

ONLY WITH YOUR VOICE



MILLENNIUM DEVELOPMENT GOALS
YOUTH ACTION GUIDE



MILLENNIUM CAMPAIGN

The Millennium Campaign informs, inspires and encourages people's involvement and action for the realization of the Millennium Development Goals. An initiative of the United Nations, the Campaign supports citizens' efforts to hold their government to account for their promise to achieve the Goals by 2015.

| www.millenniumcampaign.org

MDG | YOUTH ACTION GUIDE

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INTRODUCTION TO THE MILLENNIUM DEVELOPMENT GOALS

WE ARE THE FIRST GENERATION THAT CAN END POVERTY and we refuse to miss this historic opportunity. But **ONLY WITH YOUR VOICE**

More than a billion people worldwide still survive on less than a dollar a day. Is anybody doing anything to end this and make the world a better and safer place? Are our elected leaders doing enough to end poverty? The answer is no. That's why it's up to us to remind them of the commitments they made.

At the United Nations Millennium Summit in 2000, 189 Heads of Government promised to end poverty by 2015. They signed the Millennium Declaration, promising to “*free men, women and children from the dehumanizing conditions of extreme poverty*”, committing developed and developing countries alike to eight Millennium Development Goals (MDGs).

THE MDGS CALL FOR A GLOBAL PARTNERSHIP TO ADDRESS THE MOST CRITICAL ISSUES OF OUR TIME.

With all the money, technology and know-how the world has at its disposal, achieving the Goals shouldn't be a problem for us, right? But even today, 1.2 billion people are forced to survive on less than one dollar a day, and 133 million young people cannot even read or write.

THE PROBLEM IS UNFORTUNATELY SIMPLE: A LACK OF POLITICAL WILL TO MAKE THE GOALS A REALITY.

To raise awareness on government's promises to end poverty, we are inviting you to join the United Nations Millennium Campaign and become part of a worldwide movement of people just like you who are making our world a better place. We are calling upon the world's 6 billion people to join their voices and we need your support!

WHY YOU ?

You might think achieving all of the Goals by 2015 is the responsibility of politicians, and that there is little you can do to help. Nothing could be further from the truth. To achieve the goals, the world needs everyone; young people, aids activists, religious leaders, environmentalists, unions, civil society organisations, and women's rights activists—everyone concerned about our future—to work together and make sure the goals become a reality.

Those of us who live in developed countries should make sure our governments live up to their commitments on Goal 8 (higher quality aid, fairer trade rules and providing more debt relief to developing countries). Those of us from developing countries should focus on making our governments achieve the first seven Goals.

This is our chance to really make a difference. The world needs you, your friends, and your community to refuse to see another day where another person dies because of broken promises.

2015 COULD BE THE FIRST TIME IN HISTORY THAT THE WORLD ELIMINATES POVERTY, BUT WE HAVE TO ALL WORK TOGETHER AND TAKE ACTION NOW!

B | PURPOSE OF THE ACTION GUIDE

THIS ACTION GUIDE WAS CREATED BY YOUNG PEOPLE LIKE YOU, to give anyone who wants to make the world a better place everything they need to start a campaign, or link up with movements already happening in their country.

► **WHAT'S IN THE MDG YOUTH CAMPAIGN KIT AND ACTION GUIDE ?**

- information on how to plan and carry out an activity or campaign
- ideas and tips for getting your friends involved
- brochures, stickers and postcards to tell others about the Millennium Development Goals

► **IT'S OUR WORLD; IT'S OUR FUTURE**

Young people all over the world are making a difference, but we need more to get involved. Youth have to be part of the global movement against poverty, because it's our world and our future.

YOUNG PEOPLE UNDER 25 ARE HALF THE POPULATION OF THE WORLD. WITHOUT US, HOW CAN THE WORLD END POVERTY BY 2015?

When you start your own projects, we hope you will share your stories with us so they can inspire others. Remember you're not alone, young people have already started speaking out and demanding their governments keep the promises they made. We need you to join in and get involved! With all our voices combined, the world will do just as we say!

GOAL 1	■	ERADICATE EXTREME POVERTY AND HUNGER
GOAL 2	■	ACHIEVE UNIVERSAL PRIMARY EDUCATION
GOAL 3	■	PROMOTE GENDER EQUALITY AND EMPOWER WOMEN
GOAL 4	■	REDUCE CHILD MORTALITY
GOAL 5	■	IMPROVE MATERNAL HEALTH
GOAL 6	■	COMBAT HIV/AIDS, MALARIA AND OTHER DISEASES
GOAL 7	■	ENSURE ENVIRONMENTAL SUSTAINABILITY
GOAL 8	■	DEVELOP A GLOBAL PARTNERSHIP FOR DEVELOPMENT

☞ Lenny Kravitz

*" No president, no leader, no king, no emperor...
nobody's going to change this, except the people! "*

C | THE GOALS

ERADICATE EXTREME POVERTY AND HUNGER

Imagine you worked a full day to exhaustion, in unhealthy conditions, and still only earned \$1. Could you feed yourself? What if you had a family? How could you pay for a home? Even today there are over 238 million young people like you living on less than one dollar a day. Goal 1 is about lifting people out of extreme poverty by providing them with the basic things they need to live a decent life: nutritious food, clothes, clean water, a home, and health care.

