

The 15andCounting key messages



The following statements form the backbone of the campaign. They are our “key messages” for inclusion in all communications about the 15andCounting campaign – whether communicating with the media, politicians or telling a friend.

- Whether sexually active or not, sex, sexuality and relationships are important issues in the lives of most young people – young people need and want accurate and accessible information and services to make decisions about their own wellbeing
- Young people are, in many ways, the most marginalized group in the world and have the least access to sexual and reproductive health services and information
- 15 years ago, governments across the world committed to providing better access to sexual and reproductive health services, information and education for all young people. These commitments have not been met, which has resulted in negative effects on the rights and lives of young people across the world
- Gender affects young people’s lives and experiences. For example, young people, especially young girls are deeply affected by harmful gender stereotypes and gender inequality
- Governments must promote, protect and fulfil their promise to provide better access to sexual and reproductive health services for all young people
- The 15andCounting campaign unites young people to urge governments to take action by 2015 to deliver their commitment to provide better access to sexual and reproductive health services for all young people