

**Report on the activities of
The HarDDA Initiative in 2016**

By

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Organisers

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BiiT 3-11 (Implementing organisation)

All activities of the HarDDA Initiative have been implemented through BiiT 3-11.

Acknowledgements

The organisers would like to thank the following organisations and groups of people whose contributions made the activities of 2016 successful



BiIT 3-11: Implementing Organisation



UNFPA East and Southern Africa Regional Office (ESARO): for providing technical support with video content.



Department
for International
Development



The HarDDA Monash SA cell: for volunteering and active participation

Reality Inc. Uganda: for participation in HarDDA Storm

*Funding for the 2016 activities of The HarDDA Initiative was provided solely by the initiator and coordinator of The HarDDA Initiative **Chineme Ozumba**.*

Executive summary

Outcomes of the pilot HarDDA (Harnessing the Demographic Dividend of Africa) workshop held on 16th October 2015 at Monash South Africa campus, included suggestions for dissemination of Demographic Dividend (DD) information. Among these suggestions were the production of more formats of DD information videos relevant to young people and propagation through social media. Suggestions on how to increase relevance of videos to young people were to include cartoons, animations and music (Ozumba, 2015).

The focus of the HarDDA Initiative in 2016 therefore was to disseminate information about DD through workshops and information videos, to physical and virtual audiences.

Activities to achieve this aim included setting up The HarDDA Monash SA cell, growing followership on social media, setting up the HarDDA Initiative website: (www.hardda.com), producing the Mama HarDDA DD video, with technical support from Dr. Mady Biaye, technical adviser population data and data for development policy (UNFPA ESARO), facilitating the production of a DD information video by HarDDA Monash SA cell and also facilitating the production of HarDDA Initiative Information videos by individual members of HarDDA Monash SA cell. Furthermore, the coordinator engaged in extensive planning for HarDDA African Union - 2017 Youth Pre-Summit Workshops in East and Southern African Countries, starting with Makerere University Uganda. However, due to delays in administrative processes the workshops could not hold as planned. In order to maintain facilitate interaction between the young people already sensitised about the workshop, the coordinator organised an online meeting termed 'HarDDA Storm'. This online, real time, Facebook meeting took place on the 20th of September 2016. It provided a forum for exchange of ideas between young people in various parts of Africa. The active participants in the HarDDA Storm were members of the HarDDA Monash SA cell and the members of Reality Inc. Uganda.

The coordinator also co-authored a blog article on request from the World Bank about the activities of the Initiative.

Some of the lessons learnt by observation and through feedback from participants at various stages are as follows: improved planning, stakeholder management and time management.

Based on the findings of the report, recommendations include: implementation of planned workshops, increased production of DD videos addressing specific aspects of DD for example, a 'Mama HarDDA' series where the character traces the effect of specific factors on DD, increased promotion of DD videos on social and traditional media, better coordination of activities to fit in with schedules of all stakeholders, increased timing for HarDDA storm events to accommodate various

time zones of participants and other possible technical glitches leading to delays on the part of the participants. Additionally, taking advantage of

To conclude, the activities of the Initiative in 2016 were relevant and successful in disseminating information about DD. However, the funding requirements for effective implementation remains a major constraint. To this end, the HarDDA Initiative continues to seek funding partnerships, to enable it propagate the DD information dissemination programme.

1. Context: Details of the activities of the HarDDA Initiative

1.1 Originating the HarDDA Monash SA cell

A cell group was started at the Monash South Africa campus in March 2016. The purpose of the cell group was to facilitate the communication of information about the DD through various means, on campus and beyond.

During the inaugural brainstorming session eight people were present: Chineme Ozumba (the HarDDA Initiative coordinator) and seven students namely, Oluwapelumi Oladokun, Nicola Nkhoma, Zhara Kaba, Henry Echefu, Tikhona Methazia, Rhuvimbo Nhandra and Beverly Chiwanga. All of whom were in the 2016 Bachelor of Public Health Honours class. Refer to Annex 1 for picture of inaugural cell meeting.

The ideas generated include setting up of a website by the coordinator of the initiative, increasing activity and followership on social media, reaching out to the student body and producing short information videos on DD by the cell members.

1.1.1 Outcomes:

A website was set up by the coordinator Chineme Ozumba.

DD information videos were produced by members of the cell

By the end of the year those who had participated one way or another in the cell had increased to 18. Please see Annex 2 and 3, List of cell group participants and pictures of the HarDDA Monash Cell group activities respectively.

Members of the cell participated in 'HarDDA Storm', a Facebook meeting about DD which took place on Facebook on the 20th of September 2016.

1.2 Website

A website was set up by the HarDDA Initiative coordinator Chineme Ozumba. The design of the website and content was carried out by BiiT 3-11. The members of the HarDDA Monash cell also provided pictures which were added to the website. Please see Annex 4 www.hardda.com.

1.3 The HarDDA Initiative DD video

An animated DD information video was produced through BiiT 3-11 and with technical support from Dr. Mady Biaye, technical adviser population data and data for development policy (UNFPA ESARO). The video is 3 minutes long and shows a cartoon character Mama HarDDA explaining DD in simple

terms supported with colourful graphics, animation and music. Refer to Annex 5 for a screen picture of the video.

1.4 The HarDDA Monash SA Cell DD videos

The members of the HarDDA Monash SA cell produced videos as a group and as individuals.

1.4.1 Group video

The group video was 30 seconds long. It included slides with information on DD, pictures of the HarDDA Monash SA cell members synced with vibrant background music. Refer to Annex 4

1.4.2 Individual videos

Five members of the cell each submitted a video. They are as follows: Nicola Nkhoma, Imisioluwa Johnson, Oluwapelumi Oladokun, Henry Echefu and Jewelle Sardis. All were students of the School of Health Sciences and the first four had attended the HarDDA pilot workshop in 2015.

The video submitted by Nickola Nkhoma was 1 minute, 6 seconds in length and focuses on starting a conversation around DD. It asks the question ‘What is Demographic Dividend?’ to students from different countries in Africa and directs the audience to www.hardda.com for more information.

Several students collaborated in the production namely:

Zahra Kaba – School of Health Sciences

Lizette kabala – School of Health Sciences

Jonathan Ramodike – School of Health Sciences

Almarie Snyman – School of Health Science

Lonene Mathebula - School of social sciences

Victor Jadeji – School of social sciences

Nomalanga ncube - School of Business and Economics

Yamikani Katunga from the School of business and Economics did not feature in the video, but did the filming and editing of the video. Refer to Annex 5.

The other four videos were 30 seconds in length and each student highlighted what they had gained from the HarDDA Initiative. Refer to Annex 5.

