



FORMAT FOR GOOD PRACTICE DESCRIPTION

<p>Title of the good practice</p>	<p>YAEHA Marginalized Youth Empowerment Workshops on Digital Communication/Media Creation for Advocacies culminating with “Digital Intelligence , Health Summit and Movie Festival” (Tackling Mental Health, HIV and AIDS, Social Media and Game Addiction and Digital Citizenship for Children and Youth)</p>
<p>Name of organization or coalition that implemented the good practice</p>	<p>YAEHA Channel (Youth/Adolescent Empowerment and Health Advocacies Channel), a program of The LoveLife Project for Health & Environment Inc.</p>
<p>When is/was the good practice implemented?</p>	<p><i>start date and end date</i> May to August 10-11, 2018 Which took place again on July to August 23 – 24, 2019</p>
<p>Where is/was the good practice implemented?</p>	<p><i>Location, area, district</i> Quezon City but can reach National/Philippines</p>
<p>Total budget of the good practice</p>	<p>Php4,000,000.00 (Euro 69,464.56) (inclusive of the advocacy movie content created)</p>
<p>Central theme of the good practice</p>	<p><i>What were main topics</i> Holistic, integrative and multi-dimensional approach to learning about and looking at the individual narratives of the marginalized, when creating digital advocacy content, with special focus to the persons with disability, especially those living with HIV, living with lived experiences (mental health condition) or who we refer to as persons with invisible disability. As media practitioners, intersectionality and many-sided perspectives to an issue, a condition or a person, is foremost in our digital empowerment workshops. Intersectionality is presented in the best way we could: through a long form digital movie narrative, for example of an adolescent gay male living below the poverty line who finds out he is infected with HIV and must face the stigma attached to it (“The Timeline of B’s Life”). Intersectionality is again an underlying theme in the community gathering event “YAEHADEMIC Digital Health Summit and Movie Festival”, where, again for example, after presentation of the movie “Timeline...”, we have a speaker on HIV and AIDS, another on mental health and SOGIESC, and a person living with HIV. Here we show that stories,</p>



	persons, groups may have a commonality but providing support and care needs multi-dimensional considerations, ergo, intersectionality.
Target group of the good practice	<i>List those directly benefiting from the project</i> Marginalized youth (youth with lived experiences, youth living with HIV, abandoned children and children in conflict with the law through a shelter organization, LGBTQAI+). Also relevant government agencies (Department of Health and Department of Information and Communications Technology, etc.) and private institutions/organizations to see the many facets of a person they want to support and help so that they may look at their service provisions with more lenses (perspectives).

A. General description

Why did you initiate the project?

Describe the context in which the good practice takes/took place. What problem does it address? (75 words)

Many people do not understand the complexity of marginalization among different youth groups, especially persons living with HIV, SOGIESC, LGBTQIA+ youth and persons with lived experiences (mental health). There is not enough venues for marginalized youth groups to forge deeper understanding and alliances between groups.

Goal and Objective?

What is/was the goal, and what are/were the objectives of the good practice? What change did you aim to see? (50 words)

Create digital stories and venues to start conversations and to forge deeper understanding and alliances between groups: the marginalized and the government and non-government advocates. Gather select media students and marginalized youth groups; conduct digital storytelling empowerment workshop with focus on intersectionality. Create a venue for ubiquitous storytelling of marginalized youth groups using digital tools.

What were the activities?

What did you really do? With whom? (100 words)

Gather one or two participants from the marginalized youth groups (persons with disability, persons living with hiv, persons with lived experience, survivor of tuberculosis, out of school youth) and with some youth students taking media and communications courses, hold a digital empowerment workshop, teaching the value of holistic and integrative storytelling, multi-dimensionality or intersectionality. Then create a digital advocacy movie that will present the intersectionality of their



stories. Hold the YAEHADEMIC Digital Intelligence and Health Summit to gather marginalized groups, stakeholders, policy-makers.

What were the results?

