





Communicating the Demographic Dividend

November 2018

Our objective

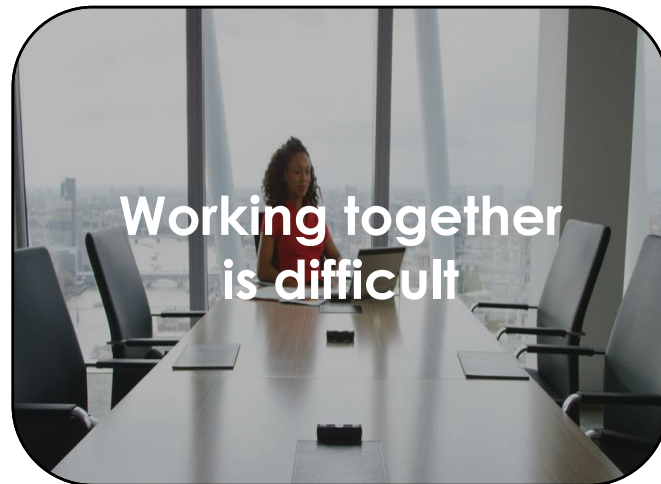
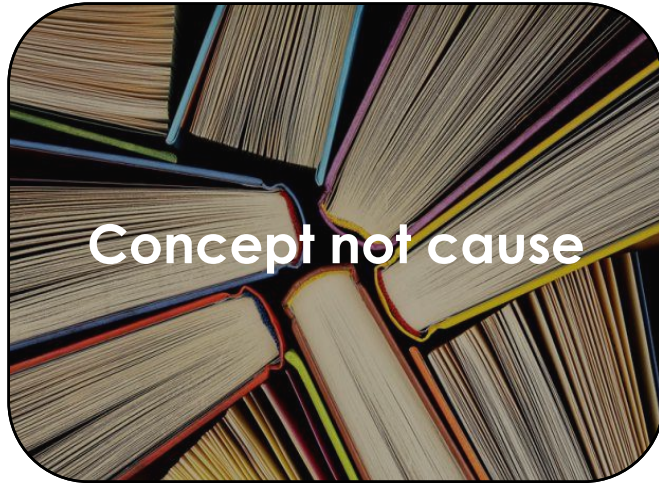
The purpose of this project is to **work in partnership** with government ministries, civil society and other non-government organizations (e.g. multi-laterals, youth, population and development networks) in Kenya, Tanzania, Nigeria and Senegal to **co-create a unified narrative, communications and advocacy content** that can help **increase multi-sectoral action** taken to achieve the Demographic Dividend.

Our participants

			
<ul style="list-style-type: none"> • UNFPA • Ministry of Finance and Planning • Ministry of Labour, Employment and Development • Ministry of Education • Ministry of Labour • Institute of Rural Development Planning • Agricultural non-state actors forum • African Youth and Adolescent Network (AfriYan) • Advanced Family Planning • National Bureau of Statistics • John Hopkins University, School of Health • School of Economics & Population Studies Center, University of Dar es Salaam 	<ul style="list-style-type: none"> • NCPD - Nation Council for Population and Development • Kenya Institute for Public Policy and Research • Federation of Kenya Employers • Ministry of Health • Ministry of Education • Organization of African Youth in Kenya • Population Studies and research institute (PSRI), University of Nairobi • JHPIEGO - John Hopkins University • AUC • African Woman and Child features journalist 	<ul style="list-style-type: none"> • Ministry of Economy and Finance • UNFPA Senegal • Reseau Siggil Jigeen • Direction du Developement du Capital Humain (DDCH) • Intrahealth • OFBD communications agency • GEEP - Le Groupe pour l'Étude et l'Enseignement de la Population • Ministère de la Femme, de la Famille et de l'Enfance • The Islamic Cultural Centre of Burkina • SWEDD - Sahel Women's Empowerment and Demographic Dividend Project • Youth Network in Population and Development of Senegal • Civil Coalition for Family Planning • Direction du Developement du Capital Humain (DDCH) • Centre for Research in Applied Economics and Finance (CREFAT) • Centre for Research in Applied Economics and Finance (CREFAT) • National Agency for Statistics and Demography • The Human Capital Development Directorate 	<ul style="list-style-type: none"> • UNFPA • Federal Ministry of Education • Federal Ministry of Health • Afe Babalola University • Economics Department, University of Ibadan • One Nigeria • ActionAid International • International Youth Alliance for Family Planning • National Population Commission • Albright StoneBridge • FHI360 • AFRYPOD - African Youth Initiative on Population, Health and Development • Forward Africa • 99.5 Wazobia FM Abuja radio • HACEY Health Initiative • HRH Dr. Haliru Ndanua Yahaya, Tribal Leader • AUC • Africa 2.0 • Path Finder

