

Regional Analysis of Youth Demographics in East Africa

Communications and Research Uptake Report



AFIDEP

African Institute for
Development Policy
Bridging Development Research,
Policy and Practice

UNIVERSITY OF
Southampton

Table of Contents

ACKNOWLEDGEMENTS	3
EXECUTIVE SUMMARY	4
1.0. INTRODUCTION	5
2.0. COUNTRY AND REGIONAL-LEVEL ENGAGEMENTS	6
2.1. Country Engagements	6
2.2. International and Regional Engagements	10
2.3. Social Media Engagement	11
2.4. Media Engagement	12
2.5. Publications Sharing	13
3.0. WHAT DIFFERENCE DID WE MAKE? IMPACT AND LESSONS LEARNED	14
3.1 Shaping DFID's Africa Strategy and Expanding its Thinking on Africa's Development	14
3.2 Increased Awareness and Understanding of the Demographic Dividend Among a Wide Range of Stakeholders	14
3.3 Bringing New, Critical Actors on Board in Efforts to Harness DD in Kenya	14
3.4 Lessons Learned	14
4.0. CONCLUSION	16
REFERENCES	17
APPENDICES	18
Appendix 1: Audience Reflections from the National-level Engagement Forum in Kenya	18
Appendix 2: Audience Reflections from the Forum at the Kenya Directorate of Youth Affairs	19
Appendix 3: Audience Reflections from the National-level Engagement Forum in Uganda	21
Appendix 4: Audience Reflections from the UK DFID Engagement Forum in Tanzania	22
Appendix 5: Strategic Communications and Research Uptake Strategy	23

Acknowledgements

The compilation and production of this research uptake report is a culmination of various research communication and engagement forums attended by a cross-section of stakeholders in the field of development from the East African Community (EAC) and beyond. First, we would like to acknowledge the support provided by the UK DFID country office teams in Kenya, Rwanda, Tanzania and Uganda, without whom we would not have undertaken the national-level and DFID country office engagements. We are also grateful for the support of the East Africa Research Fund (EARF), which commissioned the study, and the East Africa Research Hub whose contributions were not only key in undertaking the study but also facilitating the engagements in the communications and research uptake efforts.

We also acknowledge the contributions and involvement of the policymakers who took time away from their busy schedules to engage with our staff at the various forums

at the country levels. In Kenya, we are particularly grateful for the contributions of the National Council for Population and Development, NCPD (National Treasury and Planning), the Directorate of Youth Affairs (Ministry of Public Service, Youth and Gender Affairs), and various other experts who participated in the forums. In Uganda, we appreciate the contributions of the National Population Council (NPC) and the Population Secretariat, the Minister of State for Gender, Labour and Social Development, and other key development actors.

Finally, we appreciate the efforts of all the staff at AFIDEP and the University of Southampton who worked tirelessly to engage with the different audiences in person and through online engagements, and prepared this research uptake report.

Executive Summary

The East African Regional Analysis of Youth Demographics study examined youth population dynamics, policies and other economic and natural challenges in Kenya, Rwanda, Tanzania and Uganda and the impact they can have on the socioeconomic transformation of a country. To enhance the impact of the study, an elaborate communications and research uptake strategy was implemented during and after the end of the study. A communication mix of print, audio-visual and online platforms were used as part of the efforts to engage key stakeholders. The research team, in collaboration with country-level experts, also engaged various stakeholders through both closed-door meetings and public forums.

Stakeholders

The primary stakeholders targeted for engagement were policymakers, the youth, the media, civil society and other development partners in Kenya, Rwanda, Tanzania and Uganda. We also engaged various actors at DFID at both the country offices and at the headquarters to ensure that the expectations for this project were addressed.

Activities

A study report, regional briefing note, and country briefing notes were published as the main medium to communicate the study findings. These are available in both printed copies and web versions. The latter are hosted at Government of United Kingdom website www.gov.uk and the AFIDEP website www.afidep.org. Launch events in the countries of the study done where the documents were disseminated to stakeholders. Overall, we shared about 500 copies of the study report; 200 copies of the EAC briefing note and 200 of each of the other country-specific briefing notes.

We conducted official public launch events in Kenya and Uganda while also engaging the DFID offices in Kenya, Uganda, Tanzania and Rwanda where we made presentations to programme staff and the country office leadership. We also used other public forum opportunities to disseminate the findings of the study including at the 2018 International Conference on Family planning in Kigali, Rwanda, the 8th Coordination Meeting of the Eastern Africa Reproductive Health Network (EARHN), Kigali, Rwanda, and the 2018 Network for African Parliamentary Committees of Health (NEAPACOH) Annual Meeting held in Kampala, Uganda.

We developed and used videos, infographics, photo-story, social media posts and slide-decks to create publicity and promote conversations on the study and the demographic dividend. A comprehensive social media engagement plan was

established to publish this content on online and social media platforms including Twitter, Facebook and Adobe Spark.

Messages sent from the AFIDEP Twitter account with the hashtags, #YouthFutureKE were seen by 27,300 people; and #YouthFutureUG by 5,500 people. Posts from the AFIDEP Facebook account reached 1473 people during the Kenya engagement forum and 351 people during the Uganda engagement forum. A photo-story hosted on Adobe Spark was shared on social media (Facebook and Twitter), email shares and the AFIDEP e-newsletter on 6 July 2018. On Twitter, the tweets were potentially seen by 3,106 people; and users engaged with the tweet 96 times, with a total of 22 retweets. On Facebook, it reached 200 people, with 2 shares. In total, the photo-story has been viewed 972 times on Adobe Spark.

During the national conversation on Kenya's 2018/19 budget, an AFIDEP researcher did a one-on-one live TV studio interview on KTN News Desk, which plugged in the study findings on the challenges facing youth in Kenya and what needs to be done to address these challenges, particularly policy and programme implications.

Impact

Our intention for this study to have impact within government circles on programming and investments in the youth will take time and we shall continue to engage stakeholders with our findings and recommendations beyond the life of this project. The communications and research uptake efforts undertaken in the dissemination phase of the study have set a good pace for further engagements not only with development agencies working in the population and development space, but also policymakers across Africa. The Directorate of Youth and the National Council for population and Development in Kenya, and the National Population Council in Uganda in particular, are very interested in partnering with us to ensure that the outcome of the study have policy impact at national and sub-national levels.

There is opportunity for further country-level analyses as expressed by countries such as South Sudan and Ethiopia. This is especially critical due to the fact that the heterogeneity of countries is a key factor in determining the policy and programme investments required to address the prevailing challenges facing youth, and harness a demographic dividend.

We are particularly pleased that the findings and recommendations of the study have had significant impact within the UK government and are being used to inform strategic direction and programming for DFID within Africa.

1.0. Introduction

The East African Regional Analysis of Youth Demographics study explored the socioeconomic implications of youth demographics in four countries in the East African Community (EAC), namely: Kenya, Rwanda, Tanzania and Uganda. The study evaluated how the changing characteristics of the youth population in the region affect access to and demand for basic and critical services including access to quality education, housing, healthcare, jobs, and urbanisation. Besides examining demographic trends, the study modelled policy implications and impacts on growth under various forecast scenarios for the region and for each of the four East African countries up to 2065.

During and following the completion of the study, various engagement activities were undertaken as captured in the table below. The research team in collaboration with country-level experts engaged various stakeholders through closed-door meetings and public forums. At these forums, the team discussed the results of the study and the policy implications

of the findings for the EAC and Sub-Saharan Africa (SSA) countries. In addition, the study team shared the findings at other regional development forums such as the 2018 International Conference on Family Planning (ICFP) in Kigali, Rwanda; the 8th Coordination Meeting of the Eastern Africa Reproductive Health Network (EARHN) in Kigali, Rwanda; the Technical Dialogue on Urban Resilience in Somalia, held in Nairobi, Kenya; and the Policy Dialogue on Youth, Violence and Development, in Addis Ababa, Ethiopia.

Research communication efforts were also carried out on online platforms. The subsequent sections of this report capture the critical emerging issues from both country and regional-level discussions on youth demographics and the implications for development in the EAC and SSA. In addition, we have provided social media analytics on the performance of multimedia products that we developed as part of the communications and research uptake strategy.