Describe the main results of the good practice ? (100 words)

Marginalized youth groups with adequate digital storytelling skills and more confident in sharing their voices through digital media. Availability of digital stories of marginalized youth groups which are now being invited to campuses and communities for screenings. Partnerships, alliances and collaborations between groups. Example is Department of Health Metro Manila collaborated with us for presenting HIV and tuberculosis stories with intersectionality for their advocacy tool. Several invitations to conduct the digital empowerment programs in their community.

B. Detailed description

This section is to be completed after the exchange visits. During those visits you will have discussed and enriched your understanding of the good practice.

B.1 LOBBY AND ADVOCACY (MAX. 100 WORDS)

Describe per question below what you did relating to L&A.

To whom did you lobby?

What did you lobby and advocate for?

Did you change your plan/activities during the process?

Any unexpected L&A results?

We lobbied to the government agencies and support providers to adapt a multi-dimensional approach to reaching out and providing care and support for marginalized youth.

We lobbied and advocated for a holistic perspective on the situation of individuals within marginalized groups, so that their policies and services will be more a holistic approach or multi-layered approach.

Government agency negotiated to partly own the event so that they would participate and we agreed.

We were surprised that the government agency adapted our program and commissioned us to create advocacy content for their HIV and Tuberculosis campaign.

Validate	Whom
Describe the main outcomes of the project related to advocacy , resulting from your project? <i>Specify who did what, when and where.</i>	<i>Max 50 words</i> Greater understanding of marginalized youth groups by concerned government agency and providers and between the groups; Alliances and collaboration between groups; DOH MM collaboration to present stories on HIV and AIDS and tuberculosis using intersectionality; St Paul University Manila collaboration for digital empowerment workshop-advocacy movie-festival program; invited to have seat in consultation on implementing rules and regulations on HIV law, on mental health law.



<p>Describe how your organisation contributed to this change, as described above.</p>	<p><i>What did your organisation do, what was your INPUT.</i></p> <p>The LoveLife Project, after decades of experience, designed this program Digital Storytelling Outputting an Advocacy Movie Launching through an Advocacy Digital Festival hoping for National Caravan. Instead of targeting just one marginalized group, we were able to enjoin the different groups, in the empowerment workshops, where, they learn from the “dominant group: media and communication students from exclusive private universities” as well as the dominant group learning from them, resulting to understanding and collaboration in the creation of an advocacy digital movie. Then the participants, with our strong guidance, produced a community gathering event, where, again, various sectors and various marginalized groups were invited to participate and to share in the conversations. Government agencies and private support providers or non-government organizations were also invited to participate.</p> <p>Producing advocacy movies that are “advocacy-correct” and creating venues for “multi-groups gathering” is not an easy feat. In fact, our event YAEHADOMIC Digital Health Summit and Festival is a first of its kind in the country that was able to gather a large diverse community. Several alliances and partnerships resulted from this project/program.</p> <p>In fact, both the two other organizations in the Linking and Learning Event with LoveLife pointed these out: that we are the best example of intersectionality in advocacy, that their eyes were opened and learned a lot about how to go with their advocacy and community gathering.</p>
<p>Which organisation or persons could validate the change described above?</p>	<p><i>Max 100 words</i></p> <p><i>Who did you speak/visit to validate (organisations or persons) What is their function? What is their relation with your organisation and the project?</i></p> <p>LGBTBUS is a non-profit organization based in Marikina City and they witnessed sections of the event program. They were the new partners who brought sections of our caravan to Marikina City last February 1, 2018.</p> <p>Dr. Mary Ann Evangelista handles the Tb/HIV Program of HIVOSSEA KNCV Foundation in the Philippines and she experienced a section on Tb and HIV of our event. She saw some of our videos.</p> <p>Pinoy Plus is a non-profit organization by and for persons living with HIV. They can attest to a special section of the YAEHA on HIV</p>



	and AIDS, specifically the advocacy videos and movie such as “ <i>Ang Timeline ng Buhay ni B</i> ” (The Timeline of B’s Life). A partnership is being considered between our organizations to push further our advocacy caravan with The Timeline of B’s Life at the center.
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B.2 INTERSECTIONALITY (MAX. 50 WORDS)

Describe per question below what you did relating to intersectionality.

To what extent did you pay attention to intersectionality?

Give one concrete example?

