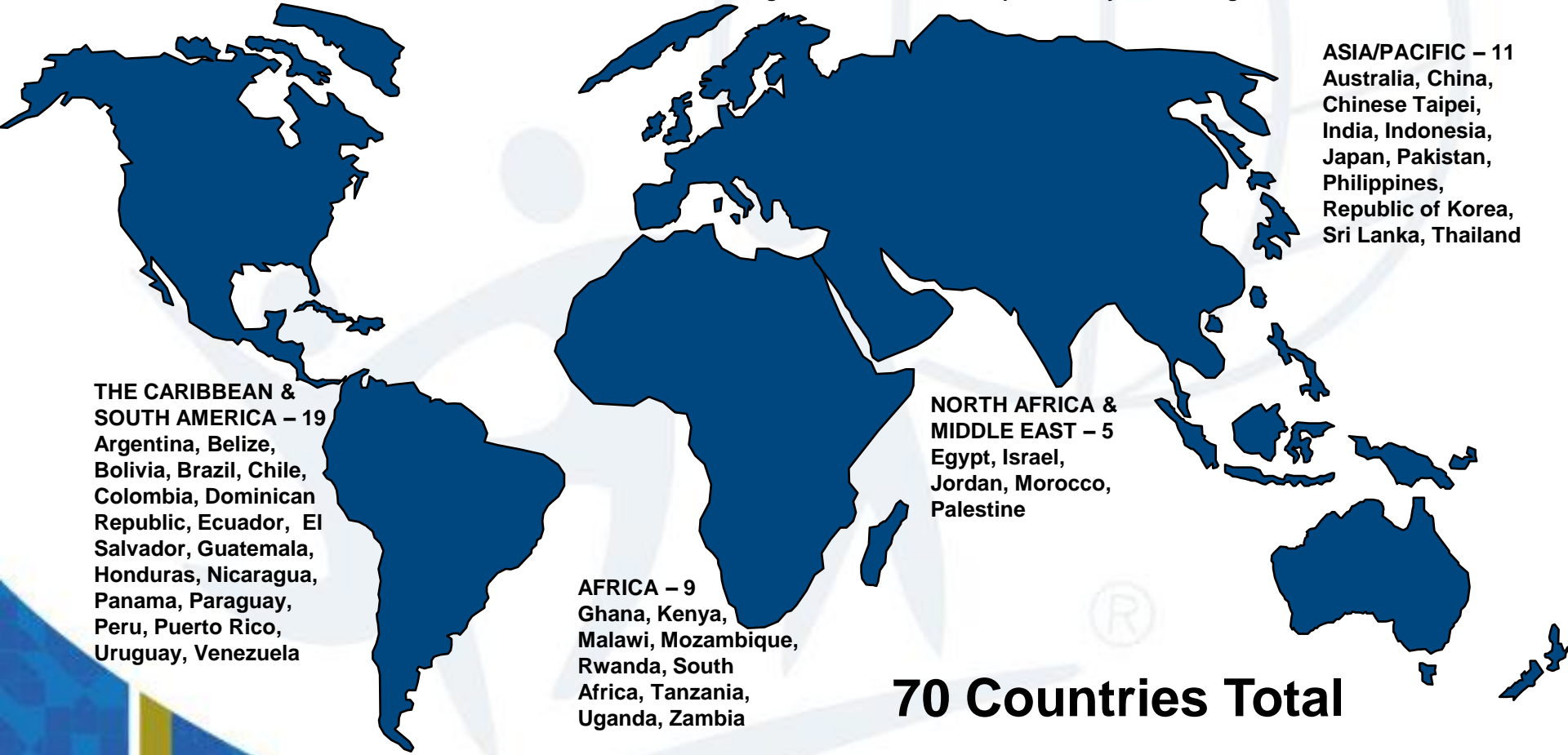
## NORTH AFRICA & MIDDLE EAST – 5

Egypt, Israel, Jordan, Morocco, Palestine

## AFRICA – 9

Ghana, Kenya, Malawi, Mozambique, Rwanda, South Africa, Tanzania, Uganda, Zambia

**70 Countries Total**



# What is YouthActionNet®?

## The Program:

YouthActionNet® is a global youth leadership program which promotes and strengthens the role of today's youth leaders

