

2015

Striving towards Impact



(1-2)
**Government
Integration**

In 2015 Young 1ove secured a standing seat on the **National AIDS Council**, met former **President Mogae**, & piloted with the **National Service Program**.

(3-4)
**Impact
Measurement**

In partnership with J-PAL, BERA and Baylor, we returned to and **assessed all 42,000 students** surveyed in our randomized trial in 2014.

(5-8)
**Organizational
Growth**

We gained **501(c)3 status**, secured a **car**, built new **partnerships**, grew to **81 staff** & ran small pilots in **Zimbabwe & South Africa**.

Young 1ove partners with *Tirelo Sechaba*: Botswana's National Service Program

Exploring models to scale our flagship "sugar daddy awareness" class

Overview

In partnership with the Botswana Ministry of Youth, Sports & Culture, the MTV Staying Alive Foundation, the U.S. Embassy and Standard Chartered Bank, Young 1ove trained National Service Program (*Tirelo Sechaba*) volunteers to deliver our "sugar daddy awareness" class in the north of Botswana: Phikwe, Chobe & Francistown, where adult HIV rates reach up to 80%. The government of Botswana has shown the will to put "skin in the game" towards scale.

Goal: To pilot a high-potential scale model: young government volunteers placed in schools throughout the nation. This represents a fusion between two versions of our 2014 rollout in Botswana: young peer educators and government school teachers, and is replicable in neighboring SADC countries. Through selective acceptance, intensive training, and high-value technical assistance and monitoring, Young 1ove could deploy an army of tens of thousands of volunteers to scale our work in the region.



14

Tirelo Sechaba trained

4,315

youth reached

Mogae: No Sugar!



Integration with national structures

We secured a standing seat on the **National AIDS Council** – the national coordinating mechanism for key players across government, civil society, private sector & development partners for all HIV/AIDS-related challenges & triumphs.

We met former **President Festus Mogae**. Honorable Rre Mogae gave his blessings for our “no sugar” campaign & nominated our Program Manager, Moitshepi, as one of 5 leaders to sit on the President’s *youth champions for HIV prevention council*.

We solidified seats on **four technical working groups** chaired by the Ministry of Education and Health, NACA, & UNICEF.

This year, we accelerated our partnership with the Botswana government, entrenched into national governance structures and emerged as a leading civil society voice on major fora relating to HIV/AIDS, teen pregnancy, and female empowerment & youth development.

National AIDS Council (NAC)

The National AIDS Council is chaired by Mma Muzila, head of the National AIDS Coordinating Agency (NACA) and Vice President Masisi, and includes the heads of all major organizations in Botswana across government agencies, development partners, civil society and private sector partners.

Young 1ove’s recently secured standing seat on NAC both signifies our integration with national and institutional structures, and provides an opportunity to work with key players across all sectors in Botswana to advance effective HIV prevention initiatives.

Technical Working Groups (TWGs)

Young 1ove is not an advocacy organization. However, our delivery platform is **schools**, which enable centralized, standardized, cost-effective, and scalable delivery of HIV

information to our target audience: youth. Thus, it is imperative we work with the Ministry of Education – the custodian of the schools, as well as the Ministry of Health, the custodian of the national school health policy. Our relationship with government is not an important supplement to our work – it is a backbone of our delivery model.

Moreover, to ensure “sugar daddy” awareness can be delivered with fidelity year-after-year, we aim to entrench a series of questions in national sexual health assessments, such as a question on relative HIV risk.

To this end, Young 1ove has secured and continues to nurture seats on government Technical Working Groups outlined below.

National TWGs:

- **(1) Ministry of Health HIV Prevention.**
- **(2) National AIDS Coordinating Agency (NACA) Youth Sector.**

Regional TWGs:

- **(3) Ministerial Commitment for Adolescent Sexual Reproductive Health in Eastern and Southern Africa (ESA).** Chaired by both the Ministry of Education and UNESCO.
- **(4) All In Initiative.** Chaired by UNICEF and linked to the global *All In* initiative.

“We will make this happen, together”

- *Former Honorable President Festus Mogae*

Meeting Former President Festus Mogae:

On August 17th, 2015 we met Rre Mogae in his private residence where he pledged to support Young 1ove now & into the future.

ALL IN 

#EndAdolescentAIDS

YOUNG PEOPLE TODAY **TIME TO ACT NOW.**

The above initiatives which Young 1ove actively contributes to, *All In* and ESA, mark two of the most significant sexual and reproductive health commitments in the region across 20+ countries.