Key Insights

Key barriers



KEY THOUGHT

The generation that will transform Africa has already been born.

This key thought allows us to:

1. Turn a dry concept in to cause that people want to fight for (youth opportunities).
2. Force emotional engagement with the issue by humanizing it, focusing on quality not quantity.
3. Drive urgency to act now for change that is absolutely possible, but not inevitable.

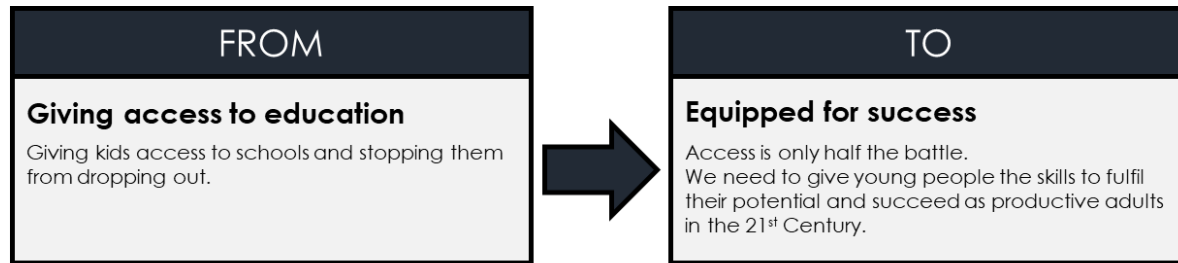
5 key messaging pillars to tell our story

Purpose	1. Incentivise	2. Humanize	3. Explain potential	4. Add jeopardy	5. Stress urgency
Message	Explain that the Demographic Dividend is the exponential economic growth that comes from a country restructuring its population, so that more people are contributing to the economy than dependent on it. Country after country has lifted itself from poverty to prosperity in this way.	Demonstrate that prosperity is built by one household at a time by telling a story of a young couple and how investment across 4 pillars dramatically improves the future of their family for generations to come.	Explain that the reason the future of this young couple matters so much is because young people make up such a high percentage of the population. They are the best untapped resource we have to achieve the Demographic Dividend.	Raise awareness that this huge wave of young people is going to change Kenya. The Youth Impact will happen, for better or worse.	Make it clear that Kenya is at a turning point. The decisions we make today will determine tomorrow.

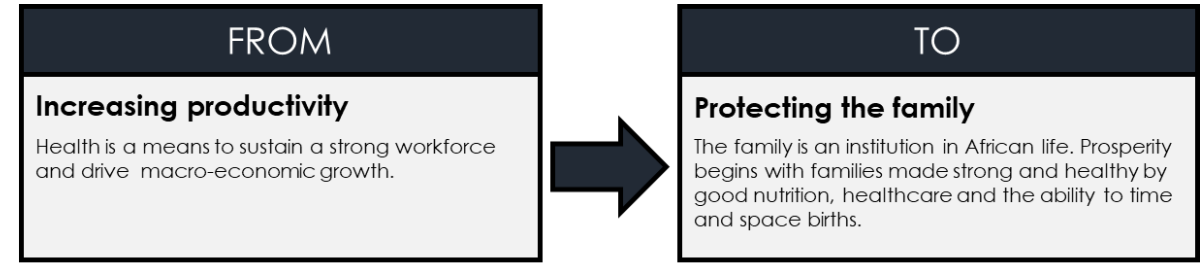
How we're re-framing the pillars

Here's how we have moved the conversation on from the Demographic Dividend for each area of action:

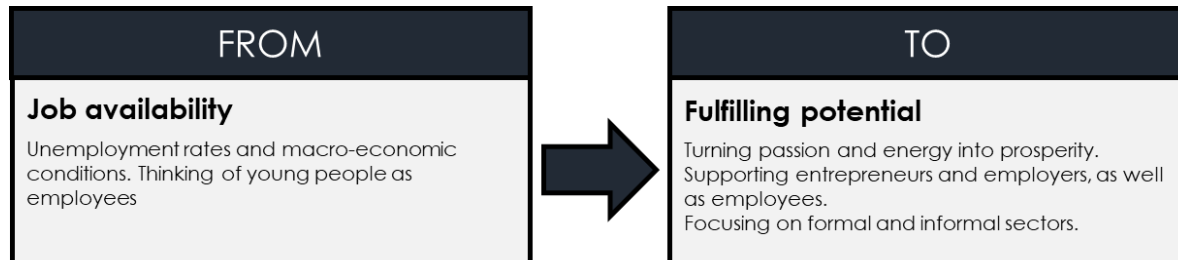
Education



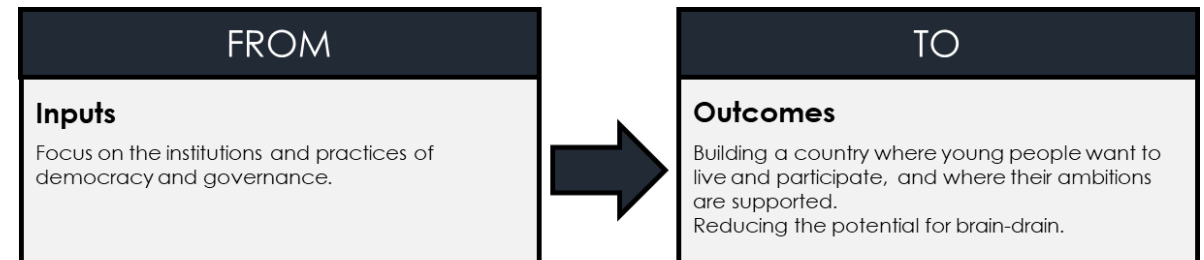
Health



Employment



Governance



Creative & Toolkit Assets

Toolkit development

We're developing a communications toolkit with unbranded, open source content that partners can use for their own advocacy efforts. This will include:

- An introductory film
- Key visuals, posters and banners
- Social media assets
- PPT decks
- Leaflets and A4 leave-behinds
- Case studies

THE GENERATION THAT WILL TRANSFORM KENYA HAS ALREADY BEEN BORN

70% of our population is under 30: young, passionate adults who want to be part of a booming economy and make a quantum leap in their quality of life.

If we can make sure they're healthy, educated, employed and supported by good governance, there'll be no stopping us.

Fact: Country after country has lifted itself from poverty to prosperity in this way. It's part of achieving the 'Demographic Dividend'.

Now is Kenya's turn.



KENYA IS READY

GIVEN THE CHANCE,
OUR YOUTH CAN
TRANSFORM
OUR COUNTRY



THE FAMILY IS OUR
GREATEST ASSET.
LET'S PROTECT IT



YOUTH ARE
OUR N°1 UNTAPPED
RESOURCE



OUR YOUTH HAVE
THE PASSION. LET'S
GIVE THEM THE SKILLS



GIVE OUR GIRLS THE
CHANCE AND THEY'LL
TRANSFORM THIS
COUNTRY



EVERY FAMILY
DESERVES THE CHANCE
OF A DIFFERENT FUTURE



OUR YOUTH WILL TRANSFORM KENYA – AND HEALTH IS KEY.

Right now, there's a historic opportunity to transform Kenya and make it the world's next economic success story. By the time a baby born today is in its forties, some estimates show GDP per capita in Kenya could be 11 times higher by 2050. Hundreds of millions of our people could enjoy a new life of plenty.

Youth are Kenya's greatest untapped natural resource. Today, 70% of our country is under 30, and their numbers are growing fast. This huge wave of youth – with all of youth's dynamism, energy, and potential – can transform our country.