1.5 Growing followership on social media

The HarDDA initiative had opened accounts on Facebook and Twitter in 2015. In addition to these, a YouTube channel was opened in order to facilitate sharing of videos that are produced in the initiative. Refer to Annex 6. Please see the link <https://www.youtube.com/channel/UC-bGX7OhjNqncjbr-gu6OJQ>

At the beginning of 2016, less than 20 people liked/followed the Facebook page. From September 15 -21 2016, an advert campaign was carried out from to attract more likes on the Facebook page. This result is that the number of people who like and follow the page had increased to 993 by Dec 31 2016. Refer to Annex 7.

The characteristics of those who like and follow the Facebook page are as follows: 77% are males while 23% are females. 73% are aged between 18 and 34 years. The followers represent 20 countries around the world. However, three countries namely Ethiopia, Uganda, Zambia and South Africa comprise 97.6% of the followership. Refer to Annex 8.

1.6 Planning for HarDDA African Union - 2017 Youth Pre-Summit Workshops

Extensive planning was done towards carrying out HarDDA African Union – 2017 Pre-summit workshops in East and Southern African Countries, starting with Makerere University Uganda. However, the workshops did not hold as planned due to some administrative issues. Refer to Annex 10 for the Workshop programme and materials.

1.7 HarDDA Storm:

HarDDA Storm is an online meeting about Harnessing the Demographic Dividend of Africa. The HarDDA Storm was held on the 20th of September 2016 from 1pm to 3:30pm South African time on Facebook. Refer to Annex 11.

The motivation for the program was to sustain the interest of young people who had been expecting the Pre-AU summit workshops, to give opportunity to young people in different parts of the continent to exchange ideas about the DD and to explore the potential of using Facebook for formal online meetings.

1.7.1 Planning

HarDDA Storm was planned and coordinated by Mrs. Chineme Ozumba a sessional lecturer in Public Health at Monash SA. The planning included creating an agenda and outlining rules of the event.

1.7.2 Agenda

An agenda was drawn up for the event and posted on the HarDDA initiative Facebook page as follows:

HarDDA storm Agenda

Session 1- 1:30-2:15 Overview and Introductions

Welcome and overview by Chineme Ozumba (coordinator of the HarDDA Initiative)

Introduction of HarDDA Monash SA Cell members

Introduction of Reality Inc coordinator (John Mushomi) and members

Introduction by other HarDDA Facebook Community members

Session 2: 2:15 -2:45 What has been done so far

The HarDDA Initiative: Coordinator

The HarDDA Monash SA Cell: members

Reality Inc Coordinator and members

HarDDA I Facebook Community members

Session 3: 2:45-3:00pm - Moving forward with the HarDDA Agenda for Africa-

What is the agenda for harnessing the demographic dividend in Africa (HarDDA)?

Are you aware of your country's agenda if any?

Session 4 - 3:00- 3:20 pm Rain of Ideas

Where and how do you fit into this Agenda?

How can young people be reached with the HarDDA message?

Conclusion and closing comments 3:20-3:30

1.7.3 Rules

HarDDA storm rules were as follows:

- The coordinator introduces a session or topics within a session with a post and people can comment by responding to the coordinator's post.
- While responding, please indicate whom you are responding to by using @ the name of the person
- Please respect each person's opinions.

1.7.4 Participants

There were active and passive participants. Active participants refer to those who interacted with the posts through comments, likes or shares. While passive participants were those who follow the page but did not interact with posts.

There were 14 active participants, who are members of HarDDA Monash SA cell and members of Reality Inc. Uganda.

Ms Imisioluwa Johnson, a member of the HarDDA Monash cell and John Mushomi, the coordinator of Reality Inc. Uganda helped in galvanising the members of their respective groups.

1.7.5 HarDDA Storm Sessions

Session 1- Overview and Introductions

A short welcome video was played and the coordinator introduced herself and welcomed participants to the event. The coordinator also gave an overview of the initiative and the background to the events that influenced her in setting up the programme.

HarDDA Monash SA Cell members were then given opportunity to introduce themselves after which Reality Inc members were given opportunity to introduce themselves. Time was also given for other HarDDA Initiative Facebook community members to introduce themselves.

Session 2 - What has been done so far

The HarDDA Initiative coordinator Chineme Ozumba outlined what she has done from the inception of the initiative in 2015. The HarDDA Monash SA Cell members were then invited to share they had done. Reality Inc Coordinator and members and other HarDDA Initiative Facebook community members were invited to share what they had been doing.

Session 3 - Moving forward with the HarDDA Agenda for Africa-

The following questions were posted by the coordinator. What is the agenda for harnessing the demographic dividend in Africa (HarDDA)? Are you aware of your country's agenda if any?

Session 4 - Rain of Ideas

The following questions were posted by the coordinator: Where and how do you fit into this Agenda? How can young people be reached with the HarDDA message?

Conclusion and closing comments

Appreciations were expressed by Chineme Ozumba, who also requested for feedback on how to improve the event in future.

1.7.6 Findings from the sessions

Session 1- Introduction and overview

The coordinator introduced the HarDDA Initiative as follows:

'The HarDDA Initiative is basically a programme which educates people about the DD and related concepts. The programme was initially designed to be campus based, targeting students of tertiary institutions however it has grown in scope to include all categories of youth and community groups'. She went on to post an overview of the events that led to starting the HarDDA Initiative., which is an excerpt from a co-authored blog article (Refer to Annex 14).

Session 2: What has been done so far

The HarDDA Initiative coordinator Chineme Ozumba outlined what she has done from the inception of the initiative in 2015 as follows:

1. Designed an educational workshop targeted at young people.
2. Designed a DD game as an element of the workshop.
3. Carried out a pilot program planning workshop in collaboration with Red Drop Monash SA-Public Health Club and with technical support from UNFPA-ESARO.
4. Set up social media accounts on Facebook community page, a twitter account (#HarDDATogether) and you tube
5. Produced 'Mama HarDDA video) a 3-minute youth relevant video about the DD of Africa which is available online <http://hardda.com/>

Two of the HarDDA Monash SA Cell members, Oluwapelumi Oladokun and Imisioluwa Johnson tried to post their videos about what they gained from the HarDDA initiative, due technicalities associated with internet access, they could not. They however, forwarded the videos to the coordinator.

Oluwapelumi Oladokun stated in her video that the HarDDA Initiative brought to light the fact that she is not just about pursuing her own economic growth but that whatever she does is contributing to the economic growth of Africa.

