PROGRAM

Sponsors

The Bill & Melinda Gates Institute for Population and Reproductive Health
Johns Hopkins Bloomberg School of Public Health
The David and Lucile Packard Foundation
2013 ICFP Ethiopian National Steering Committee
Monday November 11, 2013

5:00 pm  WELCOME – Dr. Robert Wm. Blum, Ms. Anna Kaagesten

Dr. Robert Wm. Blum
William H. Gates, Sr. Professor and Chair of the Department of Population, Family and Reproductive Health, JHSPH and Director of the Hopkins Urban Health Institute.

Dr. Blum is internationally recognized for his expertise and advocacy related to adolescent health and well-being. He has edited two books and written over 250 articles, book chapters and reports. He is a Past-President of the Society for Adolescent Medicine; past board chair of the Guttmacher Institute, a member of the National Academy of Sciences and a consultant to UNFPA, UNICEF and WHO.

Ms. Anna Kaagesten
ICFP Youth Coordinator, The Bill and Melinda Gates Institute for Population, Family and Reproductive Health, Department of Population, Family and Reproductive Health, JHSPH

Ms. Kaagesten is the International Youth Coordinator at ICFP 2013. She received her MPH from JHSPH in 2012 and is now a doctoral candidate focusing on youth SRHR. She has broad experience in the development of youth SRHR programs and curriculums both internationally and in her home country Sweden. At Hopkins, she is a consultant to the WHO and currently involved in research related to gender equitable relationships in adolescence.

5:30 pm  PANEL: Pathways to Leadership

In this opening session, participants will have the opportunity to interact with world leaders in sexual and reproductive health. Panel members will introduce their career pathways, and engage in conversations with the audience on key characteristics for effective family planning leadership at different levels. This will be an interactive session encouraging both senior and emerging youth leader perspectives.

Panel Members

Dr. Ward Cates
President Emeritus and Distinguished Scientist, FHI 360

Before joining FHI 360 nineteen years ago, Dr. Cates was at the CDC for two decades, where he was in the Family Planning Evaluation Division for half that time and directed the STD/HIV Prevention efforts for the other half. His professional passion is sexual health – the intersection of the fields of family planning and sexually transmitted infections. Dr. Cates received his undergraduate degree in history from Yale University, a master's degree in history from King's College, Cambridge University, a combined M.D.-M.P.H. degree from Yale School of Medicine, and trained clinically in internal medicine at the University of Virginia Hospital. He has helped lead both USAID's Contraceptive Technology Research and NIH's HIV Prevention Trial Networks teams. Dr. Cates has authored or co-authored over 450 scientific publications and a past co-editor of Sexually Transmitted Diseases, 2nd edition.

Ms. Suzanne Ehlers
President and CEO, Population Action International

Ms. Ehlers has worked for the last 15+ years to promote family planning and reproductive health as a basic right for women across the globe. She repeatedly serves on U.S. government delegations to United Nations’ conferences. She sits on the Boards of Directors of the Global Health Council and Ibis Reproductive Health.

Ms. Ehlers is a frequent speaker on women's empowerment and reproductive health issues and has been profiled by the New York Times, National Journal and Grist. She was honored as one of Devex’s “40 under 40” International Development Leaders for 2011 and as a Young Global Leader by the World Economic Forum in 2012.
**Dr. Marleen Temmerman**  
Director of the Department of Reproductive Health And Research, WHO

Since 2012, Professor Temmerman has been the Director of the Department of Reproductive Health and Research (RHR), and of HRP – The UNDP/UNFPA/UNICEF/WHO/World Bank Special Programme of Research, Development and Research Training in Human Reproduction – at the World Health Organisation.

RHR/HRP is the main instrument within the United Nations system for research in human reproduction and sexual and reproductive health, bringing together policy-makers and programmers, scientists, healthcare providers, clinicians, consumers, and community representatives to identify and address priorities for research to improve sexual and reproductive health.

**Dr. Babatunde Osotimehin**  
Executive Director, UNFPA

Dr. Babatunde Osotimehin, a physician and public health expert, is the fourth Executive Director of UNFPA. He holds the rank of Under-Secretary-General of the United Nations. At UNFPA, he has introduced major reforms to make the Fund more field-focused and results-oriented. Dr. Osotimehin has also intensified efforts to promote the sexual and reproductive health and reproductive rights of women and young people, especially adolescent girls.

