

Young 10ve

Connecting youth with proven life-saving information



Annual Report 2018



Letter from Leadership

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We have built a start-up on a mission. Our headquarters in Botswana is home to 25 full-time staff, we have reached over 55,000 youth to date, we are actively testing and iterating on two life-changing programs in health and education, and we have established catalytic partnerships with government.

Our programs, built and adapted based on rigorous randomized trial evidence, are generating exciting day-to-day results. We have increased the percentage of students who know division from 7 percent to over 53 percent in just 30 days. Students are double as likely to feel they can use safer sex strategies. These results are big, and we are gearing up to take the next leap: rigorous tests of long-term impacts.

Our measurement and evaluation systems are strengthening every day. We are incorporating cutting-edge research methods to enable us to rigorously and nimbly iterate on programs with just a few hundred students per round. This is game-changing. We can now learn and improve our programs every month -- and are doing just that. We have also started to build monitoring systems for scale using technology to enable data turnarounds from the field into a live visualization and dashboard within days.

Our partnerships are increasingly sustainable and scalable. We recently signed a milestone Memorandum of Understanding with the Ministry of Basic Education to support government-led implementation. We have strong partnerships with UNICEF, the University of Botswana, J-PAL, Evidence Action, Pratham, Grand Challenges, The Brookings Institution, the PAL Network and the Big Bang Philanthropy network.

After four years of identifying promising evidence-based programs, piloting and pressure-testing them, and forging long-standing partnerships, we are in an exciting moment: we are actively testing and scaling two impactful programs to enable youth to survive and thrive.

Next year holds key growth milestones: our first decentralized program rollout, supporting direct government implementation, rigorous and iterative tests of impact on long-term outcomes, and turning an eye towards a regional footprint in East and Southern Africa. Last year we pushed through for the breakthrough. Next year we celebrate our fifth birthday and turbocharged growth.

-Noam and Moitshepi
Co-Founders, Young Love



Our Model



Our Reach



25

full-time staff members



55,000

students



2 Programs

in health and education



378

schools



68

facilitators trained

We are a grassroots, youth-led, evidence-based movement in Southern Africa.

Our mission:

connect youth to proven life-saving information

“This approach -- the Young Love combination of youthful energy and excitement with rigorous evidence -- it’s going to transform the country long-term.”

-Professor Nkobi Owen Pansiri, University of Botswana



Programs



Zones



Our first program was a 1-hour school-based class delivered by peer educators which revealed the HIV risk of older “sugar daddies.” This program was shown in a randomized trial to reduce teen pregnancy by 28% in Kenya ten years ago.

We adapted it to the Botswana context and re-tested it in another randomized trial reaching 42,000 youth in a third of the country. We are now drawing on this locally generated evidence to design a scalable HIV prevention program that encourages young girls to safely date age-mates. If this shift occurs, girls would shift from dating older partners with a 25%-45% HIV rate to dating younger partners with only a 5% HIV rate – a game-changing behavior change for controlling the spread of HIV.

Over the next 12-18 months we are engaged in rigorous, iterative learning process to pilot and adapt the program. We then plan to test the program’s impact on HIV / STIs before scale-up. We will simultaneously explore new countries where the program might be relevant for future scale-up.

“I feel happy because I didn’t know anything about good and bad relationships and now I have some knowledge about good ones.”

-Zones Student



Teaching at the Right Level



This year we officially began implementing a remedial education program known as Teaching at the Right Level (TaRL). TaRL focuses on basic literacy and numeracy and embodies Young Love’s core values: it is evidence-based and is best delivered for youth by youth. The program was pioneered by Pratham in India and proven to work through multiple randomized trials conducted by J-PAL.

The TaRL approach evaluates student proficiency using a 1-page assessment tool and then groups students according to their learning level instead of age or grade. After re-grouping students, youth facilitators use fun, level-tailored activities during a 30-day after school class. Teaching students at their ability level rather than at grade level curriculum is shown to be one of the most cost-effective interventions at improving basic literacy and numeracy.

In partnership with UNICEF, Young Love has signed a four-year Memorandum of Understanding with the Ministry of Basic Education (MoBE) to scale up TaRL across all 755 primary schools in Botswana by 2021.

“Teaching at the Right Level taught me that learning is fun. I get to play games with my friends and do maths at the same time.”

