



المجلس القومي للسكان
National Population Council



Media Guide for Reproductive Health and Population Messages



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Foreword



In a world undergoing rapid social and economic transformations, reproductive health and population issues remain critical and vital matters that constitute an integral part of the journey towards sustainable development. Understanding these issues and raising awareness about them is not just a responsibility but a humanitarian and social duty arising from the recognition that every individual's wellbeing heavily depends on their reproductive health, as well as their rights and freedom to make appropriate decisions.

Reproductive health messages and population concepts are not merely technical or statistical matters; rather, they are issues that concern the lives of individuals and communities. They touch upon a diverse range of issues such as human rights, gender equality, public health, and sustainable development. Therefore, adopting and promoting these messages reflects a commitment to human well-being and the enhancement of the quality of life for everyone.

This unified guide reflects the collaborative efforts of multiple sectors, aiming to gain a deeper and broader understanding of these vital issues and to convey strong and effective messages that raise awareness and encourage the positive change we aspire to achieve.

Population media messages represent efforts to educate and inform about reproductive health and gender equality topics. They also aim to stimulate discussion and positive thinking regarding women's rights in making decisions about childbirth. Additionally, they seek to direct attention towards providing reproductive health services and essential information in a way that enhances freedom of choice.

Furthermore, we must emphasize the role of youth in this context, as they make up a significant proportion of the population in Egypt and constitute an important source of demographic dividend and economic growth. Population media messages can inspire and empower young people to become active participants in achieving sustainable development goals.

We believe that media plays a significant role in changing and shaping social awareness and human behavior, and we see it as having an essential role in raising awareness about reproductive health and population issues, as well as conveying messages, and guiding thoughts.

Prof. Dr. Tarek Tawfik
Deputy Minister of Health and Population
For Population Affairs

Acknowledgment



This guide was developed through dedicated and ongoing efforts over several months, with the participation of numerous experts in the fields of media and population. The aim of this guide is to provide comprehensive media materials and programs that contribute to raising awareness about population issues.

We would like to express our deep gratitude for the sincere efforts made by the working groups and participants in preparing this guide.

We extend our thanks and appreciation to the participating ministries and entities: the Ministry of Health and Population along with its sectors, the Ministry of Awqaf (Religious Endowments), the Ministry of Social Solidarity, and the National Council for Women, for their tangible contributions to the preparation of this guide.

We also extend our thanks to the working team at the National Population Council and specifically appreciate the Media Department for their valuable contribution to the preparation of this guide, which reflects their commitment to promoting awareness about population issues and family health.

We express our gratitude to the United Nations Population Fund (UNFPA) and the European Union (EU) for the technical and financial support they provided for this guide. This fruitful collaboration in raising awareness about population issues significantly contributes to achieving the desired goals and sustainable development.

Purpose of the Guide



Recognizing the role of the media in guiding capabilities, propelling abilities, and influencing all segments of society, while striving to fulfill the political leadership's vision of achieving Egypt's Vision 2030 and the Sustainable Development Goals to effectively address population issues, it was imperative for us to convene multiple meetings with experts, stakeholders, and representatives from ministries and authorities. This endeavor aimed to formulate a media guide that not only aligns with these objectives but also seeks to accomplish them.

Hence, this guide serves as a roadmap towards the desired goal and the anticipated activities of media professionals, experts, intellectuals and opinion leaders across all media platforms, as well as influential actors, leveraging modern technology, while taking into consideration the diverse natures, variations, and the discrepancies among community segments targeted by the guide.

Awareness raising is our foremost issue. As we present to you the unified and updated population messages, coupled with health-related topics relevant to the envisioned development and our vision for media approach, we emphasize the significance of establishing a "Population Media Code" for these messages that aligns with the achievement of Egypt's population strategy.

How to Use This Guide



The health educator must follow the following steps to achieve maximum benefit from the media guide:

- Identify the population characteristics of the target audience.
- Gain an understanding of prevalent health issues, problems and all aspects related to the health problem in the work area, including causes, complications, behaviors, the extent of the problem's spread, geographical scope, and the most vulnerable individuals.
- Set priorities for promoting health in the work area.
- Define the target audience.
- Reframe the health messages in the guide to align with the characteristics, attitudes, and beliefs of the target audience, in order for the messages to be more persuasive and effective. This will lead to changing incorrect health behaviors or adopting new healthy behaviors.

Effective messages must be scientifically designed correctly in order to resonate with the target audience. To achieve this, these messages must have seven essential characteristics:

1. **Attractive:** It must be able to grab the audience's attention through the use of attractive elements.
2. **Crafting a clear message:** The message should be accurate and easily understood, without straying from the topic.
3. **Benefits the target audience:** The message must offer value or benefit to the target audience.
4. **Consistent:** The message must be consistent in terms of style and content
5. **Speaks to the mind and heart:** Must be able to convince the audience on a logical and emotional level and pique their interest.
6. **Builds Trust:** The message should reflect the credibility of the communicator and build trust with the audience.
7. **Call to Action:** The message should contain a clear call for the audience to take action.

Target audience and Communication Platforms

Target audience

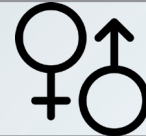
Adolescent boys and girls



Parents of adolescents



Youth



Couples about to be married



Newlyweds



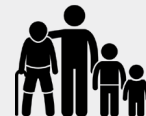
Married women and men



Married women and men in reproductive age



Influential family members
(Grandparents)



Religious figures



Wedding officiant



Community leaders



Media professionals and influencers
on preferred communication platforms



Pregnant women and their spouses



Women in the postpartum period and their husbands



Adults



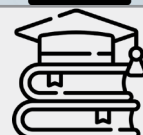
Adults under 60 years old



Parents



Education Officials

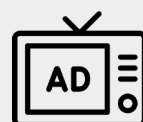


Communication Platforms

Social media platforms:
(Facebook/ YouTube/Google/TikTok/
Instagram)



Visual media:
Egyptian television channels and
most-watched private channels.



Audio media:
Most listened-to radio stations.



Non-traditional media:
(Inside hospitals and health units/
Roadside billboards/Public
transportation/Super Markets)



Direct communication:
Through direct seminars, public
meetings, communication with health
educators, rural leaders, and others.



Chapter 1: Reproductive Health

Premarital Screening

The main objective of the premarital screening is to promote the couple's health and prevent health complications in order to ensure the wellbeing of future generations. This is achieved by shedding light on the importance of a comprehensive medical screening before marriage, educating individuals about public health issues, especially reproductive health, to reduce health risks, and for the early detection of diseases, and improving the overall health of individuals.