Imisioluwa Johnson stated that the HarDDA initiative has expanded her knowledge on DD and how the DD window of opportunity should not be missed. She also mentioned that everyone has a part to play.

The 'Mama HarDDA' video was described was commended and liked by participants.

Session 3 - Moving forward with the HarDDA Agenda for Africa-

The following questions were posted by the coordinator. What is the agenda for harnessing the demographic dividend in Africa (HarDDA)? Are you aware of your country's agenda if any?

There was no direct response addressing the DD agenda in specific countries. However, Ssessanga Adrian and Tumwesigye Bruce, both of Reality Inc highlighted the need for youth empowerment. In their own words

'We need to reach out to all youths and remind them their worth. It is through their self-worth that the work can start!' –Ssessanga Adrian.

'Policies on the ground have turned out to implement individual desires which draw back the vigor for our youth especially in the working ages to think of grabbing their share, a cause that is contrary to achieving the economic growth.'-Tumwesigye Bruce.

Session 4 - Rain of Ideas

The following questions were posted by the coordinator: Where and how do you fit into this Agenda?
How can young people be reached with the HarDDA message?

Mugerwa Mohammed of Reality Inc recognised the need for individual effort and synergy with the statement 'I do look forward to achieving the DD because it is all about success in life with involvement of the general population that is workmates and family'

1.8 Promoting the 'Mama HarDDA- DD video' on Facebook

A campaign was carried out on Facebook from the 16th of December to the 26th of December. The results indicate 57760 reached and 2477 clicks. This means that the video was placed on the pages of 57760 people and 2477 people viewed it. The campaign cost 50 US dollars and was funded by the coordinator.

1.9 World Bank Blog article (Demographic Dividend...What's that?)

In March 2016 the coordinator was invited by Ms. Sara Troiano of the World Bank to co-author a blog article on the activities of the HarDDA Initiative with Mr. John Mushomi of the Department of Population Studies Makerere University Uganda and Reality Inc Coordinator. The article was completed and submitted for publication. The coordinator has been following up on the publication (Refer to Annex 14).

2. Observations and Lessons learned:

Due to series of family losses and attendant responsibilities on the part of the coordinator in 2016, planning and timing of activities were affected. Another general observation is that the students who participated in the pilot HarDDA Initiative workshop in 2015 were very active in the cell group

2.1 HarDDA Monash SA cell:

Outreach programmes within and beyond the campus envisioned by members of the cell were not fully implemented. This was partially to constraints on the part of the coordinator in following up with the members.

2.2 Social media followership:

Although followership on Facebook has increased tremendously, the number could have been more with regular promotion of posts on the page. More funding is required to promote Facebook posts.

2.3 Website: (www.hardda.com):

The website provided an avenue for concise information on DD. However it requires regular updates with information on the activities of the initiative and other DD relevant information.

2.4 Videos

The Mama HarDDA DD video and the HarDDA Monash SA cell videos were effective in raising awareness about DD. However they did not show how specific factors affect the DD.

2.5 HarDDA African Union - 2017 Youth Pre-Summit Workshops in East and Southern African Countries

Planning on the part of the coordinator was done well. However, there were delays in finalising preliminary processes on the part of the UNFPA which were duly communicated to the coordinator. There is need to give enough lead time for planning to ensure that all administrative issues can be addressed on time by all stake holders

2.6 HarDDA Storm

2.6.1 Coordinator's observations:

- **Potential for future meetings:** the success of the event indicates that there is great potential in utilizing social media like Facebook for formal meetings.
- **Lead time in planning**

Due to a series of family losses and attendant responsibilities on the part of the coordinator, there was not enough time to plan activities properly. In order for efficiency in implementation, there needs to be enough lead time to ensure that all stakeholders contribute to proper planning and smooth implementation.
- **Time zone management:**

The South Africa time zone on which the time of the event is based was not specified. This made participants from Uganda to plan for an earlier time frame based on Uganda time. However, some of them were still able to attend the meeting.

- **Duration of meeting:**

Due to issues related to internet access such as slow internet connections, power supply at different locations, the meeting overshoot the time allocated for it.

- **Length of meeting:**

The time allocated for the meeting needs to be increased to accommodate various time zones and to make allowances for possible delays associated with internet access.

2.6.2 Participant observations:

- The meeting was successful for a first attempt
- The interaction between young people from different parts of Africa was exciting
- Need to improve time management
- Increasing the time allotment for the HarDDA storm to a full day programme
- Expression of interest participating in more such meetings

2.7 Promoting Mama HarDDA:

There should be on-going promotion of the Mama HarDDA video and other videos on social and traditional media to ensure a wider audience.

3. Conclusions

The activities of the initiative in 2016 were relevant and successful. Key features that contributed to the success of the activities include the production of more youth relevant videos for communicating information about the DD and the use of social media in propagating the goals of the initiative.

The involvement of young people in production of some of the videos brought in a youthful touch to the productions. For instance the length of 30 seconds to one minute for videos was suggested by Zhara Kaba, one of the HarDDA Monash Cell members. She argued that young people would more likely look at a video on social media if it is short and catchy.

The production of the videos by the young people also gave opportunity for increased ownership of the DD agenda of the continent.

The use of social media in dissemination of videos was quite successful. The potential of social media to provide a forum for formal online meetings was explored through the HarDDA Storm. It gave the advantage of enabling people to participate from different parts of the world at a low cost. The low cost nature of the meeting increases the sustainability of such programs.

4. Recommendations

In the preceding sections the outcomes of the various activities have been outlined. The outcomes have led to the following recommendations:

1. More HarDDA workshops should be carried out in various locations.
2. HarDDA cells should be established following such workshops to carry out dissemination activities within their locations and beyond.
3. Training of trainers workshops for HarDDA cell members in which they will be equipped for conveying the message to their networks.
4. The advantage of multimedia technology should be exploited in workshops and trainings. For example a multi-media basic HarDDA workshop can be designed to be run with minimal input from trainers/assistants at various locations without the coordinators physical presence. This has the advantages of enhancing the participant experience and support quality management in long distance training, workshops and other meetings. The HarDDA Initiative provides a test case that can be implemented and
5. More DD videos should be produced and promoted for example a 'Mama HarDDA' video series should be produced. Each episode will show how specific issues can influence DD. The timing would be short to retain the attention of young people. These videos can be disseminated through social media and traditional media.
6. Existing videos should be promoted on social and traditional media to gain a wider reach
7. Activity on website and social media pages should be increased through more regular posts and promotions.
8. Finally, the advantage of multimedia technology should be exploited in workshops and trainings. For example a multi-media basic HarDDA workshop can be designed to be run with minimal input from trainers/assistants at various locations without the coordinators physical presence. This has the advantages of enhancing the participant experience and support quality management in long distance training, workshops and other meetings. The HarDDA Initiative provides a test case where such can be developed and implemented.

