

TUESDAY 15TH
APRIL 2025

THEME: EMPOWERING YOUTH VOICES IN THE FIGHT
AGAINST VIOLENT EXTREMISM

AT PAVE NETWORK PCVE COMMUNICATIONS AND
ADVOCACY WORKSHOP

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PRESENTED BY

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SELF INTRO

- Good afternoon, everyone.
- I am **Senator Iroegbu**, as you are all aware, and it is an honor to be here today alongside Mr. **Abu Ignatius Michael** [Head of STRATCOM, NCTC-ONSA]. Together, we will explore the critical role of collaboration among youth, the media, the government, and other stakeholders in amplifying our efforts to prevent and Counter Violent Extremism (PCVE) advocacy.

PARTNERING WITH MEDIA AND GOVERNMENT FOR GREATER IMPACT

This Session Will Address How the Youth Can Collaborate with Media, Government, and Other Stakeholders to Amplify Their Impact in PCVE Advocacy.



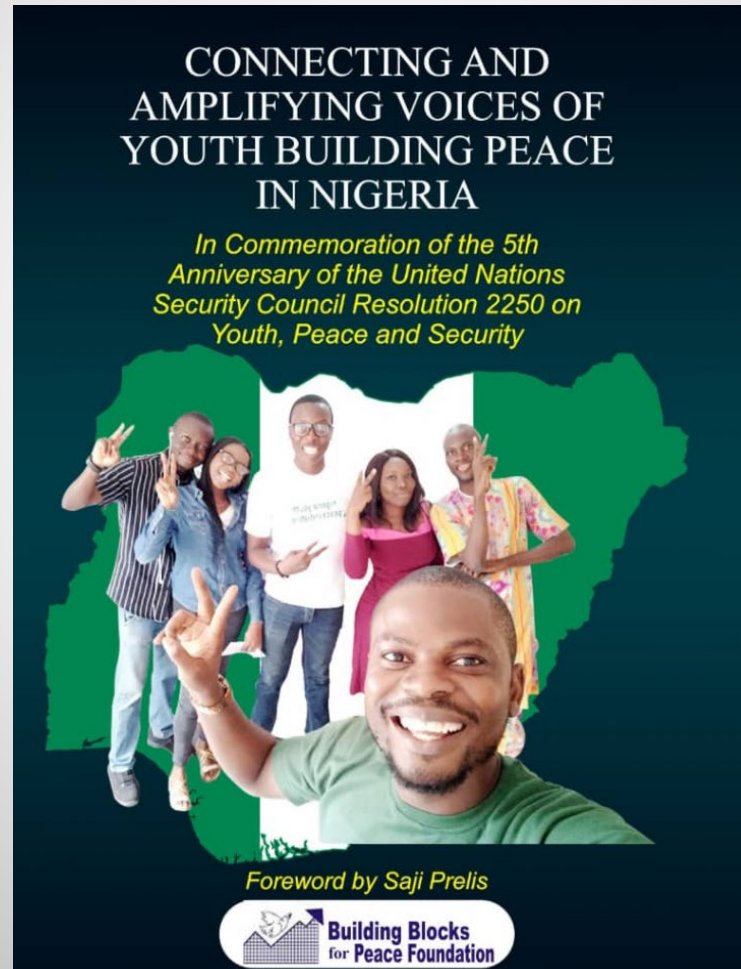
OBJECTIVES

1. TO EMPHASIZE THE IMPORTANCE OF PARTNERSHIPS IN ADDRESSING PCVE CHALLENGES.
2. TO IDENTIFY ACTIONABLE STRATEGIES THAT YOUTH CAN EMPLOY TO COLLABORATE EFFECTIVELY WITH KEY STAKEHOLDERS.
3. TO DISCUSS REAL-WORLD EXAMPLES OF IMPACTFUL COLLABORATIONS BETWEEN YOUTH, MEDIA, AND GOVERNMENT

KEY QUOTES

“...MEDIA ACTORS ENGAGED IN SECURITY ISSUES MUST REVIEW THEIR STRATEGIES AND MOVE BEYOND CRISIS MESSAGING TOWARDS ENHANCING MEDIA CAPACITY. MEDIA ACTORS SHOULD BE PERCEIVED AS SECURITY SECTOR REFORM PARTNERS AND THEREFORE PARTICIPATE IN BUILDING A DEEP AND OBJECTIVE UNDERSTANDING OF SECURITY CONTEXTS AND TRENDS.”

