

Millennium Campaign Asia-Pacific's iMDG is Underway

An online community of MDG youth activists is forming in the Asia-Pacific region called iMDG at www.asiapacific.endpoverty2015.org/imdg. Youth in the region are beginning to take part in several MDG thematically linked activities from January to April of 2010, at the end of which time the picture's, video's, and artwork which is collected will be combined into a multimedia petition and handed over to politicians. Looking to have a reaffirmation statement made at the end of the four month period and going into the 2010 MDG Summit in September, the iMDG community is growing in numbers and zeal.

In both the Philippines and India (the first two Asian countries to have iMDG rollout in) the first event, a Flash Mob for the Future took place on January 22 and 25 respectively.



Above: iMDG Flash Mob for the Future in Manila at the Trinoma Mall Activity Center on January 22, 2010. Organized through YouthVotePhilippines

With Youth Vote Philippines (iMDG Implementing Partner Organization in the Philippines) youth gathered at the Trinoma Mall Activity Center in Manila where newspapers were generously donated and distributed as part of the performance to show the importance of reading in order to make an educated vote in the coming May 10 elections and highlighting the slow progress towards reaching Universal Primary Education (MDG 2). The silent reading was then followed with a Flash Dance by the Far Eastern

University of the Philippines' Dance Company.

1st person narrative submitted by: Carmela Nayve (Student, University of the Philippines)

This is why I joined the campaign...

Dancing really is my passion ever since I was a child. When I was in high school, I joined school programs and dancing competitions. However, when I stepped into college, I found it very hard to have an outlet for dancing. I was too busy with school works and with my organizations that my muscles began to get stiff. Hence, when I saw YouthVotePhilippines advertisement on our organizations Yahoo! Groups, I jumped to the chance. Finally, I get to dance in an event supported by a big organization!

In addition, this year will also be my first time to vote. It is a very big deal for me. Even though dancing is the main reason why I joined this event, I found your message very compelling. I find myself very lucky every time I think of your cause.

I went to a private school from pre-school to high-school and I gain there all the knowledge a person should have to be able to face the world and also to be a good citizen of this country. I really cannot imagine how can someone not learn to read and write since going to school is a right that all children should experience. Poverty should not be a hindrance because there should be ways to educate children while not expecting money from the children's families. How can a person practice his/herright to vote if he/she doesn't even know how to read or write? I feel very strongly about this that is why I joined the flash mob dance.

Through Swechha (iMDG Implement Partner Organization in India) and Jamghat, youth from several schools took part in a vote for change after watching a performance at both the Jia Sarai DDA Sports Complex and at the Indian Institute of Technology in New Delhi which highlighted the need for increased effort towards achieving Gender Empowerment, Reducing Child Mortality, and Improving Maternal Health (MDGs 3,4, and 5).



Above: iMDG Flash Mob for the Future at IIT in New Delhi on January 25, 2010. Organized through Swechha with performance by Jamghat

Additional activities are coming up in the next several months including "Pictures for Politicians" (deadline for submissions March 2), "Artwork for MDGs" (March 9), and "Films for Change" (March 27). Through each of these activities iMDG community members are being asked to highlight what achieving the MDGs means to them. By doing so, their submissions as mentioned above will be added to the now growing body of the multimedia petition to be handed over to politicians nearing the end of April this year.

To join the iMDG community go to www.asiapacific.endpoverty2015.org click on the iMDG logo and sign in. There you can post your MDG advocacy news and events, and start an e-discussion as is now underway with the discussion "Getting India Back on Track" led by Mera India Bridge the Gap literary finalists. Currently the iMDG community is looking for a handful of iMDG Community Leaders to guide the youth push in advocating for the MDGs. Become a part of the final five year push to 2015 before the 2010 MDG summit in September and add your voice with other youth in your country and the Asia-Pacific region.



Above: iMDG logo - One generation plants the trees; another enjoys the shade