-TaRL Student

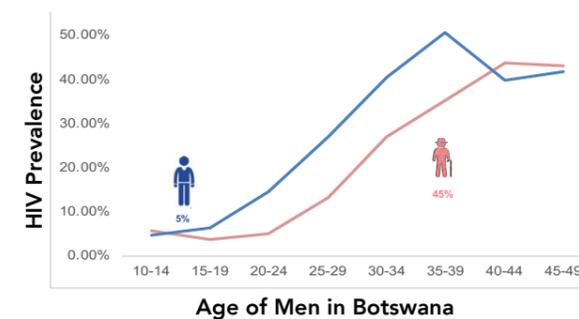


Zones Program Overview

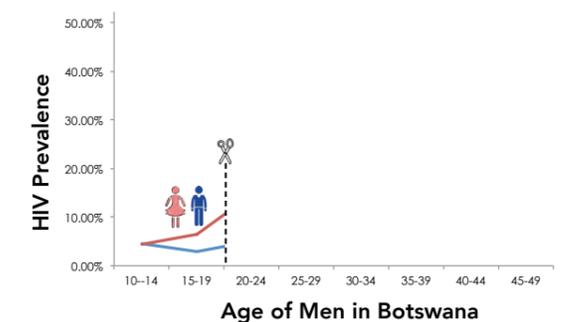
The Challenge. In Sub-Saharan Africa, intergenerational relationships between older men, often known as “sugar daddies,” and young girls are key drivers of HIV transmission and teenage pregnancy. In Botswana, 45% of 40-year old men have HIV. Moreover, evidence shows that older men are more likely to engage in risky sexual behavior, including unprotected sex, than young boys. If youth stop having sex with older partners and instead date each other, where prevalence is capped at 5%, the epidemic can be controlled.

The Solution. When surveyed, 90% of youth could not identify the riskiest age group. We bust the myth that older partners are safer via a 90-minute class delivered by dynamic peer educators. The simple class reveals that older partners are riskier and highlights that schoolmates are the safer partner choice. This is shocking news to young girls and motivates them to cut out older partners and date schoolmates instead. Among schoolmates, girls have more agency and are able to negotiate for safer sex. This behavior change is simple, but catalytic.

HIV Rate Grows Exponentially with Age



Cut Out Older Partners



“Your work is very important. We need to mitigate the risks of these older partners.”

-President of Botswana, Dr. Mokgweetsi Eric Keabetswe Masisi



Zones 2018 Progress Report

In 2018, we updated our HIV program with key learnings drawing from academic literature and over four years of field research in Botswana. We piloted our improved program and started to test short-term impact using an innovative methodology: Rapid Impact Assessments (RIAs).

Rapid Impact Assessments (RIAs)

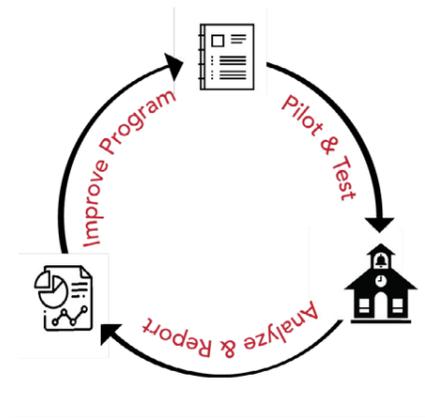
RIAs use an iterative research and design process which fuses best practices across product design, impact evaluation, and A/B testing to determine the biggest ‘bang for buck’ program adaptations.

We use methods employed in large-scale randomized trials, but on a much smaller scale: randomizing individuals instead of schools to gain a 10x smaller sample size. We also measure early indicators of impact like ‘partner intentions’ which enables us to collect and analyze data immediately after the program, yielding meaningful learning and program improvements in just weeks.

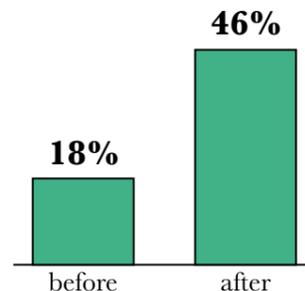
RIAs are a cheaper, more nimble, and rapid learning and design process that enables us to identify and keep the highest-impact program features and remove the lowest-impact program features.

Preliminary Results

We launched our *first ever* RIAs in 2018 with a cohort of newly trained youthful facilitators and verified this process works. Our learning machine is now up and running.



Percentage of students who feel they can use safer sex strategies



Zones Next Steps

In 2019 and beyond, we aim to design, test, and finalize our 90-minute program through RIAs. We will continue to engage in our evidence-based design process for the next 12 - 18 months, eventually examining long-term impact on HIV/STIs as well as pregnancy.

- 2018 **Adapt** to refine program message and operations
- 2019 **Test** adaptations to balance impact, cost-effectiveness and scalability
- 2020 **Scale** to millions of youth in East and Southern Africa



With evidence of Zones’ impact on HIV/STIs and pregnancy, we will be equipped to scale a cost-effective, highly impactful program to all youth in the region.

