

**Title:** The Data Matatu: Digital Data for Advocacy in a competitive civic space

**Summary Description:**

Civil society organisations working on reproductive health and rights are coming up against a myriad of challenges. The Global Gag Rule has reduced funding for programme work, the rise of right-wing extremism has led to the closure of clinical service providers who form the bedrock of referral services, and competition for resources and the demonstration of impact has become increasingly difficult to attain in communities where there is donor saturation and multiple organisations working in the same field. It is therefore becoming increasingly difficult to sustain high impact and reach for advocacy efforts that often take a long time and require a great deal of institutional support. In order to assist our partner organisations to increase their advocacy reach, while maintaining the authentic voice of the communities they serve, we developed a digital tool to bring together the voice of young people with the advocacy goals of our partner organisations, this tool is called the Data Matatu.

The Data Matatu is a social listening tool that we are testing in Uganda, Kenya, Nigeria and India with four partner organisations. Using data from Twitter, we are able to bring the needs of young people to the forefront of reproductive health advocacy and campaigns all the way from the streets of Nairobi to the policy tables of the United Nations.