References

Ozumba C., (2015) 'Report on the The HarDDA Initiative (Harnessing the Demographic Dividend of Africa) Program Design Workshop for a campus based approach to disseminating information on the Demographic Dividend Agenda of Africa'. Submitted to the UNFPA East and Southern Regional Office ESARO. Available from <http://hardda.com/Documents.php>

Annex 1: The HarDDA Monash SA cell

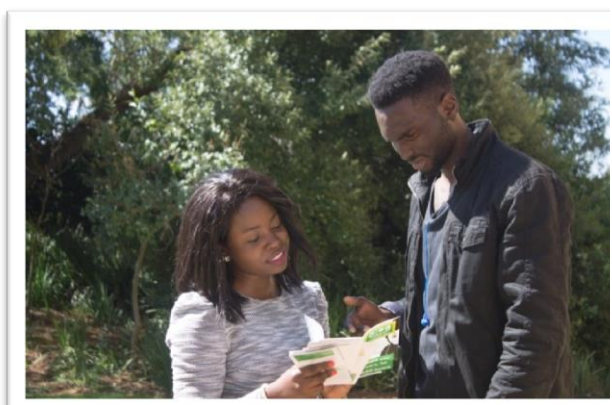
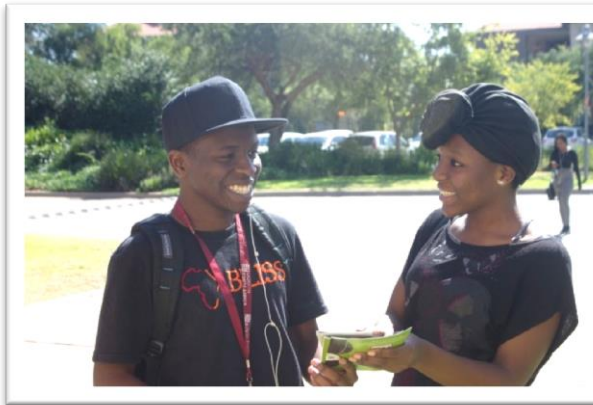


Annex 2: List of Students who indicated interest in the HarDDA Monash

SA cell

1. Oluwapelumi Oladokun	School of Health Sciences
2. Nicola Nkhoma	School of Health Science
3. Zhara Kaba	School of Health Sciences
4. Henry Echefu	School of Health Sciences
5. Tikhona Methazia	School of Health Sciences
6. Rhuvimbo Nhandra	School of Health Sciences
7. Beverly Chiwanga	School of Health Sciences
8. Imisioluwa Johnson	School of Health Sciences
9. Jewelle Sardis	School of Health Sciences
10. Lizette Kabala	School of Health Sciences
11. Almarie Snyman	School of Health Sciences
12. Jonathan Ramodike	School of Health Sciences
13. Peter Olowoshile	School of Health Sciences
14. Lonene Mathebula	School of social sciences
15. Victor Jadeji	School of social sciences
16. Nomalanga ncube	School of Business and Economics
17. Yamikani Katunga	School of Business and Economics
18. Jenyo Johnson	School of Information Technology

Annex 3: HarDDA cell group activities



Annex 4: Website- www.hardda.com

hardda

hardda.com

HOME THE HARDDA MONASHSA CELL BLOG CONTACT

THE **HarDDA** INITIATIVE

Education Economics Health Governance

What is The HarDDA Initiative?

HarDDA is short for **H**arnessing the **D**emographic **D**ividend of **A**frica.

