

2016

Learning. Collaborating. Growing.



**Learning**  
which health and education programs work over time & across countries

**Collaborating**  
with governments, policy-makers and regional initiatives

**Growing**  
across countries portfolio of programs and the organization

## Young 1ove at a glance

mission: connecting youth with proven life-saving information

**Connecting.** We employ a school-based delivery model in partnership with government, enabling cost-effective access to young people. Our goal is to scale proven programs that deliver meaningful impact to millions of youth.

**Youth.** We believe in a **by youth for youth** peer education model that harnesses the credibility, relatability, and memorability of peers for maximum traction with our target audience: the youth.

**Proven life-saving.** We aim to save lives through a focus on key health and education outcomes: averting HIV infection & teen pregnancy, and promoting quality education. We achieve these life-saving outcomes by scaling programs **proven to work** via rigorous quasi-experimental or randomized trial evidence. We engage in continual learning serving as a vehicle to pilot, test and iterate high-potential evidence-based programs in partnership with researchers. We are not in the business of *feeling* good; we are in the business of *doing* good.

**Information.** We deliver information, leveraging our strength at codifying evidence into standardized and localized curriculum and personifying our curriculum into high quality peer facilitation. We bust myths, shatter stigma and transfer simple, focused and life-saving knowledge to youth that saves lives.

### Fast Facts

- **Founded:** January, 2014
- **Core Pillars:** Evidence; Youth
- **Main Geography:** Botswana
- **Staff:** 15 full-time, 81 seasonal
- **Reach:** 35,000 youth reached



Botswana



Learning What Works

Our Anti-Intergenerational Sex Programming

Version 1.0  
**'no sugar'**

'no sugar' was shown to reduce pregnancy - a proxy for HIV - by 28% in Kenya 10 years ago. The main message was: 40-year old 'sugar daddies' have the highest HIV rate. We tested if it could still work in Botswana today via a randomized trial. Our partners include Baylor, the Ministry of Education, and J-PAL.

Lessons from Botswana

The Pilot Sample: 41,375 students

**Overall:**

There is more to learn before scaling up a program to youth.

**What didn't work:**

Girls cared about risks of pregnancy from older 'sugar daddies', in addition to HIV

'Sugar daddies' were younger than we thought: 20 year olds not 40 year olds

Pregnancy was not a good proxy for HIV

**What worked:**

Information about the HIV risk of older partners changed some measures of sexual behavior; peer messengers were most effective

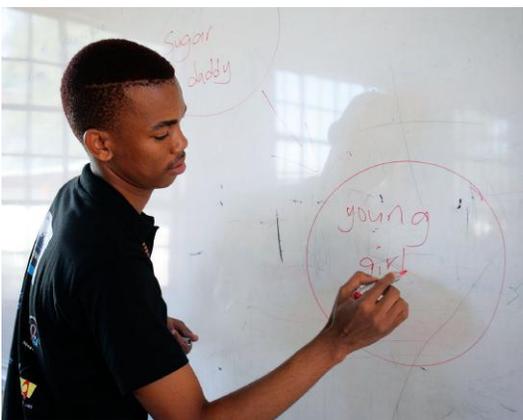
comparison of program delivery methods

NGO peer educators    government teachers    no intervention

13,323

13,707

14,435



Next Steps

we are making program changes based on the evidence and lessons learned

we plan to measure the impact of these changes on HIV incidence before scale-up

Version 2.0  
**'shift to age-mates'**

stay tuned for pilot results in the coming year



## Expanding our Program Portfolio

Criteria:

evidence-based  
by youth, for youth  
health & education  
information  
scalable

Top Candidates:

VMMC demand-creation  
Teaching at the right level

we are exploring and piloting new evidence-based health and education programs best delivered by youth for youth



VMMC Demand-Creation



Teaching at the Right Level

## Early Exploration

A program called “Make the Cut” was shown to increase uptake of Voluntary Medical Male Circumcision (VMMC) by 12% in Zimbabwe, a medical procedure that can reduce HIV by 60%. We are exploring whether it would add-value for Young 10ve to pilot a class-based version of this program in Botswana along with other key players delivering VMMC programming: ACHAP, Grassroot Soccer & more.