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**Moderator**

**Mr. Adebisi Adenipekun**  
ICFP 2013 Youth Delegate

Ms. Adenipekun is currently concluding a Bachelor of Pharmacy degree program at the Obafemi Awolowo University, Nigeria. He is a peer health educator and researcher with Campus Health and Rights Initiative (CHRI), a non-governmental organization committed to promoting and protecting sexual and reproductive health among adolescents and youths in Nigeria.

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**Facilitator**

**Ms. Laura Hoemeke**  
Director of Communications and Advocacy at IntraHealth International

This session will give participants an opportunity to develop a personal action plan for the conference—and beyond. Many conferences come and go, without much follow-up on the part of those who participated. Conference delegates may have good intentions of sharing what they learned and applying new skills. Without a specific action plan, however, it is challenging to keep the energy and excitement going after participants return to life at home.

This session will allow participants to get to know each other better, and share ideas about what they want to do during and after the ICFP. By developing their own personal action plans, participants will commit to taking the experience of the conference back home.

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**8:30 pm – 9:00 pm**  
CONFERENCE LOGISTICS AND QUESTIONS  
Ms. Anna Kaagesten
The connection between reproductive rights and family planning was first articulated at a global level at the 1994 International Conference on Population and Development. Almost 20 years later, rights-based approaches to family planning are recognized in some settings, yet highly absent in many contexts around the world - specifically as it relates to youth sexual and reproductive health. This session will provide an overview of human rights as a key determinant of voluntary family planning access and use. Panel members will share their own experiences and introduce frameworks for rights-based family programming, research and policymaking.

Panel Members

Ms. Kate Gilmore
Deputy Executive Director (Programme), United National Population Fund

Ms. Gilmore has over 20 years of strategic leadership experience. From 1986-1992, she was coordinator and then program development manager of the Royal Women’s Hospital, Australia. Subsequently she was CEO of Broadmeadows Community Health Service, then Australia’s largest Community Health Service based in Melbourne; and from 1993-96, she was manager of the division of community care in the Royal Women’s Hospital.

In 1996, Ms. Gilmore joined Amnesty International Australia as National Director and in 2000, she was appointed Executive Deputy Secretary General of Amnesty International based in London.

Ms. Karen Newman
Consultant, Futures Group

Karen is an international advocacy, policy and development professional with more than 25 years’ experience managing sexual and reproductive health and human rights projects and programs across the globe. Currently Coordinator of the UK-based Population and Sustainability network and immediate past co-Chair of the World Health Organization (WHO) Gender and Rights Advisory Panel, she has published widely on the connection between sexual and reproductive health and rights and human rights.

Ms. Mae Azango
Journalist, FrontPage Africa

Ms. Azango is a Liberian journalist for FrontPage Africa. She is particularly known for her reports uncovering secret practices of female genital mutilation (FGM) in Liberia. She is internationally recognized for her courage to speak out on behalf of women’s rights. In 2012, she was awarded the International Press Freedom Award of the Committee to Protect Journalists.

Ms. Ramya Jawahar Kudekallu
ICFP 2013 Youth Delegate

Ms. Kudekallu is a Programme Associate with World Young Women’s Christian Association in Geneva. Born in Bangalore, India, Ramya is a law graduate and community volunteer working with awareness campaigns on gender specific legislation pertaining to women. She recently spoke at the Human Rights Council on the issue of early and forced marriage and the importance of access to reproductive health commodities.

Moderator

Mr. Muzabel Welongo
ICFP 2013 Youth Delegate

Muzabel is currently living in the Kenyan Kakuma Refugee Camp in Kenya for safety reasons. He is the founder and leader of SAVIC, a refugee’s local organization that provides SRH, HIV education and care, literacy, and social assistance to adolescent girls. Through SAVIC, Muzabel trains family planning peer-educators from different nationalities, and is also advocating for youth-friendly reproductive health facilities in the camp.
Social media is not a singular medium, with a singular application. Social media is an extension of our daily lives, where we can advocate for family planning, market contraceptives, encourage the change of behavior toward safe sex, deliver messages to your community, and connect them to the products they need. Each of these applications must be approached with different social media techniques, from twitter chats to interactive social campaigns. Participants will hear examples from organizations large and small about how they are using social for each of these applications. They will share their strategy for one specific campaign, and the work required to make it widespread and successful. Finally, panelists will share the measurement tools they used in order to evaluate its success.

