

HAPPY INTERNATIONAL YOUTH DAY EVERYONE FROM WABA YOUTH!

World Alliance for Breastfeeding Action

As the theme this year is how to partner with youth in building a better future. I, Jenan S Johnson, working as a breastfeeding youth advocate and a youth representative for World Alliance for Breastfeeding Action (WABA), would like to share some tips as a youth on how to interact, attract and get youth globally to take action in conjunction with the International Youth Day.

Let the youth have a political say through the arts!

Firstly, youth, people in general, love the arts and are attracted to it. So I say; give youths a voice through the art, attract them with programmes that are organized to showcase the youth for who they are and teach them to stand up for what they believe in.

And also to let the youth voice out their opinions on the subject. This is the more important fact that makes us feel like we actually can do something to change the future for the better. As the youth are the future generation, we have to learn to lead and speak up for what is right, don't we?

Citizenship; and Protection of rights.

Youth are citizens too. And we too have the same rights as would any other adult. These rights need to be respected, protected and facilitated! Youth also need to be encouraged to be active citizens in any country. The more platforms they have to engage the more they can be active contributing citizens!

Giving youth the education they need!

Organisations or Universities should provide programmes to training the youth in communication and social skills. These institution could also create mentorship programmes which will help to motivate the youth and it would help them in the future. Such as having more job opportunities.

However, there is also the topic of Sexual and Reproductive Health education. People are trying to come up with ways to prevent sex before marriage but the truth is it happens whether we like it or not. But you could make a difference by teaching secondary school students how to prevent problems like Sexually Transmitted Diseases (STD) and pregnancy. Through this abortion levels as well as baby dumping cases will definitely decrease!

Employment for youth!

Organisations and companies can make part-time jobs available for youth as it will give them

experience for their future. One thing that people forget is that youth can have loads of amazing ideas, that's why I say, take on youth as interns or, better yet, partners. It'll give us a head start and with broadening business ideas it can be a major increase in income to your business.

Youth as entrepreneurs!

You have to use the social media as a way to attract the youth, such as through facebook, twitter, and blogs, if you want them as advocates you're going to have to get their attention their way! After you have done all this you would have helped a youth become a leader. Therefore, let them organise events that are done by the youth for the youth or to even attract other youths for a cause. Through them organise fund raising events done by all those youths for taking action for a cause.

Have a little fun at work!

Lastly, I feel that sometime adults forget to have fun and play around with things or ideas. Create an environment that has inter-generation play and competition. And if you have that attitude you will definitely be able to work with the youth and they will want to work with you as well!

Think young, Act young!



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals & organisations concerned with the protection, promotion & support of breastfeeding worldwide. WABA action is based on the Innocenti Declaration, the Ten Links for Nurturing the Future and the Global Strategy for Infant & Young Child Feeding. WABA is in consultative status with UNICEF & an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).

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