In our digital empowerment workshops, marginalized groups were trained to look at their stories holistically. The co-creators of our advocacy movies (Ex. The Timeline of B’s Life) are the marginalized groups themselves in collaboration with media students and the story must present the many dimensions in a marginalized person’s narrative. The movie launch event presents the perspective of different sectors about the movie.

Validate	Whom
Describe the main outcomes related to intersectionality , resulting from your project? <i>Specify who did what, when and where.</i>	<i>Max 50 words</i> Collaboration and cooperation for greater understanding. LGBTBUS brought our program to Marikina City with LGU officials participating. DOH Metro Manila developed advocacy digital stories with intersectionality integrated in the narrative. HIVOS SEA Philippines collaborated for movie and photo exhibit. St Paul University Manila partnership to repeat program in Manila City.
Describe how your organisation contributed to this change, as described above.	<i>What did your organisation do, what was your INPUT.</i> We designed the program and strategy to utilize digital tools for advocacy content and event creation. We designed the community gathering event and venue: a less confrontational and more celebratory “YAEHADEMIC Digital Health Summit and Movie Festival”. We created digital advocacy movies to present intersectionality where the marginalized youth character may have challenges due to his or her situation, some of them maybe depressing, but our character realistically surpass the challenges, with the help of the community. So our stories present how communities can raise a child or can save a life. Our festival and summit programming also gathers strategically the marginalized groups and the support and care providers and policy makers.
Which organisation or persons could validate the change described above?	<i>Max 100 words</i> <i>Who did you speak/visit to validate(organisations or persons)</i> <i>What is their function?</i> <i>What is their relation with your organisation and the project?</i>



	<p>Doctor Brian Bantugan is the Director of Center for Research, Development and Innovation at St. Paul University Manila and he has done research on effect of digital arts in HIV advocacy. He has included one section of our festival in his recent studies. This is specifically “The Timeline of B’s Life”. We are about to start a collaboration with St. Paul University Manila to develop further and improve this digital storytelling and empowerment workshops which will also culminate with an advocacy movie, a festival and summit.</p> <p>Department of Health Metro Manila Infectious Diseases Cluster co-created an advocacy video series available online that speaks of intersectionality of the person living with HIV and the person with tuberculosis, to encourage knowing one’s status, seeking care and treatment, and adhering to it, as well as families providing support, especially for the youth.</p> <p>Mental Health Ph is a new partner this year, with focus on persons with lived experience, who experience the event and heard the reactions from the youth participants. A collaboration for an advocacy movie will be coming soon.</p>
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C. Learning

What did your organisation learn from this good practice? (50 words)

Describe what your organisation learned especially regarding L&A and intersectionality.

Support and care providers usually look at statistical data about their beneficiaries and this somehow results to one size fits all approach in their advocacy and support. Present them a human face to a situation and they become more understanding and more open to collaborations.

What are 3 tips you would give to other organisations?

Tip 1: Be creative in creating your advocacy strategies and see entertainment as an efficient tool to engage. We can provide workshop and training for all the participant countries on digital storytelling and empowerment.

Tip 2: Community gathering through a celebratory festival is more interesting and also affirming.

Tip 3: Advocacy movies in this time of digital technology and social media is a must tool for engaging your target beneficiaries and your target policy makers.

What makes this project a good practice? (max. 50 words)

Please describe what made this project special and more successful than other projects you have done before?

Previously, we only produced digital advocacy movies without target group involvement and did not have a venue for launching. This time, the digital project is a collaboration in many levels and each phase is about intersectionality. The project now involves and appreciates every group, every individual, every government and private institution, as an integral part of a whole community, working for change, for solutions, and for optimally health, happy and more productive lives.

D. Award

If your organisation would win the award of €5.000,- , how would you use this prize? (100 words).

We would like to hold a digital storytelling workshop that can include more persons with disability types and produce three different advocacy movie stories. We hope to also have participants from other regions in the Philippines and from indigenous people's groups.

Are we allowed to use this good practice in a publication on good advocacy practices?

- Yes, we give permission to include **both** the name of the organisation and the good practice
- Yes, we give permission, but **ONLY** for including the good practice (organisation will be anonymous)
- No, we **do not** give permission to use this good practice in any publication