--GENEVA CENTER FOR SECURITY SECTOR GOVERNANCE (GCAF), INTERNATIONAL SECURITY SECTOR ADVISORY TEAM, ISSAT-GCAF-ISSAT, (2017)



“MILITARY COMMANDERS LIKE ALEXANDER THE GREAT DID NOT HAVE TO TAKE PUBLIC OPINION CONSIDERABLY INTO ACCOUNT WHEN THEY PLANNED THEIR WAR CAMPAIGNS IN THEIR DAYS. BUT TODAY IT IS A DIFFERENT SITUATION BECAUSE, IN THIS RELATIVELY NEW ERA OF INSTANT GLOBAL COMMUNICATIONS AND 24-HOUR A DAY NEWS COVERAGE, THE ARMY DOES NOT HAVE THE LUXURY TO DISTANCE ITSELF FROM THE MEDIA.”

--MEHMET KILIC, (2019).

KEY DISCUSSION POINTS

THE ROLE OF YOUTH IN PCVE ADVOCACY

- YOUTH AS CATALYSTS FOR CHANGE: BRINGING FRESH IDEAS AND ENERGY TO ADVOCACY EFFORTS.
- UNDERSTANDING THE UNIQUE CHALLENGES THAT YOUTH FACE IN PCVE CONTEXTS.
- THE POWER OF YOUTH VOICES IN SHAPING NARRATIVES AND POLICIES.

LEVERAGING MEDIA FOR ADVOCACY

- MEDIA AS A TOOL FOR AMPLIFYING YOUTH-DRIVEN INITIATIVES.
- ENGAGING TRADITIONAL AND DIGITAL MEDIA PLATFORMS FOR MAXIMUM REACH AND ENGAGEMENT.
- NAVIGATING CHALLENGES SUCH AS MISINFORMATION AND BIAS IN THE MEDIA LANDSCAPE.
- SUCCESS STORIES: HIGHLIGHT EXAMPLES WHERE MEDIA COLLABORATION HAS MADE A TANGIBLE IMPACT.

STRENGTHENING YOUTH-GOVERNMENT COLLABORATION

- BUILDING TRUST AND MUTUAL RESPECT BETWEEN YOUTH AND GOVERNMENT REPRESENTATIVES.
- ADVOCATING FOR INCLUSIVE POLICIES THAT PRIORITIZE YOUTH PERSPECTIVES.
- PARTICIPATING IN POLICYMAKING PROCESSES: PRACTICAL STEPS FOR YOUTH TO GET INVOLVED.
- EXAMPLES OF SUCCESSFUL YOUTH-GOVERNMENT PARTNERSHIPS IN PCVE EFFORTS

SOME POSERS



As a YOUTH, what can you say about the media and the government?

1. Are they understanding and reflective of your needs, especially when it comes to PCVE?
2. Does the media have enough power to make the government listen?
3. Will there be a sustainable impact from the media and government?
4. Does the YOUTH have a voice?

INTRODUCTORY SUMMARY

- **Purpose:** Show youth how to engage government and media constructively in PCVE work. **Emphasis** on collaboration, not competition. **THIS EMPHASISES A WHOLE OF SOCIETY APPROACH TO TACKLING INSECURITY IN NIGERIA**

Why Partnerships Matter

- **With Government:** Access to funding, influence on policy, sustainability.
- **With Media:** Amplification, visibility, credibility.
- Youth are the bridge between both.