Demographic Dividend (DD): a simple definition

Mama HarDDA on Demographic Dividend

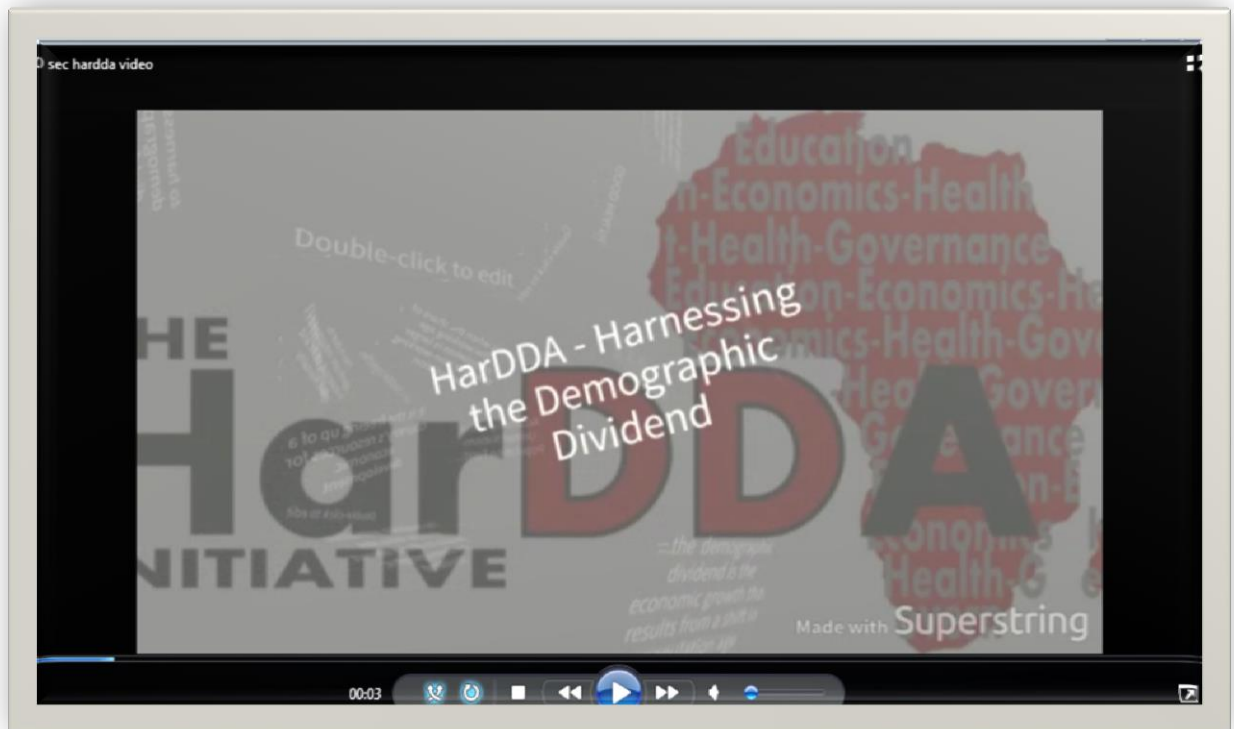
Annex 5: Mama HarDDA Video

<http://hardda.com/>



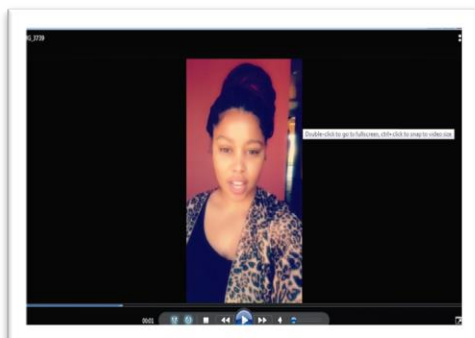
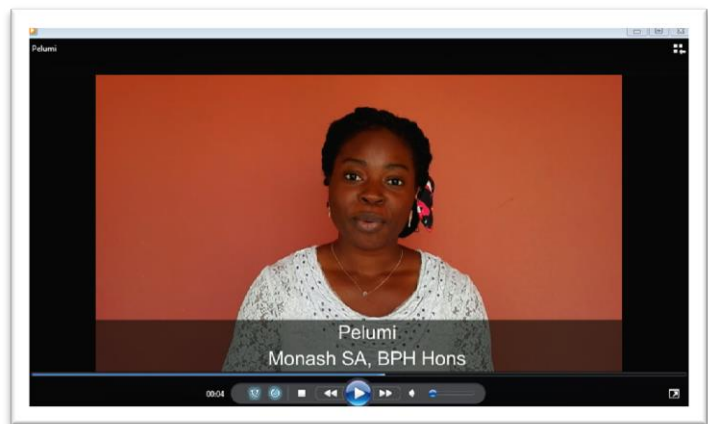
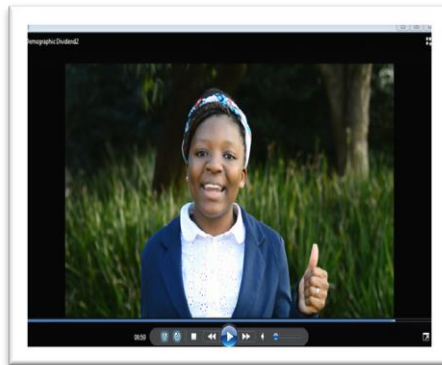
Annex 6: HarDDA Monash SA cell group video