Table 1. Engagement products and activities

1.	Study report: East African Regional Analysis of Youth Demographics
2.	Briefing Notes: <ul style="list-style-type: none"> • Regional analysis of youth demographics – Kenya • Regional analysis of youth demographics – Rwanda • Regional analysis of youth demographics – Tanzania • Regional analysis of youth demographics – Uganda • Regional analysis of youth demographics – East African Community countries
3.	Multimedia products: <ul style="list-style-type: none"> • Photo-story • Infographics (including Twitter graphics) • Videos • Slide deck (unpacking the conceptual framework and implications of the demographic dividend on development)
4.	Media engagement: In-studio live TV discussion on KTN News Desk
5.	Engagement with DFID Representatives in Kenya, Rwanda, Tanzania, and Uganda, as well as DFID London
6.	Engagement with policymakers, youth, civil society and other development partners in Kenya, Rwanda, Tanzania and Uganda
7.	Engagement in global and regional forums, and international scientific conferences, with policymakers, development partners, researchers, youth, and civil society

2.0. Country and Regional-Level Engagements

Following the conclusion of the study, the team shared the findings in the four East African countries, Kenya, Rwanda, Tanzania and Uganda. In Kenya and Uganda, the engagement forums were a 2-step process that began with a closed-door engagement session at the UK DFID country offices, followed by a public event comprising of policymakers, development agencies, civil society, academia and youth representatives. However, in Rwanda and Tanzania, the engagement forums only took place at the UK DFID country offices due to unforeseen challenges in both countries.

2.1. Country Engagements

Engagement in Kenya

The Kenya national-level engagement forum was held on 20 June 2018 in Nairobi, presided over by the Director General, National Council for Population and Development (NCPD), Dr. Josephine Kibaru-Mbae. The Director, Youth Affairs, Kenya Ministry of Public Service, Youth and Gender Affairs, Mrs. Susan Njau, was also a key speaker.

One of the issues emerging from the discussions was how the demographic dividend framework(s) should incorporate religious and cultural factors, more so in conversations on family planning (particularly fertility decline) and comprehensive sexuality education (CSE) for adolescents and youth. One policymaker wondered why the issue of sexuality education is still eliciting a lot of resistance from religious groups and as parents, and yet, sexuality education was offered in traditional African societies. Development experts were challenged to revisit this issue particularly with regards to how the topic is framed for policymakers, parents, cultural and religious groups, and youth, among other key stakeholders. Key questions that experts should ask themselves are Why are we here? What went wrong? (For instance, the loss of traditional African values on upholding morality among adolescents and youth) and what should we do? Besides the controversy of CSE, policymakers noted that other cultural factors such as the naming system in most Kenyan cultures is a key driver of high fertility. This is seen in circumstances where married couples are expected to name their children after both maternal and paternal relatives from both parents' families. A deeper understanding of cultural norms should therefore help frame conversations on fertility decline and CSE in a more culturally acceptable manner.

Policymakers also called upon youth to take their place at the table of decision-making on matters relating to their development, as opposed to waiting to be invited to the table. For instance, there is an opportunity for youth to participate in the on-going review of the National Youth Policy.

Further, policymakers noted that a lot of investments have been made in Kenya, more so in family planning. However, the rate at which indicators are improving is too slow which makes it difficult for the country to achieve most of its development milestones. Overall, it is critical to note that government financing for family planning in Kenya has been inadequate for years and there has been overreliance on dwindling donor funds. These funds have reduced even further due to a shifting global

development financing landscape, and Kenya graduating into middle-income status. Further, the devolution process has created new bottlenecks leading to misdistribution and stock-outs of family planning commodities.

Besides family planning, there is need for development experts to think through what the level of understanding of the demographic dividend is among the masses. The advocacy efforts therefore need to use language that is easy to understand for non-technical audiences, and be clear on why the conversation matters, what action is needed, and by whom. The audience emphasised the need to simplify the demographic dividend concept further for non-technical players, to enable them to participate in demographic dividend conversations as partners and beneficiaries.

On matters relating to the economic empowerment of youth, the audience emphasised the importance of amplifying the involvement of youth in entrepreneurship and agribusiness. While the Kenyan government has made some significant investments in creating an enabling environment for youth to be entrepreneurs, there is need for the stakeholders involved to take stock of current efforts and identify any bottlenecks to progress and how these can be addressed. In instances where the investments have borne fruit, the beneficiaries of these investments need to become ambassadors and make entrepreneurship and agribusiness attractive and dignified job opportunities for youth. A lot of awareness creation also needs to take place in order to change the attitudes of youth, more so in moving them away from overreliance on white-collar jobs, particularly as employees as opposed to being employers. The audience also felt that there is need to breakdown the policy recommendations on entrepreneurship and agribusiness.

In terms of stakeholder inclusion, the audience emphasised the need for inclusion of the Council of Governors to ensure that the conversations on policy and programming on the demographic dividend at the national level are in sync with county-level conversations and development efforts.

Following the discussions, some of the key issues that the audience felt the presentation of the research findings had covered adequately as per their expectation are summarised in Appendix 1a. In addition, there were areas that the audience had hoped to gain from the discussions, but these were not covered, and are summarised in Appendix 1b.

Besides getting insights from those at the forum on their various perspectives regarding the demographic dividend, we were also keen on understanding how they shall use the findings in the various aspects of their work. This is summarised in Appendix 1c, while the audience's key take-a-ways are captured in Appendix 1d.

Forum with Directorate of Youth Affairs, Kenya

In Kenya, the team also presented the study findings at the Directorate of Youth Affairs (Ministry of Public Service, Youth and Gender Affairs) on 21 November 2018. The forum, which was hosted by the Director of Youth Affairs, Mrs. Susan Njau, was

a follow up to the national engagement forum held on 20 June 2018 in Nairobi. In the room were about 15 officers working in various capacities at the Directorate. Some of the key areas of discussion are captured in the subsequent segment.

With regards to Kenya's Total Fertility Rate (TFR), the audience was keen on knowing what had made Rwanda's TFR come down rapidly in comparison to Kenya, over the last decade or so. This was clarified by the explanation that Rwanda is a smaller country with a smaller population in comparison to Kenya, which has implications when both countries make similar investments in family planning. In addition, Rwanda is one of the countries at the forefront in addressing high birth rates, which has seen the country's TFR decline faster than its counterparts, with one of the key drivers being the country embracing community-based distribution of family planning commodities. Further, in Kenya, and in other countries whose TFR had declined steadily over the years and was showing promise, the community-based distribution of family planning was funded by donor agencies whose priorities have shifted over time. In turn, this has affected the availability of family planning commodities at the grassroots level, thereby slowing down fertility decline. The funding cuts notwithstanding, the Kenya government has been working to reposition family planning over the past decade. In order to improve progress, the audience agreed that there is need for emphasis on having a quality population, not just at national but also county levels. There is also need to identify mechanisms to deal with political rhetoric on the 'tyranny of numbers' (a belief that if members of a particular community give birth to many children, then they will increase their collective power to vote one of their own into office, in general elections), which has seen politicians encourage communities to have more children to increase the voting numbers for 'their people'. In addition, besides the perceived power of voting as bloc, population size is one of the factors in the revenue allocation formula under the devolution system.

Another emerging issue was how the government and other stakeholders can measure the level of investments needed (costing) and how to measure progress for the subsequent investments towards harnessing a demographic dividend. Kenya has a demographic dividend roadmap that will help the country have measurable intermediary and long-term indicators of progress. However, one of the immediate actions needed by the government is to set a baseline for where things are now in terms of investments and actions. There is also the need to set up a performance management system for the demographic dividend. The youth officers agreed that the Directorate of Youth Affairs needs to be part of the operationalisation of the demographic dividend roadmap, which is currently being spearheaded by the National Council for Population and Development (NCPD).

On the investments needed to improve the education and skills of Kenya's youth, the officers pointed to the existing discord between the Youth Directorate and learning institutions, more so universities and other institutions of higher learning. The officers pointed that universities are often not keen on creating linkages with government especially with regards to their research outputs. They were therefore keen on mechanisms through which

the existing gaps in collaboration can be addressed, more so in exploring ways through which research from these institutions can inform the Directorate's policy and programme priorities. The team agreed that it is critical to harness synergies between academia, government officials, and other stakeholders working on youth programmes. To bridge this gap, the Directorate of Youth Affairs will establish platforms to engage with academia and other think tanks, to ensure that these players have a good understanding of the policy and programme priorities of the Directorate.