Premarital counseling enhances the partnership between couples about to be married by providing them with the information and guidance needed to make decisions about their reproductive health. This advice helps determine the appropriate timing for pregnancy and the spacing between pregnancies, to ensure the health of women and children.

Counseling reflects a deep understanding of the biological and social impact of childbirth. It offers advice and guidance based on scientific research and health best practices, helping couples make informed decisions.

This aims at ensuring a safe and healthy environment for the development of the family. It encourages informed and responsible reproductive health decisions, which contributes to enhancing the quality of life for families and societies.

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Premarital screening and counseling services are provided within primary healthcare units.

Premarital screening is important for detecting hereditary diseases and diseases that are transmitted through sexual or close contact.

Premarital screening and counseling help in avoiding the occurrence of hereditary diseases, especially those linked to consanguineous marriages, such as genetic anemias, with the aim of having healthier children.



Premarital counseling:

- Premarital counseling includes emotional, psychological and social counseling and guidance before marriage. It aims to help couples prepare for marriage and understand how to deal with potential challenges.
 - Premarital counseling can include topics such as effective communication, managing conflict, and work life balance.
-

Premarital screening:

- Premarital screenings are a series of medical tests that couples undergo before marriage. They aim to check their health and identify any possible health problems.
- Premarital screenings are based on a medical assessment, while counseling is based on psychological, emotional and social guidance. Both are important for preparing for a marriage, as counseling provides tools to deal with the emotional and relationship aspects, while screenings help ensure the health of the couple.



During the examination and counseling services:

The service provider offers counseling to those planning to get married regarding family life, healthy lifestyle practices and their impact on reproductive health. This ensures safe pregnancy and childbirth.

- Women are advised to take folic acid before pregnancy, as it reduces the risk of neural tube defects in the fetus.
- Couples planning to get married are advised to quit smoking and reduce coffee consumption due to their negative effects on fertility and fetal growth.
- They are recommended to receive certain vaccinations:
 - Hepatitis B virus vaccination for individuals who haven't been previously vaccinated. This is because Hepatitis B virus is one of the diseases that can be transmitted between spouses and from the mother to the infant around the time of birth.
 - German Measles vaccination for the wife if she hasn't been vaccinated. (This should be done three months before marriage or postponing pregnancy by three months after receiving the vaccine). German Measles infection in early pregnancy can lead to severe consequences such as miscarriage, intrauterine fetal demise, and birth defects.
 - Human papilloma virus vaccination for the woman to prevent cervical cancer.

Target Audience



Communication Platforms



Child Marriage

Child marriage is defined as marriage in which the age of one or both parties (the girl or the boy) is below 18 years old. However, this practice is more common among girls.



Child Marriage and Children's Rights

- Child marriage is considered a violation of human rights and a manifestation of gender inequality, where girls are more affected by this practice than boys.
- Child marriage is prevalent among girls, and is six times more prevalent among girls.
- Child marriage, especially of young girls, is a flagrant violation of human rights and poses a serious threat to their lives and health. It hinders their chances of reaching their full potential.

-
- Child marriage deprives girls of their right to protection.
 - Young girls who marry before the age of 18 are more susceptible to domestic violence, exploitation, and mistreatment from their husbands compared to older and more educated women. Contrary to what some parents might believe, marriage does not provide protection for them.

Child marriage deprives girls of their right to education and the development of their skills and fundamental abilities. It diminishes their opportunities to reach their full potential and reduces their chances of accessing suitable careers and achieving financial independence.

Early marriage poses a barrier for girls in achieving higher education levels and attaining financial stability.

Child marriage occurs under pressure from parents, relatives, and due to financial needs. It deprives girls of enjoying their fundamental rights in terms of health, education, and work. Additionally, it denies them the right to make an informed choice about their life partner, hinders them from building healthy families, and impacts their ability to raise healthy children.

Messages



Child marriage separates a girl from her family, friends, and social and emotional support system.

To inquire about children's rights or to report any violations or exploitation concerning children, you can contact the Child Protection Hotline number (16000), operated by the National Council for Childhood and Motherhood.

Target Audience



Communication Platforms





Child Marriage and the Risks of Pregnancy and Childbirth

Adolescent mothers (aged 10 to 19 years) face higher risks of complications such as toxemia of pregnancy, puerperal sepsis, urinary tract infections, and others compared to women aged 20 to 24. Additionally, their infants are at greater risk of low birth weight, premature birth, and other significant dangers.

More than half of unintended pregnancies among teenage girls aged 15 to 19 ends in abortion, often performed under unsafe conditions.

Maternal deaths related to pregnancy and childbirth double if pregnancy occurs before the age of 18.

Adolescent mothers are twice as likely to experience postpartum depression compared to older mothers.

Target Audience



Communication Platforms





Child Marriage and Legal Rights and Religion

Marriage before the age of 18 is illegal, and circumventing the law through customary marriage results in depriving both the wife and her children of their civil rights, especially in cases of divorce or husband's death due to the lack of official marriage documentation.

Obtaining birth certificates for children of underage mothers becomes difficult, potentially leading to the loss of their right to acquire rightful paternity affiliation and difficulties in accessing education, healthcare, services, and inheritance.

The young girl loses her rights due to the absence of legal documentation, making it impossible to prove her civil status (whether she is married, divorced, or widowed). Consequently, she lacks entitlement to inheritance, pension, or alimony upon divorce, or the death of the husband.

Many cases of child marriage in the Egyptian law are classified as human trafficking, such as seasonal marriages of girls during the summer for monetary gain.

Divine religions reject child marriage as it violates children's rights to education, health, and protection. Moreover, child marriage results in fragmented families and creates various societal issues.

Recently, there have been efforts by religious institutions and the Egyptian government to combat child marriage and to underline the importance of respecting children's rights and the right of young men and women to choose their partner.

Target Audience



Communication Platforms



Healthy Timing and Spacing of Pregnancy

Healthy Timing for Pregnancy:

refers to the optimal stage of life for pregnancy to occur without risks.

Birth Spacing:

is the sufficient period that a woman should wait after giving birth or experiencing a miscarriage before attempting another pregnancy.



Healthy Timing for Pregnancy

Among the reproductive rights for both women and men, is the right to make decisions related to reproductive health without coercion. This encompasses the number of children, the appropriate time to get pregnant, and the spacing between pregnancies.

