

Brief on

“MY CHOICE” CAMPAIGN



Lead by:

Y-PEER

Partners:

YOUACT

EU FEM
Roadmap

2017

#MyChoice Online Campaign on Valentine's Day

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“My Choice” Campaign is online youth mobilization led by Y-PEER network in partnership with YouAct and EU FEM project and addresses 9U`n# cfWIX`A UffJU`Y among young people. Main idea of the campaign was to collect messages tackling early and forced marriage from young people around the world. Partner organizations were mobilized and

“My Choice” campaign on Valentine's Day was held between the 8th – 14th of February 2017. During this short period, it was possible to mobilize youth organizations from around the globe starting from Ireland in Western Europe covering furthest South-East Asian Indonesia. Altogether partners engaged in running campaign managed to mobilize youth in more than 20 countries. Young people across Eastern Europe and Arab States were the most active amongst all countries and regions. They have delivered their messages tackling burning issue of early and forced marriages based on their personal experience and life situations their beloved ones faced.



In coordination with involved parties there were created hashtags (#MyChoice) to motivate international engagement of young people and youth organizations. Meantime, Y-PEER and YouAct Coordination's engaged all their national Focal Points to support campaign on the national level. It helped to increase number of selfie and video messages along with reached audience through Facebook, Instagram, Twitter, Whatsapp and Viber.

With biggest efforts from Y-PEERians and other partner's members, it was an honour to have UNFPA Deputy Director Ms. Natalia Kanem supporting "My Choice" campaign being in a mission in Syria.



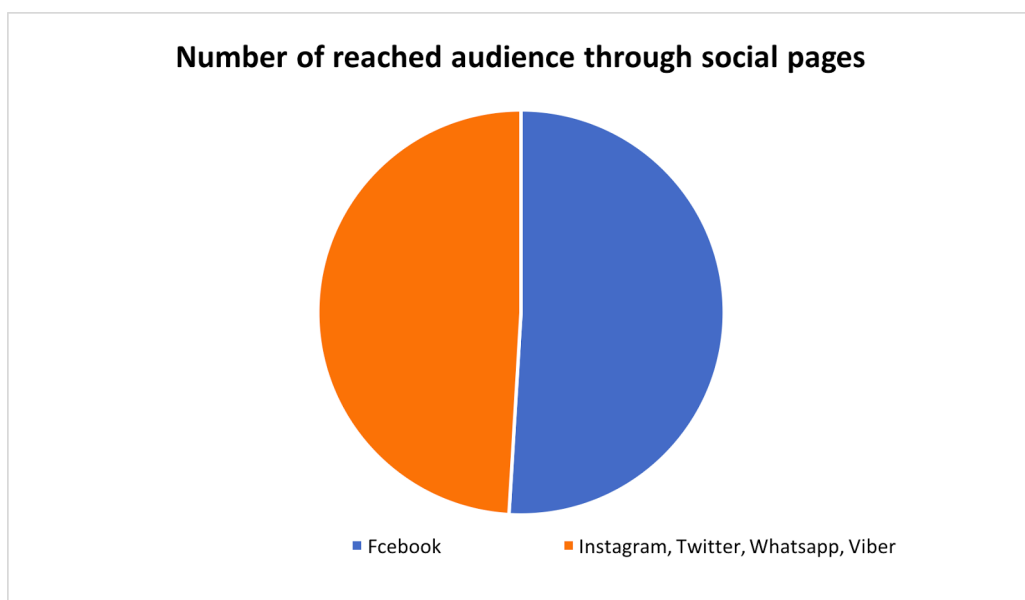
It is impressive to see the scope of campaign coverage and touching messages addressed globally. Here are some bright messages coming from young people:

- " I decide when and whom to marry.
- " My Life - My right.
- " 18+ is an independence, responsibility and liability.
- " Marriage is my Right, not Responsibility.
- " Love solves everything.
- " I decide when to say "YES" and I decide when to say "NO".
- " It is not their life, its mine. Girl not Bride.
- " Investing in education is a way to empower girls and reduce early marriage.
- " I decide when to love and how to show it.
- " Name it marriage, I name it - My Choice.
- " My life, my health, my ambitions, my choice.
- " Do not force me to marry, It's my decision and my choice.
- " Say I don't, say "Yes", only when you do.
- " I decide to accept you as you are and I am against early marriage.
- " I am against early pregnancy.
- " I am a child. I deserve a choice regarding my life.
- " It is my choice whom I love.
- " Live your childhood and say no to early marriage.
- " I decide how I live, who I love. The choice is my and no one get to make my mind up.
- " I decide when I say "YES".
- " I have the right to achieve my dreams and live every moment.

- " It is my choice because marriage is not in force like kick-boxing. It's in admission like Salsa dancing.
- " I want to marry educated women and active in her community. I don't want to marry a house servant!
- " I decide: live my life, reach my dreams and choose my partner
- " I decided to love you just the way you are.
- " I wear a wedding ring when I decide.
- " I decide to prove my love for you in my own way.
- " My choice is not to marry before completing my studies.
- " As a girl, I decide to take my choice from my heart and my brain, not from their mouths.
- " They don't decide when or who I marry. I am not a piece of property to be traded off.
- " I decide who and when to put a ring around my finger

All participating entities reported back with online outreach and the chart and diagram below shows number of reached youngsters and adults by "My Choice" campaign through social pages until the 28th of February 2017.

No	Activity	Number
1	Posts	380
2	Facebook	71 030
3	Instagram, Twitter, Whatsapp, Viber	68 400
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From both chart and diagram, it's clear that young people are the most active on Facebook and number of posts, sharing and likes is the biggest on this social page. It's also interesting to see how Instagram, Twitter and even chatting apps like Whatsapp and Viber were utilized for advocacy purposes on the national and international levels. Altogether there are 380 posts are seen on all social pages with total number of 139 430 reached young people and adults.

More details and updates on 'My Choice' campaign can be found at:

<http://www.y-peer.org/news/>

<https://www.facebook.com/YPEER.Network/>

<https://www.facebook.com/YouAct-261842337380/>

<https://www.facebook.com/YPEERSYRIA/>

https://www.facebook.com/YPEERAlbania/?hc_ref=SEARCH

<https://www.facebook.com/ypeer.tj/>