Further, it is critical to work on reforming the attitudes of youth and improving their readiness for the job market. The officers emphasised the need to bring parents on board (in addition to teachers) to ensure youth attitudes are well-shaped from a tender age, with emphasis on the reality that learning is not only about getting good grades, but excelling across various facets throughout the life course. Parents' obsession with passing exams also needs to be addressed.

In order to move the demographic dividend agenda forward, there is also need for specialist professionals such as economists at the table, as well as experts from all other critical sectors aligning with the pillars of the demographic dividend. This will allow for the costing of specific programmes aligning with the demographic dividend pillars, as has been done with the family planning programme in Kenya.

Disjointed implementation of youth programmes is another challenge hindering progress of youth development. The Directorate has recognised this problem and is working on a youth programmes coordination framework as part of the ongoing National Youth Policy review. The Directorate will also work on institutionalising the Youth Development Index as one of the key investments towards reforming youth programming in Kenya. Further, the African Union Demographic Dividend Roadmap launched in 2017 was published in order to guide country-level investments on the demographic dividend. This roadmap is an opportunity for countries to reflect on why they are not making progress on certain key elements of development (pillars). For instance, is the Directorate of Youth Affairs getting enough budgetary allocations to undertake relevant programme actions that align with the demographic dividend roadmap? To bridge the funding gaps, the Directorate needs to take the lead in getting funding for demographic dividend investments. The Directorate therefore needs to work closely with NCPD, which is under the National Treasury and Planning, and create linkages with the Budget and Appropriations Committee of Parliament.

There was consensus that Kenyan policy and lawmakers are often very effective in planning, but perform dismally when it comes to the implementation of laws, policies and programmes. There is also poor monitoring and documentation of lessons learned, which contributes to the repeat of mistakes in implementation and formulation of future policies and programmes. With regards to the demographic dividend roadmap, the youth officers were cautious of the fact that this has no budgetary allocation yet and wondered at what point this was going to be interfaced with the national budget. The

lack of an implementation framework also casts doubt on how various stakeholders will know where we are now as a country. To address some of these issues, the NCPD is planning on convening a stakeholders' meeting to pick up the momentum on moving the demographic dividend roadmap forward. It is critical that the Directorate is part of these discussions.

Some of the officers' additional reflections included the need for AFIDEP and other experts to continue reaching out to critical decision-makers such as parliamentarians in order to stimulate a paradigm shift in how they view their participation in the development of Kenyans at national level. Some indicated that they look forward to working with AFIDEP in taking the demographic dividend agenda forward, and are very happy with the initiative to empower the Kenyan youth to be productive.

Further, the officers expressed that there is real need for capacity building of youth officers at the Directorate on evidence-based research on youth issues, that will guide policy and programming as most of the research is currently academically oriented with little linkage with real world challenges. They were curious to know if there are mechanisms through which development stakeholders can support the Directorate to conduct research. Other individual reflections by the officers are captured in Appendix 2a, 2b, 2c and 2d.

Engagement in Uganda

We shared the findings of the study at a national forum on 13 July 2018 in Kampala, Uganda. The forum was convened by the National Population Council (NPC) and AFIDEP, and presided over by Hon. Florence Nakiwala Kiyingi, the Uganda Minister of State for Gender, Labour and Social Development (Youth and Children Affairs). The audience (56 people in total) comprised a mix of policymakers, youth development experts, population researchers, policy analysts and economists. We also shared the findings at the UK DFID Uganda offices and some of the key issues emerging from both forums are captured in the sections below.

During the meeting convened by the NPC, participants were concerned that despite a favourable policy climate, Uganda significantly lagged behind Kenya and Rwanda on fertility decline. As a result, Uganda's rapid population growth was contributing to entrenched poverty with many young people remaining unemployed.

From the UK DFID Uganda country office point of view, the study findings were going to inform the setting of their country programme priorities. For instance, the team pointed out that agribusiness is a major entry point for addressing youth unemployment. The country office is also very interested in the implications of population dynamics on urbanisation. Officers from the DFID country office were interested in how all the challenges raised by the study could be adequately addressed within the context of limited resources. The individual audience reflections on the engagements are captured in Appendix 3a, 3b, 3c and 3d.

Engagement in Tanzania

Owing to unforeseen challenges, we did not have a national engagement forum in Tanzania as planned. We had anticipated to have a research engagement forum where this study and other work undertaken by the World Bank and Pathfinder Tanzania would jointly be launched during a Demographic Dividend Partners Working Group event. However, this meeting did not materialise in time although our study findings have been shared with members of the working group.

Instead, we only discussed the findings at the UK DFID Tanzania offices attended by the Country Representative and senior programme officers as well as partners from Pathfinder International and the University of Dar-es-Salaam. One of the interesting questions arising was how temporary the youth bulge is and the implications for the demographic dividend. It was explained that theoretically, the period during which there is a significant bulge in the working ages also referred to as the 'window of opportunity' can last between 40 and 50 years. However, what is more critical is to ensure that investments in human capital in Tanzania are made now for it to maximise the opportunity for accelerated development when the age-structure is shifts.

The audience also wanted clarification on the cost of investments to achieve the accelerated model, which appears to have several benefits towards the socio-economic transformation of Tanzania.

A question also arose from the *DemDiv* modelling results, which appeared to show that Tanzania's per capita GDP was higher than Kenya's at baseline, and yet currently the reverse is true. It was clarified that the data used in the scenario modelling for Kenya dated back to 2010 prior to the rebasing of Kenya's economy that saw it transitioned into a lower-middle-income country. The audience was also in agreement that countries need to move beyond using GDP as the absolute measure for development.

The conversation on how to transition from a youth bulge to a demographic dividend also focused on the extent to which development stakeholders including policymakers, understand the linkages between the various investments across different pillars. These investment areas are linked and should not be looked at in isolation. For instance, it is critical for stakeholders to understand governance and accountability and the variables therein, as this would unlock most of the barriers to progress.

Further, the team also wanted to know which of these investment areas are 'must-haves'. The team emphasised that it is critical to think of phased investments as it unrealistic for all the investments to be made simultaneously, especially in the face of limited resources. This is a challenge to all development stakeholders to identify how they can contribute to the various investments needed.

With regards to the youth bulge to the demographic dividend conversation, the audience noted that the component on environmental stewardship is not very clear in the modelling. The AFIDEP team clarified that we did not get into the environmental elements in the analysis. However, there is an opportunity to

further develop these key linkages between population and the environment.

The discussion on Tanzania's decline in TFR elicited questions on how it was possible to project rapid decline and yet Tanzania's TFR has not changed much for the past 20-30 years. This was explained by the fact that in the projections, the analysis increased school participation, lowered mortality rate, and increased contraceptive uptake in the accelerated model.

A key issue of concern was the rhetoric coming from the top leadership in the country that is hostile to family planning and other critical investments in adolescent sexual and reproductive health (and especially for teenage girls). Bearing this in mind, is the projected population of Tanzania considering the current challenges, for instance, the fact that schooling years are much lower than expected from the projections? This concern was clarified by a note that even with the accelerated model, the country must make huge investments, as the current population momentum is very high.

The DFID team was curious to know what the government's reaction to the evidence emerging from the study supported by Pathfinder International and AFIDEP in 2017 and whose results are also incorporated in this report has been, and especially since there is an urgent need to act now. One of the partners present from Pathfinder International indicated that the government has in fact taken ownership of the findings as they were involved in the study process, and plans are currently underway for a national-level forum to share the study results.

In addition, there are on-going efforts by Pathfinder and its partners in the Tanzania Demographic Dividend Working Group to engage the government on the specific details of the findings and hopefully the policy recommendations will be taken up fully. Currently, there are plans to pilot some of the recommendations. It also emerged that there is a demographic dividend focal person in the Ministry of Finance and Planning, and this has strengthened the government's buy-in of the findings. In addition, the Minister for Finance and Planning has appended his signature on the study report, an indication of the buy-in. There also exists a population unit within the Ministry, whose mandate is to lead the coordination of population issues in the country. This provides a good launch pad for the successful integration of some of the study's policy recommendations in government policy and programming. The Ministry of Finance and Planning is the custodian of all government policies across sectors and is the chair of the budgeting and technical committee within government, therefore the perfect custodian of the demographic dividend agenda as it has a cross-sectoral mandate. Further, the government has requested for a demographic dividend roadmap to guide the implementation of programmes, and work on this is underway. Tanzania Parliamentarians have also requested for the study report to inform the budgeting and planning for the next financial year.