Measuring our Impact

Methodology:

12-month follow-up across three-armed randomized controlled trial

Quantitative:

- In-School Surveys: 42,000 youth
- Dropouts + Pregnancy Admin: 500+
- Out of School Surveys: 500+

Qualitative:

Focus Groups: 12 trackers

Strategic Partnership:

Jameel Poverty Action Lab (J-PAL) at MIT, Baylor-Botswana, University of Botswana, and Evidence Action

Overview

Young 1ove's DNA is built on evidence. We are committed to translating proven sex education programs from academic papers to scaled school-based HIV education.

We are adamant that after translating papers into field-ready programming continued rigorous testing is necessary to determine effectiveness across contexts and delivery models. Once proven, we scale programs up.

We've built a vehicle and partnerships to achieve the above goals.

In 2015, we worked with J-PAL Africa, Baylor-Botswana and the University of Botswana to conduct one of the largest randomized controlled trial's on HIV and pregnancy prevention in Botswana's history, covering 343 schools and 42,000 youth across three arms:

- (1) Peer NGO-trained & managed facilitators
- (2) Guidance & Counselor teachers
- (3) Control group

This design will enable Young 1ove to compare both the *impact* of our "sugar daddy awareness" **message** and the most *cost-effective delivery mechanism*.

The Operation

We hired 60+ surveyors out of a pool of hundreds

We reached all 343 schools across 1/3 of the nation in *half* the time as last year: 20 working days

Magnet for young talent

Optimized, scalable implementation

Lessons

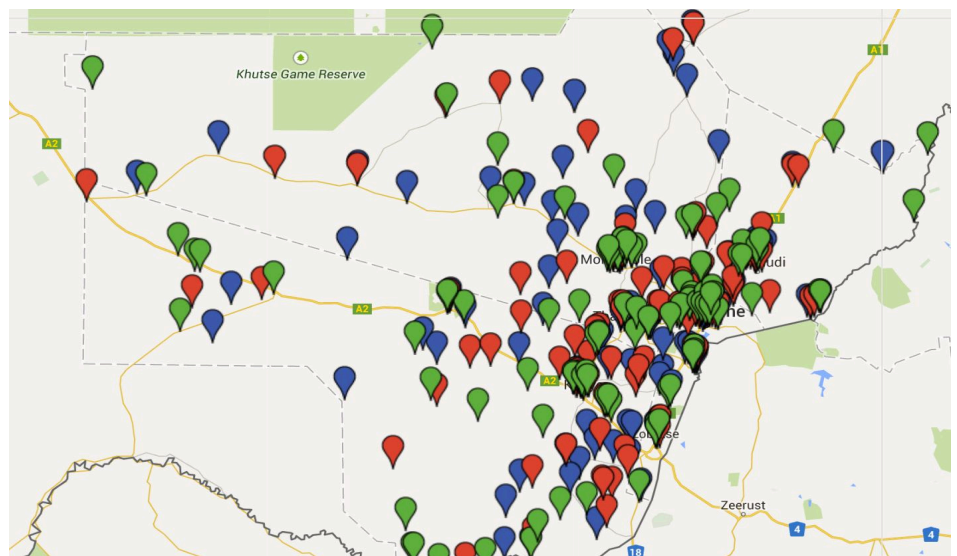
We created and codified over 100 pages of survey & data collection protocol/curricula.

University of Botswana, J-PAL, Baylor-Botswana

Standardized "Surveying-in-a-Box" toolkit & methodology

Strong Research Partnerships

IN-SCHOOL SURVEYS: 343 SCHOOLS. 42,000 YOUTH. 20 DAYS.





539 girls tracked



Out-of-School Surveying

Tracking female dropouts from pillar to post to determine if absence is due to pregnancy

Overview

We set a bold mission: to find all girls missing from school a year after our “sugar daddy awareness” intervention across all 343 schools in our randomized trial sample.

The idea: to find out if missing girls were absent due to pregnancy – an objective proxy for unprotected sex and HIV, one of our key impact metrics.

This objective school-level & “tracking” data will supplement our 42,000 in-school surveys indicating changes in knowledge, attitudes, & self-reported behaviors.

Methodology

Those students who were missing 12 months after the intervention were identified during roll-call by classmates as either dropouts, pregnant, transferred, absent for 2+ weeks, repeated or unknown. Roll-call involved standing and making a circle over ones’ head to also spot in-school pregnancies, known as “tummy spotting.”

This information was triangulated with surveys collected from school administrators on missing girls.

All pregnant, dropout and absentees for 2+ weeks were tracked and given out-of-school surveys to verify their status. A random sub-set of transfers were also tracked. Girls and caregivers were interviewed at the household once found.