It is essential for a woman to mature physically and mentally before pregnancy to ensure she's not exposed to the risks of pregnancy and childbirth, and to guarantee the proper upbringing of children.

The age group of 19-34 years is considered the healthy timing for pregnancy.

Adolescent pregnancy before the age of 18:

- Increases the likelihood of high blood pressure during pregnancy.
 - Increases the likelihood of vitamin deficiency and iron-deficiency anemia.
 - Increases the likelihood of delivering an underdeveloped or premature fetus, which in turn elevates the probability of the infant being susceptible to respiratory and gastrointestinal system diseases, as well as mental disorders such as autism, and attention deficit hyperactivity disorder (ADHD).
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Younger mothers are more susceptible to postpartum depression compared to elder mothers.

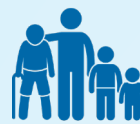
Pregnancy and childbirth complications are some of the leading causes of death for girls aged 15-19.



Pregnancy at the age of 35 or older:

- Increases the likelihood of high blood pressure during pregnancy.
- Increases the likelihood of the mother developing gestational diabetes.
- Increases the likelihood of the fetus having physical anomalies.
- Increases the likelihood of premature labour.
- Increases the risk of toxæmia of pregnancy and maternal mortality.
- Increases the likelihood of having a cesarean section.

Target Audience



Communication Platforms





Birth Spacing

Birth spacing refers to the period of time that a woman is encouraged to wait after childbirth or a miscarriage before attempting another pregnancy.

The ideal interval between childbirth and subsequent pregnancy should not be less than 24 months.

Birth spacing provides both the mother and the newborn with sufficient time for physical and mental recovery.

Birth spacing:

- Reduces infant mortality rates.
 - Reduces the prevalence of preterm labour.
 - Reduces the likelihood of low birth weight.
 - Contributes to enhancing the child's physical health, mental growth, and emotional well-being.
 - Reduces the occurrence of stunted growth in children.
 - Reduces health complications for both the mother and the newborn, which are closely associated with frequent and closely spaced pregnancies.
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Short intervals between births affect breastfeeding, which plays a vital role in child nutrition and enhancing their immunity.



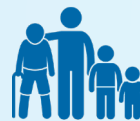
Closely spaced pregnancies lead to:

- Increased risk of miscarriage.
- Higher infant mortality rates.
- Elevated proportion of low birth weight.
- Elevated likelihood of future childhood malnutrition diseases.
- Exposes mothers to the risk of bleeding, general weakness, and malnutrition diseases including anemia, impacting the health and well-being of her children and family.

Frequent or closely spaced pregnancies triple the maternal mortality rate after the birth of the fourth child.

It is advisable to wait for at least six months after a miscarriage before attempting another pregnancy to avoid the risks of pregnancy and childbirth for both the mother and the newborn.

Target Audience



Communication Platforms



Safe Motherhood

The concept of safe motherhood encompasses the care of the mother throughout all stages of pregnancy, childbirth, postpartum, as well as the care of the newborn and breastfeeding, in addition to family planning.



Antenatal Care

One of the reproductive rights of women is the right to safe pregnancy. Therefore, healthcare centers/units in Egypt provide antenatal care services free of charge to all pregnant women.

Once a woman becomes aware of her pregnancy, she should promptly visit the healthcare center/unit to access antenatal care services. Regular attendance at maternal and child care services helps safeguard the health of both the mother and the child.

Pregnancy monitoring helps in the prevention, early detection, and treatment of any risks that both the mother and the fetus might encounter. This leads to a safe pregnancy and childbirth, resulting in the birth of a normal and healthy baby.

A quarter of maternal deaths occurs during pregnancy. However, complications leading to maternal deaths during pregnancy can be prevented or treated with consistent medical monitoring during pregnancy. To achieve this, the Ministry of Health and Population recommends a minimum of five antenatal visits with the specialized doctor during pregnancy. The appropriate number of visits should be consulted with the doctor based on the pregnant woman's health condition.

Utilizing the services of the Presidential Initiative "Mother and Child Health" can help in the early detection and treatment of diseases affecting both the mother and the fetus, ultimately leading to a reduction in mortality. For inquiries and to locate the nearest center or unit providing the initiative services, you can contact hotline number **15335**.

Vaccinating pregnant women against the deadly tetanus disease, after the third month, safeguards the lives of both the mother and the child.

Target Audience



Communication Platforms





Healthy Lifestyle and its Effects on Maternal and Child Health

Adopting a healthy lifestyle through proper nutrition and physical activity contributes to maintaining the health of both the mother and the child. Proper care and nutrition for the child, right from the moment of conception within the mother's womb until the age of two years (the golden thousand days). This is of utmost importance for disease prevention as 85% of the child's strength and overall health, both mental and physical, are formed during this period.

Pregnant women are advised to increase their intake of fresh vegetables and fruits, which helps prevent high blood pressure and constipation. Consuming dairy products (cheese, milk, and yogurt) is also recommended to enhance the child's growth and health.

Consuming foods rich in iodine such as fish and iodine-fortified salt during pregnancy protects the fetus from thyroid hormone deficiency and the resulting mental retardation.

- Consistently taking dietary supplements prescribed by the doctor during pregnancy mitigates various health risks.
 - Taking folic acid tablets reduces the risk of neural tube defects in the fetus.
 - Consuming iron tablets prevents anemia due to iron deficiency, thereby reducing the risk of preterm labor and its associated low birth weight.
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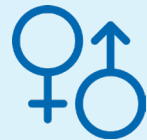
During pregnancy, it's advisable for the mother to reduce the consumption of sweets, as they can contribute to the development of gestational diabetes and high blood pressure. Reducing salt intake can help prevent high blood pressure. Additionally, avoiding spicy foods, condiments, and fried foods is also recommended as they can cause increased acidity and heartburn. Fried foods and hydrogenated oils have a negative impact on the growth and development of the newborn.

Messages



Maternal malnutrition affects pregnancy outcomes and has an impact on the development of the child. It increases the likelihood of preterm labour for an underweight baby and exposes the child to the risk of early onset of nutritional deficiencies.

Target Audience



Communication Platforms





Natal Care

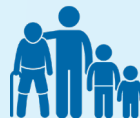
Giving birth in a healthcare facility under medical supervision is associated with lower rates of complications compared to home births, including maternal deaths, stillbirths, and neonatal deaths.

