

ASRHR CSE Judges Feedback

* Given the stats given for Mozambique, the campaign messaging is not nearly as strong as it could be, relative to what the issues are * #hashtags lack relevance to message and abbreviations won't be widely understood * The bar was set very high by the Menstrual Health Group and this just wasn't as strong

Clear message I am the future. Positive messages. Solutions. Messages that are universal. Each of us to shine. Empowering. Scan a QR code! Awesome. Several tools to be used. Canva. Great examples of application. Could have said more about information resources to be used.

Great presentation on shifting the narrative on youth focusing on positive messaging.

Love that you are focusing on the solution, not the problem. Brilliant "I am the future" campaign slogan and how the campaign works around it.