IN OUR WORLD TODAY:

- 1.2 billion people live on less than \$1 a day
- Every day, 800 million people go to bed hungry
- Every day, 28,000 children die from poverty-related causes

► WHAT NEEDS TO BE DONE ?

A lot! The world has taken big steps to end world poverty, but we still have a long way to go. Most of Asia and Northern Africa are on track, but there has been little or no progress in Sub-Saharan Africa, Latin America and the Caribbean. In Western Asia, poverty has actually increased! To reach Goal 1, governments must increase funding to education and health, increase agricultural productivity with new techniques, improve infrastructure (such as power and water supplies, transportation, roads and schools), and promote human rights and sustainable development.

► HOW ARE YOUTH AFFECTED OR INVOLVED ?

Youth are often the hardest hit by poverty and that's why we need young people like you to really get moving. Who better to speak for youth than youth? Many youth groups are already taking action. National Youth Councils and youth organizations have already begun working on poverty reduction strategies and youth-driven anti-corruption projects, but more young people should be consulted in poverty reduction plans and getting involved. We must make our voices heard, because it's our future we're fighting for!

“ Especially in Nigeria, youth are the most affected by poverty, and the least empowered or consulted to address it. ”

🌟 **Ope Bukola** NIGERIA
18 years old

GOAL 1



ACHIEVE UNIVERSAL PRIMARY EDUCATION

GOAL 2

While some of us complain about doing homework, many children only wish they could go to school. Lots of young people have to work in order to support their family instead of going to school and, in some families, girls are expected to stay home and help with chores, forcing them to give up their own education. Providing children with a basic education is the best investment the world can make in its future. Education reduces poverty by providing everyone with choices and opportunities to create a better life for themselves. Goal 2 aims to make sure that children everywhere—boys and girls alike—are able to complete a full course of primary schooling by 2015.

IN OUR WORLD TODAY:

- 115 million children are not in school—56 percent of them are girls and 94 percent of them live in developing countries
- 133 million young people cannot read or write
- Only 37 of 155 developing countries have achieved universal primary school completion

► WHAT NEEDS TO BE DONE ?

Governments have to increase their support of primary education and ensure equal distribution of money to rich and poor areas. Once in school, governments have to create strategies to ensure children stay in school and complete their primary education. In many cases, children in developing countries are forced to drop out to support their families. Governments also need to eliminate school fees and uniforms, build schoolhouses closer to housing, and hire more female teachers to achieve Goal 2.

► HOW ARE YOUTH AFFECTED OR INVOLVED ?

Education gives young people a stronger voice in society, and creates the opportunities and choices that allow them to lift themselves out of poverty. Many young people are actively working on bringing primary education to disadvantaged children by becoming peer educators, teachers, and mentors, but a lot more work still needs to be done. You can help make sure every boy and girl goes to school by reminding your governments of their promises to achieve Goal 2.

“ Education and cooperation are very important to achieve the MDGs. Education is necessary in every field, in health, employment, and awareness. Good education is needed to do good work. ”

✎ **Nour Mosawy** IRAQ
20 years old



PROMOTE GENDER EQUALITY AND EMPOWER WOMEN

Promoting gender equality means ensuring that women have the same chances as men to improve their lives, and the lives of their families. Unfortunately, in both developed and developing countries, women are often not given the same opportunities in education, employment, and in government. Many poor households in developing countries for example will only send their boys to school, forcing girls to help care for the home and other family members.

Goal 3 means guaranteeing women have equal opportunities to make their lives, and the lives of their families better.

IN OUR WORLD TODAY:

- Two-thirds of the world's illiterate people are female
- The employment rate for women is 30% lower than the rate for men
- Women only held 15% of seats in national parliaments in 2003

► WHAT NEEDS TO BE DONE ?

Attitudes around women's roles in society have to change. The world needs to start implementing and enforcing laws that protect women's rights, and acknowledge the fact that gender inequality contributes to poverty. Women's property rights are one important area that needs to be addressed. Women are responsible for producing much of the food in Sub-Saharan Africa and South Asia, but many do not have secure ownership of the land they work on. Women also need to have the same opportunities as men to participate in the decision-making process, both in government and at home. Women must have an equal say in the decisions that affect their lives for the MDGs to become a reality by 2015.

► HOW ARE YOUTH AFFECTED OR INVOLVED ?

Young people need to be leaders in the fight to end unfair discrimination against women. But ending gender inequality can't be just a woman's responsibility. We need men to join the fight to end discrimination against women, too. Just imagine if a football team was only playing with half of its players, do you think they could win a game? The world will never be able to achieve the MDGs if women don't have an equal chance, and we need everybody to join their voice and demand that governments make a real change now.

☞ Dr. Jane Goodall, DBE

"I think one of the most important goals we need to strive for is the education of women, because women are the backbone of society."

GOAL

3



777



REDUCE CHILD MORTALITY

Every child born into this world, no matter where they are from, deserves to live a rich and full life. Unfortunately, more than 11 million children die each year in the developing world from preventable illnesses. Child mortality is linked with all the other Goals, because young children are always the most affected by poverty. Every year, two million children die as a result of dirty water or improper sanitation facilities (see Goal 7). Goal 4 addresses the health problems that face children from infancy to five years old.