Implementation

Full-time trackers: 12

Girls found: 539 of 588 girls

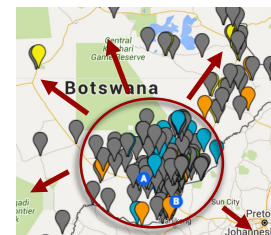
Days: 40 days

Success rate: 92%-99%

Challenges and Lessons Learned

Logistically, missing girls fanned out across the region, displaced to remote cattle posts. The map on the right shows the diaspora from our initial sample region.

Some girls walked hours crossing the South African border by foot to be interviewed. Other girls had no information. In one example, we only had the word “moonlight” to go by. After a 12th visit, we found a potential clue: a neighborhood tuck shop called “moonlight.”



Methodologically, we frequently had to travel 6 extra hours to interview the girls and the caregiver, to adhere to strict evaluation quality constraints. 94.7% of interviews adhered to this strict constraint.

Emotionally, we often encountered stories of rape, HIV+ girls suffering from mouth sores, domestic conflict, pleading mothers, missing fathers, and more.

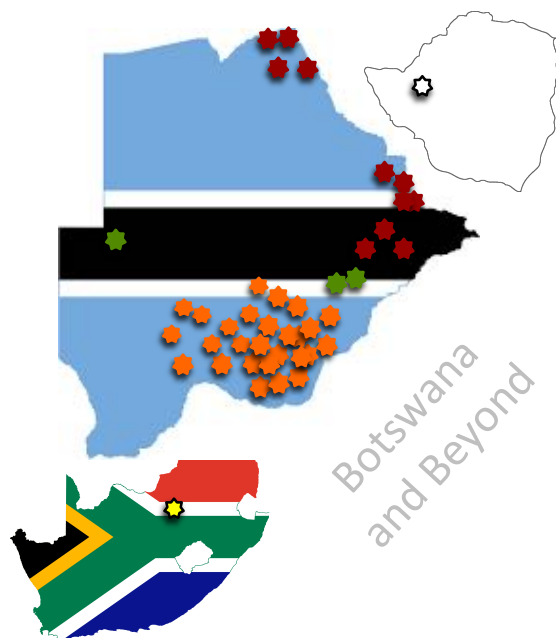
All in all, the 5 months of our follow-up endline evaluation phase tested Young Love to its limits; logistical prowess, emotional stamina, commitment to unbiased evidence, and quality youth-friendly interaction around sensitive topics.

Next steps

Working with research partners to learn from endline quantitative and qualitative results to determine tweaks to the sugar daddy program and if/how to scale it in Botswana. **When we set our minds to something, we make it happen!**

The Young 1ove Reach

- Randomized Trial Rollout
- Pilots with the Ministry of Youth
- Other Pilots (Ministry of Education, Stakeholders)
- Pilot in South Africa
- Survey in Zimbabwe



34,239 youth reached to date

106 guidance teachers trained

15 facilitators & peer educators trained

14 Tirelo Sechaba volunteers trained

42,000 youth surveyed **x2**

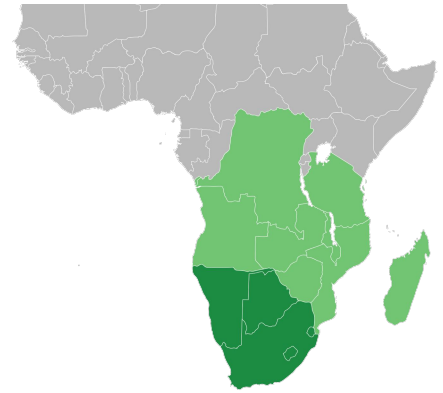
539 girls tracked

Our Partners



*D-Prize continues to enable us with excellent mentorship from Andrew Youn. The **U.S. Embassy** has provided our staff with professional development opportunities, including meeting President Obama, and funds program development. The **Ministry of Education, Ministry of Health**, and the **National AIDS Coordinating Agency (NACA)** in Botswana have provided critical political support and a voice in national affairs. The **University of Botswana** and **Botswana Educational Research Association (BERA)** supply us with in-kind gifts, mentorship and office space. The **Ministry of Youth, Sports & Culture** in Botswana has continued to fund employment of many of our youthful Botswana staff. **GlobeMed** connects Young 1ove with financial and human capital resources from American universities. The **Headington School** donates seasonally. The **MTV Staying Alive Foundation** is supporting pilots to test cost-effective amplifications to our “sugar daddy” awareness program. **Time Projects** and the **Rotary Club of Gaborone** donated a permanent vehicle – our 1st – to Young 1ove. TJ Mathers of **MaxMind**, the **Greenbaum Foundation**, and **The Segal Foundation** contribute generous, rare, and vital core support with a focus on expansion to new countries. The **Mulago Foundation** invests heavily in our leadership and scale efforts via advice, training, and financial support. **Evidence Action** and **J-PAL** continue to provide sharp advice on impact, partnerships and scale as well as support our 343-school randomized controlled trial in Botswana with **Baylor Botswana** (part of the BIPAI network) to re-evaluate the impact of “sugar daddy” awareness classes.*

*Individually we are each **one drop**, but together we are **an ocean**.*



Scale-Up Prep...