Natural labour has several advantages:

- For the baby: It prepares the newborn's lungs for breathing, enhances the immune system, and promotes brain growth and functions.
- For the mother: It results in less postpartum pain, avoids the risks of general anesthesia, and leads to a shorter recovery period. Furthermore, it reduces the likelihood of infections or blood clots, maintains the aesthetic appearance of the abdomen, helps to facilitate successful breastfeeding, decreases the risk of postpartum depression, and fosters a bond between the mother and the baby.

There are various methods to facilitate natural labour, including walking, taking warm baths to alleviate pain and induce relaxation, receiving praise, encouragement, and reassurance from a trusted person during labour, helps in reducing the mother's anxiety.

Target Audience



Communication Platforms





Postnatal Care

The mother requires support from her husband, family, and assistance in adapting to the changes and pressures she might encounter after giving birth. This includes postpartum depression, which manifests as intense sadness, decreased energy, anxiety, alterations in sleep or eating patterns (such as loss of appetite or increased consumption, insomnia, or excessive sleeping), and bursting into tears.

Postnatal care is essential to avoid the occurrence of puerperal sepsis, which can lead to death. It's also important to pay attention to symptoms that may threaten life during the postpartum period and to promptly consult a healthcare provider if any of these symptoms appear: bleeding and fever.

Good nutrition for the mother after childbirth includes consuming vegetables, fruits, and fluids, while taking iron supplements to prevent anemia.



Breastfeeding and Neonatal Care

Divine religions have encouraged breastfeeding as a natural practice and emphasized its importance in maintaining the child's health and well-being.

Breastfeeding helps the mother's recovery from childbirth, reduces the likelihood of postpartum hemorrhage, and the risk of ovarian and breast cancers.

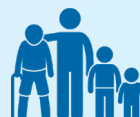
Among the benefits of breastfeeding for the child is its reinforcement of the child's immune system, enhancement of the bond between mother and child, promotion of healthy weight for infants, and protection against obesity and diabetes later in life.

It is scientifically proven that infants in their first year who are not breastfed are more susceptible to illness and mortality compared to those who rely solely on breastfeeding.

It is important for the mother to initiate breastfeeding within the first hour after birth. The infant should only be given breast milk and no other foods or drinks during the first six months of their life. The mother's milk is the ideal nutrition for the baby and fulfills their needs during this period.

Consistent breastfeeding is one way to increase the milk supply.

Target Audience



Communication Platforms





Complementary foods should be introduced to the child alongside breastfeeding starting from the seventh month, as the infant's energy and nutritional requirements exceed what they receive from breastfeeding alone at this time. The continuation of breastfeeding, along with these complementary foods, is recommended until the age of two or more.

To ensure the child's health, the following steps are necessary:

- Newborn examination and issuance of health cards for them.
- Monitoring the health of the child after birth from day one until the age of five helps track their growth and development, ensuring proper growth, prevention, and early treatment of diseases that can lead to child mortality, including malnutrition diseases.
- Adherence to the vaccination schedule provided by the Ministry of Health & Population.

A child suffering from severe stunting due to improper nutrition is four times as likely to die than a healthy child.

Target Audience



Communication Platforms



Family Planning

Family planning is based on rights and choices of couples, built upon knowledge of family planning methods and services, to make informed decisions about their reproductive health and their families.

As such, voluntary access to safe family planning is considered a human right and a reproductive right.

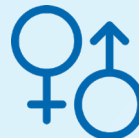
Family planning refers to using information, methods, and means that allow couples the right to choose whether or not to have children, the number of children they wish to have, the appropriate timing, and determining spacing between pregnancies. It also includes the right to choose the preferred family planning method that takes into account the health of both the mother and child.



Reproductive Rights

- Reproductive rights give individuals control over their health and decisions related to family planning, reproductive health, including the right to live free from violence and the right to access health care and knowledge.
- The right to access information and the necessary methods to achieve the highest levels of sexual and reproductive health, free from discrimination, coercion, and violence.

Target Audience



Communication Platforms





Importance and Benefits of Family Planning

Couples' free choice, grounded in knowledge of family planning methods and services, enables them to make choices about the timing of their pregnancy, the spacing between pregnancies, and determine the desired size of their family.

Family planning helps mothers prepare physically and psychologically before the next pregnancy, which helps in achieving the best family health status particularly for mothers, and children.

Healthy timing of pregnancy decreases the exposure of women to the possible health risks of pregnancy and child birth and postpartum period, for example: hemorrhage, toxemia of pregnancy, gestational diabetes mellitus as well as protect mothers from developing malnutrition diseases such as anemia and osteoporosis as a result of calcium deficiency.

Family planning methods help avoid unwanted pregnancies.

By avoiding unwanted pregnancies, the use of family planning methods helps in reducing maternal and child mortality.

Family planning allows future generations to enjoy good physical and mental health.

The free choice of couples based on knowledge of family planning methods and their use provides mothers the opportunity to complete the period of breastfeeding, which offers benefits for both the mother and the child.

Target Audience



Communication Platforms





Counseling and Family Planning Methods

Detailed information about family planning methods can be obtained during a family planning counseling session conducted by a healthcare provider.

The counseling session includes familiarizing oneself with each modern family planning method, its advantages, potential side effects, and its effectiveness (success rate), as well as learning about the method's use, handling, and follow-up.

It also includes providing support and follow-up to couples after choosing a method of family planning.

Side effects of family planning methods are generally symptoms, not diseases. If any issues or side effects arise, the beneficiary should seek medical consultation.

After childbirth, women should promptly visit family planning clinics to select the appropriate method.

Exclusive breastfeeding is not a guaranteed effective method, so it is advisable to regularly use an effective family planning method during this period.

Messages



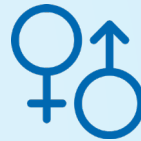
The use of family planning methods does not affect the couple's ability to conceive in the future.

Family planning methods are safe, effective, and available in all healthcare facilities affiliated with the Ministry of Health and Population, either free of charge or at nominal prices.

Couples can choose from various family planning methods. The choice depends on their decision to select the most suitable method, according to the information provided by the healthcare provider.

There is not universally a "best" family planning method for every woman, as the optimal method for couples depends on several factors, including their health condition.

Target Audience



Communication Platforms



Chapter 2: Adolescents and Youth Health

Healthy Lifestyle

A healthy lifestyle is a comprehensive and balanced way of life that includes a combination of physical, mental, and emotional activities contributing to an individual's wellbeing, prosperity, and the highest possible quality of life



Nutrition

Consuming foods from different food groups daily with variation in choices from day to day provides the body with its essential nutritional needs, protects against malnutrition diseases, and promotes proper growth and development.