Building Strategic Collaborations

Identify common goals: e.g., safe schools, deradicalization, rehabilitation.

- **Engagement tips:**
 - Use data and stories in advocacy.
 - Involve media early in project design.
 - Attend townhalls, submit proposals, and leverage press conferences

Practical Steps

- Host media roundtables on peace topics.
- Train youth journalists and bloggers on PCVE.
- Collaborate on National Communication Strategies (e.g., NAP on PCVE).
- Leverage government platforms: NYSC, NOA, Youth Ministries

Open Dialogue: Challenges and Solutions

- Resistance from authorities.
- Trust deficit with media.
- Lack of youth representation.
→ Strategies for overcoming

The Power of Multi-Stakeholder Collaboration

- Bringing NGOs, the private sector, and other groups into the conversation.
- Creating platforms for meaningful dialogue and shared goals.

BUILDING RELATIONSHIPS WITH MEDIA

How To Establish And Maintain Relationships With **Media Professionals**

Establishing and maintaining relationships bonds with media professionals is crucial for PCVE advocacy so as to amplify messages and reach wider audiences even as a media personnel.



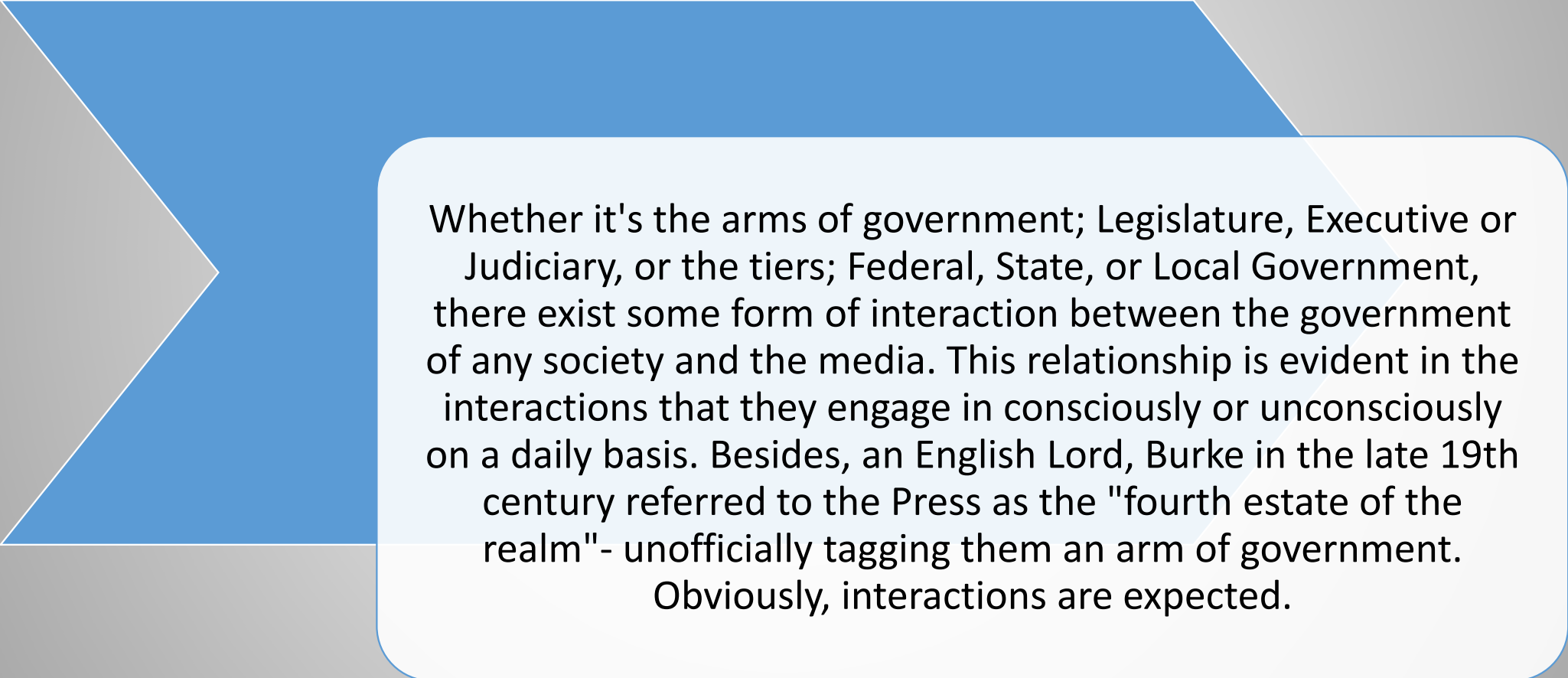
Research and Identification

Research and identify key media outlets and professionals that cover PCVE issues, then create a media list and build relationships with it.

BEST PRACTICES

- Introduce yourself to the organization
- Build and maintain relationships
- Best Practices - Be proactive, responsive, transparent, respectful and build trust.
- Tools and Resources- Media database, press release distribution, social media, media evaluation

GOVERNMENT AND THE MEDIA



Whether it's the arms of government; Legislature, Executive or Judiciary, or the tiers; Federal, State, or Local Government, there exist some form of interaction between the government of any society and the media. This relationship is evident in the interactions that they engage in consciously or unconsciously on a daily basis. Besides, an English Lord, Burke in the late 19th century referred to the Press as the "fourth estate of the realm"- unofficially tagging them an arm of government. Obviously, interactions are expected.

EFFECTIVE COMMUNICATION WITH GOVERNMENT

How to communicate effectively with government officials and policymakers, build relationships with government stakeholders and to advocate for PCVE policies and initiatives

Understanding
Government
Structure and
Protocols

Building
Relationships with
Government
Stakeholders

Effective
Communication
Strategies

Advocating for
PCVE Policies
and Initiatives