If we do the right things now to turn this huge wave of youth into a huge wave of productive adults and healthy families, building self-reliance and reducing dependency, we will unleash a new era of prosperity unlike anything Kenya has ever known. We call this the "Youth Impact".

However, if we fail to do the right things, this huge wave of youth brings with it terrible risks. Between 1970 and 2000, 84% of new civil conflicts occurred in countries with young populations where 60% or more of the total population was below 30 years old. Lack of economic opportunity is a key driver of radicalization, unrest, and violent extremism. If our young people become stuck in a cycle of poverty and dependency, unable to give their children the best start in life, suffering from poor health and nutrition, with limited schooling and lack of opportunities, then the stability and future prosperity of Kenya will not live up to its full potential.

To achieve this Youth Impact, we must improve our young people's health. Health is the foundation of everything. Without good health, our youth cannot have productive and healthy lives. Without good health, young people cannot succeed in school and work.

We must deliver crucial health enablers like good nutrition, sanitation, clean water, immunizations, contraceptives, preventing physical violence, HIV and STD prevention and basic health care including mental health. Delivering these things will ensure millions of young people can live healthy, productive lives.

The generation that will transform Kenya has already been born.

KENYA IS READY

BETTER HEALTH CAN TRANSFORM KENYA

- Improved healthcare and the right nutrition to young children can ensure a better future.
 - Undernutrition contributes to an estimated one-third of all deaths to children under 5.
 - Nearly 35% of under-5 deaths occurred during the neonatal period; 1/3 of all neonatal deaths are due to severe infections, followed by birth asphyxia, preterm births and congenital anomalies.
 - The leading causes for death for under-5s are pneumonia and diarrhea.
- Kenya urgently needs to keep improving the health of its people.
 - Now Kenya's rates for infant mortality, under-5s mortality, and adult mortality are all poorer than the global averages.
 - 52 children out of every 1000 births die before the age of 5 in Kenya.
 - Stunting is the failure to grow both physically and cognitively and is the result of chronic or recurrent malnutrition. The devastating effects of stunting can last a lifetime.
 - 26% of children under 5 years in Kenya are stunted.
- Kenya urgently needs to do more to enable our young couples to have children at a time that is suitable to them.
 - Over 60% of pregnancies in Kenya are unintended.
 - About 14% of pregnancies in Kenya end in abortion, most of these abortions are unsafe resulting in over 2,600 deaths of women and girls.
 - Kenya's birth rate declined from 4.9 births per woman in 2003 to 3.9 births in 2014, but it is still higher than the global average of 2.5 births per woman.
 - Over half (53%) of all married women in Kenya use any form of modern contraception, but just 37% of married teenage girls use any form of modern contraception.
 - 18% of Kenyan teenage girls have already begun childbearing.
 - 1.5 million unintended pregnancies in Kenya are averted due to modern contraceptive use.
 - Nearly two in ten married women in Kenya who report that they would like to avoid or delay pregnancy do not currently use any method of family planning.
 - 5,000 maternal deaths are averted in Kenya due to modern contraceptive use.
- Providing children with the right medication will lead to greater productivity within the workforce
 - One recent trial in Kenya showed that children who received deworming pills for two years, giving a boost to their levels of nutrition, had higher earnings as adults.
- Kenya urgently needs to increase its fight against deadly diseases
 - In Kenya HIV/AIDS is still estimated to cause the highest proportion of deaths and lost disability-adjusted life years.
 - HIV/AIDS has left an estimated 1.2 million children without one or both parents.
 - Kenya has one of the highest Tuberculosis (TB) prevalence rates in the world. The high burden of TB is linked to the high prevalence of HIV in Kenya.
- Having children at a suitable time saves lives.
 - Conceptions taking place within 18 months of a previous live birth are at greater risk of foetal death, low birth weight, and premature births. In fact, birth gaps of less than 18 months are associated with doubling of the relative risk of child mortality.
 - One million of the eleven million annual deaths of children below 5 could be avoided by spacing children by at least 2 years.
 - If the unmet need for modern contraception were met in the world's poorest countries, there would be 76,000 fewer maternal deaths a year. In fact, child spacing could prevent 1 in 3 maternal deaths.
 - If all women who want to avoid a pregnancy used modern contraceptives and all pregnant women and their newborns received care at the standards recommended by WHO, the benefits would be dramatic. Compared with the current situation:
 - unintended pregnancies would drop by 70%
 - maternal deaths would drop by 67%
 - newborn deaths would drop by 77%
 - the burden of disability related to pregnancy and delivery experienced by women and newborns would drop by two-thirds
 - transmission of HIV from mothers to newborns would be nearly eliminated—achieving a 93% reduction.
- Timing and spacing births increases schooling attainment and life expectancy.
 - Family planning produces cost savings that can be used on public services, meaning there is more for everyone. Every dollar (KSh 101) invested in family planning can save \$4 (KSh 404) or more in that can be used in other areas of development such as healthcare, education, water and sanitation.
 - Each \$1 (KShs 101) invested in contraceptive services reduces the cost of pregnancy-related healthcare, including care for women living with HIV by \$1.47 (KSh 148).
 - Spacing children means households can invest more in each child's nutrition, health, and education - meaning happier, healthier, better educated kids.
 - For every additional dollar spent on contraceptive services above the current level, the cost of pregnancy-related care will drop by \$2.20 (KSh 222).
- Family Planning increases prosperity.
 - In country after country, we see a direct relationship between women's increasing ability to control their fertility and increasing GDP.
 - One-third of East Asia's unprecedented economic growth from 1965 to 1990 is attributable to the Demographic Dividend including investments in reproductive health.
 - Giving women access to family planning increases their earnings. A study following women over several decades in Bangladesh found that women who were given the choice of planning for the number of children they wanted and when to have them had earnings 40% higher than women who did not have the same opportunity.
 - High rates of child dependency without economic opportunities can restrict the potential for economic growth. If Kenya isn't able to maximize the economic potential of its people, it will obtain only 20-30% of the progress on development indicators that it needs to equal African and Asian benchmark countries such as Mauritius and Malaysia.