## Active Exploration

Teaching students at their actual level of learning rather than at grade level curriculum has been shown to be one of the most cost-effective interventions at improving basic literacy & numeracy. This approach was pioneered by Pratham. Six randomized trials in India, Ghana, & Kenya demonstrate this intervention works, & a few indicate it works best when delivered by youth. We plan to conduct a needs assessment in Botswana to see if the conditions for this program to work are present in a Southern African context.



## Youth Reach to Date

**29,000** youth reached:  
via facilitators and guidance  
& counseling teachers

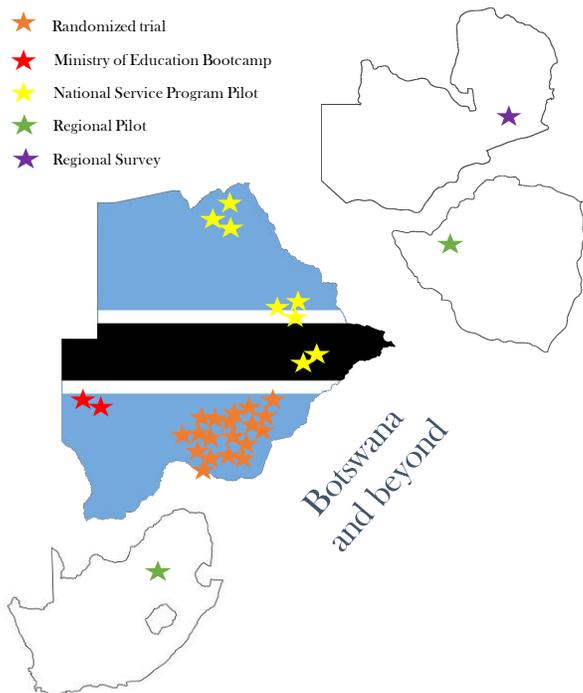
**4,500** youth reached:  
via Ministry of Youth  
National Service Program  
youth volunteers

**400** youth reached:  
via Ministry of Education  
Bootcamp facilitators

**100** youth reached:  
via UN workshop facilitators

**1,000** youth reached:  
via regional pilots with  
partner facilitators in South  
Africa, Zimbabwe and  
Zambia

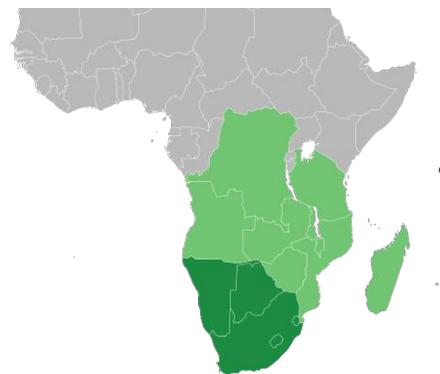
## cumulative reach to date



piloted  
with  
**35,000**  
youth

*implementing  
partners:*

PEAS (Zambia)  
Lead Us Today  
(Zimbabwe)  
Tomorrow Trust  
(South Africa)



## Growth Path

We aim to reach **1 million**  
youth by 2020 with  
evidence-based health  
and education programs.  
The journey has begun.