Best Practices/
Tool and
Resources



COLLABORATING WITH OTHER STAKEHOLDERS

Collaborating with other stakeholders is critical to amplifying PCVE impact. By identifying potential partners, building partnerships and coalitions, and leveraging resources and expertise, PCVE organizations can achieve greater impact and sustainability.

Identifying
Potential
Partners

Building
Partnerships
and Coalitions

Leveraging
Resources
and Expertise

Best Practices,
Tools and
Resources

Examples of
Successful
Collaborations

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graph TD; A[Identifying Potential Partners] --- B[Building Partnerships and Coalitions]; A --- C[Leveraging Resources and Expertise]; B --- D[Best Practices, Tools and Resources]; C --- D; E[Examples of Successful Collaborations] --- A; E --- B; E --- C; E --- D;
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USING MEDIA AND GOVERNMENT TO AMPLIFY PCVE MESSAGES

- How to use media and government to amplify PCVE messages and reach wider audiences
- How to create effective messaging and content for PCVE initiatives
- How to use social media and other digital platforms to amplify PCVE messages

HOW TO USE MEDIA AND GOVERNMENT TO AMPLIFY PCVE MESSAGES AND REACH WIDER AUDIENCES

Community Engagement- Events, Partnership, Public Speaking, Local Outreach

Digital Platforms- Online Adverts, Podcasts, Blogs, Video Contents, Social Media Influencers

Government Engagement- Policy Briefs, Public Hearings, Partnerships with Government Agencies

Media Outreach- Press Release, Media Conferences, Interviews, Social Media Campaigns

CREATING EFFECTIVE MESSAGING AND CONTENT FOR PCVE INITIATIVES

Audience- Understand and identify your target audience first

Effective Messages- Develop a key story telling technique with simple and clear language

Engaging Content- Use visuals, content calendar, plan with purpose

USING social media and other digital platforms to amplify PCVE messages

Social Media- Facebook, Twitter, Youtube, Tiktok, Instagram

Digital Platforms- Blogs, Podcasts, Webinars, Online Communities

Content Strategy- Storytelling, Infographics, Videos, Audio drama etc

Engagement Strategy- Live Streaming, Social Media Contest, Generated Content, Influencer Partnership

GOVERNMENT ENGAGEMENT

Federal, State & Local

- Build relationships with government officials- Establish connections with policymakers and government stakeholders.
- Advocate for PCVE policies- Use media and government channels to promote PCVE initiatives.
- Collaborate with government agencies- Partner with government agencies to amplify PCVE messages.