## The Audience:

Young social entrepreneurs, ages 18-29

## The Results:

- 140 youth leaders in 55 countries received YouthActionNet Global Program awards, workshops and year-long fellowship.
- 75 youth leaders in Mexico, Brazil, Spain participate in national Institutes
- 25 Global Fellows received Starbucks Innovation Grants
- 10,000 youth engaged through YouthActionNet website

# Brief look back

- What Works in Youth Media: Case Studies from Around the World  
by Sheila Kinkade and Christy Macy  
International Youth Foundation © 2003  
<http://www.iyfnet.org/uploads/WW%20-Youth%20Led%20Media.pdf>



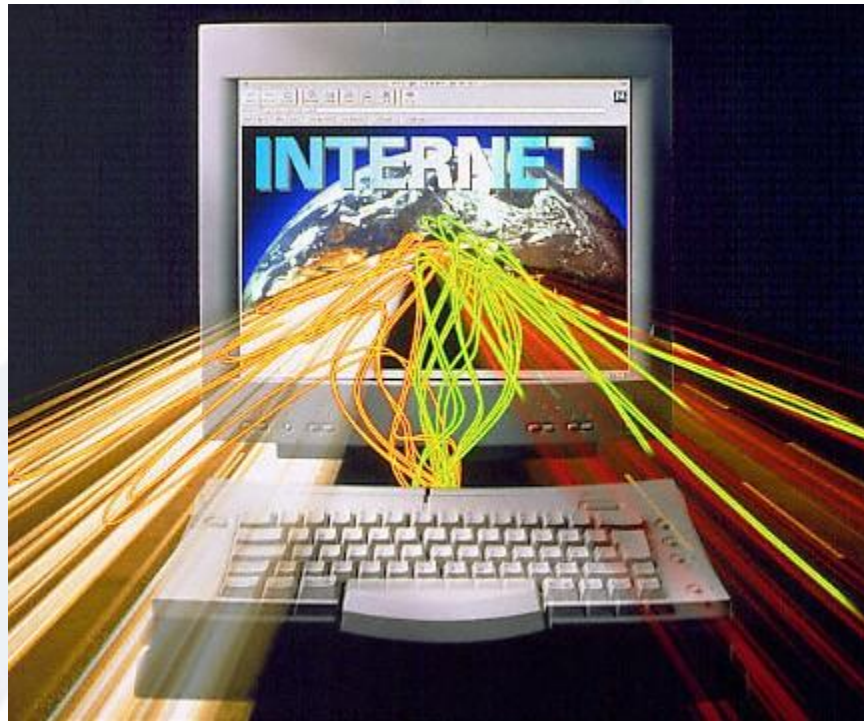


# Trends: Let's get specific!



**Mobile.  
Mobile.  
Mobile.**

(and more mobiles.)



**Internet**



**Radio  
(still)  
Rocks!**



# Yes, but what are they *doing*?

## Mobile Telephony



**Bright Simons**  
mPedigree  
Ghana



**Lana Hijazi**  
Palestine Territories



**Erion Veliaj**  
Albania



Protest Cell

# Online Youth Media / Radio



**Talia Delgado**  
Romania



**Nnaemeka Ikegwuonu**  
Smallholders Farmers  
Rural Radio, Nigeria



**Tom Dawkins**  
Australia

# Censorship



China v. Grass Mud Horses



Egypt v. Facebook

**Just when u thot it wuz saef**



**2 go bak on teh interwebs**

ICANHASCHEEZBURGER.COM

# Opportunities

The background features a faint, light blue globe with a grid pattern. In the foreground, there are stylized, light blue human figures in various poses, some appearing to be in motion or interacting. The bottom of the slide is decorated with a colorful, abstract border consisting of various colored shapes and patterns in shades of blue, green, orange, and pink.

- Access (often hard to reach) youth
- Key to scale
- Key to innovation, cost reduction, dynamic / organic collaboration
- Youth-led v. youth serving: informed, effective and they are already doing it.