The Vision: 5 million girls reached with life-saving information.
Building up our organization in preparation.

COST-EFFECTIVENESS

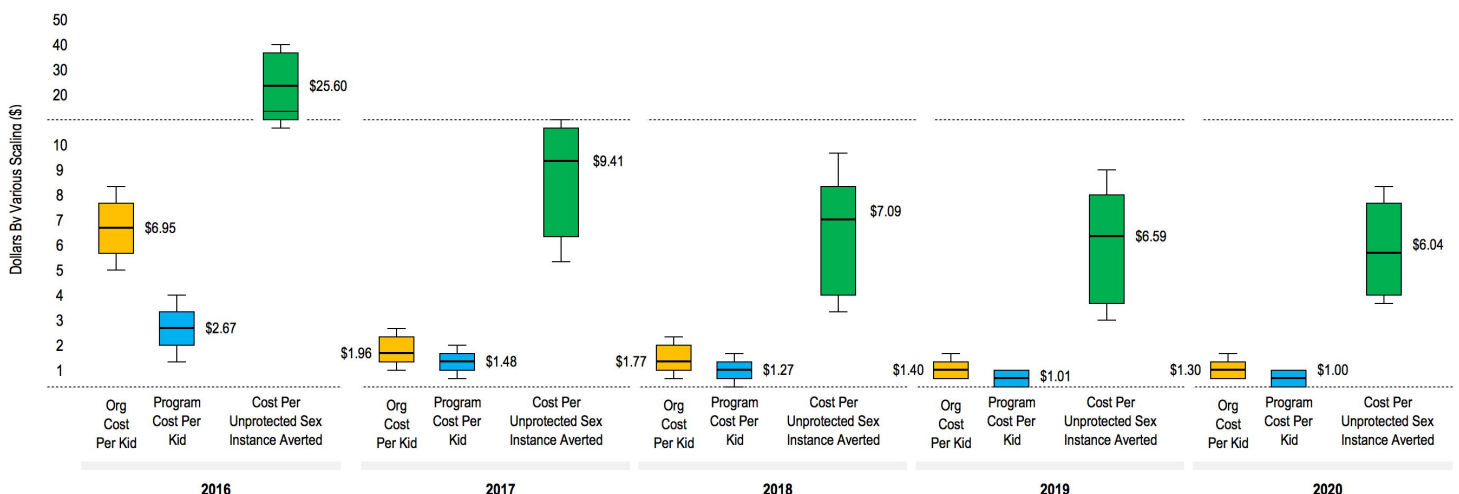
We estimate that we can prevent an instance of unprotected sex for \$25.60 in 2016 and reduce this cost to \$6.04 by 2020 at scale with 5 million girls. See the graph below for details:



MINI-PILOTS IN SOUTHERN AFRICA

We ran surveys and pilots in South Africa. Initial indications show similar gaps in HIV knowledge around sugar daddies. We've engaged in preliminary partnerships in Zimbabwe in preparation for collaborative scale efforts.

COST-EFFECTIVENESS BY KEY OUTCOME FROM 2016-2020



Indicators and Outcomes by Year



Organizational Development

Growing in size, structure and sophistication.
And some personal triumphs to boot.



Organizational - Botswana

Young 1ove car. Time Projects and Rotary Club of Gaborone donated our 1st ever dedicated vehicle: the Young 1ove mobile.

Six offices. The University of Botswana has expanded our office space to six full offices, enabling our form to fulfil our ever-growing functions.

Manuals & external audit. Our first editions are out. Bootstrap startup meets policies and procedures = innovative scaled social impact.

81 young Batswana staff. We are a magnet for young Batswana talent and are officially 81 strong.

Individual

Queen's Young Leaders Award. Moitshepi Matsheng, Young 1ove's co-founder and Program Manager, has been named the 1st Motswana in history to win the Queen's Young Leaders' Award recognizing exceptional leaders in Africa. Moitshepi will meet the Queen of England in London in June and join a strong network.