Target Audience

- Youth leaders and activists involved in PCVE advocacy
- Media professionals and journalists covering PCVE issues
- Government officials and policymakers working on PCVE initiatives
- Civil society organizations and community groups working on PCVE initiatives
- Private sector entities interested in supporting PCVE initiatives

FINALE NOTE: THE POWER OF COLLABORATION

- **AMPLIFYING IMPACT:** PARTNERING WITH MEDIA AND GOVERNMENT CAN SIGNIFICANTLY INCREASE THE REACH AND EFFECTIVENESS OF PCVE INITIATIVES.
- **DIVERSE PERSPECTIVES:** COLLABORATION BRINGS TOGETHER DIVERSE STAKEHOLDERS, FOSTERING INNOVATIVE SOLUTIONS AND COMPREHENSIVE APPROACHES.

KEY STRATEGIES FOR COLLABORATION

- ***MEDIA ENGAGEMENT:*** LEVERAGE MEDIA PLATFORMS TO PROMOTE PCVE NARRATIVES, COUNTER EXTREMIST IDEOLOGIES, AND AMPLIFY YOUTH VOICES.
- ***GOVERNMENT PARTNERSHIPS:*** COLLABORATE WITH GOVERNMENT AGENCIES TO DEVELOP AND IMPLEMENT EFFECTIVE PCVE POLICIES AND PROGRAMS.
- ***YOUTH-LED INITIATIVES:*** EMPOWER YOUTH TO TAKE OWNERSHIP OF PCVE INITIATIVES, PROVIDING THEM WITH THE NECESSARY SUPPORT AND RESOURCES.

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BENEFITS OF COLLABORATION

- ***INCREASED REACH:*** PARTNERING WITH MEDIA AND GOVERNMENT CAN EXPAND THE AUDIENCE AND IMPACT OF PCVE INITIATIVES.
- ***CREDIBILITY AND LEGITIMACY:*** COLLABORATION WITH GOVERNMENT AND MEDIA CAN ENHANCE THE CREDIBILITY AND LEGITIMACY OF PCVE INITIATIVES.
- ***RESOURCE MOBILIZATION:*** PARTNERSHIPS CAN ATTRACT RESOURCES, EXPERTISE, AND FUNDING, SUPPORTING THE SUSTAINABILITY OF PCVE INITIATIVES.

CHALLENGES AND OPPORTUNITIES

- ***BUILDING TRUST:*** ESTABLISHING TRUST BETWEEN STAKEHOLDERS IS CRUCIAL FOR EFFECTIVE COLLABORATION.
- ***COORDINATED APPROACH:*** ENSURING A COORDINATED APPROACH AMONG STAKEHOLDERS CAN MAXIMIZE IMPACT.
- ***EMPOWERING YOUTH:*** PROVIDING YOUTH WITH THE NECESSARY SUPPORT AND RESOURCES TO LEAD PCVE INITIATIVES.