In order to strengthen the buy-in and for the demographic dividend agenda to succeed, the team pointed out that cross-sectoral collaboration is needed, in addition to high-level ownership. Other key development stakeholders in Tanzania are already exploring mechanisms on communicating the

demographic dividend with other government ministries, youth and other technical audiences, and a communications strategy is under development. The audience's individual reflections from the discussions are captured in Appendix 4a, 4b and 4c.

Engagement in Rwanda

The engagement in Rwanda took place on 21 November 2018 at the UK DFID Rwanda offices. Those in attendance included the UK DFID Country Representative and senior staff from across the programme areas. Most participants reported that the presentation was very useful because it clarified their understanding of the demographic dividend concept. They indicated that they had been hearing about the concept in passing, but were not well informed about it, and therefore this accorded them an opportunity to learn about the demographic dividend.

The understanding of the fact that given Rwanda's current population momentum, its population would at least double in size by 2050/60 even if fertility continued to decline to replacement level (2 children per woman) was quite impactful for the audience. Rwanda is already one of the most densely populated countries in SSA.

The question of how to avoid the challenge of an aging population was raised. Experts explained that all countries will have to deal with an aging population at some point of the demographic transition and the key thing is how to prepare for it. This is a challenge that African countries should manage to deal with in the future if they learn from the experiences of countries facing this challenge today. The plenary discussed how early decent employment with a savings culture and innovation have supported countries such as Japan to survive an aging population crisis. It was noted that Africa needs to start planning now for population aging as there is a real danger that without robust social safety-nets, the aged in Africa will suffer a considerable decline in their standards of living. Japan, for instance, has a very robust welfare system financed by mandatory insurance premiums drawn from all citizens above the age of 40. In addition to this, Japan's older generation has accrued savings from the period when they were actively working and contributing to the economy. In this case, despite being aged, this population does not present a dependency burden as acute as that of a very large young population. In the EAC (Kenya, Rwanda, Tanzania and Uganda) where high unemployment and underemployment rates for the youth is a major issue, their low capabilities to save and allocations for social welfare for the future should concern governments. These governments therefore need to take urgent action to ensure that the current youthful population can take care of its needs today and in the future.

The effect of real-world events in the EAC countries on the advancement of the demographic dividend agenda and its associated interventions was also discussed. Good examples of these sorts of events were Tanzania's President's controversial stance on family planning and on the reproductive health of women in the country, in general; and the Kenya government's recent ban on the provision of abortion services by Marie Stopes. Reflecting on these events, the audience concluded that one way or another, the success of the demographic dividend agenda and

of the interventions needed to make it a reality is highly dependent on government buy-in and cooperation. Further, the evidence exists on how development partners can communicate better and package their messages more effectively to create goodwill in working with African governments.

With regards to development partners, discussions touched on the need to follow up on the immediate actions recommended in the study report. Some of the priorities include the need to cost interventions as a means of providing more effective options for governments in development planning. There is also need to provide a good basis for monitoring and evaluation of interventions based on cost and impact. Development partners were further urged to increase the emphasis on countries having a quality population as opposed to simply improving access to family planning commodities. These aspects need to come out clearly in the messaging and carrying out interventions in the pursuit of achieving the demographic dividend in the region.

2.2. International and Regional Engagements

International Conference on Family Planning (ICFP) 2018 in Kigali, Rwanda

Study results were presented at the International Conference on Family Planning (ICFP) 2018 in Kigali from 12 to 15 November 2018. The theme of the session in which the presentation was made was "Returns on investment in family planning and the demographic dividend". The main question the presentation was responding to was: Given the pace of fertility decline in the East African countries, what are the implications of expected changes in youth demographics on the prospects of the demographic dividend, and the short, medium, and long-term projected needs for basic yet critical social services?

About 30 participants attended the session and they lauded the study's attempts to forecast future needs for basic social services. Some critical aspects that were raised included: how similar analysis could be extended to sub-national level given the obvious heterogeneity in outcomes in African countries; how to strengthen collection and availability of data in SSA on population and development, and particularly to address rapid urbanisation; and, how to leverage communication to repackage scientific evidence for use by policymakers.

The 8th Coordination Meeting of the Eastern Africa Reproductive Health Network (EARHN), Kigali, Rwanda

Study results were presented to members of the EARHN during its 8th Coordination meeting held in Kigali, Rwanda between 17 and 18 July 2018. EARHN is a South-South Advocacy Network that was formed in 1996 and includes Kenya, Tanzania, Uganda, Burundi, Rwanda, Ethiopia and South Sudan. More than 50 technical personnel from respective network states attended the meeting. The participants were drawn from units responsible for reproductive health in ministries of health, ministries or departments for national planning, and representatives of civil society organisations (CSOs) involved in reproductive health/family planning, maternal and child health programmes. Rwanda's Minister of Health, Dr. Diane Gashumba, presided over the meeting as the chief guest.

The presentation from our study was a welcome break from the narrow focus of the meeting on reproductive health. In particular, a delegate from South Sudan noted that it was crucial for such analyses to be conducted in South Sudan as there is a dearth of evidence of the grave implications of the very high fertility rates in the country. The delegates from Ethiopia also felt it was important for their country to conduct similar analyses.

Delegates were of the opinion that child marriages and child pregnancies were at the heart of the relative stall in fertility decline among teenagers in the region and that there was a critical need to get the governments to act to halt both child marriages and teenage pregnancies.

Participants felt there was need to make investments in developing the human capital and particularly the education and skills-set of youth, which are currently not aligned with the market needs. In addition, countries in the region need to do more to diversify their economies and grow the manufacturing and agribusiness sectors.

During this session, some of the policymakers present also pointed out that experts should do more to highlight the cost of inaction in investing in their populations. They further noted that the long-term impacts of not investing in the population failed to elicit immediate action by policymakers who view these problems as being beyond the horizon of their work or term in office. The effect of aging populations and how to manage it was also raised at this meeting.

Technical Dialogue on Urban Resilience in Somalia, Nairobi

AFIDEP presented the study findings at a forum convened by the UK DFID Somalia office, between 26 and 27 June 2018 in Nairobi, Kenya. The forum brought together researchers, government officials and various Somali stakeholders to a practitioner-level discussion on urbanisation in Somalia. The discussions sought to get perspectives from the ground, share experiences and exchange information on how technical experts can collectively work towards improving urban resilience in Somalia as its cities continue to grow.

Somalia has the highest rates of urbanisation in the world, and as the rural population continues to migrate to the cities, Somalia faces varying and dire pressures regarding sufficient services and infrastructure. Tensions over land and representation and the impacts of increasing urban internally displaced persons (IDP) populations also add to the demands and challenges that stem from rapid urbanisation.

In our discussions on the study findings, we spoke on the 'youth bulge', employment and policy implications for the region. This included a focus on the fact that 67 percent of 14-29-year-olds in Somalia are unemployed and face unique vulnerabilities due to lack of skills, linkages to labour markets, and displacement. We emphasised education, family planning, good governance, economic reforms and job creation, as some of the priority investment areas that are key to managing population dynamics and converting this into opportunity for development. Urbanisation in Somalia offers important opportunities for economic and social development given the fact that there is an enabling environment for innovation and job creation.

Network for African Parliamentary Committees of Health (NEAPACOH) Annual Meeting, 2018

We presented study findings at the 10th Annual NEAPACOH meeting on 30 October 2018. This was a follow-up to a presentation we made on the study at its mid-point phase to the network's members in December 2017. NEAPACOH consists of Members of Parliament (MPs) who serve on parliamentary health committees from across the continent, and other selected stakeholders in health, population and development. The main convenor of the meeting is Partners in Population and Development, Africa Regional office (PPD-ARO). The theme for the meeting this year was *"Building the capacity of African policymakers for reproductive health and family planning: Challenges and opportunities for parliaments to enhance reproductive health and family planning"*. The Speaker of the Parliament of Uganda, Hon. Rebecca Kadaga presided over the opening of the meeting.

For AFIDEP, reaching out to parliamentarians with credible research evidence in a compelling manner is a practical way to place such evidence within decision-making spaces. We were therefore glad to present the research findings at this forum and engage with the MPs on the implications of rapid population growth in most of Africa. We also discussed the different needs of different countries, for instance, pointing out the lower fertility status of Botswana compared to Uganda, but the dire need to address youth unemployment in the former compared to Uganda where investing to reduce fertility and addressing youth unemployment/underemployment are both very urgent needs at this point.