Food groups include:

- Vegetables.
- Fruits.
- Grains and Starches: (bread, rice, pasta, potatoes).
- Proteins: meat, poultry, fish, eggs, cheese, legumes (beans, lentils, chickpeas).
- Dairy products like yogurt and cheese.

Increasing the consumption of vegetables and fruits reduces the risk of obesity, which can impact fertility, and they are rich in antioxidants, in addition to reducing the risk of heart disease, stroke, diabetes mellitus, and some types of cancer.

Avoid the consumption of saturated fats from animal sources (red meat, poultry skin, high-fat cheese) and hydrogenated oils in margarine, processed because it increases the risk of heart disease, and fried foods increase the risk of heart disease and strokes.

Reduce sodium intake in table salt, pickles, canned foods, processed meals, and processed meats because it increases the risk of high blood pressure, heart disease, and stroke.

Avoid the high consumption of sweets and added sugar in carbonated beverages and juices because it may increase the risk of obesity and many non-communicable diseases such as type 2 diabetes mellitus, fatty liver, heart disease, stroke, and premature death.

Eating breakfast regularly may help improve concentration and academic performance.

Messages

People who regularly eat breakfast are:

- Less likely to be at risk of obesity, diabetes mellitus, and heart disease.
- Likely to consume more dairy products rich in calcium, which is crucial for bone and dental health.

Fast food meals contain a high amount of unhealthy fats, salt, and refined carbohydrates (white flour and white bread), which increase the risk of obesity, high blood pressure, diabetes mellitus, heart disease, and stroke.

Target Audience



Communication Platforms



Messages



Although consuming energy drinks can temporarily improve alertness and physical performance in young athletes, they have many negative health effects, including increased stress, high blood pressure, and an increased risk of obesity, as well as type 2 diabetes mellitus, insomnia, and gastric irritableness.

Increasing the daily intake of iron-rich foods is essential to prevent iron-deficiency anemia, which is prevalent especially among girls. These foods include liver, kidney, various meats, legumes (lentils, chickpeas, and beans), dried fruits, dark leafy vegetables, and it is recommended to add lemon to plant-based sources to enhance iron absorption.

Water is essential for life, vital for digesting and utilizing nutrients, and eliminating toxins from the body. The body needs about 8 cups of water daily, even more in hot weather and during exercise.

Eating three meals a day with healthy snacks is considered a healthy eating habit.

Malnutrition has very detrimental health effects, as it can reduce immunity, increase susceptibility to infectious diseases, impaired physical growth and mental development. Additionally, being underweight increases the risk of premature labour and low birth weight.

Obesity also has adverse effects on reproductive health, as it increases pregnancy complications and the risk of birth defects, stillbirth, and premature neonatal death.

Target Audience



Communication Platforms





Physical Activity

Participation of girls in sports increases their confidence and academic performance, reduces school dropout rates, and lowers the risk of depression.

Regular physical activity and sports help prevent and control non-communicable diseases such as high blood pressure, heart disease, stroke, diabetes mellitus, and various types of cancer. It also helps maintain a healthy weight and improves cardiorespiratory fitness, mental health, quality of life, and well-being.

Children who eat meals with their families tend to make healthier food choices with complete nutritional value.

Target Audience



Communication Platforms





SMOKING

Smoking can reduce fertility.

Second-hand smoking negatively affects the health of pregnant women and fetuses, resulting in issues such as premature birth, low birth weight, or miscarriage.

Target Audience



Communication Platforms



Mental Health

- Mental health is a state of mental wellbeing, in which the individual can cope with the psychological and social challenges and stresses in life. Mental wellbeing includes the ability to think and make decisions consciously, express emotions, and have positive social interactions with others.
- Mental wellbeing is not just the absence of psychological problems or mental disorders, but rather a general state of mind and psyche that includes positive factors such as good social communication, self-motivation, emotional resilience, and healthy handling of stress and life pressures.
- Mental health is an essential part of overall health, and it is closely related to physical health. If good mental health is well cared for, individuals are better able to achieve success and wellbeing in their lives and to participate positively in society.
-



Depression, anxiety, and behavioral disorders are considered among the leading causes of illness and disability among adolescents. Globally, one in every seven individuals aged 10 to 19 experiences some form of mental disorder.

Both boys and girls may have concerns about body size, shape, or weight, which can lead to eating disorders such as anorexia nervosa, leading to severe malnutrition that affects their reproductive health.

Suicide is the fourth leading cause of death worldwide among individuals aged 15 to 29.

Adolescents who experience discrimination, exclusion, lack of support, poor living conditions, or inadequate services are more susceptible to mental health disorders. This includes pregnant teenagers, teenage parents, those in early or forced marriages, and others.

Marriage of young girls at this stage increases their vulnerability to risks, subjecting them to violence and coerced sexual activity. Complications during pregnancy and childbirth are the leading causes of death for girls aged 15 to 19.



Puberty is characterized by numerous changes, not only physical but also psychological and social. This necessitates support from those around them to ensure proper development and prevention of risky health behaviors. Therefore, parents of adolescent boys and girls should:

- Talk to their children about their concerns.
- Pay attention to any changes in their children's behavior.
- Show interest in their children's school activities and encourage their participation in various areas such as sports, music, theater, and arts. Parents should also pay attention to the academic achievement of their kids.
- Praise and encourage their children, celebrating their efforts and accomplishments.
- Show affection and love during their teenage years, and spend an enjoyable time with them.
- Listen to them without making fun of their interests or fears, and respect their opinions.
- Assist children in finding solutions to problems, resolving conflicts, and making the right decisions.
- Set aside time for family members to engage in conversations.
- Encourage children to pursue education, ensure adequate sleep, engage in sports, follow balanced and healthy diet, and maintaining a healthy weight.
- Encourage family meals helps in making better food choices.

It has been scientifically proven that adolescents who regularly share meals with their families perform better academically, have higher self-esteem, and experience a reduced sense of depression and suicidal thoughts.

Mental health support service is provided by the General Secretariat of Mental Health at the following numbers: **08008880700-0220816831**

Target Audience



Communication Platforms



Chapter 3: Women's Empowerment and Violence against Women

Women's Empowerment

The Concept of Women's Economic Empowerment: It entails integrating women into the labour force by enhancing their capacity to participate in, contribute to, and benefit from the economic development processes. This is achieved through methods and mechanisms that recognize the value of their contributions and respect their dignity. However, this can only be realized by facilitating women's access to economic resources and opportunities, including jobs, financial services, properties and other productive assets, skills development, and market information. It involves as well enhancing their capabilities in a way that enables them to effectively achieve goals and accomplishments. In brief, it can be said that "women's economic empowerment" refers to boosting their economic participation in both workforce production and consumption. Women's empowerment should not be limited to the economic aspect simply because they constitute half of society; instead, empowering women across all its economic, social, political, and health dimensions should be one of the key pillars that support sustainable development.



