

## WHAT CAN YOU DO ?

You can help to get the word out on the importance of the Goals and let your friends know why they should get involved. You can also get active by organizing your own campaign, reminding your governments of their promise to achieve Goals 1-7. Whatever you do, just remember the world can't achieve the Goals by 2015 without your voice.

### ▶ HOW TO RAISE AWARENESS ON THE MDGS

Getting people excited to take action begins by raising awareness about the issues. Here are some examples to get you thinking about what you can do in your own community to raise awareness:

#### CREATE A SCHOOL GROUP TO PROMOTE THE GOALS

Start by recruiting friends with common interest, and then getting a faculty advisor.

#### USE THE YOUTH & MDGS WEB SITE

| [HTTP://WWW.MILLENNIUMCAMPAIGN.ORG/YOUTH](http://www.millenniumcampaign.org/youth)

#### ORGANIZE A SCHOOL ASSEMBLY

Talk to your school administrators and request your auditorium or gymnasium to host a student meeting about the Millennium Development Goals.

#### PUBLISH ARTICLES AND ARTWORK ONLINE AND IN PRINT

After researching and reflecting on the MDGs, create a written or artistic piece that can be shared in local media.

(i.e. high school newspapers, local magazines)

or on the internet.

#### LAUNCH AN MDG ART CONTEST

Find a gallery or a space that will allow you to showcase your MDG theme, and invite your school to promote the contest to the entire student body.

#### ORGANIZE AN MDG OPEN FORUM

Invite young people and youth organizations in your community to discuss how you can help achieve the MDGs

#### START AN EDUCATIONAL MDG RADIO SHOW

Work with local or school radio stations to support a program that examines how the MDGs are affecting your community.

#### ORGANIZE A THEATER GROUP SHOWCASING THE GOALS

Talk to drama students or directors about creating an MDG play or presentation.

#### ORGANIZE A CONCERT

Seek out local/national music groups to perform and promote the MDGs and then get permission to use a space to host a concert.

#### WEAR A WHITEBAND

Visit | [www.whiteband.org](http://www.whiteband.org) to find out more about what people around the world are doing to raise awareness about global poverty.

### ▶ HOW TO PUT PRESSURE ON YOUR GOVERNMENT

Your government promised to make the world a better place by 2015

—don't you think they should live up to their word?

Here are some ideas for your own campaign to make sure governments live up to their commitments:

#### DEMAND MORE GOVERNMENT ACTION

Create a campaign that asks your government to live up to their promises to achieve Goals 1-7. For example, is your government doing enough to ensure equal education for boys and girls?

#### GET YOUTH INVOLVED IN DEVELOPING

#### POVERTY REDUCTION STRATEGIES

Lobby your government to include young people in developing policies, especially those aimed at reducing poverty, and to consult young people on the changes they believe are needed the most.

#### FORM AN MDG-COALITION

Partner with different groups already active around one or more of the Goals, and plan ways to strengthen your efforts by working together.

#### WRITE LETTERS TO POLITICIANS

Send letters to your congressional representatives,

Members of Parliament or mayor, reminding them of your

government's commitment to achieve the Goals and demanding action.

#### ORGANIZE A RALLY

Gather a large group of people to demonstrate (perhaps in front of your national parliament) and demand action from your government on the Goals.

#### ADOPT A STATEMENT SUPPORTING THE GOALS

Encourage your city council, place of worship, or civic group to put the Goals on their agenda, and issue a statement showing their support for the MDGs.

#### JOIN CAMPAIGNS ALREADY UNDERWAY

You can link up to many campaigns that are going on already. Joining a campaign lets you be part of something much bigger, and provides the support and experience of people who have been working on the issues for years.

Join the UN Millennium Campaign | [www.millenniumcampaign.org](http://www.millenniumcampaign.org) or the Global Call to Action against Poverty | [www.whiteband.org](http://www.whiteband.org).

When you've started your own awareness or mobilization campaign, don't forget to tell us how you are doing along the way!