IN OUR WORLD TODAY:

- 48 countries had mortality rates greater than 1 in 10 childbirths, compared to 1 in 143 in developed countries
- Among the childhood vaccine-preventable diseases, measles is the leading cause of child mortality, with over half a million deaths in 2000
- 70% of deaths before age five are caused by disease, or a combination of disease and malnutrition, that would be preventable in developed countries

► WHAT NEEDS TO BE DONE ?

An overall increase in public spending on health is urgently needed so that immunizations are available to all, preventable diseases can be recognized and treated in their early stages, and more health care providers can be hired, particularly in rural areas. Young women also need improved access to family planning and sexual and reproductive health education for the world to achieve Goal 4 by 2015.

► HOW ARE YOUTH AFFECTED OR INVOLVED ?

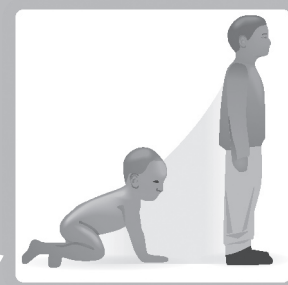
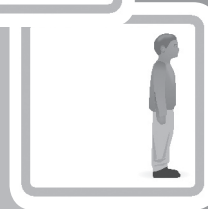
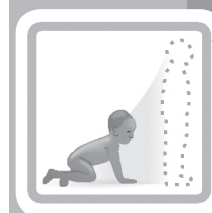
Youth can be active partners in decreasing the rate of child mortality. Young people can act as counselors and mentors for their younger peers on issues such as sexual and reproductive health and family planning. Sharing stories and asking questions is a great way to get people talking about their problems. When young people start discussing what's going on around them, they'll also start thinking about solutions!

✿ **Julia Furlan** BRAZIL
21 years old

*“ We need to advocate for children’s lives today!
Our future depends on their health and well-being! ”*

GOAL

4



IMPROVE MATERNAL HEALTH

Bringing a baby into the world should be a wonderful moment in a woman's life, but for many, it is a life-threatening event. Worldwide, more than 50 million women suffer from poor reproductive health and serious pregnancy-related illnesses. Many pregnant women living in poverty simply do not have transportation to emergency medical facilities. Goal 5 aims to improve the conditions of mothers giving birth, and to reduce by 75% the number of women who die in childbirth.

IN OUR WORLD TODAY:

- More than **500,000** women die from complications of pregnancy and childbirth every year
- **99** percent of maternal deaths from childbirth occur in the developing world
- Pregnancy is the leading cause of death for girls ages **15-19** in developing countries

► WHAT NEEDS TO BE DONE ?

Achieving Goal 5 will require governments to expand reproductive health care services, especially in rural areas. Providing fast access to medical centers can save millions of lives. It is also important to ensure that a midwife or doctor is present at every delivery. In developing countries, only about half of deliveries are attended by professional health staff. As in Goal 4, more family planning, greater sexual and reproductive health education is needed to improve maternal health.

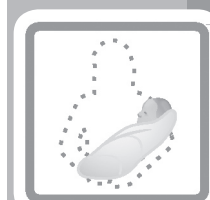
► HOW ARE YOUTH AFFECTED OR INVOLVED ?

Young mothers are at a greater risk of having pregnancy related complications, or even death. More young people need to be trained to help with education and awareness campaigns around sexual and reproductive health. Adolescent girls can become more active members of society when they are educated to make better choices about their future.

“ It is unacceptable that young women around the world lack access to reproductive health care and are condemned to secondary roles in marital relations. As young women, we must stand up and make sure our voices are heard! ”

☞ **Deysi Patiño** VENEZUELA
17 years old

GOAL 5



COMBAT HIV/AIDS, MALARIA AND OTHER DISEASES

Imagine your whole community dying of a preventable disease. Every day, seven thousand young people contract HIV/AIDS. HIV/AIDS not only affects the individual, it touches entire communities and countries. As more and more teachers die from HIV/AIDS, children are robbed of an education. Farmers dying of HIV/AIDS are unable to provide enough food for their families and villages, causing more poverty and hunger. Goal 6 aims to stop, and finally reverse, the spread of HIV/AIDS, malaria and other deadly diseases by 2015.

IN OUR WORLD TODAY:

- 4.8 million people became newly infected with HIV in 2003; that's 13,000 a day!
- Malaria causes more than one million deaths each year
- There were two million deaths from tuberculosis in 2002

► WHAT NEEDS TO BE DONE ?

HIV/AIDS, malaria and tuberculosis are all preventable, but solutions to these health problems remain out of reach for millions of disadvantaged people. Awareness, education, diagnosis and treatment for HIV/AIDS are still low in many regions. Studies in Sub-Saharan Africa revealed that half of teenagers did not even realize that a healthy looking person could be living with HIV/AIDS. Governments must spend much more on basic health services for their people. Developed countries spend at least 5% of their GDP (Gross Domestic Product) on public health care, but in developing countries it is often less than half that.

► HOW ARE YOUTH AFFECTED OR INVOLVED ?

Every minute, six young people between the ages of 10 and 25 are infected with HIV/AIDS. Youth need information and preventive education in order to decrease the risk of infection and halt the spread. Young people have already been involved with many campaigns to stop HIV/AIDS, but many more need to get involved. Many youth have acted as peer educators and motivators in school to counter the stigma around HIV/AIDS. Others have been advocating for the inclusion of youth voices in national strategies and policies, and distributing medicine to disadvantaged members of their community. We have the opportunity to see a world free of HIV/AIDS and other deadly diseases, but we can only get there if you raise your voice.