<http://hardda.com/videos.php>

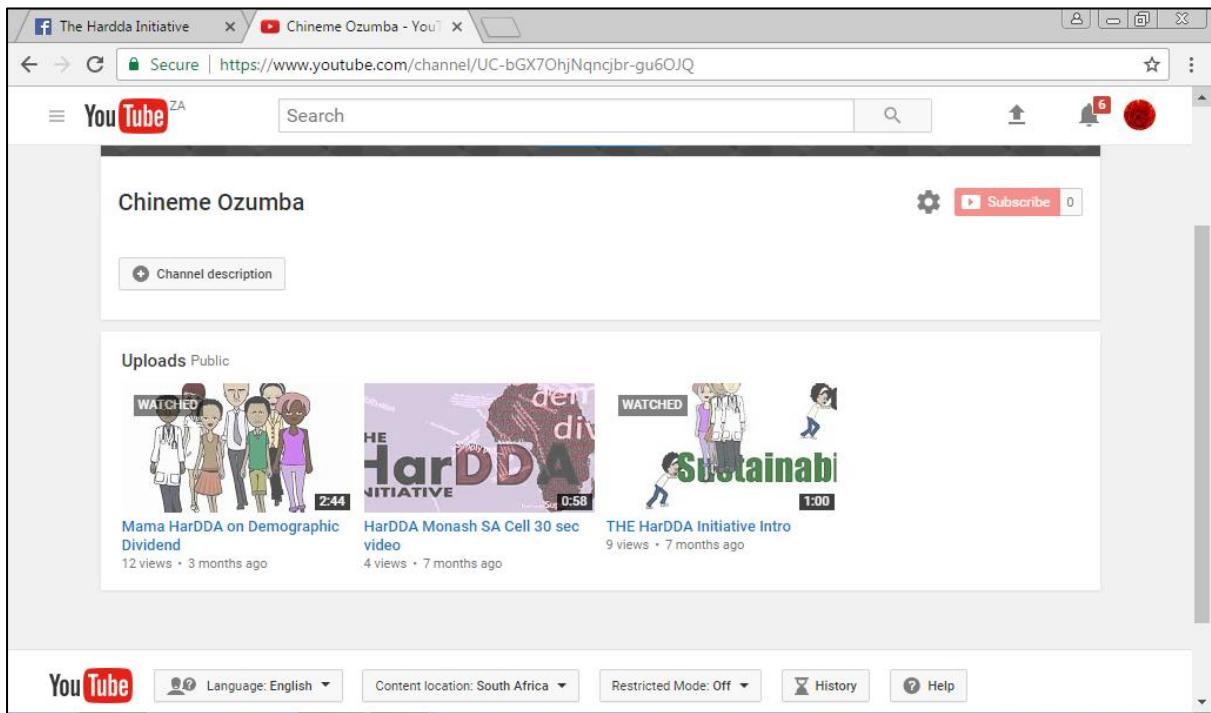


Annex 7: Individual videos

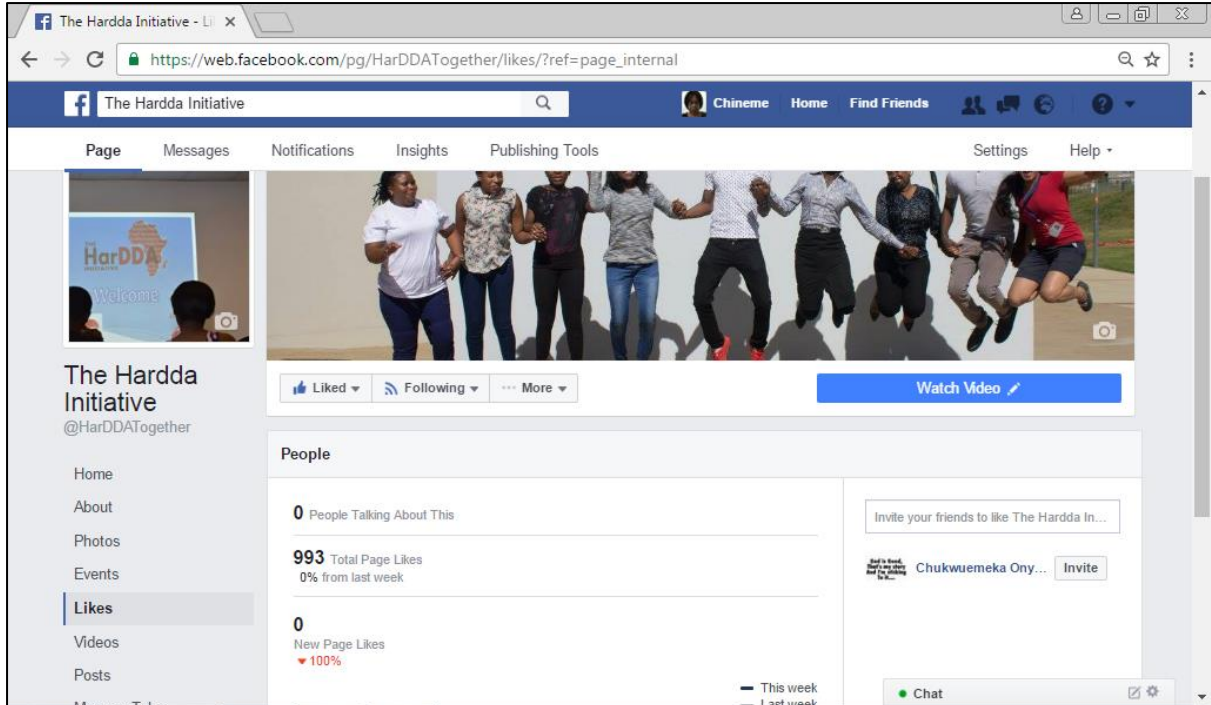
<http://hardda.com/videos.php>



Annex 8: Screen picture of You Tube channel



Annex 9: Facebook followership



Annex 10: Breakdown of Facebook followership



Country	Your Fans	City	Your Fans	Language	Your Fans
Somalia	3	Diré Dawa, Ethiopia	11	Somali	5
United States of America	3	Bahir Dar, Amhara Re...	9	Arabic	4
United Arab Emirates	3	Johannesburg, Gauten...	8	Spanish	3
Brazil	2	Hagere Hiywot, Oromi...	6	ig_UG	3
Saudi Arabia	2	Hazret, Oromia Region...	5	ha_NG	2
Kuwait	1	Kilwe, Copperbell Prov...	5	am_ET	2
Qatar	1	Ndola, Copperbell Pro...	4	Indonesian	1
Sudan	1	Mbarara, Isingiro Distri...	4	Swedish	1
Singapore	1	Awassa, Southern Natl...	4		
India	1	Gondar, Amhara Regio...	4		
Taiwan	1	Debre Zeyit, Oromia R...	4		
Tanzania	1	Jimma, Oromia Region...	3		
Djibouti	1	Hawassa, Southern Na...	3		

Country	Your Fans	City	Your Fans	Language	Your Fans
Djibouti	1	Hawassa, Southern Na...	3		
Canada	1	Harar, Harari Region, ...	3		
Botswana	1	Debra Markos, Amhar...	3		
Nigeria	1	Hargeysa, Woqooyi Gal...	3		
		Dubai, United Arab Em...	3		
		Roosepoort, Gauteng, ...	3		
		Entebbe, Wakiso Distric...	3		
		Jinja, Jinja District, Uga...	3		
		Makerere, Kampala Di...	3		
		Adigrat, Tigray Region...	2		
		Masaka, Masaka Distri...	2		
		Arua, Arua District, Ug...	2		
		Melema, Amhara Regi...	2		

Annex 11: HarDDA pre-AU Youth summit Workshop program



The HarDDA Initiative Workshop

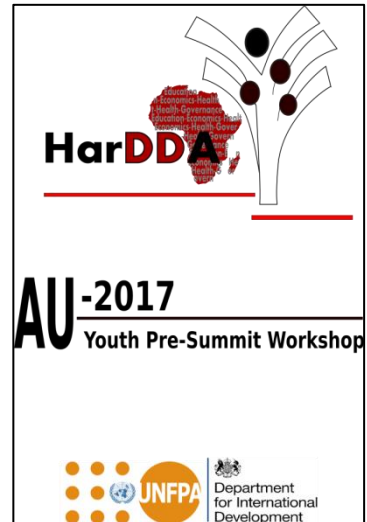
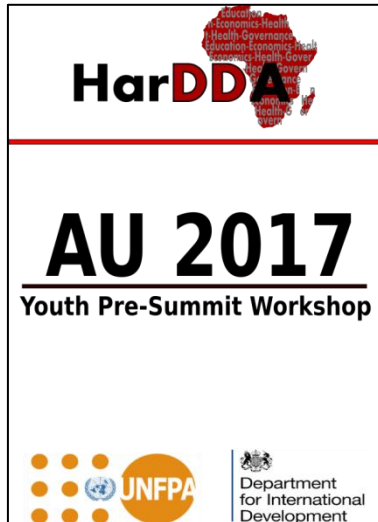
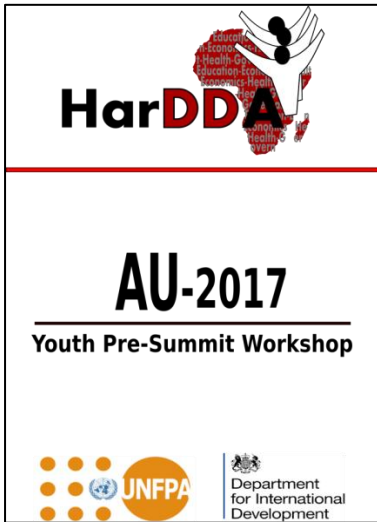
Makerere University Uganda

31 May -1 June 2016

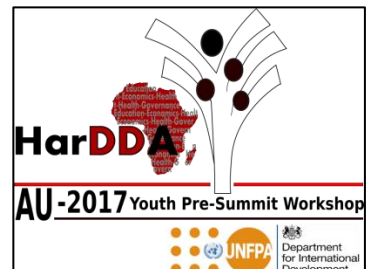
Day 1	
Registration and tea	9:00 - 10am
Session 1 - Introductory session Opening remarks Introducing The HarDDA Initiative Outline of the activities for the workshop Ice breaker Pre-test	10:00 - 10:30 10:30 - 11:00
Session 2- the DD Video presentation Group Discussions -Obstacles to HarDDA	11:00 - 11:20 11:20 - 11:50
Tea Break	11:50 - 12:15
Session 3 -The DD Agenda in Africa (Dr. Mady Biaye)	12:15 - 1:45
Lunch	1:45 - 2:45
Session 4 - Personalizing the DD The DD game Discussions Post test Closing remarks for the day	2:45 - 3:15 3:15 - 3:45 3:45 - 4:10 4:10 - 4:30
Day 2	
Interactions and Tea	8:30 - 9:00