Panel Members

Ms. Alissa Marchant
Communications & Social Media Associate, JSI and World Education

Ms. Marchant is the Communications & Social Media Associate at JSI and World Education. She has managed the social networks of JSI and World Education for over three years, including Facebook, Twitter, Google+, YouTube, LinkedIn, Vine, and Pinterest, experimenting with different social campaign strategies, promoted posts, and evaluation methods. She regularly provides social media training in technique and strategy to friends and colleagues.

Ms. Lindsay Menard-Freeman
Manager, Advocacy and Communications

Ms. Menard-Freeman has over a decade of experience as a youth activist and advocate for sexual and reproductive health and rights. She served for over three years with the Global Youth Coalition on HIV/AIDS (GYCA), where she coordinated the network of youth SRHR and HIV activists, facilitating leadership-building opportunities, leading communications efforts and identifying partnership opportunities. During this time at GYCA, Lindsay helped to facilitate youth advocacy and capacity-building in a variety of international health and rights spaces, including UN High Level Meetings, the International AIDS Conference, the Mali Youth Summit, the Commission on the Status of Women and others. She has a Master in Human Rights Studies from Columbia University.

Mr. Shimeles Gebeyehu
KT Ethiopia’s Higher Education Initiative

Mr. Gebeyehu is a Biomedical professional with a BEd in Biology and MSC in Biomedical sciences. He has been working as teacher/trainer, counselor, advisor and an agony uncle on SRH issues of youth in different organizations (government, private and NG) and Medias (Radio and TV). He has a decade of experience working with youth at different levels. He is currently working at DKT Ethiopia’s Higher education initiative project that focuses on providing Youth friendly sexuality and reproductive health information, products and services.

Moderator

Ms. Penelope Riseborough
Director of Communications, John Snow, Inc., and World Education, Inc.

Ms. Riseborough has served as the Director of Communications for both John Snow, Inc. and World Education since 2001. She oversees all communications, including social media, for the organizations. JSI has been at the forefront of social media, implementing the AIDS.gov website and related new media outlets for the U.S. government.

Penelope has worked in public health communications and marketing for more than 20 years. Prior to her time at JSI and World Education, Penelope managed communications at Management Sciences for Health, Pathfinder International, and JHPIEGO Corporation. She also served on the Board of the women’s health advocacy group, Our Bodies, Ourselves between 2003 and 2009 and edited chapters of the 2005 book of the same name.
The purpose of this workshop is to sharpen your public speaking skills to deliver effective, brief presentations that will engage and influence policy makers and program developers. Rather than focusing on longer presentations that will use powerpoint and other technologies, this session is aimed at those who wish to influence through testimony, media presentations and informal discussions with decision makers. Participants will have an opportunity to practice skills learned.

Facilitator
Dr. Robert Blum, William H. Gates, Sr. Professor and Chair, Department of Population, Family and Reproductive Health, Director, Johns Hopkins Urban Health Institute

Workshop 2 – Developing Advocacy Strategy and Communicating Key Messages (Op-Eds, Press Releases, Blogs)

This interactive session will focus on the basics of advocacy and communications strategy and implementation. Participants will discuss defining audiences, developing message frameworks, and translating messages into communications activities, such as press statements, blogs and op-eds. During this session, participants will also have an opportunity to discuss and define an advocacy strategy for their home organizations.

Facilitator
Ms. Vanita Gowda, Sr. Director, Advocacy and Communications, Women Deliver

Workshop 3 – Writing a Policy Brief

Communication of data, key results and messages are central for policy change. Policy briefs are one of the most common and effective written tools to communicate data and key messages to policy makers. However, many people find these to be the one of the most difficult things to write. This workshop will provide concrete skills for setting the style, tone and format for policy briefs. Following a presentation on the basic rule of thumbs for writing, we will use interactive case studies to discuss how to avoid common pitfalls and convince your target audience.

Facilitators
Mr. Aragaw Lamesgin, Health and Population Program Advisor
Ms. Bernice Kuang, Demographer/Health Policy Analyst, both at the Futures Group

Workshop 4 – Social Media Lounge

This is an informal space where youth will have the opportunity to review and evaluate their current use of social media, and determine the next steps for creating a more effective presence online. Participants will share best practices, receive technical assistance on specific issues, and evaluate the best methods for using social media for their work. We will discuss strategies for using social networks to discuss family planning, and what it means to be on social media as an individual versus as an organization. Examples of what participants can learn: creating a social media strategy, writing a good post, choosing the best time to post, reaching your audience using social campaigns, tracking and evaluating your progress.

The workshop will conclude with a conversation, during which youth will be encouraged to share their perspectives, about how social media is used differently across different regions of the world.

