



# THE SOCIAL JUSTICE, DIVERSITY, AND INCLUSION CAMPAIGN

Uniting for #FairEqualJust Communities!

YOUTHPOWER2: LEARNING AND EVALUATION (YP2LE)

## ABOUT DEMOCRACY MOVES

Democracy Moves is a network and platform for youth activists, advocates, and community leaders from around the world to exchange ideas, coordinate movements, and build capacity together. At a moment in time in which democracy itself is at risk, the network serves as an opportunity for young people to connect with each other, forming solidarity and learning best practices, including through social media, WhatsApp, and a formal mentorship program, develop new skills through technical trainings and workshops, focused on skills like fundraising, social media tactics, and non-violence, and learn and promote best practices through the aggregation of scholarly research and case studies on effective youth activism across borders. Democracy Moves currently has over 50 member organizations from all corners of the world.

## ABOUT YOUTHPower2: LEARNING AND EVALUATION (YP2LE)

YP2LE activities will bring USAID's Journey to Self-Reliance and Youth in Development Policy to life by enabling investments in PYD research and evaluation within and across multiple sectors, including health, education, agriculture/food security, economic opportunity, peace and security, democracy, and human rights and governance. YP2LE will build and disseminate PYD evidence across multiple sectors; offer leadership in promoting PYD best practices; and provide rapid response, technical assistance to USAID staff to design, implement, and evaluate youth activities. The goal of these activities is to give practitioners the information, tools, and resources they need to develop high-quality, impactful, and sustainable youth programs, allowing empowered youth, working with supportive adults, to create the kind of sustainable change in individuals and systems that leads to self-reliance.

## ABOUT YOUTHLEAD

Launched in 2018 under the USAID-funded project YouthPower Learning and continued under YP2LE, YouthLead.org is designed for young changemakers making a positive impact in their community through service, activism, advocacy, education, and entrepreneurship. Our network members are focused on finding solutions by connecting people, ideas, and resources to tackle critical issues affecting young people at home and around the world.

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## The Social Justice, Diversity, and Inclusion Campaign

Uniting for #FairEqualJust Communities!

In a recent statement, the President of the United States of America, Joe Biden, acknowledged the global struggles with social justice and called for “all nations and people [to] recommit to the fundamental truth that every human being has inherent dignity and deserves to be treated with fairness.”

The world must come together to create a society that eliminates inequities in policies and projects, removing barriers and creating open and inclusive processes that give dignity and respect to all human beings. We must design programs that are intersectional and supportive of those facing any form of discrimination, including gender identity and expression, sexual orientation, disability, race or ethnicity, religion, and national origin. Building an inclusive, fair, just, and equal world will require hard work. We believe that not only can it be achieved, but youth can help lead the way. Join us in uniting for #FairEqualJust communities.

We invite you to unite with young changemakers to make your voices heard. Over the coming weeks, YouthLead will be promoting the #FairEqualJust campaign.

Each week of the campaign will be dedicated to #FairEqualJust issues:

May 1-8	Health Rights
May 9-15	Gender
May 16-22	Diversity and Inclusion
May 23-29	Climate Change (Environmental Justice)
May 30-June 4	LGBTIQ+ Rights



### SOCIAL MEDIA HANDLES

#### YP2LE/YOUTHLEAD HANDLES

- YouthLead Twitter: @YouthLeadGlobal
- YouthLead Instagram: @youthleadglobal
- YouthLead Facebook: @YouthLeadglobal
- YP2LE Twitter: @YPLearning
- YP2LE Facebook: @YouthPowerLearning

- [YouthPower.org](https://YouthPower.org)
- [YouthLead.org](https://YouthLead.org)

## PARTNER HANDLES

- Instagram @democracy\_moves
- Twitter @democracy\_moves
- Twitter @ScottLWarren
- <https://www.democracymoves.org/>

## HASHTAGS

- #FairEqualJust
- #GlobalYouthJustice
- #YouthActivistForDemocracy

## SAMPLE POSTS

Below are some of the posts we recommend using to help spread the word on Facebook, Twitter, and Instagram. We have included graphics with the USAID and YP2LE logos below the sample posts, but we encourage everyone to post about their own resources as well.

### SHORT POSTS (GOOD FOR TWITTER AND INSTAGRAM)

#### Throughout the campaign

- Together we can make society #FairEqualJust. Learn more about how you can take action: <https://www.youthlead.org/fairequaljust>
- Join @YouthLeadGlobal in calling for #FairEqualJust societies. Share how you are working towards this goal. <https://www.youthlead.org/fairequaljust>
- #Youth are essential in eliminating inequities in policies and projects, removing barriers and creating open and inclusive processes that give dignity and respect to all human beings. Join us in uniting for #FairEqualJust communities.