Women's Employment and Human Dignity

- Women's employment enhances their status in society and enables them to contribute effectively to its development.
- Women's employment increases household income, improves its well-being, and reduces poverty within families.

Target Audience



Communication Platforms





Women's Empowerment and their Reproductive Health

Promoting family planning services and methods ensures the wellbeing and independence of women, as well as development opportunities for the society.

Decisions related to family planning require the involvement of both spouses.

Target Audience



Communication Platforms





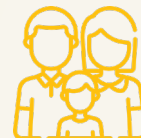
Women's Employment and Self-fulfillment

Women's participation in the labour market contributes to her self-fulfillment and has a positive impact on the development of the society.

Empowering women means granting them the ability to make informed decisions about their future and realizing their full potential.

The personal status law should determine the financial matters in a way that ensures women's rights.

Target Audience



Communication Platforms





Women's Economic Empowerment

The Small and Micro Enterprise Development Agency offers a range of services for women through their dedicated online platform.

Women's economic empowerment is an effective means to uplift the economic status of both the families and the communities.

Women should have adequate representation in trade business, as they often lean towards micro, small, and medium enterprises. They also face greater constraints in accessing credits and loans, leading to their reluctance to engage in such projects.

Despite constituting half of society, women's participation in the labor force does not exceed 14.3%, according to the 2020 Labour Force Survey. This diminishes their potential contribution to the desired growth of the Egyptian economy.

Women suffer from being limited to low-paying and low-skilled work, with less likelihood of being in leadership positions, the bigger the enterprise is.

Women still suffer from underrepresentation on the boards of directors worldwide, with only 19% of global board seats being occupied by women.

Messages



Gender discrimination in managerial positions hinders women's access to senior roles.

Awareness campaigns for women's banking services contribute to expanding developmental and small-scale projects in rural areas.

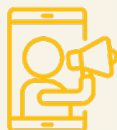
Women play a disproportionate role in care work, bearing the burden of unpaid care more than men.

Women with special needs deserve the same rights as others, including the right to make decisions about their health and their future.

Empowering women with special needs helps them participate equally in all aspects of life.

One of the practical steps that helps in empowering women with special needs is to plan public services that are tailored to their needs and involve them in designing the products to ensure their usability.

Target Audience



Communication Platforms



Violence against Women

According to the Declaration on the Elimination of Violence against Women issued by the United Nations General Assembly in 1993, violence against women is defined as follows: “Any act of gender-based violence that results in, or is likely to result in, physical, sexual, or psychological harm or suffering to women, whether occurring in public or private life. This includes threats of such acts, coercion, or arbitrary deprivation of liberty, whether occurring in public or private life”.



Divine religions emphasize the importance of respecting women.

Violence against women is a form of human rights violation.

Spousal violence against wives is extremely prevalent, with approximately one in every three women having experienced violence from their husbands at least once in their lives.

Most cases of sexual and domestic violence are committed by someone close to the family, and the majority of victims are girls and women.

Domestic violence can take the form of physical, sexual, psychological, verbal assault, or economic exploitation by a family member, such as:

- Hitting, slapping, or threatening with a sharp object or weapon.
 - Insulting, demeaning, or threatening to harm the victim or anyone close to her.
 - Controlling the victim's assets, work, or restricting her freedom to leave the house or to see her family.
-

Violence negatively impacts a woman's physical, psychological, sexual, and reproductive health, and can lead to:

- Homicide or suicide.
 - Injuries.
 - Depression, anxiety, and sleep disorders. Women subjected to spousal violence are twice as likely to experience depression.
 - Increased risk of miscarriage, stillbirth, preterm labour, and low birth weight.
-

Children who witness domestic violence tend to become aggressive in turn and suffer from anxiety, depression, and low self-esteem. Additionally, this often leads to their involvement in or exposure to violence later in life.

One of the solutions to domestic violence is the use of dialogue, understanding, and identifying the causes of disputes.



Protection against the risks of cyber violence or extortion requires some preventive measures, such as:

- Not sharing personal and private information on unknown or untrusted platforms or websites.
- Avoiding clicking on any link received via a text message from an unknown person.
- Not downloading or installing any applications from unknown or untrusted sources.
- Refusing to comply with uncomfortable requests, such as sharing photos or any personal or sensitive information.
- Seeking support from relevant authorities and reporting the perpetrator of the crime.

Important Numbers

15115: Complaint Office at the National Council for Women.

16000: Child Helpline at the National Council for Childhood and Motherhood.

01111755959 (WhatsApp): Office of the Attorney General for reporting cases of violence.

15047: Customer service for the Ministry of Transportation to report harassment incidents in public transportation and Egyptian railways

01126977333/01126977444: Human Rights Department at the Ministry of Interior

Penalty for harassment can reach up to 1095 days in prison and a fine of 20,000 Egyptian pounds..

Target Audience



Communication Platforms



Female Genital Mutilation

Female genital mutilation is a form of sexual and physical violence. It involves the partial or total removal of external female genitalia or other injuries to female genital organs, for non-medical reasons. Often, these practices are based on the belief that they preserve a girl's chastity and honor.



Female Genital Mutilation, Religions, and Laws

Female genital mutilation has nothing to do with any divine religion and it is not mentioned in the Quran, the Sunnah, or the Bible.

Religions emphasize the sanctity of the body and the right of individuals to enhance physical and psychological well-being.

A statement from the Egyptian Fatwa Authority in 2016 confirmed that female genital mutilation is not part of religion and is merely a cultural tradition. It is considered forbidden and an assault against girls.

Female genital mutilation is a crime according to Article 242 **BIS** of the Penal Code. Strict penalties have been adopted for those who perform female genital mutilation or request it to be performed and it is carried out based on their request. These acts lead to imprisonment for 5-10 years or more for perpetrators of this crime.

If the circumcision is performed by a doctor or a practicing nurse, they will be punished with rigorous imprisonment for a period of 5-20 years, in addition to being banned from practicing their profession for 3-5 years.

All medical corps worldwide consider female genital mutilation a violation of the ethics of the medical profession.



There is no medical school or medical reference anywhere in the world that refers to female genital mutilation or includes it in its curriculum.

