Through the voices of young people.

We are the agency working with young people so they can lead. This means we listen to young people. In our communications, young people's voices must be at the centre. Stories and quotes directly from young people are essential, and our communications should be written and designed by young people wherever possible.

See the next two pages for examples.





Chandini's story.

In India, just 27% of girls are employed. Girls like Chandini living in the Sanjay camp, a resettlement colony in Delhi, face huge challenges to earning a living.

"There is only one public toilet. Boys hang out and smoke and harass girls there."

Chandini joined our Skill Sakhis (skill friends) project, where girls learn employment skills and how to advocate for women's rights.

"Given the right opportunity, we can raise our voice for our society to hear us."

To do this we supported Chandini and other volunteers to make a short film on a mobile phone, documenting their lives in the camp.

Pooja, our communications lead in India, supported Chandini to make the film. She says;

"Have you ever heard of people being phone shy? Mobile Journalism (MOJO) gives power to a young person to document their stories authentically. Can you imagine young people all over the world documenting their lives? It will change the course of how we storytell."

Watch Chandini's story here.

Krishen's story.

Krishen is an activist in our Youth Stop AIDS campaign. He took part in our speaker tour, where young people living with HIV share their inspiring stories and motivate others to take action to end AIDS.

I had been tested for HIV many times in the past and all of the tests were negative. This one time I discovered that it came back positive, which was quite a shock. This was back in South Africa (where Krishen is from), and I was 22 at the time.

HIV is stigmatised globally. In the western world, the epidemic has been talked about for a lot longer, since the 80s. So here there's a bit more of a desensitisation, it's almost seen like it's not a problem anymore.

I haven't been this public about my status at this level before. This is new to me, but I'm excited about the opportunity, and to spread the message that HIV is still there, people are still dying from AIDS. Through our personal stories we can change this.