#### May 1-8: Health Rights Week

- Access to #healthcare should be #FairEqualJust. For the next week, we will share resources to help #youth advocate for #FairEqualJust health systems. <https://www.youthlead.org/fairequaljust>
- When we address the root causes of #health inequity, we begin to develop a #FairEqualJust health system for all. Share how you are making healthcare #FairEqualJust. <https://www.youthlead.org/fairequaljust>

- Work to end period poverty, ensuring sexual and reproductive healthcare is #FairEqualJust. @LAHAFrica, started by former #YouthLead Ambassador @bimboakinsanya, started the #Padforagirl drive to ensure her community was #FairEqualJust. <https://www.youthlead.org/fairequaljust>
- The COVID-19 pandemic response must be #FairEqualJust and create adequate economic opportunities, ensure a clean environment, and provide access to quality #healthcare. <https://www.youthlead.org/fairequaljust>
- In order for health care to be #FairEqualJust, we must ensure that there is access beyond the last mile. <https://www.usaid.gov/cii/project-last-mile> <https://www.youthlead.org/fairequaljust>
- #MentalHealth is impacted day to day. When we implement good practices and learn how to navigate the particularly trying and uncertain times we are currently experiencing, we create an environment that is #FairEqualJust. <https://www.youthlead.org/resources/mental-health-starter-kit>
- When we address the causes of #health inequity, we develop a #FairEqualJust health system for all. <https://www.youthlead.org/fairequaljust>

#### May 9-15: Gender Week

- Responses to COVID-19 clearly show that integrating a commitment to #genderequality and #women's empowerment in activity design and implementation is vital to supporting affected communities and saving lives. #FairEqualJust <https://www.youthlead.org/FairEqualJust>
- When we allow #women to lead, the world benefits. Let's create #FairEqualJust communities that prioritize #genderequity. <https://www.youthlead.org/fairequaljust>
- Advancing women's digital connectivity ensures their economic empowerment, builds prosperity and peace, and increases household stability, helping to create #FairEqualJust societies. <https://www.marketlinks.org/blogs/gendered-approach-technology-use-covid-19-response>
- We must transform how we engage men and boys in gender equality and women's empowerment efforts to build long-lasting social change. #FairEqualJust <https://www.youthlead.org/FairEqualJust>

#### May 16-22: Diversity and Inclusion

- We must support historically marginalized populations around the world, creating #FairEqualJust environments. <https://www.youthlead.org/fairequaljust>
- Let's ensure that programs support locally-led efforts to combat all types of racial and ethnic hatred and violence and facilitate access to #justice that promotes a #FairEqualJust system. <https://www.youthlead.org/fairequaljust>
- The strongest societies are those that embrace #diversity and #inclusion. Those societies are #FairEqualJust. <https://www.youthlead.org/fairequaljust>

#### May 23-29: Climate Change (Environmental Justice)

- #ClimateChange will disproportionately impact marginalized and impoverished communities. By investing in a #FairEqualJust response to the #climatecrisis, we ensure a healthier future for all. <https://www.youthlead.org/fairequaljust>
- Everyone has the right to natural resources. We must work to ensure #environmental strategies are #FairEqualJust. <https://www.youthlead.org/fairequaljust>
- A transition to net-zero emissions can provide #GreenJobs, tackle inequality, and boost #inclusive growth. Let's build a #FairEqualJust future with clean jobs, greater #equity, and a healthy environment. <https://www.youthlead.org/fairequaljust>
- When we invest in #climateresilience and strategies, we create #FairEqualJust opportunities for all. <https://www.youthlead.org/fairequaljust>
- When we invest in humanity through #climatesmart policies, we raise the ambitions of all to create a #FairEqualJust society. <https://www.youthlead.org/fairequaljust>
- We must work to help populations projected to face the worst #climate impacts. Doing so creates a #FairEqualJust future for all.
- #Health rights, #zeropoverty, and #racialjustice cannot be achieved without environmental justice. #EnvironmentalJustice is #FairEqualJust.

