

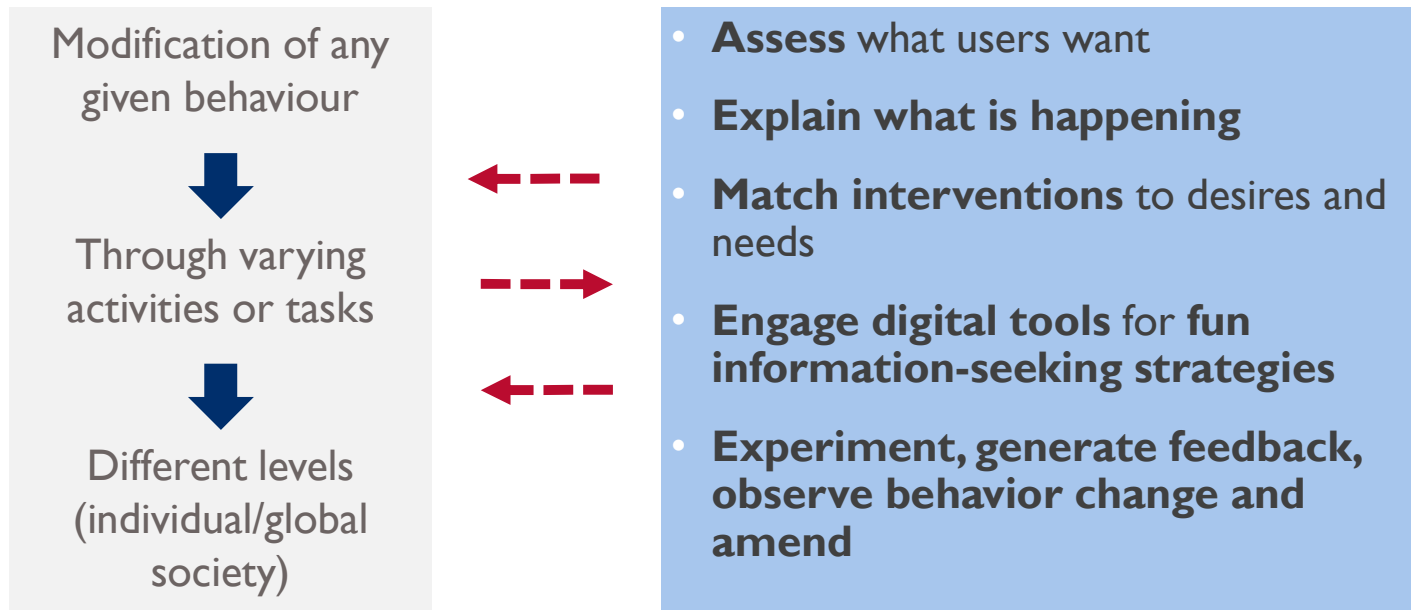


USAID
FROM THE AMERICAN PEOPLE

CREATE LUCK IN DEVELOPMENT: DIGITAL INTERVENTION FOR YOUTH BEHAVIOR CHANGE

MEL CONFERENCE – JULY, 2018

What Do We Mean By Behavior Change?



Small Groups are Incubators of Social Change and Collective Identity

Understanding of digital needs

- Experience sharing
- Online circle of friends
- Users empowered
- E-communities exchange information and rely on recommendations of comments within that community

Collective Identity

- Self presentation, self control, silent voices
- Safe space dialogues for in-group collective identity
- Norms and beliefs are developed and promoted (social/gender)
- Activism beyond the group is nurtured
- Forums for peer-to-peer education

Inclusive community engagement and identity exploration

- E-roles negotiated and reflected in offline roles
- Link between online and offline activities and actions
- E-word of mouth and leadership roles

Sustainability of Digital Interventions

- Educate youth how to create and curate content
- Continue to negotiate what youth understand
- Encourage learning and creation of social connections (on and offline)
- Digital/ offline interventions
- Maintain digital literacy
- Assess impact (beyond four months)

Good Practices- Youth Community Leaders Network - MercyCorps



Good Practices on Digital Interventions - RISE



Good Practices – Girl Effect

What we do
We use media and mobile tech to empower girls to change their lives. In ways that millions of young people love and interact with.

are News & stories | 🔍 | f | @ | 🐦 | in | 📺

^ Youth brands ^ Mobile platforms ^ Impact & insight

We build youth brands and mobile platforms to empower girls to change their lives

[Watch video](#)

Good Practices – She Should Run



WHAT WE DO ▾ PREPARE TO RUN ▾ ACT NOW ▾ WHO WE ARE ▾ DONATE ▾

 **250,000**
BY 2030

**JOIN US TO GET 250,000
WOMEN RUNNING FOR
ELECTED OFFICE BY 2030**

#250KBY2030

TAKE ACTION NOW

She Should Run Campaign
<http://www.sheshouldrun.org/>

Thank You!



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