RECOMMENDATIONS

- ***ESTABLISH CLEAR COMMUNICATION CHANNELS:*** FOSTER OPEN AND TRANSPARENT COMMUNICATION AMONG STAKEHOLDERS.
- ***DEVELOP JOINT INITIATIVES:*** COLLABORATE ON JOINT INITIATIVES THAT LEVERAGE THE STRENGTHS OF EACH STAKEHOLDER.
- ***PROVIDE CAPACITY BUILDING:*** OFFER TRAINING AND CAPACITY-BUILDING OPPORTUNITIES FOR YOUTH AND OTHER STAKEHOLDERS

EXAMPLES AND CASE STUDIES-NIGERIA

- **#ENDSARS MOVEMENT AND DIGITAL ACTIVISM**

- DURING THE #ENDSARS PROTESTS IN 2020, NIGERIAN YOUTH LEVERAGED SOCIAL MEDIA PLATFORMS TO AMPLIFY THEIR VOICES AGAINST POLICE BRUTALITY. THIS MOVEMENT SHOWCASED HOW DIGITAL ACTIVISM CAN UNITE YOUTH, MEDIA, AND GOVERNMENT FOR SOCIAL CHANGE. WHILE INITIALLY FOCUSED ON POLICE REFORM, THE MOVEMENT ALSO HIGHLIGHTED BROADER ISSUES OF GOVERNANCE AND ACCOUNTABILITY

- **YOUTH ENGAGEMENT IN SDG ADVOCACY**

NIGERIA'S YOUTH HAVE BEEN ACTIVELY INVOLVED IN PROMOTING THE SUSTAINABLE DEVELOPMENT GOALS (SDGS), INCLUDING PEACE AND JUSTICE. THROUGH INITIATIVES LIKE THE NIGERIAN YOUTH SDGS NETWORK, YOUNG LEADERS COLLABORATE WITH GOVERNMENT AGENCIES AND MEDIA OUTLETS TO DRIVE AWARENESS AND POLICY CHANGE

EXAMPLES AND CASE STUDIES-INTERNATIONAL

- **KENYA AND UGANDA: YOUTH PEACE AMBASSADORS:** IN EAST AFRICA, THE ORGANIZATION FOR SOCIAL SCIENCE RESEARCH IN EASTERN AND SOUTHERN AFRICA (OSSREA) IMPLEMENTED A PROGRAM EMPOWERING YOUTH AS PEACE AMBASSADORS. THIS INITIATIVE FOCUSED ON YOUTH INCLUSIVITY IN PCVE, USING MEDIA CAMPAIGNS AND GOVERNMENT PARTNERSHIPS TO AMPLIFY THEIR IMPACT.
- **UNITED NATIONS GLOBAL PROGRAMME ON PCVE:** THE UN'S GLOBAL PROGRAMME ON PREVENTING AND COUNTERING VIOLENT EXTREMISM EMPHASIZES YOUTH ENGAGEMENT AS A KEY STRATEGY. IT PROVIDES TRAINING ON STRATEGIC COMMUNICATION, ENABLING YOUTH TO COLLABORATE WITH MEDIA AND GOVERNMENTS TO COUNTER HARMFUL NARRATIVES AND PROMOTE POSITIVE MESSAGING.
- **PAN-AFRICAN YOUTH INITIATIVES:** ACROSS AFRICA, YOUTH-LED ORGANIZATIONS HAVE WORKED WITH GOVERNMENTS AND MEDIA TO ADDRESS VIOLENT EXTREMISM. THESE EFFORTS INCLUDE CREATING SAFE SPACES FOR DIALOGUE, PROMOTING SOCIAL COHESION, AND EMPOWERING YOUTH AS PARTNERS IN POLICYMAKING

TAKE AWAYS | SHARE YOUR THOUGHTS



CONCLUSION & CALL TO ACTION

- Partnering with media and government is essential for amplifying the impact of PCVE advocacy. By working together, we can develop effective strategies, promote inclusive narratives, and empower youth to lead positive change.
- We cannot underestimate the transformative power of partnerships. Whether it is with the media, government, or other stakeholders, our collaborative efforts can lead to greater impact in PCVE advocacy. Let us continue to build bridges, foster understanding, and amplify our voices together.

Closing Thoughts

- ***“If you want to go far, go together.”***
- ***Youth should not wait to be invited—claim your seat at the table.***

THANK YOU