Young African Leadership Initiative (YALI). Unami Moatswi, Young 1ove's former Development Manager, was selected for a prestigious 6-week course in the United States recognizing rising African leaders, where she also met President Obama.

Organizational - Global

501(c)3 status. We are officially incorporated as a tax-deductible nonprofit by the IRS. Supporting Young 1ove is as important and just got easier!

Stakeholders Visits. We welcomed UNAIDS, Evidence Action, Mulago Foundation & the US Ambassador to the field. Our work is worth seeing in action.

Visits to Kenya, Uganda & Swaziland. Our staff attended a training with MTV in Naivasha, Kenya; GlobeMed's annual summit in Uganda; and our ED held initial engagement meetings in Swaziland. Regional engagement here we come.



Highlights

- Skoll World Forum
- National Public Radio
- Thina Sobabili Movie Premiere
- Lady Khama Charitable Trust Race
- Sustainable Development Goals (SDGs)

Media Appearances

- **Breakfast Show.** Featured on the most popular government media program.
- **Thina Sobabili.** The cast of *Thina Sobabili* - an independent film about Sugar Daddies, and an entry to the Academy Awards - came to Gaborone for a premiere in New Capital Cinemas and a field visit with Young 1ove.
- **National Public Radio (NPR).** Young 1ove was featured on NPR's "Goats and Soda" blog, shared by Chelsea Clinton.

Global Conferences - Invited to Speak

- **Skoll World Forum.** Our Executive Director gave a TED-style talk and participated in a panel: "Young Voices, Big Dreams."
- **MIT Global Startup Workshop (GSW).** Young 1ove spoke on a social entrepreneurship panel in Guatemala City during MIT GSW.
- **Segal Annual Event.** Our Director co-delivered a talk in New York City for the Segal Annual Event called "Not Your Mama's Sex Talk" with RAHU Uganda.

Significant Events

- **Lady Khama Charitable Trust.** Our team participated in the annual race of the Botswana President's mother's foundation.
- **Sustainable Development Goals (SDGs).** Young 1ove was invited as a key UN stakeholder in Botswana to inform the SDGs.

2015 in a Nutshell

"Pick a job you love, and you'll never work a day in your life."

Striving for Impact. loving every second of it.

In year two Young 1ove's DNA is continuing to crystalize: we transform proven life-saving information, discovered in academic papers to work, into relevant, scalable programs in Southern Africa, delivered by the youth, for the youth through government schools.

Our goal is to stop HIV infection and curb teenage pregnancy across the region by delivering information targeted to the right group at the right time in the right way.

We are scaling a proven 1-hour "sugar daddy" awareness class and re-testing it in a modern, southern African context with two potentially scalable models: peer educators and teachers.

This year, we spent a lot of time evaluating. In 40 working days, we re-surveyed 42,000 youth a year after our baseline and intervention across all three arms of our randomized trial. We also tracked 539 female dropouts to verify pregnancy – our objective indicator of sexual behavior change.

We've also secured seats on key government decision-making bodies, such as the National AIDS Council, engaged the Ministry of Youth in and the National Service Program, met President Mogae, have started piloting beyond Botswana, grown to 81 staff, spoken at international fora including the Skoll World Forum, and nurtured a network of partners.

We're near ready to scale. Now, we await the evidence! Bring on the learning.

2016 and beyond

Our 2015 focus was on evaluation. 2016 will be our year of "the pivot".

This pivot will result as a function of the revealed impact of our evaluation. The pivot might involve expansion of sugar daddy awareness, re-tweaking and re-testing of sugar daddy awareness, or delving into new programs that fit Young 1ove's niche and mandate. In each instance, our organization will develop. In each instance our goal is to maximize our positive impact on the world.

(1) Preliminary results and reaction.

This year, our partners at J-PAL and Baylor-Botswana will produce preliminary results. With Evidence Action, these will be interpreted and provide key guidance for Young 1ove's way forward on sugar daddy awareness.

(2) Explore national and regional scale-up.

We aim to reach *all* children in the region with proven-life-saving information. We have set ambitious targets to pilot in at least 1-2 countries in the SADC region in 2016.

Moreover, we are engaging governments and international partners to develop culturally relevant and cost-effective scale models, while simultaneously building Young 1ove's organizational capacity as we emerge from a social start-up to a fixture of social change.

(3) Pilot new programming.

As evidence on sugar daddy awareness emerges, we aim to leverage our infrastructure and model to pilot new evidence-based programs. These programs include amplifications to our sugar daddy work, and/or new programs entirely.

2016 promises to be innovation & pivot-filled!

