



## How media content engages young people and parents in youth civic engagement in Cambodia

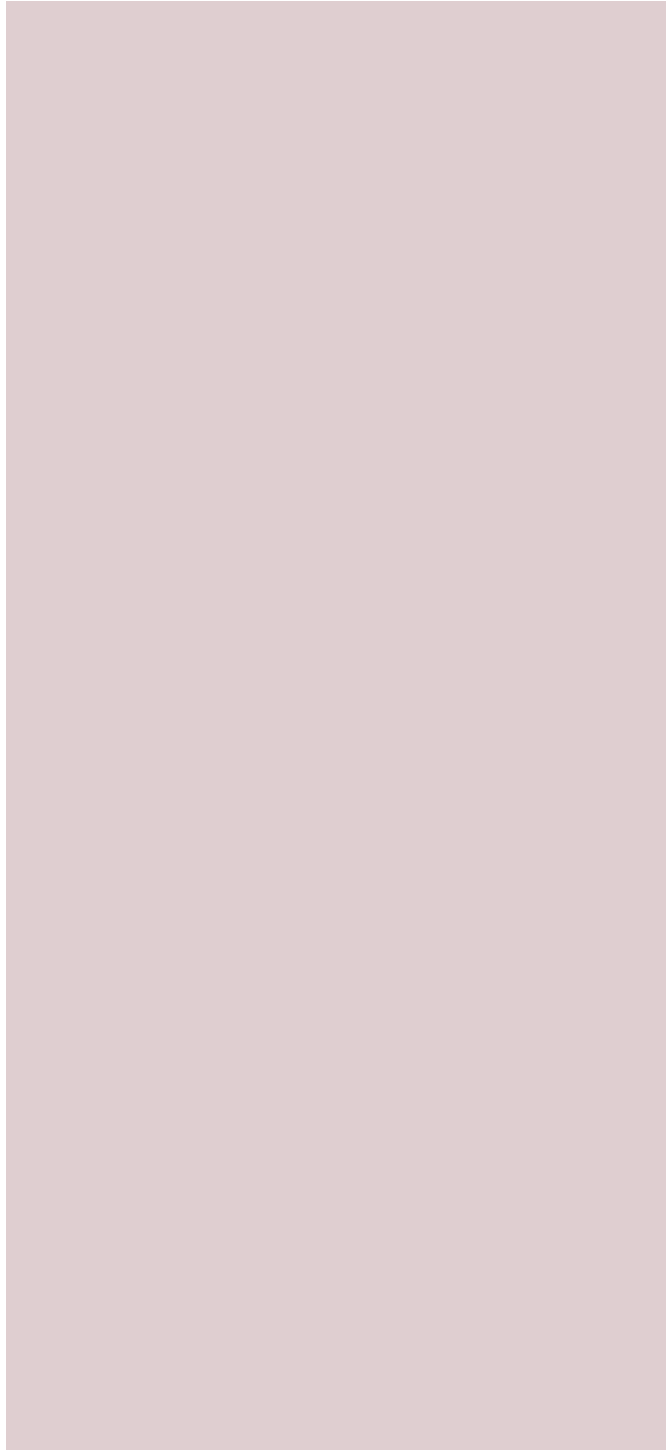
BBC Media Action Cambodia conducted research to understand the influence of our multi-media content and activities on the Klahan9 SPACE project. The work focused on young people and parents' knowledge and attitudes to increase youth participation in public life. Panel findings showed that people participated more after exposure to our media content.

areas of Cambodia. To further encourage civic engagement among young people, the project also reaches parents and other community

Data from the 2021 nationally representative survey [conducted by BBC Media Action](#) showed that the sizeable youth population is not represented in policy setting and decision-making and while young Cambodians report positive attitude toward civic engagement, this does not translate to active and consistent practice. The research showed that common barriers that prevent young people from participating in public life include a lack of knowledge, low confidence and motivation, a lack of soft skills and a perception that their voice and opinions are not valued by parents and decision-makers.

With funding support from SIDA and SDC, Klahan9 SPACE project aims to provide young people with the knowledge, skills, confidence, motivation, and networks they need to participate and engage in their communities and in public life. The primary target group is young people, aged 15 to 30 either in rural or urban

Parent panel - In 2023, another group of 108 parents both mothers and fathers who have at least one child aged 15-30, were recruited



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