

The 15andCounting campaign overview



Campaign goal

- Governments must promote, protect and fulfil their promise to provide better access to sexual and reproductive health services and information for all young people to increase wellbeing and improve lives

Campaign ask

- That people sign the Count Me In petition to the Secretary-General of the United Nations and advocate for governments to promote, protect and fulfil their promise to provide better access to sexual and reproductive health services and information for all young people

The objectives of the campaign

- To raise awareness of the ICPD goals and build support for them to increase wellbeing and improve lives for all young people
- To generate a powerful and enduring voice of young people around the world and empower young people to access the sexual and reproductive health services and information they want and need
- To advocate for governments to:
 - 1) reveal their progress against their ICPD commitments
 - 2) recognize the right of all young people to make decisions about their own sexual and reproductive health
- To build momentum for universal access to sexual and reproductive health services around the world
- To present a petition to the Secretary-General of the United Nations to put pressure on governments to deliver their ICPD commitments by 2015