Session 5 - Personal leadership for HarDDA	
Ice breaker	9:00 - 9:15
Visualisation	9:15 - 9:30
Time management	9:30 - 10:00
Team-work	10:00 - 10:30
Advocacy	10:30 - 11:00
Tea break	11:00 – 11:15
Session 6 - Getting Involved	
Brainstorming and Discussions	11:15 - 11:30
What has been done so far	11:30 - 12:00
Let's HarDDA Together	12:00 - 12:30
	12:30 – 1:00
Program evaluation	1:00 – 1: 15
Thanks, appreciations, group pictures	1:15 – 1:30
Lunch and interactions	1:30 - 2:30

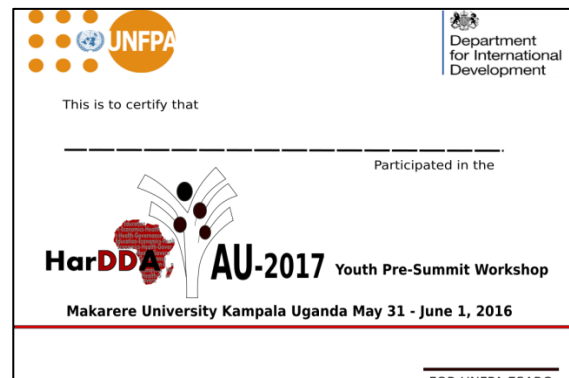
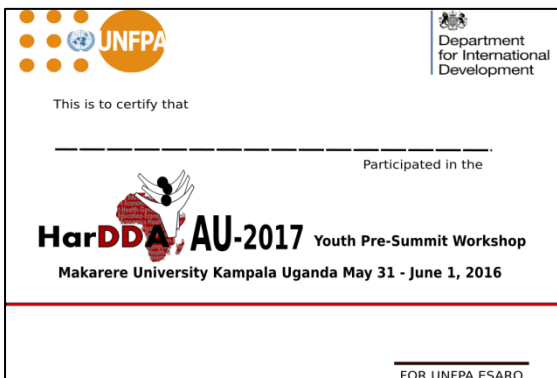
Banner Concepts



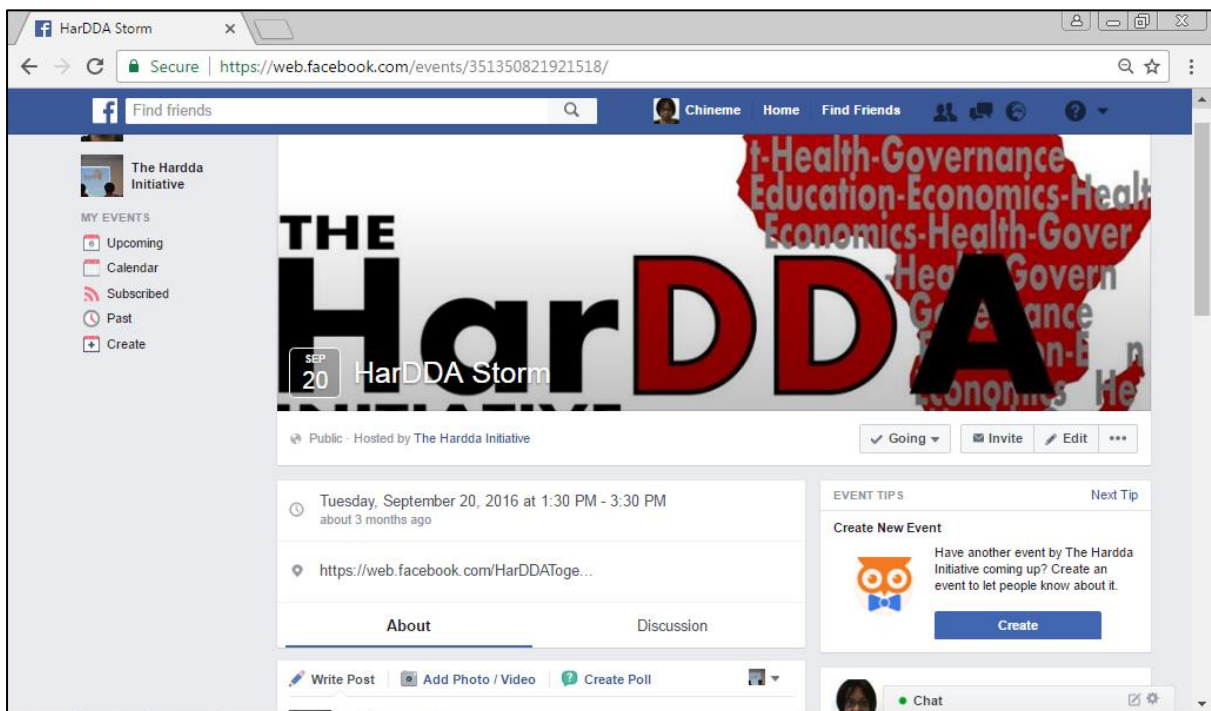
T-Shirt Concepts



Certificate Concepts



Annex 12: HarDDA Storm



Annex 13: Mama HarDDA video Facebook promotion

The screenshot shows the Facebook Insights page for 'The Hardda Initiative'. The page is in the 'Insights' tab, displaying a summary of a video promotion and a table of recent posts.

Promotion Summary:

- Watch Video Promotion:** Completed
- People Reached:** 57,760
- Clicks:** 2,477
- Spent:** \$49.99 (Spent at \$5.00 per day)
- Description:** DD is an economic boost which occurs when the... Promoted by Chineme Ozumba on 12/16/2016
- View Promotion:** [Button]
- Manage all promotions:** [Link]

Your 5 Most Recent Posts:

Published	Post	Type	Targeting	Reach	Engagement	Promote
12/17/2016 3:39 am	Mama HarDDA on Demographic Dividend	Video	Global	48	0 1	Boost Post
09/21/2016 3:19 pm	Yesterday the HarDDA Monash S A Cell members had difficulty uplo	Video	Global	143	1 0	Boost Post
09/21/2016 2:58 pm	Hello everyone, It was great enga ging across the continent yesterd	Video	Global	44	1 1	Boost Post
09/20/2016	Okay guys this is 1 hour beyond t	Video	Global	61	3	Chat

Legend: ■ Reach: Organic / Paid ■ Post Clicks ■ Reactions, Comments & Shares

Annex 14: World Bank Blog article

Demographic Dividend...What's that?

