

Local Youth Ambassadors
Programme in Jordan



Local Youth Ambassadors Programme

Response to COVID-19

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Youth in Jordan have played a crucial role in joining government efforts to contain the spread of COVID-19. In response to the pandemic, participants of the Local Youth Ambassadors Programme (LYAP) have set up awareness campaigns to create a sense of shared responsibility among their peers, to fight misinformation and

to encourage compliance with the measures put in place by government to contain the spread of the virus. This note outlines some of the most innovative examples of youth-led action to increase resilience at the level of their communities and beyond.



What is the LYAP about?

The LYAP is a joint initiative by the Ministry of Youth and the Organisation for Economic Co-operation and Development (OECD), which supports young men and women (18-25 years) throughout Jordan in the design and implementation of social action projects and kick-starting entrepreneurial activities. The programme is financed

by the MENA Transition Fund of the G7 Deauville Partnership. Currently, six youth-led initiatives are receiving seed funding to support the implementation of projects in the field of agriculture, media literacy, arts, environmental protection, entrepreneurship and medical support in seven governorates.

Youth-led action to contain the spread of COVID-19 in Jordan

"We all share a responsibility!"

Marah Rawshdeh (22) and Amer Abo-Dalo (22) are both passionate about sustainable development and innovation. They were convinced that COVID-19 is not only a health crisis but also a human crisis, and that national solidarity is hence crucial to leave no one behind. Through the non-profit NGO "We Rise Centre", Marah and Amer delivered a youthful response to the crisis in order to raise awareness among fellow youth that everyone has a responsibility for the wellbeing of others ([here](#)). To this end, in co-operation with the association "We are All Youth", We Rise Centre launched the campaign "We all share a responsibility" to spread awareness through social media about the virus and the measures that should be respected to limit its spread in support of the government measures taken at the local and national levels. Among others, the campaign encouraged people to stay at home ([here](#)), to telework ([here](#)) and to share information from trusted sources to reduce rumors, stress and misinformation ([here](#) and [here](#)). Their posts attracted more than 360 reactions.



Fighting online misinformation on COVID-19

When the pandemic broke out, Alaa Al-Saoudi (22) was most concerned about the spread of misinformation, especially among youth. In order to contain fake news and encourage critical thinking, she decided to create two awareness videos with her friends from the "Al-Maarefa" Group (the Knowledge Group). The group shared their videos on the Facebook account of the Ministry of Youth and on Youtube. Through these videos, Alaa and her friends provide advice and information about the measures and channels created by the government i.e. the hotline 111 created by the Ministry of Health to provide information related to COVID-19 and the web portal "Wahed"(One) ([here](#) and [here](#)).



Promoting blood donation and awareness

Concerned by the shortage of blood reserves outside Amman, Doaa Hazaimh (25) leads one of the selected LYAP initiatives, which encourages people to donate blood in Irbid and Mafraq ("Bazliy"). Together with her team, she reached out to more than 100 people in their first campaign in Irbid in February. When the first cases of COVID-19 were confirmed in Jordan, Doaa updated Bazliy's website and Facebook page to disseminate instructions and information about the virus ([here](#)) and to encourage people to stay at home and follow government measures ([here](#) and [here](#)) to ensure the wellbeing of their community ([here](#)).



From youth to youth

Mohamad Al-Assi (22) used his phone to prepare a series of short videos, which he launched as an awareness campaign on Facebook. The videos show young people sharing tips and motivational quotes to encourage their peers to take precautionary measures and stay safe during lockdown. Some of the videos were created in the framework of the "My School My Integrity" initiative, launched by the Jordan Transparency Centre, featuring kids giving tips and reminding people to wash their hands frequently and to stay at home ([here](#) and [here](#)).



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