International Social and Behavior Change Communication Summit

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Palais des Congrès Boulevard Mohamed VI, Marrakech 40000, Morocco
Empowering Teens to Investigate Pressing Social Issues and Advocate for Change

Summary (if your presentation, panel, workshop, etc. is accepted, this is what will be published in the 2022 International SBCC Summit Digital Abstract Book - exactly as typed here):

How can young people be empowered to understand social issues affecting their communities and use evidence to advocate for change? This workshop guides participants through how to conduct a rapid community online interaction analysis (RCOIA) to work with young people on gathering community insights on a public health or other social issue and developing evidence-based recommendations for public authorities. As part of the workshop, we will share the RCOIA toolkit developed in partnership with the World Health Organization.

A first principle of the RCOIA is that researchers need to collect and analyze data in spaces where marginalized groups feel most comfortable expressing themselves. A second principle is that group members must lead efforts to study, report on, and recommend interventions for their own communities; this is particularly true for young people, who are often excluded from having a voice in policy decisions.

In this workshop, academics, public health professionals, and others working in social and behavior change learn: (1) How to design and deliver a "crash course" for young people on classic behavioral research and digital methods; (2) How to guide young people as they manage fieldwork, articulate findings, and develop recommendations; and (3) How to center young people as drivers of advocacy efforts by helping them to share their findings and recommendations with decision makers. This workshop will use examples from a project using RCOIA methods to build adolescent vaccine confidence and demand but the skills can be adapted and applied to other social issues affecting young people.

Author Name: Theresa Senft
Email: terri.senft@mq.edu.au, Status: Published

Author Name: Aparna Ramakrishnan
Email: aparna@devipartners.com, Status: Published

Author Name: Tim Nguyen
Email: NguyenT@who.int, Status: Published

Author Name: Tina Purnat
Email: purnatt@who.int, Status: Published

Author Name: Daiva Yee
Author Name: Elisabeth Wilhelm
Email: nrr3@cdc.gov, Status: Published

Author Name: Amadea Britton
Email: lto7@cdc.gov, Status: Published