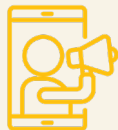
Anyone who promotes, encourages, or advocates for female genital mutilation is subject to imprisonment, even if their actions do not result in immediate consequences.

We must be proactive and report cases of female genital mutilation to the child helpline (16000), the police department, or the public prosecutor.

Female genital mutilation is a form of human rights violation against women and girls:

- It constitutes a form of sexual and physical violence against women.
- This practice violates the rights of girls and women to health, security, and physical safety.
- It further violates the right not to be subjected to torture, cruel, inhuman, or degrading treatment.
- It may also violate the right to life, in cases where the practice leads to death.

Target Audience



Communication Platforms





Female Genital Mutilation and its Effect on Girls

The misconception that female genital mutilation has health benefits for girls and women is inaccurate. In reality, it causes severe physical and psychological harm.

During the procedure of female genital mutilation or as a result of its complications, bleeding may occur that could lead to death.

A girl who has undergone female genital mutilation continues to suffer throughout her life from various health problems, such as infections and urinary system issues, let alone the problem she faces after marriage. This includes difficulties in marital relations, and an increased risk of childbirth complications (difficult labor, severe bleeding, and cesarean section).

Female genital mutilation inflicts intense pain that can result in psychological shock.

It can lead to serious complications such as infections from blood-borne diseases (hepatitis B, HIV).

Messages



Female genital mutilation results in lifelong psychological suffering for girls and women. It subjects the girl to emotional trauma and painful memories, eroding her sense of security and self-worth. Many of them recall the oppression and humiliation they experienced on the day of the mutilation, describing it as a “black day”.

Female genital mutilation has social consequences that can lead to marital conflicts, domestic violence, and increased divorce rates.

Target Audience



Communication Platforms



Chapter 4: Population

Consanguineous Marriage and Genetic Diseases

Consanguineous marriage is defined as marriage between individuals who are blood relatives. However, geneticists often use this term to refer to relationships among second-degree relatives (such as first cousins), as the greater degree of kinship, the higher the associated risk.



Marriages between first cousins increase childhood mortality rates by 5% more than those of their counterparts.

Consanguineous marriage increases the likelihood of low birth weight and leads to a higher incidence of multi-factorial diseases among live births, such as asthma, mental retardation, epilepsy, diabetes mellitus, heart diseases, and congenital defects.

Consanguineous marriage increases the risk of genetic diseases and birth defects, such as:

- High blood pressure.
 - Immune deficiency.
 - Hemolytic disorders, Mediterranean anemia, sickle cell anemia, and phenylketonuria.
 - Down syndrome, with nearly half of these children born with congenital heart defects, birth defects and other health issues such as gastrointestinal defects, immune disorders, obesity, hearing, vision, and memory problems.
 - Neurological disorders.
 - Deafness (hearing loss).
-

Approximately 2-5% of live births are affected by hereditary diseases and birth defects.

Genetic diseases and birth defects lead to:

- Increase in the likelihood of miscarriages (3 times).
 - Increase in fetal mortality rates (4 times)
 - A 30% higher likelihood of infants entering the hospital for treatment within the first six months of life due to severe impairments.
 - Increase in infant mortality (4 times), accounting for approximately 50% of deaths among children under five.
-

Premarital testing and counseling help prevent the occurrence of hereditary diseases, especially those with an increased likelihood in consanguineous marriages. These services are offered within primary healthcare facilities.

Messages



One can use the services of the Presidential Initiative for Pre-Marital Screening and obtain a certified health certificate with a (QR Code). For further inquiries and to find out the nearest center or healthcare unit providing the initiative's services, please call (15335).

Some birth defects can be prevented through measures like getting certain vaccinations such as rubella, ensuring adequate intake of folic acid and iodine through essential nutrients or dietary supplements, in addition to the antenatal care services.

Consanguineous marriage is considered one of the key social factors that are associated with the spread of anomalies, birth defects, and hereditary diseases within society, leading to the deterioration of the future workforce productivity. This necessitates the government to allocate more resources, such as specialized educational services for people with disabilities.

Hereditary diseases and birth defects are often chronic and difficult to treat (cost of treatment is exorbitant). Moreover, they may lead to permanent disabilities, resulting in negative impacts on individuals, families, healthcare systems, and communities.

Target Audience



Communication Platforms



Population

The 2030 Agenda for Sustainable Development emphasizes that reproductive health and gender equality are the foundation for building a more prosperous and sustainable future. Instead of warning against population growth, the emphasis should be on ensuring individuals' rights to freely choose the number of their children, the timing of each birth, and the spacing between them. This can be achieved by providing services and information about reproductive health.



Egypt's population exceeded 105 million in June 2023. The number was 102.1 million in mid 2021- and 94.8 million according to the 2017 census.

Instead of focusing on “numbers” and “population growth,” we should concentrate on the real challenges we face that hinder the improvement of people’s quality of life. This entails working towards and investing in education, healthcare, green energy, and gender equality.

Quality of life is ensured by:

- Spending on healthcare, education, food, housing, and utilities.
 - Citizens should feel the benefits of development without any discrimination.
-

Reproductive health and family planning are among the national and global strategies for enhancing citizens’ quality of life and achieving sustainable development goals.

Couples should be provided with information and services about reproductive health and family planning, enabling them to make informed decisions regarding the number of children they desire to have and the spacing between pregnancies.

It is fair and logical to invest adequately in the health and education of our children, as this helps decrease the occurrence of educational dropout.

Every family should grant girls the same rights granted to boys, including care, education, health, and protection from violence and humiliation.

Religions do not differentiate between males and females. Neither the husband nor the wife has a role in determining the gender of the newborn.

International organizations recommend that birth spacing should be at least 2-3 years to mitigate risks to the health of both the mother and the child.



Empowering women with opportunities and choices in family planning can enable them to pursue their education, thereby qualifying them for participation in public life. According to the 2021 Egyptian Family Health Survey, there are 23 deaths per 1000 live births for women who completed secondary education, compared to 38 deaths per 1000 live births for women who have not received any education.

There is a strong impact of women's educational status on their reproductive behavior. The fertility rate decreases from 3.4 children among women who never been to school to 2.64 among women who have completed at least secondary education.

In the five years preceding the 2021 Egyptian Family Health Survey, it was found that one in every five children was a result of an unplanned or unwanted pregnancy. This signifies:

- Many women are giving birth to more children than they desire.
- 14% of women have an unmet need for family planning methods.