"As a vulnerable group in society, young people are affected the most by HIV/AIDS. It is vital that we come together to provide care to orphans and others who need it the most."

✿ **Masha Kardashevskaya**
RUSSIA 23 years old

GOAL
6



ENSURE ENVIRONMENTAL SUSTAINABILITY

We can't maintain a healthy society or economy without taking care of our environment, and protecting our environment contributes to reaching all the other Goals. Improved water and sanitation help to reduce child mortality, and better drainage reduces the risk of malaria. Today, human activities are causing losses in biodiversity at a rate 50 to 100 times faster than would otherwise be expected. Goal 7 aims to improve the way we take care of the environment, so the natural resources people need to survive will be available to future generations.

IN OUR WORLD TODAY:

- 2 million children die every year from infections spread by dirty water or the lack of toilets
- 1.2 billion people lack access to safe drinking water and 2.4 billion people lack access to proper sanitation facilities
- The collapse of fisheries around the world threatens to increase hunger and poverty among poor coastal communities throughout the developing world

► WHAT NEEDS TO BE DONE ?

Significant improvements in access to safe drinking water have been made in rural areas, but only a few countries are making enough progress to meet Goal 7 by 2015. Environmental sustainability needs to be integrated into education curricula and all policy decisions, and the impact of these decisions must be evaluated regularly. People living in environmentally unsafe areas must have more opportunities to participate in making decisions that affect their own communities.

► HOW ARE YOUTH AFFECTED OR INVOLVED ?

Youth must contribute to environmental sustainability for the simple reason that it affects their lives today and their futures more than anyone else. Young people can increase environmental awareness and activism in their own communities through formal and informal education, as well as through effective use of the media to get the message out. Furthermore, youth must be consulted by decision-makers, and can bring fresh ideas to the table when developing local and national policies.

“ Environmental sustainability is especially relevant to youth today. In a mere decade or two, it is our generation that will suffer from the disastrous consequences of air and water pollution. ”

✎ Alex Sheremet BELARUS
17 years old

GOAL
7



DEVELOP A GLOBAL PARTNERSHIP FOR DEVELOPMENT

GOAL 8

What the world is like in 2015 will be a reflection of how developing and developed countries worked together to achieve the MDGs. This collaboration is key to achieving Goal 8. The deal makes clear that the primary responsibility of developing countries is to work towards achieving the first seven Goals. But for developing countries to succeed, it is critical that developed countries deliver on their end of the bargain, with more and more effective aid, more sustainable debt relief and fairer trade rules, well in advance of 2015. Developed countries pledged more than thirty years ago 0.7% of their national income in development aid, but few have achieved this target.

IN OUR WORLD TODAY:

- Europe's cows receive \$2 a day in subsidies, more than the income of half the world's population
- Developed countries pledged to give 0.7% of their national income in aid
Only 5 countries are living up to the commitment; the USA is giving less than 0.2%
- It is estimated that were developed countries to break down trade barriers, this could help lift 300 million people out of poverty by 2015

► WHAT NEEDS TO BE DONE ?

Donors should focus aid on developing countries in the greatest need, and simplify requirements for the recipients. Forcing developing countries to buy products made in donor countries is counter-productive to the growth of their own economies. Developed countries should also open their markets to products made in developing countries; present trade policies discriminate and hurt their chances to participate in the global economy. Three-quarters of the world's most disadvantaged—900 million people—depend on agriculture for their livelihoods, but subsidies from developed countries lead to overproduction, which depresses world prices and threatens the livelihood of local farmers. Greater debt cancellation for developing countries can help them to invest in primary health and education, and other sectors needed to achieve the MDGs.

► HOW ARE YOUTH AFFECTED OR INVOLVED ?

Who will benefit more from a better world in 2015 but today's youth? Goal 8 is the only one to mention youth; one of the targets is to increase job opportunities for young people. According to the International Labor Organization, youth unemployment in 2004 was at an all time high: half the world's jobless are 15 to 24 years old. Greater and more flexible employment opportunities for youth, especially those at-risk, are needed, and decent working conditions for all young people must be provided. Employment policies should ensure that jobs are meaningful, and contribute to the creation of more sustainable communities.



D | WHAT CAN YOU DO ?

Ending poverty by 2015 won't happen unless we take action now. If the world doesn't make any changes, Sub-Saharan Africa won't achieve Goal 1 (eradicate extreme poverty) until 2147! We need you to join the global fight.

You can help to get the word out on the importance of the Goals and let your friends know why they should get involved. You can also get active by organizing your own campaign, reminding your governments of their promise to achieve the Goals. Whatever you do, just remember the world can't achieve the Goals by 2015 without your voice.

I | RAISING AWARENESS

Getting people excited to take action begins by raising awareness about the issues. Most people still do not even know what the Millennium Development Goals are, so it's our job to educate them and let everybody know why these Goals are so important! People have to realize that their governments have made promises to make a better world for everyone, and that most governments are not following up on their commitments.

Here are some examples to get you thinking about what you can do in your own community. Think about what kind of activities you and your friends would enjoy doing, and which ones would spread the message most effectively. Don't forget to tell us how you're doing along the way!