#### May 30-June 4: LGBTIQ+ Rights

- Pride is bravely living open. It promotes #equity and removes barriers to freedom. Combating discrimination based on gender identity or sexual orientation is #FairEqualJust. <https://www.youthlead.org/fairequaljust>
- No child should miss school because of their #gender, gender identity, sexual orientation, or race. When all children are welcome in school, we build #FairEqualJust communities. <https://www.youthlead.org/fairequaljust>
- Everyone has the right to live with dignity and respect, free from discrimination, persecution, and violence. <https://www.youthlead.org/fairequaljust>
- Everyone should have equal access to sustainable livelihoods, economic assets, and resources regardless of how they identify themselves. <https://www.youthlead.org/fairequaljust>

#### LONG POSTS (GOOD FOR FACEBOOK AND LINKEDIN)

##### Throughout the campaign

- The world must come together to create a society that eliminates inequities in policies and programs, removing barriers and creating open and inclusive processes that give dignity and respect to all human beings. Let's unite for #FairEqualJust communities! <https://www.youthlead.org/fairequaljust>
- Building an inclusive, #fair, #just, and #equal world will require hard work. We believe that not only can it be achieved, but #youth can help lead the way. Join us in uniting for #FairEqualJust communities. <https://www.youthlead.org/fairequaljust>

#### May 1-8: Health Rights Week

- A smart, post-pandemic strategy allows schools to reopen safely. A return to in person learning is may help #youth overcome the negative #mentalhealth effects brought on by isolation and loss of #education. Together we can create a #FairEqualJust education system.
- #YouthLead Ambassador, @Liane\_MM\_, became a #mentalhealth advocate because she believes in a #FairEqualJust pandemic response. Join her with @simba\_mupe and Thomas Bundoo for a webinar on Mental Health and Self-Care Among Young Leaders on 5/21. LINK
- Join #YouthLead Ambassadors, Chiranthi and Nyasha, on June 18 for a webinar on child marriage, #HumanRights and family planning and reproductive #health. Mark your calendars and join them live to have your questions answered. LINK

#### May 9-15: Gender Week

- Every #women deserve to feel safe. We all need to do our part to remove the barriers to #equity and create a #FairEqualJust society that fights #gender-based violence (#GBV). When women lead, the world benefits.
- Mark your calendars! On July 2, #YouthLead Ambassadors Anita and Fernanda, will host a webinar on #young #women's participation in #peacebuilding and the importance of #female representation in activism and policy-making. LINK

#### May 16-22: Diversity and Inclusion

- Organizations must work to empower racial and ethnic minority communities, upholding the dignity of people who are systematically denied human rights and fundamental freedoms. Programs that support locally-led efforts to combat all types of violence facilitate #FairEqualJust societies. <https://www.youthlead.org/fairequaljust>
- By empowering racial and ethnic minority communities, we uphold the dignity of people who are systematically denied their human rights and fundamental freedoms. Together, let's establish systems that are #FairEqualJust. <https://www.youthlead.org/fairequaljust>

#### May 23-29: Climate Change (Environmental Justice)

- Everyone has the right to natural resources, including clean water and air. No one should be denied this fundamental human right based off their identity or where they live. We must work to ensure #environmental strategies are #FairEqualJust. <https://www.youthlead.org/fairequaljust>
- #ClimateChange will disproportionately impact marginalized and impoverished communities and expose them to disproportional environmental risks. By investing in a #FairEqualJust response to the #climatecrisis, we ensure a healthier future for all. <https://www.youthlead.org/fairequaljust>
- The #ClimateCrisis will impact multiple sectors, including #agriculture. #YouthLead Ambassador Zacheaus will host a webinar on July 9 on the role of #Youth in promoting #sustainable agriculture development. A sustainable agricultural sector is vital to #endhunger and produce #greenjobs. LINK
- #Youth around the globe are fighting against the #climatecrisis. Everyone has a right to a clean #environment and access to critical natural resources, such as food and water. We all need to do



our part to educate ourselves and others on environmental protection. Together we can create a #FairEqualJust future for all people.

- And we must recognize the importance, of course, of justice in the work that we do. The communities hardest hit by the #climatecrisis are impoverished and face #gender inequality. We need to focus on marginalized populations, including #indigenous communities and #youth. Together, we can ensure the #climatejustice is #FairEqualJust.

#### May 30-June 4: LGBTQ+ Rights

- Initiatives must be intersectional, supporting individuals who face discrimination on account of #gender identity and expression, sexual orientation, disability, race or ethnicity, religion, and/or national origin. Together we can create a #FairEqualJust world.  
<https://www.youthlead.org/fairequaljust>
- Anyone who provides services to #young people has an obligation to promote the #health and well-being of all the #youth in the program, including LGBTQ+ youth. Providing a #safe and supportive space for LGBTQ+ youth will help to provide a #FairEqualJust space where they do not need to fear sharing information about their sexual orientation or #gender identity.

#### SAMPLE GRAPHICS

<https://bit.ly/3gPNYlw>

Twitter/Facebook







## **SAMPLE GIFS**

<https://bit.ly/3ugKFhi>