Engagement with DFID Research Advisory Group

On 8 March 2018, AFIDEP presented the study findings to the UK DFID Research Advisory Group in London, United Kingdom. Following this presentation, DFID's Chief Scientific Adviser indicated that DFID would be looking at population more closely as they prepared their Africa Strategy. Subsequently, DFID has included population in their new Africa Strategy and they are looking to strengthen their competencies in this field. The UK DFID has also used the slide deck that we produced as part of the study's communication and evidence uptake. The Chief Scientific Adviser also used our presentation slides on the demographic dividend to explain the importance of demography to a wider departmental audience.

In Kenya, we have also had further discussions with the Human and Social Development team to better understand the population and development landscape within the context of the demographic dividend both in Kenya and regionally. We hope to continue the engagements into 2019.

Policy Dialogue on Youth, Violence and Development

AFIDEP presented the study findings at the *Policy dialogue on youth, violence and development*, in Addis Ababa, Ethiopia held between 6 and 7 November 2017. The dialogue was hosted by the International Development Research Centre (IDRC) and the United Nations Development Programme (UNDP). The objective of the dialogue was to develop and strengthen a research agenda that encourages collaborative work as well as informs evidence-informed policies that address the challenges facing

young people in Africa. AFIDEP shared the findings at a talk-show that deliberated the youth perspectives on the socio-economic dimensions, costs and consequences of violence. Following the session, participants identified actions and challenges facing youths in socio-economic policy and programming spaces. There was emphasis on the need for inclusion of youths in development processes, peace building and violence prevention.

In addition, the study findings were part of broader discussions on youth wellbeing in Africa including Canada's priorities for Africa on youth, gender, and inclusive development, and the African Union's priorities on youth, more so with reference to the 2017 African Union theme, *Harnessing the Demographic Dividend through Investments in Youth*.

2.3. Social Media Engagement

As part of the communications and evidence uptake strategy, there was a comprehensive social media engagement plan, which saw the sharing of the various communication products on social media platforms, particularly, Twitter, Facebook and Adobe Spark. We produced 1 photo-story, [17] infographics, [35] twitter graphics, and [3] videos.

The performance of the different conversations (coded as hashtags) alongside the communication products is captured below, with analytics captured from Sprout Social software.

#YouthFutureKE

Twitter

Overall, the hashtag was **mentioned** in tweets, retweets, retweets with comments and replies) a total of **555 times**. From our account, we sent out **44 tweets** using the hashtag. Tweets from our account had **22 links** to infographics, pages on our website (the report and Kenya brief), video content and the photo-story. These links were accessed a total of **89 times**. Messages sent from the AFIDEP account with the hashtag were seen by **27,300 people** on Twitter.

These tweets were engaged with (i.e. tweets, retweets, retweets with comments, replies and likes) **825 times**. On average, the tweets were engaged with **19 times** per tweet. Of the people that engaged with these tweets, **20 percent** of them were new contacts (people that were not following the AFIDEP Twitter account before).

Facebook

Overall, we sent out **3 posts** from the AFIDEP Facebook account, and these were engaged with **50 times** through likes, comments and shares. That's an average of **17 times per post**. The clicks on these posts were accessed **12 times**. The posts from the AFIDEP account potentially reached **1473 people**.

#YouthFutureUG

Twitter

Overall, the hashtag was mentioned **135 times in total**. From the AFIDEP account, **15 tweets** were sent mentioning the hashtag. Tweets from our account had **9 links** to infographics, and pages on our website (the report and Uganda brief). These links were accessed a total of **6 times**. Messages sent from the AFIDEP account with the hashtag were potentially seen by **5,500 people**

on Twitter.

These tweets were engaged with (i.e. tweets, retweets, retweets with comments, replies and likes) **246 times**. On average, the tweets were engaged with **16 times per tweet**.

Facebook

Two posts were posted from the AFIDEP Facebook account with the hashtag **#YouthFutureUG**. These posts were engaged with **21 times** through likes, comments and shares. The posts from this account reached **351 people**.



YOUTH DEMOGRAPHICS IN THE EAST AFRICAN COMMUNITY

A LENS ON KENYA

Photo-story

The team produced a photo-story by interviewing youth in Kenya ranging from 19 to 35 years on issues affecting their lives, based on the various thematic areas of the study. The objective was to relate the study's findings to the lived experiences of real people. While we did not manage to produce similar stories in Rwanda, Tanzania and Uganda due to budgetary limitations, we used this photo-story to tell a story of the typical challenges facing youth in the focus EAC countries.

This product received a lot of accolades from the DFID Kenya team for its innovative nature and also performed very well on social media. The photo-story was shared on social media (Facebook and Twitter) and through email shares and the institutional e-newsletter on 6 July 2018. On Twitter, the tweet was potentially seen by **3,106 people**; and users engaged with the tweet **96 times**, with a total of **22 retweets**. On Facebook, it reached **200 people**, with **2 shares**. The social media link to the [Adobe Spark](#) page where the photo-story is hosted has been clicked on **229 times**. In total, the photo-story has been viewed

972 times.

2.4. Media Engagement

During the national conversation on Kenya's 2018/19 budget, one of the researchers did a one-on-one live TV studio interview on [KTN News Desk](#), which plugged in the study findings on the challenges facing youth in Kenya and what needs to be done to address these challenges, particularly policy and programme implications. This discussion emphasised the



2.5. Publications Sharing

Besides distribution via social media platforms, we also shared print versions of the study report, EAC and country-specific briefing notes at the national and regional-level engagement forums in all four countries. Overall, we shared about 500 copies of the study report; 200 copies of the EAC briefing note and 200 of each of the other country-specific briefing notes. We have also continued to share these documents with our partners at other critical forums

such as the strategy review workshop of the Kenya Parliamentary Network for Population and Development. Additional copies are at the NCPD headquarters in Nairobi. We also shared additional copies with the Directorate of Youth Affairs in Kenya, for distribution to other officers who did not attend the forum discussed in this report.

3.0. What Difference Did We Make? Impact and Lessons Learned

3.1 Shaping DFID's Africa Strategy and Expanding its Thinking on Africa's Development

As noted above, the results of this study and the subsequent discussions with the DFID experts both in London and in the EAC countries have informed DFID's new Strategy for Africa. Specifically, interim study reports informed discussion at a DFID Heads of Mission meeting in November 2017, where ambassadors and senior civil servants began to develop key strands of the Africa Strategy. Earlier versions of this strategy began to shape a strand of work around family planning, but this research was able to inform the discussion and shift the focus to demography and preparing for a demographic transition. The current Africa Strategy now includes five focal areas, of which one is demography.

The study results have also been used by DFID country offices to develop 'Country Development Diagnostics'. These set out the scope of development challenges and opportunities for DFID in each country DFID works in. The results provided a useful set of forecasts that captured changes in demand for services, urbanisation, jobs and education over the next 50 years, along with a set of policy recommendations and areas of focus to move countries toward a framework to capitalise on the demographic dividend. These forecasts were used to help deliver the Country Development Diagnostics.

Overall, the research has shaped the way key DFID advisers on key areas of policy and senior leadership think about their approach to development by providing the framework for a demographic dividend as a confluence of existing areas of development. The research has built a foundation for DFID's thinking on the demographic dividend, and shifted DFID from a narrow focus on family planning to a more holistic view of demographic change and transition as a combination of thematic areas.

3.2 Increased Awareness and Understanding of the Demographic Dividend Among a Wide Range of Stakeholders

The public engagement forums that involved policymakers, youth, civil society, academia, among others, increased awareness and understanding of the demographic dividend among these stakeholders. In addition, the rich discussions at the forums pointed to areas where key actors still need more evidence in helping them apply the study results in their work, ranging from making policy and programme choices to advocating for youth issues within development processes. Specifically, our engagement with youth on the study results did not only enhance their understanding of the demographic dividend concept, but also stimulated interest in their role in their countries' efforts to harness demographic dividends. As demonstrated in the feedback from the public engagements, there is still a lot of ground that needs to be covered with the various stakeholders in not only enhancing their understanding of

the demographic dividend, but also supporting them in applying the demographic dividend evidence in their decision-making, advocacy, and other development work.

In addition, we are also learning or using the findings from this study to inform our own work. For example, the study and the engagements have given us clarity on which areas we need focus in order to support the African governments that are currently struggling to develop and operationalise their demographic dividend roadmaps/strategies. Some of the issues we are beginning to focus on include cost-benefit analyses to inform programming, policy prioritisation capacity, implementation, and capacity to conduct research.

