

5 million Young Warriors engaged to combat COVID-19



As a unique multi-stakeholder partnership incubated by UNICEF, YuWaah brings together key stakeholders like the Government, private sector, Civil Society Organizations, UN agencies, industry aggregators and foundations to create opportunities for young people (aged 10 to 24 years) to demonstrate their changemaking prowess and contribute to the society around them. A devastating second wave of COVID-19 is sweeping across India, and the current situation presents an urgent call to action to engage the enormous potential of our youth in the fight against COVID-19.

In this context, YuWaah has created the **Young Warriors Coalition** as a partnership to catalyse a pan-India movement to engage 5 million “Young Warriors” to combat COVID-19. This campaign starts on **10th May, 2021** through youth groups, field partners, social media and other mass media like TV, community radios etc.

We invite you to join us in Young Warriors Coalition and make every action count. Together, let's make this a large movement and achieve the following outcomes:

- **5 million #YoungWarrior directly engaged across all states of the country**
- **These Young Warriors will not only secure their families, but will also secure 10 other families in their neighbourhoods**
- **Each Young Warrior will be armed with the right protocols, information to ensure Covid Appropriate Behaviours, dispel vaccine hesitancy and provide inputs on initial homecare – all through tech and low-tech platforms**
- **In the next 90 days, we target to secure the lives of at least 50 million families**

This first phase of the youth movement will be anchored on [U-Report](#) (a chat-bot tech platform) & an IVR phone line that will serve as a one-stop platform for these Young Warriors to arm themselves with comprehensive, verified and evidence-based information. With this information, they will not only secure themselves but will also share this information and report the safety of their families, neighbours and extended communities.

How do we intend to approach this?

#1. Mobilising young people

Developing a call for youth volunteers and circulating among partner networks, including Ministry of Youth Affairs & Sports, the Bharat Scouts & Guides, Rotaract, Young Indians and Commutiny Youth Collective

#2. Knowledge/information hub

Consolidate individual and partner resource repositories in a virtual library, comprehensively indexed with state specific information. In addition, co-create youth-led content especially around the 18+ vaccination drive

#3. Youth Engagement on UReport

Through a series of tasks including amplifying verified COVID information, share positive stories, map needs in their community, and encourage vaccine uptake for 18+ people. YuWaah Warriors will accumulate a number of points for each task, that will be linked to recognition for their work through a leaderboard, shoutouts, and certificates.

#4. Communications & advocacy

Amplify key messages, positive stories from the field and youth actions on YuWaah and partner social media as well as work with young people to promote on their networks. Sustain engagement of youth and partners for COVID-19 response

#5. COVID Academy

Build blended learning modules / approaches on all Youth warriors and stakeholders need to know about COVID. Explore certifications to encourage young people

#6. Safe space- counselling & peer networks

Provide Youth Warriors with the opportunity to ask experts within YuWaah's networks questions and share their concerns, as well as participate in activities that facilitate coping and healing with grief and distress of crisis response throughout their engagement.

As a Coalition Partner, you can contribute in any/all of the following areas:

1. Amplify this campaign in your network (including employees) and provide support to participate actively
2. Share any knowledge/information resources that you might have already developed in the fight against Covid.
3. Be a part of various sub-groups to contribute towards the larger plan and coordination
4. Generate and contribute ideas that can help make this movement better
5. Offer rewards for our Youth Warriors based on their participation and progress points, etc.
6. Contribute financially to sustain this campaign

For any questions, please contact:

1. Karishma Mhapadi, Email: kmhapadi@yuwaah.org; Mobile: +91 97664 74670
2. Snigdha Kundu, Email: skundu@yuwaah.org; Mobile: +91 81056 40296