## Organizational Development

- Young 1ove moves into a new office - our launching pad for future growth
- Staffing Up: 15 full-time staff
- A suite of procedures, manuals and financial infrastructure – including annual audits, staff medical aid, child protection policies and more
- Network of internship partners: Photographers without Borders, Princeton in Africa & GlobeMed



## Youth Leadership

Our co-founder, Moitshepi Matsheng, is named:

Queen's Young Leader  
Bots 50 change makers

## Our Day to Day Presence

## Our Community

Young 1ove is actively engaged in movements and events in our sector and community. This includes World AIDS Day in Botswana, UNICEF 50 minutes for 50 children, representing Botswana in a series of UNFPA regional conferences, advocating for the #IShallNotForget anti-sugar daddy campaign, and hosting partners in the field: Evidence Action, J-PAL, Global Innovation Fund, and the U.S. Embassy.





nurturing  
Partnerships  
forging  
Sustainable  
Structures



## nurturing partnerships

Our relationship with government is the backbone of our scalable delivery model. We maintain an active youth and civil society presence on government, multi-lateral and strategic coordinating mechanisms.

### Young 10ve Office Opening

We hosted a warm welcome for our partners in our new office in Tsholofelo Broadhurst in Gaborone, Botswana.

Partners included the Ministry of Education, FHI360, BONELA, Stepping Stones International, UNAIDS, UNICEF, NACA, Ministry of Health, South African High Commissioner, rap artist Zeus, Humana People to People, Ministry of Youth, and ACHAP.

### Advisory Forum

We launched a local Advisory Forum in August, 2016 – a sustainable high-level structure to ensure we are responsive to regional & government priorities. This structure is a first of its kind in-country and a mechanism for scalable and sustainable partnership.

#### Member Organizations:

- Ministry of Basic Education
- Ministry of Health & Wellness
- PEPFAR
- UNAIDS
- BERA
- University of Botswana

“as government, we welcome **young 10ve’s** evidence-based approach ”

- Grace Muzila, Permanent Secretary, Ministry of Basic Education  
Young 10ve Office Opening Dec 5<sup>th</sup>, 2016



## sustainable structures

### National AIDS Council (NAC)

Chaired by Vice President Masisi, NAC convenes heads of major organizations in Botswana across government, development partners, civil society and the private sector. Young 10ve maintains a standing seat on NAC – an institutional structure to collaborate with key players across all sectors in Botswana.

### National Service Program

We have trained & collaborated with the National Service Program (*tirelo sechaba*) & Ministry of Youth in Botswana and are exploring the National Service Program as a potential youth-to-youth scale model.

### Technical Working Groups

We continue to participate in four technical working groups, national and regional. This ensures we operate within and with key regional stakeholders & priorities.

- All In Initiative
- Ministerial Commitment for Adolescent and Sexual Reproductive Health in Eastern and Southern Africa (ESA)
- National AIDS Coordinating Agency Youth Sector
- Ministry of Health HIV prevention working group



## Global Traction

This year we invested in our global presence, engagement with policy makers, donors & thought leaders.

Our co-founder, Moitshepi Matsheng, met Graca Machel in Uganda; we were featured in the New York Times for our commitment to scaling-up evidence-based programs; and we spoke at various events on HIV & education programming, social entrepreneurship, and the use of rigorous evidence,

**The New York Times** “Ideas Help No One on a Shelf. Take Them to the World”

### signature events

- Global Innovation Fund Launch
- Segal Family Foundation Annual Event
- Mulago Rainer Fellows Course
- Mo Ibrahim Foundation Annual Event

### regional

- BOLESWANA symposium
- SACMEQ Secretariat
- Pan African Social Entrepreneurship Conference

### global



## Our Partners

moroto wa esi ga oele | we are better together

our partners provide us with advice, mentorship, in-kind donations, political & financial support





## Conclusion

using research results to make evidence-based changes to our programs addressing intergenerational sex and HIV

expanding our portfolio of programs - top candidates:

*Teaching at the Right Level*  
*VMMC demand creation*

collaborating with government bodies & policymakers

nurturing local and global partnerships and presence

## The Future : Building

... a youth-to-youth delivery model at scale  
... a “what works” field lab in health & education  
... in Botswana and beyond: expanding regionally  
... an organization to make it all happen

