

## Enhancing Public Awareness of the CTBTO/ CTBT Among Youth

For the CTBTO to enhance public awareness of the CTBT among youth, social media must be the primary focus. It's harder than ever to capture people's attention with social media because of its ephemeral nature, so our message will educate young people in a fast, easy and effective nature. The public information campaign would start with a minute long, simple, video informing people about the risks of nuclear weapons, and the role of the CTBTO. Once this video is out, with the help of various mediums, we will organize a global march, similar to the Women's March, or the 1970's global protests against nuclear weapons testing, which will increase the public's knowledge of the influential role of the ratification of the CTBT, causing it to become a trending topic on social media. These two movements would increase their social media base, and once their base is increased, they can continue to educate citizens on a much larger scale through vehicles such as Facebook, Snapchat, Twitter, and a hashtag. In the long-term this would become a driving force in causing the subject of ratifying the CTBT to become a topic of increased political importance encouraging more governments to ratify the treaty.

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