World Contraception Day Youth Task Force
Media backgrounder

What is World Contraception Day?

World Contraception Day (WCD) takes place on September 26 every year. This annual worldwide campaign centers around a vision for a world where every pregnancy is wanted. Launched in 2007, WCD's mission is to improve awareness of contraception to enable young people to make informed decisions on their sexual and reproductive health.

Under the motto 'Contraception: It's Your Life, it's your responsibility', the aim of the 2010 WCD campaign is to encourage teenagers to take responsibility for contraception to prevent an unplanned pregnancy or sexually transmitted infection (STI). The campaign is aimed at teenagers between the ages of 15 and 19, as they are often the most inexperienced in using contraception.

WCD is supported by a coalition of 10 international non-governmental organizations with an interest in sexual health, such as the International Planned Parenthood Federation (IPPF), Marie Stopes International (MSI), The Population Council and the United States Agency for International Development (USAID). These organisations are dedicated to the principles of WCD and their expertise, credibility and influence are fundamental to shaping and driving the campaign forward.

What is the WCD Youth Task Force?

The Youth Task Force (YTF) was established as part of the 2009 campaign, to provide a credible and trusted 'voice' to speak to 15-19 year olds. The YTF is made up of well-known figures from around the world, specifically selected because they inspire admiration and respect among young people in their respective countries.

Members of the YTF develop monthly blogs on topics of interest to young people such as contraception and sexual health. These blogs can be found on the WCD website:

www.your-life.com
The YTF has also created a global online community and facilitates conversations between 15-19 year olds. The community is at the heart of an ongoing, long-term WCD initiative that encompasses multimedia such as video and music, and takes advantage of social networking platforms such as Facebook®, Twitter® and YouTube®.

Who are the Youth Task Force members?

**Brooke Brodack, video blogger, USA**
Brooke Brodack, better known as ‘Brookers’ is a viral video comedian, mainly known for her short videos posted on YouTube, which have received 45 million hits. The US magazine, *The New Yorker* named Brooke as “the first real YouTube star” and her video ‘Chips’ a spoof suspense drama about eating potato chips, has been called “brilliant” by the US publication *Entertainment Weekly*, which listed it among the “great moments in YouTube history”.

**Claire Oelkers, actress and TV presenter, Germany**
Claire has recently been involved in several film projects as an actress but she has also had several television roles which include presenting the popular MTV chart show ‘TRL’. Claire is also the singer in the German band “Karpatenhund” and is already very well known amongst teenagers between the ages of 16 and 22 in Germany.

**Denise Keller, TV presenter, Singapore**
Denise Keller is one of the most recognizable faces in South East Asia with her prolific work as an MTV Asia Host and Discovery Travel & Living’s new series Passage to Malaysia. Most recently, she was seen hosting the reality television series on customer service, Can You Serve as well as firing up the crowd celebrating Singapore’s National Day Parade 2010. Denise has graced the covers of many magazines including *Vogue, Harper’s Bazaar, Elle* and *Shape*. A passionate supporter of various charitable causes, Denise is an Advisory Council member of ‘The Climate Project’, an international non-profit organization set up by Al Gore to raise awareness of climate change.
**Diana Angel, actress and singer, Colombia**

Diana is an actress and singer who has appeared in more than ten TV series over the last 13 years, several of which have won awards. Since 2005, she has been the public face of ‘Profamilia’ an organisation which specialises in providing support and guidance relating to sexual and reproductive health. The organisation is also a Colombian affiliate of the International Planned Parenthood Federation. Diana is currently touring Colombia performing in concerts and radio shows as part of the promotion of her debut album “Quiereme”.

**Mia Lee, video blogger, China**

Mia Lee is a journalist who is passionate about the issues of free speech and the youth culture in China. She co-hosts an internet television program called ‘Sexy Beijing’, which deals with love, sex and relationships in a new China. She also writes and hosts Sexy Beijing’s mini-documentary series ‘The Hard Hat Show’ about urban life in Beijing.

**Phelipe Cruz, journalist and blogger, Brazil**

Phelipe is a journalist and professional blogger. His blog [www.papelop.com](http://www.papelop.com), featuring music, movies, pop culture and celebrities, is one of the most popular of its genre in Brazil. He is also the news editor of *Capricho* magazine’s website, the most popular publication amongst teenagers in Brazil.

**Stuart Heritage, blogger, UK**

Stuart Heritage is a regular columnist for, UK national newspaper *The Guardian* and is editor of award-winning celebrity gossip website [www.hecklerspray.com](http://www.hecklerspray.com), one of the world’s most powerful blogs. He has also written for publications such as the *NME*, *The Hospital Club Magazine* and a number of television comedy shows. Stuart regularly appears on TV and radio as a pop culture commentator, and was last year named as one of the 50 most influential emerging figures in the British media by *The Independent* newspaper.

If you have any further questions about the World Contraception Day campaign or the Youth Task Force, please contact:

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