We also intend to pursue impact beyond the life of the project such as engagements with the Directorate of Youth Affairs to inform the on-going National Youth Policy review and the Directorate's policy and programme priorities.

3.3 Bringing New, Critical Actors on Board in Efforts to Harness DD in Kenya

In Kenya, our engagements brought on board critical actors in harnessing DD that had not been hitherto centrally involved in these efforts. Specifically, the Directorate of Youth Affairs (in the Ministry of Public Service, Youth, and Gender Affairs), which had not been effectively involved in the country's ongoing efforts to harness a sizeable DD, has improved its appreciation of the DD concept and is now committed to being fully involved in Kenya's efforts to harness the DD. From our engagement with senior officials in the Directorate (as reported above), many reported an increased understanding of the DD concept following our engagement, and expressed the need for them to fully participate in the country's efforts to harness DD in collaboration with other government agencies and development partners.

Another important group of actors was youth, whom through our various engagement efforts, developed a better understanding of DD and were keen and motivated to play a bigger role in the country's efforts to harness DD given that they (youth) are a key focus of these efforts.

3.4 Lessons Learned

Importance of investing in engagement efforts for research uptake

From the onset, the design of this study prioritised engagement efforts to enable the involvement of the envisaged users of the evidence throughout the research process. We therefore outlined a comprehensive communications and research uptake strategy (Appendix 5). The budgetary resource for enabling sustained engagement of policymakers throughout all phases of the study was however reduced considerably, which meant that government policymakers within the four study countries were only engaged at the end of the study, once the results were published. This reduced the chances of uptake of the research results, and explains why the engagement efforts did not result in specific use

of the results by the four EAC governments.

However, the minimal investments in engagement efforts that facilitated, among others, targeted discussions of study results with relevant DFID experts, as well as the packaging and sharing of the results with a wide range of audiences including policymakers within the study countries and regional forums, greatly contributed to the impact realised. These investments also enabled the production and circulation of innovative products such as photo-stories, infographics, and videos, which created and sustained a powerful dialogue around demography in the sub-region region and beyond. We also leveraged on media opportunities such as Kenya's 2018/2019 national budget conversation to discuss the importance of budgeting and planning for youth development.

Aligning research with planning cycles enhances its uptake

This research coincided with development of the UK government's Africa Strategy, which sets out key focus areas for the UK government's approach to foreign policy and development policy in Africa. This provided a huge opportunity for the study's results to inform decisions made during this planning cycle. Although this study was not planned to happen at the same time as this planning cycle, this coincidence greatly facilitated the use of the study's results. Timing of research is a well-documented barrier or facilitator of uptake depending on whether the research comes at the time when policymakers need it or not (Oliver et al 2014). This points out the importance of aligning research with planning cycles in order to enhance its uptake in the decisions made during these planning periods.

4.0. Conclusion

The communications and research uptake efforts undertaken in the dissemination phase of the study have set a good pace for further engagements not only with development agencies working in the population and development space, but also policymakers across Africa. The initial discussions held in countries such as Kenya show a lot of promise and the team will be following up on these new opportunities for engagement. An immediate action is following up on involvement in the review of the National Youth Policy in Kenya. In Tanzania, the team is also keen on following up the existing partnerships that country-level partners such as Pathfinder International and the University of Dar-es-Salaam have established with the Ministry of Finance and Planning.

With regards to financing for further country-level analyses as expressed by countries such as South Sudan and Ethiopia, the team will explore current and new opportunities to expand the work. This is especially critical due to the fact that the heterogeneity of countries is a key factor in determining the policy

and programme investments required to address the prevailing challenges facing youth, and harness a demographic dividend.

In order to strengthen conversations on the demographic dividend at national, regional and global levels, we shall continue to share the study findings at national, regional and global development forums even as we explore opportunities to undertake similar studies in other African countries. In these efforts, we are also keen on strengthening communication and research uptake innovations so as to spread the impact of the findings beyond physical boundaries. We shall strengthen our engagements with media practitioners to ensure that the messaging and framing of key issues gets onto national development conversations so as to reach key target audiences. In these efforts, we shall also enhance the simplification of messages on the demographic dividend to reach wider non-technical audiences.

References

Oliver, K., Innvar, S., Lorenc, T., Woodman, J., & Thomas, J. (2014) A systematic review of barriers to and facilitators of the use of evidence by policymakers, *BMC Health Services Research*, 14:2.

Appendices

Appendix 1: Audience Reflections from the National-level Engagement Forum in Kenya

Appendix 1a: Issues covered in the study findings discussions that answered questions the audience had prior to the forum (Kenya)

1. What the demographic dividend is all about and what governments and other key stakeholders (such as development partners) must do in order to harness the benefits of a demographic dividend. The actions required were described as 'practical'.
2. The study focused on socio-economics and therefore contributed to an area that is hardly covered in development conversations.
3. Integration and role of environmental stewardship in the demographic dividend equation.
4. How to deal with challenges inhibiting Kenya's development such as youth unemployment through economic empowerment, by investing in youth entrepreneurship, and investing in agribusiness.
5. What roles different sectors play for a country to harness a demographic dividend.
6. What the challenges and opportunities for Kenya's youthful population are as the country seeks to achieve its medium and long-term development goals.

Appendix 1b: Questions the audience had prior to the forum that were not covered adequately in the discussions (Kenya)

1. How young people (especially those in the rural areas) are going to benefit from the demographic dividend apart from the 'basic goals' of the potentially harnessed demographic dividend as presented in the report.
2. What is the role of social and cultural norms in the use and access of family planning.
3. The impact of socio-cultural issues on demographics; including the involvement of cultural/religious bodies in discussions on the demographic dividend.
4. Research evidence on youth's contribution to job creation in Kenya; there is need for more statistics on the youth in economic sector.
5. Household/individual contributions to the demographic dividend.
6. The role of parliament and legislation in the process of harnessing the demographic dividend.
7. How to deal with youth underemployment.
8. What the appropriate age group is to focus on when addressing youth issues in the context of the demographic dividend.
9. What the proposed interventions for youth themselves are, so they can contribute to harnessing the demographic dividend.
10. Specific recommendations to get the demographic dividend agenda into Kenya's MTPIII for Vision 2030.
11. How the top leadership in Kenya is promoting the demographic dividend agenda.
12. Why some countries don't benefit from the demographic dividend even when they have a larger youth population in comparison to dependents (youth bulge).
13. How to convince local communities on the value of an economic dividend.

Appendix 1c: Audience's intended use of the study findings (Kenya)

Profession	Intended use of study findings
Student	<ul style="list-style-type: none"> • Act as a demographic dividend ambassador to fellow young people.
Researcher	<ul style="list-style-type: none"> • Use findings in research questions of future projects and ongoing youth/adolescents work. • To further the research agenda on youth • Build on the findings and advance further research on the demographic dividend.
Youth development expert	<ul style="list-style-type: none"> • Feed the findings into institutional work as these are part and parcel of what is expected of the institution to deliver on its mandate. • For the promotion of youth in business. • Share with colleagues at work; use findings/knowledge in my further studies.
Population scientist (Demographer)	<ul style="list-style-type: none"> • Mainly for advocacy and teaching.
Policy analyst/researcher	<ul style="list-style-type: none"> • As a source of evidence on decision-making targeting the youth in Kenya, and for personal enrichment.
Advocacy expert	<ul style="list-style-type: none"> • Public mobilisation on youth issues. • Advocacy on youth issues at the sub-national level (county) and through the media.
Learning and curriculum expert	<ul style="list-style-type: none"> • To influence youth policy
Management consultant	<ul style="list-style-type: none"> • Keep talking about the demographic dividend with different groups

Appendix 2: Audience Reflections from the Forum at the Kenya Directorate of Youth Affairs

Appendix 2a: Issues covered in the study findings discussions that answered questions the audience had prior to the forum (Kenya Directorate of Youth Affairs)
<ol style="list-style-type: none"> 1. The identification of priority areas of investment for youth development which are critical for both advocacy and youth interventions. 2. The explanations enhanced understanding of what the demographic dividend means; as a country, Kenya does not have a youth bulge yet and a lot of investment is needed to harness a demographic dividend. 3. Implications of the current youth demographics for the future of Kenya's development. 4. Inconsistency in the coordination on issues affecting Kenyan youth. 5. The trend in population growth in relation to the youth; how the youth will contribute to the future population of the country and what needs to be done. 6. What a demographic dividend is and how Kenya can take advantage. 7. Ways through which the Directorate can support youth development. 8. Trends in birth rates across the East African Countries.

