

ADVOCATING FOR YOUTH

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Public Management

Lesson Description

“I want to help the youth of my country!” is a noble but common refrain. But what makes for a practical and realistic response to the issues facing today’s youth? How does one focus energies on what’s achievable and with whom? In this lesson we discuss how to effectively identify the challenges affecting youth, how to engage the relevant stakeholders and how to galvanize people to act.

Learning Objectives

1. How to identify specific challenges facing youth.
2. How to strategically target influencers.
3. How to launch a campaign that will bring support.

Discussion Questions

1. Unemployment, hunger and lack of quality education resources are just a few of the problems facing youth on a large scale. Following the instructions in the video, reduce these problems to a community-level issue. How can each be addressed and how? How many youth can be helped? How would one begin to think about scaling up an initiative?
2. What have been some of the projects launched in your country/state/community? What has been successful? What has failed? Why? What would you suggest to improve the chances of success? How could you replicate what worked?

Developmental Actions

1. Identify a project at the community level that will improve the lives of youth in your community and draft a detailed plan to address the challenge. Make sure that it is a specific issue (example: teaching English to children 5–8 years old). Identify the people you will assist, the stakeholders who can support your idea, and those who could derail your plans. Research how to contact the stakeholders both remotely and in person, if available, to pitch your plan.

About the Video Presenter

Omékongo Dibinga is a motivational speaker, trilingual poet, author, television host and rapper. He was one of five international recipients to win the first CNN iReport Spirit Award.” Omékongo has studied at Harvard, MIT, Princeton, Georgetown, Morehouse and The Fletcher School, where he received his M.A. in law and diplomacy. He is currently a Ph.D. candidate in international education policy at the University of Maryland. His motivational book *G.R.O.W. Towards Your Greatness! 10 Steps to Living Your Best Life* has received praise. His most recent book, *The UPstander’s Guide to an Outstanding Life*, is a life-balance book for students. For more information, please visit www.upstanderinternational.com.