GET INVOLVED WITH THE MILLENNIUM CAMPAIGN

- VISIT THE MDG YOUTH PAGE | <http://www.millenniumcampaign.org/youth>
- SPREAD THE WORD | <http://www.millenniumcampaign.org/spreadword>
- ATTEND AN MDG EVENT | <http://www.millenniumcampaign.org/events>
- BE A FRIEND OF THE CAMPAIGN | http://www.millenniumcampaign.org/signin_join



EXAMPLES OF RAISING AWARENESS

► PARTICIPATE IN DISCUSSIONS

Create or participate in online and offline discussion groups

► START A MAILING CAMPAIGN OF MDG BROCHURES

Use your MDG postcards, brochures and bookmarks to inform your friends, or create your own cards and flyers to distribute around schools, in community centers and anywhere else you can.

► GET THE WORD OUT

You can help raise awareness about the MDGs by copying the flyer (on page 27) and giving it to your friends, family members and other people in your community. Multiply your message by getting your friends to make copies too!

► CREATE A SCHOOL GROUP TO PROMOTE THE GOALS

Start by recruiting friends with a common interest, and find a faculty advisor.

► ORGANIZE A SCHOOL ASSEMBLY

Talk to your school administrators and request your auditorium or gymnasium to host a student meeting about the Millennium Development Goals.

► PUBLISH ARTICLES AND ARTWORK ONLINE AND IN PRINT

After researching and reflecting on the MDGs create a written or artistic piece that can be shared in local media (i.e. high school newspaper, local magazines) or on the internet.

► LAUNCH AN MDG ART CONTEST

Find a gallery or a space that will allow you to showcase your MDG theme, and invite your school to promote the contest to the entire student body.

► ORGANIZE A PUBLIC MEETING ON THE GOALS IN YOUR COMMUNITY OR PLACE OF WORSHIP

Find a team and a space to meet and exchange ideas on how the Goals affect your community, and what can be done together.

► ORGANIZE AN MDG OPEN FORUM

Invite young people and youth organizations in your community to discuss how you can help achieve the MDGs

► START AN EDUCATIONAL MDG RADIO SHOW

Work with local or school radio stations to support a program that examines how the MDGs are affecting your community.

► ORGANIZE A THEATER GROUP SHOWCASING THE GOALS

Talk to drama students or directors about creating an MDG play or presentation.

► ORGANIZE A CONCERT

Seek out local/national music groups to perform and promote the MDGs and then get permission to use a space to host a concert.

II | PUTTING PRESSURE ON YOUR GOVERNMENT

Governments promised to make the world a better place by 2015—don't you think they should live up to their word? This section will give you some ideas to start your own campaign to make sure governments live up to their commitments.

► WHY WOULD THE GOVERNMENT LISTEN TO ME ?

You might think that just because you can't vote, you can't make governments change their policies, but young people can be just as powerful a voice as anyone else. Imagine if you were a government official and one person called you to fix a broken road. You might not pay much attention to them. But what if 1,000 different people called you to complain about the problem? When young people team up and unite their voices, they can do whatever they put their minds to.

First things first, figure out who you're trying to influence. Here are some ideas:

- Government officials
- Members of Parliament
- Local Politicians
- City Council members
- School Board Members
- Local Media

If you don't know where to go or who to talk to, ask your school administrators, teachers or youth leaders if they can help you find the right person. You could also look into government websites for contact information or visit your local government office and ask around.

What would get your government officials to take action? Here are some examples to get you thinking about what you can do in your own community. Don't forget to tell us how you're doing along the way!

JOIN CAMPAIGNS ALREADY UNDERWAY !

You can link up to many campaigns that are going on already. Joining a campaign lets you be a part of something much bigger and provides the support and experience of people who have been working on the issues for years.

The UN Millennium Campaign has over 50 national campaigns all over the world working on holding governments accountable for their promises. Visit the website and find out how you can join!

| <http://www.millenniumcampaign.org>

Join the Global Call to Action Against Poverty by wearing a white band. Visit the website and find out what is happening in your country and join the more than 300 organizations mobilizing millions worldwide in the biggest ever movement against poverty!

| <http://www.whiteband.org>



EXAMPLES OF HOW TO PUT PRESSURE ON GOVERNMENTS

IF YOU ARE FROM A DEVELOPED COUNTRY YOU CAN:

► DEMAND THAT GOVERNMENTS ACT ON THEIR GOAL 8 PROMISES

Create a campaign that asks your government to live up to their promises on Goal 8 (more and higher quality aid, provide more debt relief, and create fairer trade rules).

Visit the Millennium Campaign website | <http://www.millenniumcampaign.org> to find out more on Goal 8.

► JOIN YOUTH PARLIAMENTS OR COUNCILS

Seek out youth groups in your community/country that are active in the political process, and advocate for the Goals in city halls and national parliaments.

► LAUNCH e-CAMPAIGNS

Launch a website that advocates for policy change; send out emails that encourage people to sign up for petitions on the Goals.

IF YOU ARE FROM A DEVELOPING COUNTRY YOU CAN:

► DEMAND MORE GOVERNMENT ACTION

Create a campaign that asks your government to live up to their promises to achieve Goals 1-7. For example, is your government doing enough to ensure equal education for boys and girls?