Appendix 2b: Questions the audience had prior to the forum that were not covered adequately in the discussions (Kenya Directorate of Youth Affairs)

1. There is need to undertake a survey to get primary data (as opposed to using projections) in order to provide accurate recommendations.
2. How to resource for the implementation of the demographic dividend.
3. How the demographic dividend is linked to the Medium Term Plan III (MTP III) for Vision 2030.
4. How the potential of youth in urban areas compares to that of rural youth.
5. How different counties compare in terms of their rate of development.
6. There is need for a baseline to identify the current levels of investments towards harnessing the potential of youth, so this can inform the interventions required.

Appendix 2c: Audience's intended use of the study findings (Kenya Directorate of Youth Affairs)

1. Improve the Directorate's approach to youth empowerment.
2. Advocacy for youth inclusion in development conversations and resource allocation for youth programmes.
3. To emphasise on health, education and skills development and entrepreneurship for youth, in order to secure the future of Kenya's economic development.
4. Create awareness among other stakeholders working on youth issues.
5. Encourage youth to acquire skills that would enable them to be self-employed.
6. Development of youth policies and programmes.
7. Advocacy on investments in programmes and policies that can help Kenya to acquire a youth bulge and sustain the benefits.
8. Advocacy on investments in youth skills development in Technical and Vocational Education and Training (TVET) and particularly for those who are not in employment, education or training (NEET) such as street child children and/or youth.

Appendix 2d: Audience's key take-a-ways (Kenya Directorate of Youth Affairs)

1. Kenya is a high child-dependency nation and strategic investments are required to bring down the birth rates fast.
2. There is need to plan for Kenya's future accordingly.
3. The future implications of the changing population in Kenya and the interventions required to avert negative consequences.
4. In the coming years the Kenyan population will be growing tremendously and therefore heavy investments are required in health, education and skills development, among other areas.
5. The government must take up responsibility to develop the skills of Kenyan youth.
6. There is great value in the government embracing a culture of evidence-informed decision-making.
7. If the youth are well-developed and empowered, they will drive the economy of Kenya. Therefore, there is need for all stakeholders in development to be informed about the importance of the demographic dividend.
8. The need for proper coordination within the youth ecosystem is extremely important for purposes of measuring progress.
9. The role of the government in the demographic dividend roadmap.
10. There is great value in documenting such study findings and sharing them further with policymakers so they can craft ways to implement the policy recommendation.

Appendix 3: Audience Reflections from the National-level Engagement Forum in Uganda

Appendix 3a: Issues covered in the study findings discussions that answered questions the audience had prior to the forum (Uganda)

1. How to create enabling environment for the private sector as the country seeks to achieve a demographic dividend.
2. Happy with the models.
3. How to change the wide base/narrow top pyramid (high child dependency burden population structure) by taking advantage of the demographic dividend window for transformation of the economy.
4. The various policy options available to government and development partners to enhance the country's potential in harnessing a demographic dividend.
5. The status of the youth population in East Africa.

Appendix 3b: Questions the audience had prior to the forum that were not covered adequately in the discussions (Uganda)

1. Fundamental causes impacting the demographics of youth e.g. governance not handled in depth.
2. The presenter talked about the right skills for young people but what are those right skills that Uganda youth would require?
3. In-depth analysis on the assumptions behind the 2 models presented is lacking, probably due to time.
4. How to transition from good policy options to action and implementation.
5. What is not being done right, because all the issues highlighted in the discussions are known to us but the change we aspire for is not forthcoming.
6. What is causing mortality among young people in East Africa? Does the mortality decline on the pyramid imply that these causes have been eliminated?

Appendix 3c: Audience's intended use of the study findings (Uganda)

Profession	Intended use of study findings
Social Worker/Policy Analyst	<ul style="list-style-type: none"> • Inform the design of youth programmes.
Statistician	<ul style="list-style-type: none"> • Use the evidence to advocate for prioritisation of environmental issues by the government.
Economist	<ul style="list-style-type: none"> • Continue to lobby the relevant actors including government departments, private sector players and development partners.
Demographer/M&E Specialist	<ul style="list-style-type: none"> • Perfect the roadmap for the demographic dividend for Uganda, especially the monitoring and evaluation (M&E) section.
Youth Development Specialist	<ul style="list-style-type: none"> • Integration of the findings in all government interventions for concerted impact.
	<ul style="list-style-type: none"> • Write paper for publication based on the findings.

Appendix 3d: Audience's key take-a-ways from the national engagement forum (Uganda)

1. We need to match the findings to influence policy and planning to ensure they inform resource allocation/programming by government.
2. It is important to incorporate young people when designing programmes meant to benefit them to ensure programme effectiveness.
3. The proposed recommendations to the Government of Uganda and the cost of inaction.
4. That a lot still needs to be done to ensure that the high fertility is reduced, and the young people are empowered to become productive rather than dependent.

Appendix 4: Audience Reflections from the UK DFID Engagement forum in Tanzania

Appendix 4a: Issues covered in the study findings discussions that answered questions the audience had prior to the forum (UK DFID Tanzania)

1. The extent of the fertility problem facing Tanzania.
2. The impact of population increase on sustainable development.
3. The distribution of the youthful population within Tanzania.
4. The findings provided details to a reality the audience was already aware of.
5. The different models alert all programmers to better plan for future population.
6. What is being done by the Tanzania government on the demographic dividend?
7. The projected growth of the Tanzania population set in the context of the region.
8. The factors that contribute to harnessing the demographic dividend in Tanzania.

Appendix 4b: Questions the audience had prior to the forum that were not covered adequately in the discussions (UK DFID Tanzania)

1. The costing of the investments needed to harness a demographic dividend by governments and programme implementers (e.g. the accelerated model).
2. How security issues and food and nutrition fit into the demographic dividend conversation.
3. The variables used to analyse the environmental contributions towards realisation of the demographic dividend, and the recommendations on this did not come out clearly.
4. The policy variables in the models driving the projections e.g. girl education etc).
5. The practical mechanisms through which East African countries can harness a demographic dividend.

Appendix 4c: Audience's intended use of the study findings (UK DFID Tanzania)

1. Shaping DFID Tanzania portfolio to harness opportunities provided by youth.
2. The information is very technical, there is need to find mechanisms to share the findings with the youth.
3. Dialogues with programme stakeholders on youth development.
4. Continue advocacy on family planning not only at individual level but also as a tool for Tanzania to use to achieve its development ambition.
5. Proposal development to support sexual and productive health programming for youth.
6. To champion the demographic dividend agenda further across various sectors.
7. Advocacy among funding agencies to invest more in youth family planning.
8. Advocacy within government to ensure they buy into the study findings.
9. Design of the new family planning programming in Tanzania.

Appendix 5: Strategic Communications and Research Uptake Strategy

Section 1: Audience Mapping

This process involves understanding who the targets of our messages are so as to select appropriate communication tactics to be applied in order to influence them. Our key audiences include:

- Policymakers (Ministries of health, finance and planning, youth and gender, education; parliamentarians)
- Development partners (UN Agencies)
- Civil society groups (identify our priority groups in the 4 countries)
- Academics
- Media (journalists who write on population and development issues)
- Youth groups (15-35 years old)
- Regional bodies (The African Union; East African Community)

The audience mapping process shall also involve getting their names, titles and contacts. This shall also include mapping existing contexts where these audiences shall be engaged either one-on-one or in groups, such as in Technical Working Groups (TWGs), Steering Committees, national/regional meetings, among others.

Section 2: Strategic Communication of Study Findings

The strategic goal of the communication and research uptake efforts is to raise the profile of the demographic dividend paradigm in the East Africa region with a focus on the growing youth population and how their demographic profile impacts the socio-economic transformation of the region.

The strategic goal shall be achieved through the following strategic objectives:-

- a. To deepen understanding among regional policymakers of the impact of youth demographics on development and future demand for services;
- b. To support further conversations on policy actions needed towards harnessing a demographic dividend;
- c. To raise a generation of youth who are well informed about the demographic dividend and become active participants in various aspects of achieving the demographic dividend such as: job creation and seeking out economic opportunities, investing in their education and health, and good governance;
- d. To improve understanding of the demographic dividend paradigm among development stakeholders in the EAC leading to a collective advocacy voice that shall result in improved awareness on the demographic dividend and how it can lead to socio-economic transformation of the region. Ultimately, this shall strengthen advocacy for policy actions and other government investments.