# Challenges

- Not a panacea
- Still exclusive / inaccessible to much of the bottom of the pyramid
- Full web impact is broadband dependent. Mobile needs provider engagement
- Joining v. acting / M&E <sup>®</sup>

"Wake Up!!!!" campaign against Honor Killing

Global

Basic Info

Type: Description:

Organizations - Advocacy Organizations

Violence against women takes a dismaying variety of forms, but the worst form which snatches away the lives of more than thousands of women each year is "honor killings". For a lot of women in some parts of the world, the prospect of an honor killing is a bitter reality. Each year, uncountable amount of women are killed, burnt, sold, exchanged and handed out to different tribes for compensation for a conflict in the name of honor.

From thousand years, women suffer in the form death.....which to their men is restoration of the man's honor. Women even faintly suspected of an 'inappropriate relationship face hideous forms of violence. They are stoned, shot, beaten until death, and attacked by axes by their brothers, fathers, husband and even cousins.

Women keep on being victims to this merciless tradition and shed their blood for a custom which has not assigned by any religion, any culture, but only an imagined honor.

WAKE UP!!! Campaign against honor killing is a movement Initiated by Participatory Development Initiatives which aims to bring change in the centuries old custom by raising awareness and doing advocacy for the victims of honor on the basis of law.

WAKE UP is following an important strategy to fight the crime, which is called the A strategy of campaigning:

- +Awareness Raising
- +Advocacy on Policy
- +Alliance Building

Targeting about 10,000 Change Agents WAKE UP is moving further, changing the mindsets and shifting paradigms and all this with the help of these Change Agents of course, help us make change by:

-Becoming a Change Agent and signing the pledge to inform 10 more people about Honor Killing <http://commit.tqweb.org/1079>

-Adding the Application of the campaign <http://www.facebook.com/developers/?ref=fb#/apps/application.php?id=48064971273>

-Writing Blogs for the WAKE UP blog (send your blogs to [endhonor Killing@gmail.com](mailto:endhonor Killing@gmail.com)) <http://wakeupcampaign.blogspot.com/>

-Send posters to your friends informing them about the crime and the need to stand against it <http://tinyurl.com/cybpjn>

-Sign the petition urging the president of Pakistan to put a ban on tribal jirga system in the country to end honor killing <http://www.petitiononline.com/wakeu/ncanpetition.html>



Campaign against Honor Killing

View Discussion Board

Invite People to Join

Leave Group

Share +

Group Type

This is an open group join and invite others

Officers

Khalida Brohi (Pakistan Officer)

Sumeria Mehboob (Do officer)

Asif Iqbal officer

Admins

■ Khalida Brohi (Pak)

Related Groups

Feed a Child with Just

Common Interest - Belle

In memory of all those

26th-27th november I

massacre..

Common Interest - Belle

We Will Not Pay To Us

We Are Gone If This I

Common Interest - Cure

# Khalida Brohi, Pakistan

## WAKE UP! Campaign against honor killing

### WAKE UP Campaign against honor killing

Become a Fan

- Wall
- Info
- Photos
- Discussions
- Reviews
- Boxes

Write something...

Share



Go to Application

Become a Fan

Block Application

WAKEUP!!! Campaign against honor killing is an online and practical campaign aimed towards contributing towards eradication of honor killing.

Become a Change Agent and Join WAKE UP Group: <http://tinyurl.com/6nl7w2>

Information

Users: 30 monthly active users, 2 friends

Category: All

This application was not developed by Facebook.

Fans

### WAKE UP Campaign against honor killing



Posters

9 new photos

February 3 at 8:06am · Share

### WAKE UP Campaign against honor killing

**PDI Declares launch of WAKE UP! Campaign against Honor Killing**

Violence against women is a cruel reality for Women around the Globe and in Pakistan it is one of the main issues women face, Women keep on being victims of severe violence in Pakistan and not having a say for their rights they are reserved and accepting on the truth to be brutally victimized...

February 3 at 5:56am · Share

### WAKE UP Campaign against honor killing

**PDI Declares launch of WAKE UP! Campaign against Honor Killing**

Violence against women is a cruel reality for Women around the

# Thank you!

Katherine Kinzer

[k.kinzer@iyfnet.org](mailto:k.kinzer@iyfnet.org)

410-951-2314

[www.youthactionnet.org](http://www.youthactionnet.org)

[www.twitter.com/katbaloo](http://www.twitter.com/katbaloo)

<http://www.linkedin.com/in/katbaloo>

Skype: [katkat282](https://www.skype.com/people/katkat282)