Sensitizing African youth about the potential for a Demographic Dividend -The HarDDA Initiative and Reality Inc.

Chineme Ozumba¹ and John Atwebembeire²

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²Department of Population Studies, Makerere University, Uganda

A short background on The HarDDA Initiative

FLASHBACK TO 2014 - I had just signed on as a part time lecturer at Monash South Africa, the South African Campus of Monash University Australia. It was energising being part of a university campus community again, albeit vastly different from my previous campus experiences as a student.

Walking through the campus, observing and interacting with the students, typical of students in tertiary institutions; I could identify the various types of students, the serious ones always on time for lectures and with their assignments, the not so serious, the full time party animal and the nonchalant. My mind was cast back many years to the time when I was an undergraduate; those were somewhat carefree days living in utopia. Everything was all going to work out just fine. We were all going to graduate and become rich, earn money and spend it exactly how we wanted. No more lectures from parents on why you need to manage your pocket money or focus on your studies. Of course, once we graduated we quickly realised that life doesn't always work out quite like that.

Now, having graduated from the school of hard knocks, I had morphed into one of those overly cautious and reserved beings, who we felt 'just do not understand young people'. In those days we generally referred to those beings as grown-ups...and I was one worried grown-up.

Why worry?

I was worried because as a demographer, I knew that these energetic young people are typical of students of tertiary institutions and form a significant part of the bulging youth population of young Africans, through whose economic activities, the demographic dividend (DD) could be gained. I was worried because I knew that most of them did not know that there was anything like a DD not to mention the DD window of opportunity. I was worried because if they did not know about it, they could fall into the deception that they have all the time in the world to recover from the effect of wrong life decisions, which is not true. I was worried because they are considered to be role models in their communities and among other young people in the society; which means that their actions have a spill over effect on students in secondary schools and out of school youth. I was worried because these are among the brightest of the African youth, who could indeed move the continent closer to achieving the demographic dividend but they did not know about the DD window of opportunity.

The basis for the hope of reaping a DD is the potential of the increasing youth population of Africa to bring about an economic boost¹. In this regard, the role of governments in providing relevant

infrastructure to support a good education, health and jobs for its citizens cannot be overemphasized. However, there is still a part for the citizens to play in achieving a DD. This is because individuals make up the population and the aggregate of individual decisions contributes towards economic development. It is therefore important that the benefits of achieving a demographic dividend and how it can be achieved should be understood by individuals within all levels of the society especially by the youth, on whose activities depends the actualisation of a DD.

I eventually decided to do something and not just worry about it. The result was 'The HarDDA Initiative'. HarDDA stands for **H**arnessing the **D**emographic **D**ividend of **A**frica.



What is the HarDDA Initiative?

The HarDDA Initiative is a programme which educates people about the DD and related concepts. The programme was initially designed to be campus based, targeting students of tertiary institutions however it has grown in scope to include all categories of youth and community groups. This is because the youth do not live in isolation but are part of social structures such as schools, families and communities. However, the programme recognises the potential in students of higher institutions to expedite DD knowledge transfer among their peers, their communities and the society at large. The HarDDA Initiative has the potential to generate a paradigm shift resulting in a 'DD mind-set' among young people in Africa. A DD mind set is a mentality of personal responsibility for achieving a personal DD in one's life regardless of all odds.

What has been done?

At this stage, I have done the following:

1. Designed an educational workshop targeted at youth in tertiary institutions.
2. Designed a DD game as an element of the workshop.
3. Carried out a pilot program planning workshop in collaboration with Red Drop Monash SA-Public Health Club and with technical support from UNFPA-ESARO.
4. Created Social media accounts on Facebook www.Facebook.com/HarDDATogether and Twitter (#HarDDATogether) for the program, as a result of suggestions from the workshop.

Currently I am designing a youth relevant video about the DD of Africa which will be part of the workshop, while seeking partnerships to take it forward.



Chineme explaining the rules of the DD game at the workshop



*Left to right:
Adebayo Fayyad (Regional communications advisor UNFPA-ESARO),
Imisioluwa Johnson (President Red Drop Monash SA),
Saleem Mano (AU Intern at UNFPA--ESARO),
Chineme Ozumba (Initiator and coordinator of The HarDDA Initiative/sessional lecturer Monash SA),
Mady Biaye (Technical Adviser Population Data and data for development policy UNFPA-ESARO),
Lindsay Barnes (Communications analyst UNFPA -ESARO)*

The HarDDA Initiative spin offs

The HarDDA Initiative is work in progress and all indications show that it has the potential to bring about a social change across the youth population of Africa. For instance, as a result of the workshop, I was invited to share my experiences on one of the panel sessions at the 7th African Population Conference (UAPS 2015). The conference held at Pretoria, South Africa from 30th of November 2015 to 4th of December 2015.

During my panel presentation, John Mushomi, a lecturer at the Department of Population Studies of Makerere University Uganda was encouraged to initiate another youth empowerment program 'Reality Inc.'. Read John's words below, on the initiative.

Reality Inc.:

I lead a team of five young men who are my former students and we have formed an initiative called Reality Inc. The main goal of Reality Inc. is to move beyond Rhetoric to Reality by popularizing the Demographic Dividend to young people who are transiting from high school to University during their nine month vacation. We will be discussing and popularizing the dividend prospects for themselves and Uganda, as well as carrying out outreaches on choosing a career for themselves and HIV AIDS prevention. We plan on doing this in workshops in all 112 Ugandan districts.



John, 3rd from the left and the Reality Inc. team during a planning meeting

Three things to take away

- **Young Africans need to know about the DD in practical terms:** this will bring about ownership of the DD agenda and desire for a personal DD.
- **Youth in tertiary institutions in Africa are well positioned to spread this knowledge:** they have skills and networks which can be harnessed for spreading information about the DD and related concepts.
- **The time to engage African youth to disseminate this information is NOW:** we need to equip them with DD information packaged for easy dissemination and engage them in dissemination activities in their networks to take advantage of the DD window of opportunity.

From Rhetoric to Reality

Let's HarDDA Together!

ⁱ Agbor J., Taiwo O. and Smith J. 2012. Sub-Saharan Africa's youth Bulge: a demographic dividend or disaster? The Brookings Institution Africa Growth Initiative. Available at: http://www.brookings.edu/~media/research/files/reports/2012/1/priorities%20foresight%20africa/01_youth_bulge_agbor_taiwo_smith.pdf Accessed 23 November 2015.