Audience	Communication tool	Content to drive key messages	Intended outcomes
Policymakers	Narrative report	<ul style="list-style-type: none"> Findings on investments needed in order to harness a demographic dividend in the 4 countries with the EAC region. 	<ul style="list-style-type: none"> Deepened understanding of the existing youth demographics in the region and the opportunities for harnessing the demographic dividend. This should in turn spur policymakers into steering government decision-making processes towards strategic investments in the key drivers of the DD.
	Briefing notes	<ul style="list-style-type: none"> Summarised versions of country-specific study findings. These will highlight the background to the study (why this study is important), key findings and key policy recommendations. 	<ul style="list-style-type: none"> Same as report.
	Infographics	<ul style="list-style-type: none"> Graphical representations of the key findings and their implications for the 4 countries. Each infographic will focus on each pillar of the demographic dividend. 	<ul style="list-style-type: none"> Policymakers will develop a practical approach to addressing each component of the drivers of the demographic dividend. The simplified representation of findings will further make it easier for them to speak about the issues and how to respond to the policy recommendations.
	Data visualisations/ Interactive maps	<ul style="list-style-type: none"> Interactive maps shall visualise different regions in the EAC countries in order to provide instant visual data on specific components of youth demographics at the click of a button. These shall allow policymakers make quick comparisons between regions; and also compare with the other EAC countries in the study. Data visualisations on the changes in population structure shall visualise demographic dividend concepts such as the youth bulge, how reduction in fertility leads to this and other implications. 	<ul style="list-style-type: none"> Greater awareness on the data emerging from the study on youth demographics in order to support further conversations on policy actions needed towards harnessing a demographic dividend. Enhanced understanding on demographic dividend concepts such as the youth bulge and why it is termed as a 'window of opportunity', among others
Youth	Infographics	<ul style="list-style-type: none"> Demystifying the demographic dividend concept for youth. How youth can actively be part of their transformation and contribute towards harnessing the demographic dividend in their individual countries. In the infographics, we shall break down the study findings; relevance of each of the pillars from the youth perspective; and what youth need to do in order to be active contributors towards harnessing the demographic dividend. 	<ul style="list-style-type: none"> Youth are well informed about the demographic dividend and become active participants in various aspects such as job creation and seeking out economic opportunities, investing in their education and health, and good governance.

	Data visualisations	<ul style="list-style-type: none"> • Being multimedia products, data visualisations shall seek to attract youth towards engaging with the study findings in a more exciting format. • Data visualisations on population age structure change shall allow youth understand complex demographic dividend concepts such as the youth bulge, how it occurs and moves through the decades. 	<ul style="list-style-type: none"> • Youth shall have a better understanding of complex demographic dividend concepts (youth bulge, fertility decline etc) and in turn understand why they need to play their part in ensuring their countries have a quality population e.g. through pursuing education opportunities, use of contraceptives in order to avoid a high child dependency burden, among others.
	Photo stories	<ul style="list-style-type: none"> • We shall use data from the study to tell compelling stories on key thematic areas in relation to youth in the EAC region. Photo stories shall document experiences of real people affected by the issues tackled in the study. 	<ul style="list-style-type: none"> • Youth get a good grasp of the issues emerging from the study findings as these are communicated through discussing experiences of real human beings in a context similar to theirs.
Media	Media briefings	<ul style="list-style-type: none"> • The media shall be engaged on study findings in order to strengthen the advocacy voice for government investments in various sectors to drive countries towards harnessing a demographic dividend. • The study team shall also collaborate with media in the individual countries to publish news/feature articles and OpEds to give more visibility to the study findings, policy implications and recommendations. • The communication products above shall also be shared with the media in order to enhance their understanding of the demographic dividend concept, the findings, policy implications and recommendations. 	<ul style="list-style-type: none"> • A well-informed media that shall contribute to the strengthening of the advocacy voice on the demographic dividend agenda in the EAC region.
Development partners/Civil society	All communication products	<ul style="list-style-type: none"> • All rounded messages emerging from the study findings in order to have a critical mass of stakeholders contributing to advocacy for government investments for the demographic dividend to be harnessed in the EAC region. 	<ul style="list-style-type: none"> • Improved understanding of the demographic dividend paradigm leading to a collective advocacy voice that shall result in improved awareness on the demographic dividend and how it can lead to socioeconomic transformation of the EAC region. This shall also strengthen advocacy for policy actions and other government investments towards harnessing the demographic dividend.

Cross cutting communication tools targeting all stakeholders		
Communication tool	Description	Objectives
Website page	<ul style="list-style-type: none"> The page shall contain all relevant project information: Project summary and background Project objectives/intended outcomes Project impact (at the end of the project) Project publications (policy briefs, reports etc) Multimedia products (data visualizations, infographics, videos). Blogs/news articles 	<ul style="list-style-type: none"> Keep stakeholders updated on the project activities. This page shall also provide information to other audiences interested in the project activities.
Blogs/news articles	<ul style="list-style-type: none"> The team shall write reflective blog articles within the project implementation period looking at different angles on the demographic dividend and the contexts in the 4 countries. The team shall also write news articles deriving from project events in the 4 countries. At the end of the project, the team shall unpack the findings in the different countries in the form of reflective blog pieces. These shall also be pitched for publishing by the media. 	<ul style="list-style-type: none"> Share on going project activities as they happen with all stakeholders. Synthesise study findings.
Videos	<ul style="list-style-type: none"> We intend to produce different videos featuring: Project staff unpacking the findings at the end of the project Policymakers who shall be part of the project to give their perspectives on the study findings and what role governments shall play in transforming their individual countries. Youth who shall give their perspectives on the study findings and how youth can be change agents in their individual countries. Videos shall also feature experts on specific thematic areas in the study in order to set the stage for incisive discussions. We shall also repurpose a video on the demographic dividend in Kenya, which seeks to unpack this development paradigm. 	<ul style="list-style-type: none"> Unpack the study findings and next steps. Stimulate further conversation on the experiences of countries and how they can take advantage of existing opportunities in order to harness a demographic dividend.
Social media	<ul style="list-style-type: none"> Social media shall target all stakeholders in terms of having the conversation online. In addition, there shall be targeted engagement with youth and this shall link to the use of the infographics and data visualizations. Having mapped youth groups during the audience mapping, engagement with these groups shall be mainly through social media. Social media shall also be a key component of dissemination of the study findings and stimulating conversation on the project in the course of the project implementation. All communication products shall be shared via social media in the course of the project implementation. A Twitter handle and Facebook page shall be created specifically for the project. A hash tag shall also be created to allow better tracking of social media conversations. 	<ul style="list-style-type: none"> Heightened awareness and engagement among all stakeholders on the value of investing in youth in order for the region to harness the demographic dividend

Section 4: Other Research Dissemination Forums

At country level, the team shall map population and development agencies in the individual countries as these shall be the focal point of engagement. It is in collaboration with these agencies that national dissemination events shall be organized. The team shall also map national partners with whom engagement shall be done during the project implementation period and findings shared.

The point of engagement with government agencies and other stakeholders shall be determined by the different country youth priorities. Below is a list to build on:

Country	Potential Platforms/Engagement Partners
Rwanda	<ul style="list-style-type: none">• National Youth Council• Population and Development Education & Social Affairs Committee• Universities• Media High council
Uganda	<ul style="list-style-type: none">• NGO Forum• Universities (e.g. Demographic Unit Makerere University)
Tanzania	<ul style="list-style-type: none">• Universities (e.g. Demographic Unit University of Dar es Salaam)

The team shall also map national and regional platforms and conferences where the findings shall be shared. These include:

Regional

- African Union Summit
- East African Youth Leadership Summit
- East African Community Heads of State Summit
- Global Evidence Summit
- Network of African Parliamentary Committees of Health (NEAPACOH)

***National** (The project team will work with national stakeholders to map these).



**African Institute for
Development Policy**

Bridging Development Research,
Policy and Practice

African Institute for Development Policy (AFIDEP)

Area 6, Plot #6/3
Off Maula Prison Road, Lilongwe
P.O. Box 31024, Lilongwe 3, Malawi
Phone: +265 995 495 143 | +265 111 581 375
Email: info@afidep.org | Website: www.afidep.org
Kenya Office:
Westcom Point Building, Nairobi, Kenya
Phone: +254 20 203 9510 | +254 716 002 059