“We need to grow this movement to empower young girls to make safer decisions about their health and wellbeing.”

-First Lady of Botswana, Mrs. Neo Masisi





Teaching at the Right Level

Program Overview

The government of Botswana has identified a need for a quality education intervention to ensure students achieve their full potential.

The Challenge. Botswana is facing a learning crisis. According to UNESCO, only 56% and 61% of students achieved the minimum standard of proficiency in reading and math in 2011. National data in recent years on Botswana’s Primary and Junior school leaving exams show passing rates between just 30%-70%. SAC-MEQ, a regional assessment, shows that Standard 6 students are falling 2-3 grades behind grade level expectations, and that Botswana consistently under performs Sub-Saharan neighbors such as Kenya and Tanzania.

The Solution. We are closing this education gap and ensuring every student has the opportunity to reach their potential. Teaching at the Right Level (TaRL) is a learner-focused remedial education intervention. The program was initially developed by Pratham in India and has since been tested or scaled in Kenya, Ghana and Zambia. The program has three core components:

- (1) assess students’ basic skills with a simple 1-page assessment tool
- (2) group students by ability level rather than grade or age
- (3) target teaching using fun, level-tailored activities.

We currently have two models: a direct delivery model implemented by Young Love facilitators and a government delivery model implemented by government agents.

1. Assess basic skills



2. Group by ability level



3. Target teaching using fun, level-tailored activities



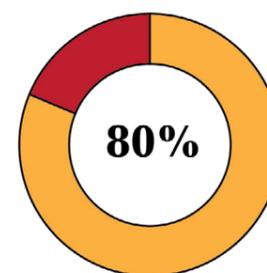
Teaching at the Right Level

2018 Progress Report

Over the course of 2018, we trained more than 40 facilitators who implemented TaRL in 14 schools with 1,555 students. The most recent implementation showed major improvements in student learning outcomes.

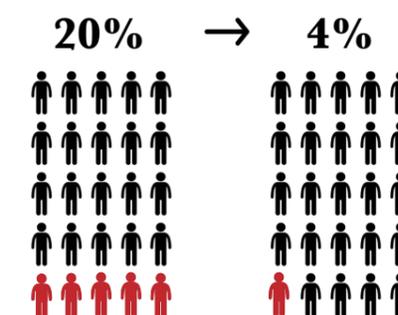
KEY FINDINGS

Learned a New Operation



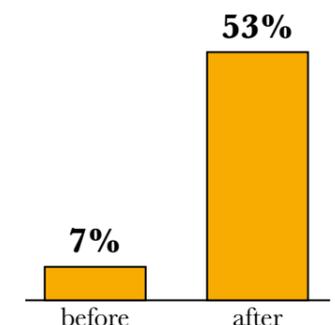
Decrease in Innumeracy

Can not operate numbers



Increase in Numeracy

Can add, subtract, multiply & divide



The Future. Young Love has signed a four-year MoU with the Ministry of Basic Education (MoBE) to scale TaRL across all 755 primary schools in Botswana in partnership with UNICEF. Over the course of 2019 TaRL will reach 50 schools in South East, Kgatleng and Chobe regions. Young Love will also collaborate with Pratham, J-PAL, and The Brookings Institution as a TaRL Innovation Hub to share best practices in implementation with education partners around the world.



Teaching at the Right Level Voices From The Field

At the conclusion of the intervention, we interview students, teachers, administrators and facilitators about their experience with the program. Community input is critical to the success of our interventions. We incorporate their feedback into our facilitator training.

“I feel free to ask my facilitator when I did not understand. My facilitator explained a lot for me, then I understood everything. We play games and help each other with problems so every day feels like fun. I really like to.”

-TaRL Student

“I’ve learned that kids have different ways of communicating and if you don’t understand how they communicate, you won’t be able to reach them. If you come to class hyper with that positive energy they will respond well to you.”

-TaRL Facilitator

“TaRL helps students better understand what they learned in class and increases their ability to pass [the class]. I have seen a significant change, especially in addition and subtraction. My child is doing better in class since the program started.”

-TaRL Parent



“Since Young Love has come into our school we have seen big improvements in not only our students’ scores, but in their attitudes towards learning as well.”

-Mma Andrew, Head Teacher, Thebe Primary School



World AIDS Day 2018. On World AIDS Day 2018, Young Love assisted the National AIDS Coordinating Agency to create a run a Youth Village at the national commemoration. During the event we met with the President and First Lady of Botswana to discuss our efforts to mitigate the risks of older partners.