► GET YOUTH INVOLVED IN DEVELOPING POVERTY REDUCTION STRATEGIES

Lobby your government to include young people in developing policies, especially those aimed at reducing poverty, and to consult young people on the changes they believe are needed the most.

► FORM AN MDG-COALITION

Partner with different groups already active around one or more of the Goals, and plan ways to strengthen your efforts by working together.

IN ALL COUNTRIES YOU CAN:

► WRITE LETTERS TO POLITICIANS

Send letters to your congressional representatives, Members of Parliament or mayor, reminding them of your government's commitment to achieve the Goals and demanding action.

► ORGANIZE A RALLY

Gather a large group of people to demonstrate (perhaps in front of your national parliament) and demand action from your government on the Goals.

► ADOPT A STATEMENT SUPPORTING THE GOALS

Encourage your city council, place of worship, or civic group to put the Goals on their agenda, and issue a statement showing their support for the MDGs.

E | GET STARTED

Now you know different ways to get involved with the Campaign and are ready to get to work. Here are some helpful tips to prepare for a successful campaign.

I | GET THE FACTS

After learning about the Goals, explore ways to carry out your campaign by asking those around you and in your community. They may have great ideas to inspire and assist you in your work. Ask yourself 3 questions: What do you want to do? Where is the greatest need? What already exists?

Check out what is happening at your school or at work. Maybe there is an MDG movement you can join, or maybe you will discover a need for one! Explore the different organizations and groups that exist in your community and see if there is a way to combine young people's interests with the MDGs.

You can reach out to:

- Music bands
- Theater groups
- Political groups
- Sports clubs
- Student councils
- Religious groups
- Art groups
- Family and friends
- Teachers

If you want to find out what the government is doing in your town, talk to those involved with community development and leadership. Do they even know about the MDGs? Some useful people to talk to are:

- Civil society workers
- Community organizations
- Public health officials
- Local government officials



II | CHECK OUT THE BIGGER PICTURE

Are there policies in place for the Goal(s) you are working on? Read your local and national newspapers and check other media to keep informed on what is happening in your country.

► NATIONAL POLICIES

Every country is supposed to report on their MDG progress. You can take a look at the web pages below to see if your country is on track to achieve the Goals. If policies do exist, are they actually being put into action?

HELPFUL ONLINE RESOURCES TO TRACK MDG PROGRESS IN YOUR COUNTRY

- | <http://www.millenniumcampaign.org/youth> (click on the map!)
- | <http://www.undg.org>
- | <http://www.undp.org/mdg/countryreports.html>
- | <http://www.undp.org/mdg/trackingprogress.html>

If you cannot easily access the Internet, visit your local library to read official UN reports on the MDGs.

► NATIONAL AND INTERNATIONAL EVENTS

Stay tuned to what is happening in your community and country. At the same time, keep your eye on what is happening globally. See if there are any events that are in line with the work that you want to do, in which you could participate. Check out the following youth events calendars:

- MDG youth events | <http://www.millenniumcampaign.org/youthcalendar>

OTHER PLACES YOU CAN VISIT TO LEARN ABOUT INTERNATIONAL POLICIES AND PROCESSES

- | | |
|---|---|
| http://www.un.org | http://www.care.org |
| http://www.millenniumcampaign.org | http://www.oxfam.org |
| http://www.worldbank.org | http://www.amnesty.org |
| http://www.wto.org | http://www.imf.org |

► THE MEDIA

What is the media covering? Do they offer any coverage of the Goals? What issues are they raising? Can you identify a particular issue within the scope of the Goals that the media seems to focus on?

HELPFUL ONLINE MEDIA RESOURCES

- INTER PRESS NEWS AGENCY | http://ipsnews.net/new_focus/devdeadline
- BBC-2015 | <http://www.bbc.co.uk/worldservice/trust/2015>
- ALL AFRICA | <http://www.allafrica.com>
- EFE NEWS AGENCY | <http://www.efenews.com>
- SIGNUP FOR THE MILLENNIUM CAMPAIGN OR IPS NEWSLETTER | http://www.millenniumcampaign.org/signin_join

III | START PLANNING

When you have found an issue that you care about, it is time to start figuring out how you can take action. Any successful campaign starts with good planning.

1 | IDENTIFY THE PROBLEM

What problem needs to be fixed? Think about the Goals and what you can do to help achieve them in your country.

2 | GET A TEAM TOGETHER

Get a group of people organized around a specific idea, or explore what everyone cares about.

Connect to peers who have similar interests. If you have problems recruiting, remind people that volunteering looks good on their resumes and might help them land their future dream jobs (if idealism does not work, try realism).

3 | SET YOUR OBJECTIVES

Before you really get going, you need to have a clear idea of what the team's objective is.

Getting it down on paper usually helps. A few tips:

- **Be clear** – make your objective easy to read and understand
- **Be specific** – know what you want to achieve to create change
- **Set targets** – set short-term goals that support your objective
- **Be reasonable** – don't aim too high; make sure you have reasonable targets

4 | DETERMINE ROLES AND RESPONSIBILITIES

Decide what roles are needed and what responsibilities each team member will have. Also think about creating a clear work plan, and a timeline of activities you'll be doing. Remember, the more you prepare, the better able you'll be to get things done!