# WE ARE THE FIRST GENERATION THAT CAN END POVERTY AND WE REFUSE TO MISS THIS HISTORIC OPPORTUNITY.

# ONLY WITH YOUR VOICE

### THE MILLENNIUM DEVELOPMENT GOALS

1. ERADICATE EXTREME POVERTY AND HUNGER
2. ACHIEVE UNIVERSAL PRIMARY EDUCATION
3. PROMOTE GENDER EQUALITY AND EMPOWER WOMEN
4. REDUCE CHILD MORTALITY
5. IMPROVE MATERNAL HEALTH
6. COMBAT HIV/AIDS, MALARIA AND OTHER DISEASES
7. ENSURE ENVIRONMENTAL SUSTAINABILITY
8. DEVELOP A GLOBAL PARTNERSHIP FOR DEVELOPMENT

### DID YOU KNOW ?

- 1.2 billion people live on less than \$1 a day.
- Only 37 out of 155 developing countries have achieved universal primary education.
- Two-thirds of the world's illiterate people are female.
- Pregnancy is the leading cause of death for girls ages 15-19 in developing countries.
- 4.8 million people became newly infected with HIV in 2003; that's 13,000 a day.
- 1.2 billion people lack access to safe drinking water.

More than a billion people worldwide still survive on less than a dollar a day. Is anybody doing anything to end this and make the world a better and safer place? Are our elected leaders doing enough to end poverty? The answer is no. That's why it's up to us to remind them of the commitments they made.

### THE MILLENNIUM DEVELOPMENT GOALS

At the United Nations Millennium Summit in 2000, 189 Heads of Government promised to end poverty by 2015. They signed the Millennium Declaration, promising to "free men, women and children from the dehumanizing conditions of extreme poverty", committing developed and developing countries alike to eight Millennium Development Goals (MDGs). The MDGs call for a global partnership to address the most critical issues of our time.

### A GLOBAL DEAL

What the world is like in 2015 will be a reflection of how developing and developed countries worked together to achieve the MDGs.

The deal makes clear that it's the primary responsibility of our governments, the governments of developing countries, to achieve the first seven Goals covering poverty, hunger, education, women's rights, health and the environment. However, our governments cannot achieve the first seven Goals unless the governments of developed countries fulfill their promises on Goal 8.

## VISIT

| [HTTP://WWW.MILLENNIUMCAMPAIGN.ORG/YOUTH](http://www.millenniumcampaign.org/youth)

FOR FURTHER INFORMATION, PLEASE CONTACT ONE OF THE BELOW:



**UNDERSTAND** why poverty will only be eradicated with your voice  
**ENGAGE** with other young people from around the world  
**INVOLVE** yourself in our MDG discussion boards and e-groups  
**EXPRESS** yourself through artwork and creative writing in our Global Gallery and Panorama online magazine  
**LEARN** more about the Millennium Development Goals  
**EXPERIENCE** a vibrant network of young people who are already involved in their communities  
**DISCOVER** vibrant projects of other young people around the MDGs  
**PLAY** our Millennium Development Goals Game  
**USE** our interactive map to monitor the Goals in your country  
**SEND** MDG e-cards to your friends to tell them about the Goals  
**TELL** us what you are doing to help achieve the MDGs

THE MILLENNIUM CAMPAIGN  
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### WHAT NEEDS TO BE DONE ?

The progress of the MDGs is mixed throughout the world. East and South-East for example, have made giant steps towards achieving the Goals, but many regions are far off track, and in some countries the quality of life for poor people is getting worse. If we continue at today's pace, Sub-Saharan Africa won't achieve its goal to reduce the percentage of people living in extreme poverty by half until 2147!

Our governments must do more to integrate the Goals into their policies, plans and budgets and translate them into services and benefits for the poor. There is more need for transparency and accountability so we can follow whether our governments are taking the right steps to achieve the MDGs.

### IT'S OUR WORLD; IT'S OUR FUTURE

Young people all over the world are making a difference, but we need more to get involved. Youth have to be part of the global movement against poverty, because it's our world and our future. **YOUNG PEOPLE UNDER 25 ARE HALF THE POPULATION OF THE WORLD. WITHOUT US, HOW CAN THE WORLD END POVERTY BY 2015?**

### WHY YOU ?

You might think achieving all of the Goals by 2015 is the responsibility of politicians, and that there is little you can do to help. Nothing could be further from the truth. To achieve the Goals, the world needs everyone; young people, AIDS activists, religious leaders, environmentalists, unions, civil society organizations, and women's rights activists—everyone concerned about our future—to work together and make sure the Goals become a reality.

**THIS IS OUR CHANCE TO REALLY MAKE A DIFFERENCE.** The world needs you, your friends, and your community to refuse to see another day where another person dies because of broken promises. 2015 could be the first time in history that the world eliminates poverty, but we have to all work together and take action now! **WE ARE CALLING UPON THE WORLD'S 6 BILLION PEOPLE TO JOIN THEIR VOICES AND WE NEED YOUR SUPPORT!**

"No president, no leader, no king, no emperor...nobody's going to change this, except the people!"

☞ Lenny Kravitz