Adolescent Girls and Young Women Symposium. Young love, in collaboration with the National AIDS Coordinating Agency, hosted a symposium to bridge the gap between young people and the older generation to address issues of sexual and reproductive health. The event, officiated by the First Lady of Botswana Mrs. Neo Jane Masisi.

Teaching at the Right Level Conference. In September the Botswana Ministry of Basic Education, UNICEF, and Young love hosted education experts and specialists from around the world, including TaRL creators and principle evaluators Pratham and J-PAL, to observe Teaching at the Right Level. The conference served as an opportunity to gather stakeholders in the global movement to ensure quality education reaches every child.

Notable Events

- **March.** Through an electoral process, Young love was voted into the **Global Fund’s Country Coordinating Mechanism**. As a member of the CCM, Young love is responsible for ensuring the country’s youth voice is reflected in strategic, programmatic, technical, and funding priorities.
- **April.** Young love attended the **Adolescent Health Partnership Forum** hosted by **Grassroots Soccer** in Soweto, South Africa and **Skoll World Forum** in Oxford, England.
- **July.** Young love’s Senior Advocacy Officer, Olerato Keegope, and Advocacy and Communications Manager, Dorothy Okatch, represented Young love and Botswana as selected delegates at the **22nd Annual AIDS Conference** in Amsterdam. They presented the ‘No Sugar’ findings and were on a high level panel organised by UNICEF and UNICEF’s Executive Director.
- **September.** Throughout 2018 we assisted UNICEF to adapt a youth-centered radio drama. We leveraged learnings from our RCT and focus groups capturing the youth voice to contextualize the program to Botswana. In October we officially launched Shuga Radio: #Ma2000BW on Yaron FM!
- **October.** In October our Country Coordinator, Moitsepi Matsheng, traveled to Berlin to present our work at the Grand Challenges 2018 Annual Meeting. The meeting, headlined by German Chancellor Angela Merkel, brought together innovators, partners, and thought-leaders from across the globe.
- **December.** Young love participated in the UNICEF #ESengMoNgwaneng campaign targeted at ending child sexual exploitation.

Our partnerships are essential for scale and sustainability. We maintain an active presence in existing government, multi-lateral and strategic coordinating mechanisms and have set up new ones.



Government Partnership for Scale

We have signed a four-year Memorandum of Understanding with the Ministry of Basic Education to scale up our programming across the nation. This strategic partnership will ensure our life changing programs operate sustainably and at scale, reaching all youth in Botswana.

Advisory Forum

In November we hosted our **3rd Annual Advisory Forum** - a sustainable high-level structure to ensure we are responsive to regional and government priorities.

Members

- Ministry of Basic Education
- Ministry of Health and Wellness
- Ministry of Finance and Economic Development
- Ministry of Youth Empowerment, Sport and Cultural Development
- PEPFAR
- UNAIDS
- BERA
- University of Botswana
- Business Botswana

Technical Working Groups

We participate in technical working groups (TWGs) nationally and regionally. This ensures we operate within government and multilateral priorities and provide input based on our own findings and work. Some of the key TWGs include: *Ministerial Commitment for Adolescent and Sexual Reproductive Health in East and Southern Africa (ESA)*, *National AIDS Coordinating Agency Youth Sector*, *Ministry of Health HIV prevention working group*, *DREAMS Initiative*, *UNFPA Country-Wide Provision for Comprehensive Sexuality Education*, and *National AIDS Council (NAC)*.

UNICEF Partnership

We signed a 5-year Partnership Cooperation Agreement (PCA) with UNICEF in Botswana. This ensures organizational collaboration on programming for the next five years. The partnership will focus on demonstrating evidence-based, innovative proof of concepts with a transition to government adoption at scale.

Global Board

This year, we formed our Global Board and hosted several remote meetings and our first in-person meeting in San Francisco.

“I’m excited and proud to be part of Young Love. I see this as a very important year in our growth and maturity as an organization. We’ve done everything right so far – building a strong youth-led organizational culture, working hand-in-hand with government and the communities we serve, remaining dedicated to using and generating evidence to inform our work. I believe the next test will be our ability to build the organizational infrastructure that can continue to maintain this as we grow.”