5 | DETERMINE YOUR NEEDS

Have a brainstorming session on what kind of tools and supplies you might need (poster paper, markers, t-shirts, computer access, banners, etc.). If you think funds will be needed, get an overview of what costs you might have. You could start thinking about possible sources to approach for support. Write a realistic budget, but don't let financial needs prevent you from getting started! Remember that volunteering is free and sometimes all you need are people willing to donate their time.

6 | FIND A SITE

Do you need a site or a location? If so, look for places that seem to fit with your needs. And start early; popular locations are filled up quickly. You do not necessarily have to pay for a location. In fact, schools and organizations are often more than happy to let somebody use their rooms at no cost (especially if it is for a good cause).

7 | FUNDRAISING

If your work plan involves fundraising, get started on it. Remember, ask everyone and go everywhere for funding, and plan fundraising events. Potential funding sources are all around: family friends, individuals in the community, garage sales and car washes, family foundations, community foundations, places of worship and church groups, local corporations and businesses, and even government agencies.



FUNDRAISING TIPS

- Be persistent
- Be professional
- Have clear, concise materials (brochure, flyer, letter, etc)
- Tell people what their contribution can achieve
- Report on how you used the funds

8 | PROMOTION AND MARKETING

When you promote your events, you might consider contacting the media. However, there are many other ways to promote your activities. It might actually be smart to hold off on media outreach until you have built up some momentum. The media tends to focus on stories that already have some support behind them, or have already achieved measurable results.

HOW CAN YOU PROMOTE YOUR EVENTS?

- Ask friends, family to spread the word
- Door-to-door visits
- Promotional events (concerts, exhibits)
- Press releases
- Flyers and posters
- Make public announcements at your school or church
- Websites (blogs)
- Local radio stations

9 | CONTACT THE MEDIA

Once you have something to showcase, reach out to the media and invite them to cover your events or activities. Using the media is a great way to build public awareness about your work. Send press releases to local and national newspapers, TV stations, magazines, and even websites. For example, many campaigns have been successful by creating an Internet “buzz” around a blog.



INTERVIEW TIPS

- Be confident and friendly
- Have a workplan ready to answer questions
- Have very clear talking points and stick to them!
- Smile, be passionate, and enthusiastic



TIPS FOR WRITING A PRESS RELEASE

- The headline should be clear, interesting, and attention-grabbing
- The first paragraph should include all the important information (What? Why? Where? When? Who?)
- History/background information should be at the end
- Quotes and statistics can “spice up” your press release
- Include contact information for someone who can represent you effectively

IV | MANAGE YOUR WORK

As you start putting your plans into practice, you might discover that things do not always go as expected. The important thing is that you are able to respond quickly to changing circumstances. Remember, you will be taken more seriously if you are organized, well prepared, and on time. Here are a few tips to remember:

- **TIME** - If you have to change your timeline, first identify important deadlines that you cannot miss. And remember, what's done is done, there's no point in focusing on what has already happened and cannot be changed.
- **TEAM** - Being a team leader can be challenging. Try to give everyone a chance to voice their opinions. Also, if possible, give people tasks that fit with their personal interests and their schedules.
- **MONEY** - Keep track of where your money is going, and try to make sure you always have enough cash on hand to pay for your expenses.
- **PARTNER RELATIONSHIPS** - You might have to rely on partners to achieve success, and they might have a different vision than you. In negotiations, stand up for the issues that are most important to you, but also know where to compromise.

TIP - BE FLEXIBLE

- Don't be afraid to change your plans as you go along
- Learning from your mistakes is part of the learning process
- Appreciate other people's feedback and suggestions



V | FOLLOW UP

All successful work has a follow-up plan. It is important to see that your work is completed responsibly and that measures are taken to optimize your success. Learning from your mistakes and successes can help take your work to a new level.

► EVALUATION

Could you have done things better? What did you learn? Did everyone deliver on their responsibilities? Learn from your mistakes and thank everyone that has helped (you could send a card). It is not only polite and respectful, but it will also help you build relationships for the future.

► BUILD NETWORKS AND PARTNERSHIPS

Get contact information from everyone—a good network will help secure long-term support for your campaign. Look for partner groups, especially those with skills and experiences complementary to those of your campaign. Be generous in sharing your own skills and experiences. Maybe you can inspire other young people to start something on their own!

► EXPAND

Be aware of possibilities to expand your MDG work. Through your network, your partners, or media coverage, you might find opportunities for starting the same action in another area.

► ENVISION SUCCESS

Have a clear idea of what your long-term objective is. Ask yourself where you want to be 1, 2, or even 5 years from now. What will it take for you to get there? Start setting targets that will support your long-term objective. Remember to have fun!

VI | REPORTING BACK

After you have successfully launched your own MDG campaign keep us posted on the progress you're making. Whatever you're doing, we want to hear about it!

Sharing your experiences - good or bad - can inspire other young people to take action. It also helps us to highlight the amazing work young people are doing all over the world - be it online or in future publications like this one.

1 | ONLINE

If you have access to the internet go to | <http://www.millenniumcampaign.org/youth> and write an update of all your activities.

