

Exemplars in Global Health Partner Toolkit

Women Deliver 2023 Conference

17 – 20 July 2023

At this year's Women Deliver 2023 Conference taking place in Kigali, Rwanda, Exemplars in Global Health (EGH) will announce a new research project: [Adolescent Sexual and Reproductive Health and Rights Exemplars \(ASHER\)](#). Led by a multi-country network of researchers and youth advisors, the ASHER project will study how six countries—Cameroon, Ghana, India, Malawi, Nepal, and Rwanda—have made exemplary progress in reducing adolescent fertility rates and improving Adolescent Sexual and Reproductive Health and Rights (ASRHR). The research will also seek to determine how lessons and best practices can be applied to improve ASRHR outcomes in other countries.

Instructions for Use

This toolkit provides guidance for engaging with EGH on our social media channels ([Twitter](#) and [LinkedIn](#)) throughout the Women Deliver 2023 Conference. As key partners, we invite you to help us spread the news of the new research. Please use the suggested key messaging or sample copy to write your own social posts. More information is below.

Overall Social Guidance

- When posting about this project or our work, please tag us ([@exemplarshealth](#) on Twitter, and [Exemplars in Global Health](#) on LinkedIn) and use the hashtag **#Exemplars**.
- Please consider resharing or engaging with posts from EGH about the ASHER project as well as our posts to promote Q+A interviews with partners from Women Deliver.
- Please write out our program name when applicable, “Exemplars in Global Health” or “the Exemplars in Global Health program”. Avoid using the abbreviation “EGH” as a standalone reference unless it follows “Exemplars in Global Health (EGH)”.

Social Media Best Practices

- Use plain language — avoid jargon, complicated words, or references.
- Capitalize hashtag words for easier reading for screen readers.
- Use complete sentences free of abbreviations or acronyms.
- Use link shorteners like Ow.ly or Bit.ly to reduce text-reading software load time.

Key Messages

- The Adolescent Sexual and Reproductive Health and Rights Exemplars (ASHER) project aims to examine the policies and programs within six Exemplar countries (Cameroon, Ghana, India, Malawi, Nepal, and Rwanda) that have been successful in reducing adolescent fertility rates and improving ASRHR outcomes.
- There are 1.2 billion adolescents aged 10-19 worldwide, and about 90% of them live in low-and middle-income countries. This group of young people is the largest, most educated, and urbanized cohort in history.
- When young people can make independent decisions about their health, including their sexual and reproductive health, their overall wellbeing improves, and they are more likely to drive social and economic growth.

- Policy makers and global health leaders have an opportunity to advance the health and livelihood of the world’s youth by investing in Adolescent Sexual and Reproductive Health and Rights (ASRHR) to ensure they live healthy, productive lives.
- While there is emerging evidence on promising approaches to improve ASRHR, a lot more research is needed to comprehensively inform policies, intervention design, and implementation strategies. This is particularly true when it comes to understanding and supporting the health and wellbeing of girls and young women.

Sample Copy

- #Exemplars in Global Health just announced a new project studying #ASRHR in six countries in Sub-Saharan Africa and South Asia. #WD2023 <https://bit.ly/3JXaEnU> [Placeholder for Exemplars tag]
- We must partner with and invest in the world’s current generation of young people to ensure they can lead healthy and productive lives. Studying policies and interventions that support #ASRHR is a positive step in the right direction. #WD2023 #Exemplars <https://bit.ly/3JXaEnU> [Placeholder for Exemplars tag]
- Impressive— Cameroon, Ghana, India, Malawi, Nepal, and Rwanda have been named #Exemplars in #ASRHR. I’m looking forward to learning more about their strategies and how these lessons can be applied elsewhere. #WD2023 <https://bit.ly/3JXaEnU> [Placeholder for Exemplars tag]

Relevant Hashtags and Account Tags

Twitter and LinkedIn Hashtags

- #ASRHR
- #SRH
- #WD2023

Twitter Partner Tags

- @Afidep
- @evihdaf
- @Uni_Rwanda
- @CREHPA_Nepal
- @JCMFotso
- @Maheshcpuri
- @NMadise
- @nd_dodoo
- @rerigene

LinkedIn Partner Tags

- @African Institute for Development Policy (AFIDEP)
- @EVIHDAF
- @University of Rwanda
- @CREHPA
- @Nyovani Madise
- @Naa Dodua Dodoo
- @Easmon Otipiri
- @Gifty Agana

Social Assets

Social assets below can be downloaded via [Dropbox here](#).

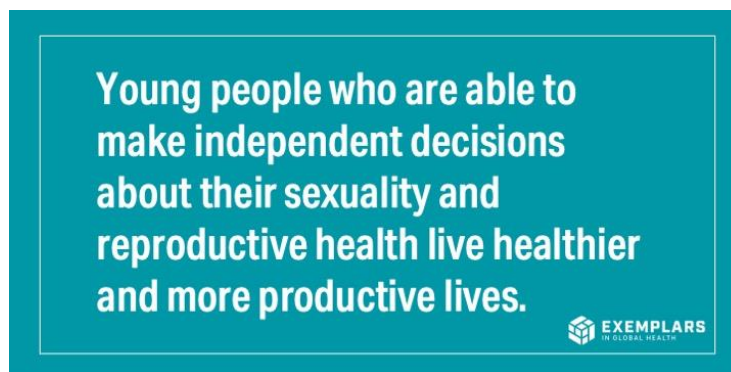
Asset #1 [ASRHR Young People]



Asset #2 [ASRHR Healthy Lives]



Asset #3 [ASRHR Independent Decisions]



About Exemplars in Global Health

The Exemplars in Global Health (EGH) program is a global coalition of partners including researchers, academics, experts, funders, country stakeholders, and implementers. Our mission is to identify positive global health outliers, analyze what makes countries successful, and disseminate core lessons so they can be adapted in comparable settings. We aim to help country-level decision makers, global partners, and funders make strategic decisions, allocate resources, and craft evidence-based policies. A small, core team supporting EGH is based at Gates Ventures, the private office of Bill Gates, and closely collaborates with the Bill & Melinda Gates Foundation.

Contact

Please reach out to Kate Reizner, Communications lead for Exemplars in Global Health, at Kate.Reizner@GatesVentures.com with any questions.