



TERMS OF REFERENCE

Parallel Session 2: Social networks for achieving and creating demand for reproductive health services for adolescents and young people

Context

At the Regional Conference on Population, Development and Family Planning held in Ouagadougou, Burkina Faso in February 2011, nine countries in Sub-Saharan Africa (Benin, Burkina Faso, Côte d'Ivoire, Guinea, Mali, Mauritania, Niger, Senegal and Togo) pledged to work together to improve their indicators and mobilize more resources in order to accelerate progress in the use of FP services and improve the contraceptive prevalence rate. The Ouagadougou Partnership was created with the objective of **reaching at least 2.2 million additional users of FP methods in the nine countries concerned by 2020**. Since then, each year the Ouagadougou Partnership Annual Meeting has been held to follow up on actions, examine the progress made and challenges faced, share lessons learned and capitalize on experiences.

To this end, the eighth Annual Meeting will be held in Cotonou from December 3 to 5, 2019 with the theme "We Demand More: Youth and Social Behavior Change." The Ouagadougou Partnership places young people at the heart of the discussions on demand creation and social change so that they can express their needs and put forward innovative solutions to meet them.

The second day of the meeting will thus be devoted to the Youth Forum on Demand Creation and will include several parallel sessions, including session 2 entitled "Social networks for achieving and creating demand for reproductive health services for adolescents and young people."

These ToR present the objectives, format and proposal of the panelists for this session.

Objectives

- To share with participants the list of existing digital platforms/movements/campaigns
- To share best practices for optimal use of social networks in demand creation
- To propose actions for capitalizing on online activities for demand creation and the construction of positive social norms with regard to reproductive health for adolescents and young people



Format

Type of session: Interactive/Participatory

This session will be highly interactive and participatory. It will be carried out in the form of structured questions and answers according to the session objectives. A presentation of the "Merci Mon Héro" ("Thank you, My Hero") and "C'est La Vie" ("That's Life") campaigns against the background of video images of the campaigns will reinforce the discussions.

Questions will be asked of the participants who will provide answers in key words that will appear in a word cloud on a screen behind the panelists. Each panelist will respond as a resource person based on their experience.

The session will be live-streamed on social networks (Facebook live, Twitter live, Instagram) on the official pages of the Ouagadougou Partnership, Youth Ambassadors and other organizations and/or youth movements.

Duration of interventions: 45 min

Q&A: 30 min

Moderator	Nene Cisse Fofana
Panelist 1	That's Life - Souhaibou Diane (RAES)
Panelist 2	Oury Kamissoko; Thank You, My Hero
Panelist 3	Khoudjedji Camara, Focal Point OP/FP2020, Mauritania
Panelist 4	Nafissate Hounkpatun; blogger, winner of the 2019 OP Excellence in Journalism Award

- A five-minute (5) presentation on the list of digital platforms / campaigns-movements on social networks (5 min)
- 10-minute remarks on the keys to a successful digital campaign:
 - How to set up a successful digital campaign (dos and don'ts) (10 min)
- Five-minute (5) remark on the communication format on social networks (5 min):
 - Nowadays, young people read less and data for videos is expensive. In which formats should content be provided to reach young people? (5 min)
- Five-minute (5) remark on creating reliable content:



- Faced with the challenge of information security on the Internet, what mechanism can be put in place to ensure the reliability of the content provided by platforms in the OP zone? (5 min)
- Ten-minute (10) remarks on creating demand and positive social norms with regard to reproductive health for adolescents and young people via social networks (10 min):
 - How can we create demand for reproductive health services for adolescents and young people through social networks? (5 min)
 - How can social networks contribute to social behavior changes? (5 min)
- Five-minute (5) remarks about capitalizing on online actions
 - Nowadays many things are done online, but we still find it difficult to determine their offline impact. How can we capitalize on all online actions for the activities in the field? (5 min)
- These exchanges will be followed by a 30-minute Q&A with the audience.