2 | OFFLINE

If you have only limited or no internet access, copy the form on the next page, fill it out and send it to us! ►

✪ Youssou N'Dour

“ It is like a tsunami every day here in Africa, only it happens slowly so no one notices, no one pays attention. So we have to bring the attention ourselves. ”

MILLENNIUM CAMPAIGN

304 EAST 45TH STREET, FF-610 NEW YORK, NY 10017 USA

REPORTING FORM

COUNTRY | _____

ORGANIZATION NAME (IF APPLICABLE) | _____

CONTACT PERSON | _____

E-MAIL (IF APPLICABLE) | _____

TELEPHONE | _____

ADDRESS | _____

NAME OF YOUR INITIATIVE | _____

OBJECTIVE | _____

MDG FOCUS | GOAL 1 [] GOAL 2 [] GOAL 3 [] GOAL 4 [] GOAL 5 [] GOAL 6 [] GOAL 7 [] GOAL 8 []

KEY PARTNERS | _____

DATE(S) ORGANIZED | _____

RESULTS ACHIEVED (PLEASE INCLUDE SPECIFIC GOVERNMENT AGENCIES LOBBIED AND RESULTING CHANGES IN POLICY OR DIRECTION, SUCCESSFUL MEDIA OUTREACH AND COVERAGE, AND EVENTS ORGANIZED) |

HOW MANY PEOPLE DID YOU INVOLVE? | _____

PERMISSION TO REPRINT | [] YES [] NO

SIGNATURE AND DATE _____

PLEASE SEND WITH THIS FORM ANY PICTURES FROM YOUR EVENTS, PROMOTIONAL MATERIALS DEVELOPED, VIDEO OR COPIES OF PRESS COVERAGE.



HELPFUL RESOURCES AND LINKS

GENERAL RESOURCES

UN MILLENNIUM CAMPAIGN

Encourages advocacy on the MDGs

| <http://www.millenniumcampaign.org>

Youth site on the MDGs

| <http://www.millenniumcampaign.org/youth>

UNITED NATIONS

UN website on the MDGs

| <http://www.un.org/millenniumgoals>

How the UN is working with youth

| <http://www.un.org/youth>

NON-GOVERNMENTAL LIAISON SERVICE

| <http://www.un-ngls.org/mdg.htm>

WORLD BANK

A site with data on the MDGs

| <http://www.developmentgoals.org>

YOUTH OF THE WORLD

The World Scouts program on the MDGs

| <http://www.youthoftheworld.net>

GLOBAL CALL TO ACTION AGAINST POVERTY

| <http://www.whiteband.org>

ACTION AID

| <http://www.actionaid.org>

OXFAM INTERNATIONAL

| <http://www.oxfam.org>

SOCIAL WATCH

| <http://www.socialwatch.org>

CIVICUS

| <http://www.civicus.org>

HOW CAN THE WORLD END POVERTY



ONLY WITH YOUR VOICE

In the year 2000, our country promised to make the world a better place for all people by agreeing to achieve the **MILLENNIUM DEVELOPMENT GOALS (MDGs)**.

ACHIEVING THE MDGS BY 2015 MEANS THAT WE CAN

- 1 | ERADICATE EXTREME POVERTY AND HUNGER
- 2 | ACHIEVE UNIVERSAL PRIMARY EDUCATION
- 3 | PROMOTE GENDER EQUALITY AND EMPOWER WOMEN
- 4 | REDUCE CHILD MORTALITY
- 5 | IMPROVE MATERNAL HEALTH
- 6 | COMBAT HIV/AIDS, MALARIA AND OTHER DISEASES
- 7 | ENSURE ENVIRONMENTAL SUSTAINABILITY
- 8 | DEVELOP A GLOBAL PARTNERSHIP FOR DEVELOPMENT

HELP SPREAD THE WORD!

Pass this along to your friends and the people you know, the more the better!
Everyone should know about this historic opportunity to end poverty!
We need you to add your voice to the global fight against poverty.
When we all join our voices together, this world will do just as we say.

LEARN MORE ABOUT THE MDGS AND HOW YOU CAN TAKE ACTION

| [HTTP://WWW.MILLENNIUMCAMPAIGN.ORG/YOUTH](http://www.millenniumcampaign.org/youth)

VISIT

| [HTTP://WWW.MILLENNIUMCAMPAIGN.ORG/YOUTH](http://www.millenniumcampaign.org/youth)

UNDERSTAND why poverty will only be eradicated with your voice

ENGAGE with other young people from around the world

INVOLVE yourself in our MDG discussion boards and e-groups

EXPRESS yourself through artwork and creative writing

in our Global Gallery and Panorama online magazine

LEARN more about the Millennium Development Goals

EXPERIENCE a vibrant network of young people

who are already involved in their communities

DISCOVER vibrant projects of other young people around the MDGs

PLAY our Millennium Development Goals Game

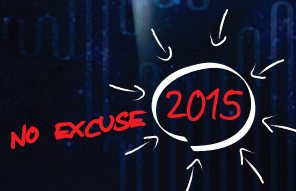
USE our interactive map to monitor the Goals in your country

SEND MDG e-cards to your friends to tell them about the Goals

TELL us what you are doing to help achieving the MDGs



FOR FURTHER INFORMATION



VOICES AGAINST POVERTY

THE MILLENNIUM CAMPAIGN
304 EAST 45TH ST. FF 6TH FL.
NEW YORK, NY 10017
USA

info@millenniumcampaign.org