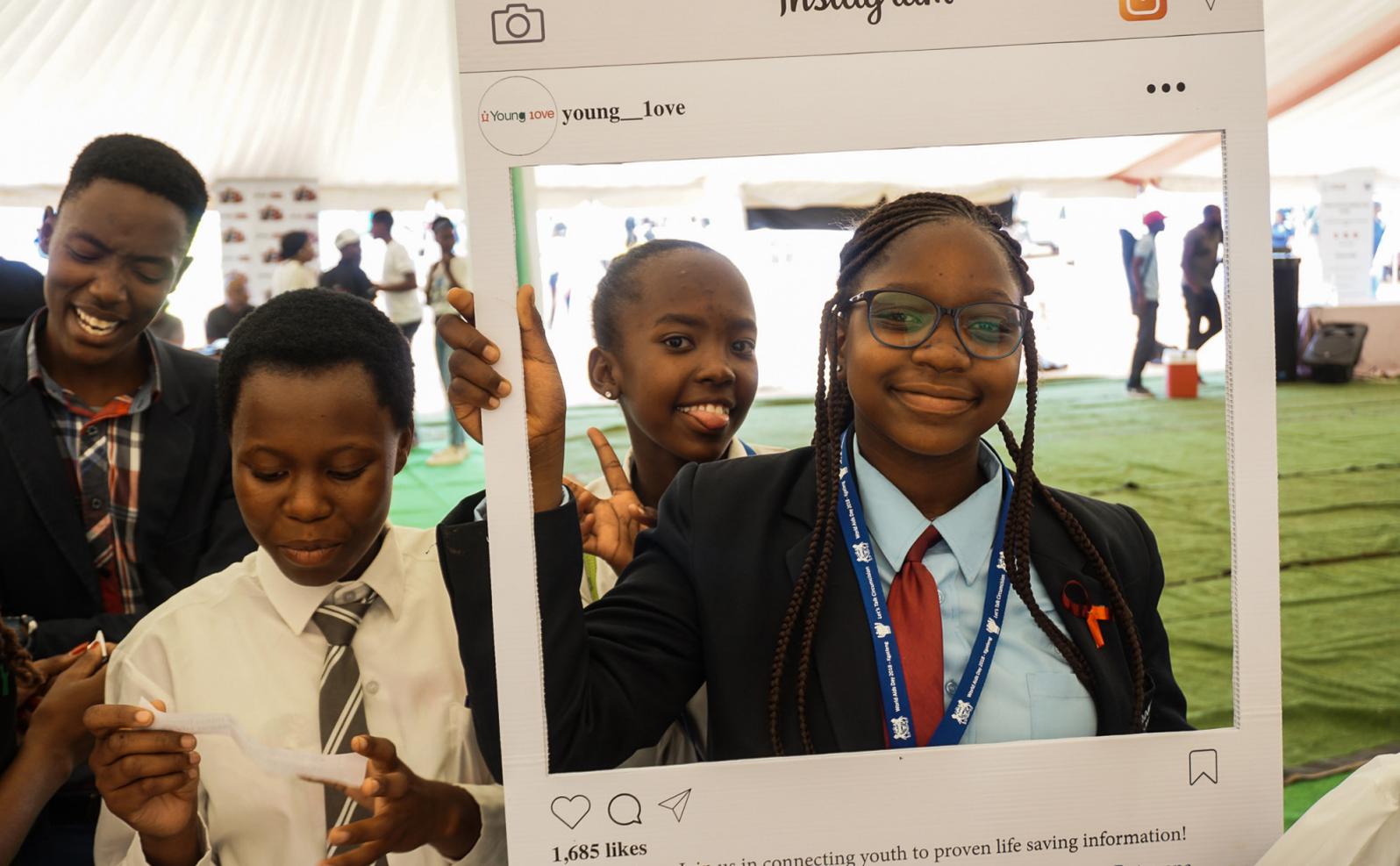
- Kirk Friedrich, Co-founder of Grassroots Soccer & Chair of Young Love Global Board



Young love is grateful to our supporters and friends who enable us to connect youth with proven life-saving information.

- Abdul Latif Jameel Poverty Action Lab (J-PAL)
- Botswana Baylor Children’s Center of Excellence
- Botswana Educational Research Association (BERA)
- Brookings Institution Center for Universal Education
- GlobeMed
- Grand Challenges Canada
- Greenbaum Foundation
- Impact Maker’s Table
- Ministry of Basic Education
- Ministry of Health and Wellness
- Ministry of Youth Empowerment, Sports and Culture
- MTV Staying Alive Foundation
- Mulago Foundation
- National AIDS Coordinating Agency (NACA)
- Open Road Alliance
- People’s Action for Learning Network (PAL)
- Pratham
- Princeton in Africa
- Segal Family Foundation
- UNICEF
- University of Botswana
- US Embassy
- Vitol Foundation





2018 | GROWTH

-  www.younglove.org
-  info@younglove.org
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