The 2021 Egyptian Family Health Survey indicates a notable increase in the desire to have no more children among women with more than one child, rising from 55% among women with two children to 82% among women with three children.

The 2021 Egyptian Family Health Survey reveals that three out of four women have conditions that lead to a high risk of maternal death when conceiving a child (mainly due to advanced maternal age, short birth spacing, and high birth order). This necessitates further interventions and efforts to limit high risk pregnancy.

Target Audience



Communication Platforms



Population and the Environment

- Climate change refers to long-term shifts in temperature and weather patterns.
- Since the nineteenth century, human activities have been the primary driver of climate change, primarily due to the burning of fossil fuels such as coal, oil, and gas, which results in the emissions of greenhouse gases that act like a blanket around the Earth, trapping the sun's heat and raising temperatures.
- Energy, industry, transportation, buildings, agriculture, and land use are among the major sectors responsible for greenhouse gas emissions



It is expected that between the years 2030 and 2050, climate change will lead to approximately 250,000 deaths annually due to malnutrition, malaria, diarrhea, and heat exhaustion.

Egypt is highly vulnerable to climate change, with expected increases in heatwaves and storms. Most extreme weather changes over the past three decades have been documented, with an annual average temperature increase of 0.53 degrees Celsius per decade.

Climate change affects health, food production, housing, safety, and work.

Climate crises negatively impact the achievement of universal healthcare coverage in several ways, including the increasing complexity of current disease burdens and the barriers to accessing healthcare services.

Extreme weather phenomena can make it difficult to access healthcare services, including maternal health care and other life-saving reproductive health services.

The risks of climate change impact the health of the most vulnerable and impoverished groups, including women and children, making it a multiplier factor of inequality.

Air pollution affects maternal health and is linked to delayed fetal growth, preterm birth, and low birth weight.

Green House Phenomenon (rising temperatures) is associated with increased spread of transmitted diseases, an elevated risk of premature labour, low birth weight, and infant mortality.

Every project that adheres to environmental conservation principles is classified as part of a green economy.

(There should be an emphasis on reducing the use of chemical fertilizers and pesticides that pollute the water of canals and the Nile River.)

(Disposing of waste, refuse, and dead animals in canals and the Nile River should be criminalized.)

Messages



Contrary to popular belief, it is the wealthiest countries with the lowest fertility rates that contribute the most to greenhouse gas emissions that cause climate change.

The expansion in the use of chemical substances in various products such as pesticides, cleaners, plastics, and others negatively affects reproductive health, leading to reduced fertility, recurrent miscarriages, or intrauterine fetal death.

Gender-based violence and harmful practices against women and girls, including child marriage and female genital mutilation, increase during climate disasters.

As part of climate crisis mitigation measures, reducing emissions through the use of green energy sources such as solar and wind, adapting to climate impacts, and prioritizing essential life-saving reproductive health services should be at the core of these adaptation strategies.

Target Audience



Communication Platforms



Chapter 5: Education

Education and Literacy

Education refers to:

- The process of facilitating learning, i.e. acquiring knowledge and skills, which can take several years or continue throughout one's life.
- Education is considered as the Path to Self-Development and the future of societies in general.
- Education unlocks various opportunities and reduces inequalities.
- The cornerstone for enlightened and tolerant societies, as well as the primary driver of sustainable development.

Literacy refers to:

- The ability to read and write.
- This term has been expanded to include the ability to use languages, numbers, images, and other means to understand and interact with essential cultural symbols.
- Literacy is considered a fundamental factor in achieving sustainable development.

It increases participation in the labor market, improves health and nutritional status of children and families, reduces poverty, and provides more life opportunities.



Education and Health are central to human development.

Education helps foster effective communication with others and builds successful social relationships.

An educated individual can safeguard their rights, the rights of their children, as well as their own health and the health of their children.

Education is the foundation of successful societies; it is a crucial key to driving any economic and social growth.

Education helps bring up a generation of remarkable individuals, capable of outstanding achievements.

Dropout from education is one of the most important and dangerous issues facing Egyptian society.

Raising qualified future generations is achieved through proper education.

Target Audience



Communication Platforms





Educating Girls is the Foundation for a Resilient Society

Educating girls is a right that society must guarantee and ensure.

Educating Women:

- Increases their awareness.
- Contributes to their self-fulfillment.
- Qualifies them to participate in the labor market.

An educated woman has the ability to improve her family's life and raise her children properly.

Female education is the most powerful driving force for improving population characteristics.

The higher the rates of education for women, the lower the rates of malnutrition diseases among their children.

A woman's employment and economic empowerment have a positive impact on her decisions regarding her life and investments in her children's education, particularly girls.

Educating girls profoundly changes a woman's perception and attitudes, which in turn extends to her family and the surrounding community, thereby contributing to the overall advancement of society.

Target Audience



Communication Platforms





Education and Its Relation to the Population Profile

Educational attainment has a far-reaching positive impact on income, health, empowerment, and the overall well-being of an individual.

As one's level of education increases, so does the motivation for women to work and earn more income.

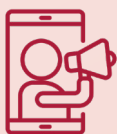
Women's education empowers them to make decisions regarding their reproductive health.

Women's education has a positive impact on their decisions on the number and spacing of their children, enabling them and their husbands to provide love, care, proper education, and a good education to their children.

Lack of education reinforces negative customs and traditions that favor males over females.

Child labor, whether with their fathers or others, results in boy preference and contributes to children dropping out of education.

Target Audience



Communication Platforms





Literacy

Illiteracy is not limited to the inability to read and write, but also includes religious, economic, and other forms of illiteracy.

Religions have encouraged beneficial education, urging societies to collaborate in eradicating illiteracy.

Target Audience



Communication Platforms





Education

Technical Education:

- Focusing on technical and vocational education helps reduce unemployment rates.
- Supporting technical education is fundamental to the growth of industries and community professions.
- Technical education and vocational education for girls and women provide them with employment opportunities, contributing to their economic empowerment.

Digital Education:

- Digital technology plays a significant role in achieving equality.
- The digitization of essential services has expanded opportunities to include marginalized and underserved groups, prioritizing their well-being.
- Affordable internet services and technology skills increase employment opportunities and poverty reduction.
- Digital achievements support sustainable development goals, ranging from ending extreme poverty to reducing maternal and infant mortality and ensuring universal literacy (reading, understanding, using, and evaluating texts).
- Encouraging the development of a digital society is crucial to addressing digital illiteracy.
- Modern technology has contributed to the emergence of a new form of education, known as distant learning.

Target Audience



Communication Platforms