Facilitator
Ms. Alissa Marchant, Communications & Social Media Associate, JSI
12:00 pm – 2:45 pm WORKSHOPS
Session 1: 12:00 pm – 1:15 pm
Session 2: 1:30 pm – 2:45 pm

Workshop 5 – The Art of Moderating
The session will include an interactive overview of core skills for moderating and leading discussions, including session preparation, appropriate tools, opening the session, managing time effectively, using effective communication techniques, managing questions/answers and group dynamics, dealing with conflict, and closing sessions in a memorable way. This is an interactive workshop where participants learn from each other and have an opportunity to practice core facilitation skills. **ICFP youth moderators must attend this session at least once**

Facilitator
Ms. Laura Hoemeke, Director of Communications and Advocacy at IntraHealth International

Workshop 6 – “Not just the words you use, but how you say them” – Physical and Oral Elements of an Effective Presentation
This session focuses on the physical and oral elements of delivering an effective presentation. The session is organized around four elements of delivery: preparation; organization; style; and tailoring nervous energy. The focus will be on presenting and speaking at the International Conference on Family Planning, though much of the content of the session is applicable to public speaking in general. Participants will have a chance to practice delivering their presentation or speech and receive feedback from the group. **ICFP youth speakers will have to attend this session at least once.**

Facilitator
Ms. Kate Gilles, Policy Analyst, Population Reference Bureau

Workshop 7 – Media Interview Skills and Answering Tough Questions
Engaging with journalists and members of the media can bring significant attention to your cause. A basic understanding of a reporter’s job and a few interviewing techniques can increase your effectiveness in communicating memorable messages in interviews. This session will feature a presentation on communication do’s and don’ts, keys to effective storytelling, and strategies for navigating tough questions. Following the presentation, we will videotape participants in practice interviews, including answering some tough questions, and allow participants to watch themselves for feedback.

Facilitator
Ms. Janna Oberdorf, Director, Advocacy and Communications, Women Deliver

Workshop 8 – The Role of Abortion in Family Planning: Understanding Legal and Other Barriers for Youth
This collaborative and engaging workshop will focus on the need for safe abortion services for young women as well as the legal, social, and health system barriers in obtaining these services. Using participatory activities, participants will gain information and skills in analyzing barriers to care and applying human rights’ approaches to addressing these barriers. The agenda will include: an introduction and discussion on the need for abortion care services and the connection to family planning programs and services; activities to assess barriers to care; and an interactive exploration of young people’s sexual and reproductive right as outlined in international agreements. Please note this workshop is designed for participants that support the provision of safe abortion services.

Facilitators
Ms. Karah Pedersen, Senior Youth Advisor, Ipas, Ms. Nana Zulu, Youth Associate, Ipas
Values clarification is the process of examining one’s basic values and moral reasoning and is a technique used to encourage value-driven action. During this highly-interactive, hands-on session, we will engage participants in learning about Ipas’ Values Clarification for Abortion Attitude Transformation (VCAT) toolkit, interventions and results; experience select activities from the VCAT toolkit and discuss experiences with and recommendations for implementing VCAT for youth sexual and reproductive health advocacy, including safe abortion services.

Facilitators

Ms. Blain Rezene
Youth Coordinator
Ipas

Ms. Drew Riley
Youth Advisor
Ipas

Ms. Katherine Turner
Senior Health Systems Advisor
Ipas

Workshop 10 – Youth Peer Provider Model: Training Youth to Provide Pills and More

This workshop introduces the Youth Peer Provider (YPP) Model, training youth on how to conduct individual contraceptive education sessions. This is an interactive training session; following an overview of the components of the YPP model, we will cover counseling on contraceptive methods and making referrals. Some participants will do role-plays while others observe and provide feedback. We will also demonstrate an example of a group education session at the YPP program in Kenya.

Facilitators

Ms. Nyanda Labor
Deputy Regional Director, Africa, PPFA

Ms. Kagwiria Kioga-Mutwiri
Program Officer
PPFA

Mr. John Onyango Otolo
Project Coordinator
PPFA

2:45 pm — WRAP-UP – Dr. Robert Wm. Blum, Ms. Anna Kaagesten

3:00 pm — DEPARTURE TO ICFP OPENING SESSION

Please e-mail youth@fpconference2013.org for more information.

To register to the Youth Pre-Conference, click or enter the following URL into your browser:
http://www.fpconference2013.org/youth/youth-pre-conference/

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