WHAT TO DO

Key Objectives to Prioritize

- Enable couples to effectively plan for their families and have affordable families they can take care of well
- Improve access to reproductive health services and information to adolescents and young people in particular
- Enhance the drive to significantly reduce maternal, newborn and child deaths
- Halt and eliminate preventable and treatable infectious diseases
- Commit to arresting the growing threat of Non-communicable Diseases (NCDs) that are increasingly contributing to the burden of diseases and mortality of Kenyans
- Improve health financing, training and recruitment of health professionals

All sources for facts can be found at www.DDCcommunications.org

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KENYA MUST TAKE SIMULTANEOUS ACTION TO ENSURE:

01	HEALTHY FAMILIES	02	EDUCATION FOR THE 21st CENTURY	03	WORK OPPORTUNITIES	04	INCLUSIVE AND ACCOUNTABLE GOVERNANCE
	<i>Families are an institution in Kenyan life. Prosperity begins with healthy families.</i>		<i>Ensure youth can go to school, stay in school, and get the skills to succeed in the 21st century</i>		<i>Give our youth the chance to be employees – but also employers</i>		<i>Ensure we have a government that makes Kenya a country our youth want to be part of</i>
	We must help families and provide them with: <ul style="list-style-type: none"> • Good nutrition • Sanitation • Immunizations • Contraceptives • Basic healthcare • Resources to prevent physical violence and mental health 		We must help our young people: <ul style="list-style-type: none"> • Go to school • Stay in school • Learn the skills to succeed in the 21st century—including STEM education 		We must grow: <ul style="list-style-type: none"> • Young entrepreneurs, employers & employees in both the formal and informal sectors We must invest in: <ul style="list-style-type: none"> • Physical infrastructures, like roads, ports and factories matched by investments in skilled workers 		We must create: <ul style="list-style-type: none"> • A country young people want to be part of. • From strong public services to respect for human rights • A transparent, accountable government must support young people in their ambitions

Case Study 1:

Documents the steps taken by Malaysia to reap the demographic dividend, serving as an example of a country that was able to transition itself from a lower income to a middle-income country between 1970 -2016.

Case Study 2:

Provides guidance on how advocates can demonstrate that the demographic dividend aligns with existing national development plans and strategies.

ddcommunications.org