

Why use this approach?

Meaningful youth engagement empowers young people to take an active role in decision-making affecting their lives. Equally involving youth and adults in the design, implementation and monitoring of interventions can increase program reach and effectiveness. Empowering young people with enhanced skills, new knowledge, increased self-esteem and a sense of value and purpose is an important opportunity to prepare the next generation of leaders.



STEP 1: Map community-based or youth led/service organizations

using TCI's [net-mapping](#) exercise to identify potential partners for developing, implementing and monitoring interventions.



STEP 2: Identify and select youth influencers

with an application that highlights youth creativity in the expression of interest. All interested youth are qualified to apply regardless of financial, educational, social, or medical status, etc.



STEP 3: Develop an action plan to engage youth

based on the adolescent and youth sexual and reproductive health (AYSRH) needs of youth in the community, as determined by data during program design. Youth engagement activities include training and mentoring youth, health promotion activities targeting youth, digital youth engagement, AYSRH promotion and messaging, and more.



STEP 4: Orient youth influencers and provide continuous coaching

on topics such as: sexual and reproductive health, applicable laws, how to provide referrals to the health system, leadership and advocacy skills, [TCI University](#), and more. Facebook and WhatsApp groups are helpful to establish for virtual coaching and peer-to-peer exchange.



STEP 5: Implement youth engagement interventions

together with youth influencers and existing organizations with youth engagement experience and relevant government structures.



STEP 6: Monitor and evaluate

using monitoring tools filled out by youth influencers as well as periodic consultation with youth participants.



STEP 7: Repeat (continuous turnover)

by having a plan to recruit new youth influencers as others age out and transition to other roles available in the program or in their communities.