

2014

The Young 10ve Journey



The Launch

March 22nd, 2014 marked the launch of Young 10ve. It was an unprecedented collaboration among 1,000+ youth, artists, government officials, civil society & private sector stakeholders.

The Rollout

Young 10ve reached 29,000+ youth in Botswana with proven 'sugar daddy' awareness classes & collected sexual health data on 48,000+ students in a third of Botswana.

The Future

- Pilot in Chobe, Phikwe (50%+ adult HIV prev.)
- Endline: Sep-Dec 2015
- Explore SADC scale

Young 10ve launches in style during the Month of Youth Against HIV/AIDS

March 22nd, 2014

Overview. Young 10ve – a new NGO launched in Botswana – connects youth to proven, life-saving HIV education.

Young 10ve has two core pillars. We are:

(1) **Evidence-based.** We don't want to *feel* good; we want to *do* good. We scale programs that have been tested and *work*.

(2) **By youth, for youth.** The proven information we deliver must not merely be heard; it must be internalized. We believe passionate local youth delivering our messages are an essential ingredient in ensuring behavior change.

Young 10ve is currently scaling a 1-hour "sugar daddy" awareness class throughout Botswana – a petri dish for relevance and impact in the entire SADC region.

This class was tested by the Jameel Poverty Action Lab (J-PAL) in Kenya in a randomized controlled trial and reduced pregnancy – a proxy for unprotected sex and HIV transmission – by 28%.

Prior to scale-up, Young 10ve is rolling this program out across 4 regions in Botswana, randomly, and collecting data as we go. We are generating evidence even as we scale.

The Launch. Young 10ve was launched on March 22nd, 2014 in commemoration of the Month of Youth Against HIV/AIDS.

The event had 1000+ youth in attendance as well as dignitaries such as the Permanent Secretaries of the Ministry of Education and the Ministry of Youth. In addition, the United Nations, Barclays Bank, the U.S. Embassy, the University of Botswana,



Local artist, Sasa Klass, presented her gender-based violence song, and StaxXx, Apollo, Abby debuted their "Young 10ve anthem" against intergenerational sex. Guest speaker, Tumie Ramdsen, spoke about the risks of intergenerational relations and Gorata moved hearts and minds with a poem about the struggle of a young girl dealing with the risky temptation of older "sugar daddies."

Moitshepi Matsheng, a youthful leader of Young 10ve, closed the event with a powerful statement: "It's time we stop guessing. It's time we scale what works. And it's time the youth rise up to solve our generations most pressing challenges."



The Rollout: "No Sugar!"

We **scaled** proven "sugar daddy" awareness classes to 16,324 youth in Botswana *directly*, with 15 stellar local facilitators.

We **trained** 106 teachers to reach an additional 13,000+ youth, together reaching an awe-inspiring total of 29,344 students.

We are **testing** our impact, rolling out randomly & collecting data from **343 schools**, and **48,510 Batswana** across four regions, including the most remote villages.

Young Love has existed for a sheer 10 months. Our growth has been exponential. Check out the juicy details:

The Team

We built a dynamite 50-person team from scratch: 11 full-time staff, 15 facilitators, and 24 surveyors. 96% Batswana. 100% amazing.

The Logistics

- Our **office** exploded from a state of non-existence to 3 pseudo-well equipped spaces at the University of Botswana.
- We launched our 1st ever **payroll**.
- Our **phone** lines buzzed off the hook from August-September scheduling 343 schools. We talked to regions, school heads, guidance teachers, & anyone else we needed to 'sensitize.'
- We **visited** schools we couldn't reach by phone in person. No school left behind.
- We obtained **mandates** from the Ministry of Education and Skills Development and 4 regional offices to reach *each and every child* in the nation by the end of 2015.

The Curriculum

We dissected theories of change from the original academic paper proving that "sugar daddy" awareness classes worked in Kenya.

We translated our findings into a standardized and quality 50-page curriculum to be reckoned with. We piloted it; then we refined it. Each facilitator was trained and fully equipped with a *Young-Love-in-a-box* curriculum:

- Cover page = **approachable introduction**
- 1-page lesson plan = **ultimate resource**
- 8-page fully-loaded script = **the fine details**
- Materials checklist = **complete delivery**
- 'Actions' checklist = **perfect logistics**
- FAQs = **keep it simple and comprehensive.**
- Troubleshooting Guide = **focus on quality**
- 'Thank You' Cards = **school relation-building**
- Ministry Mandates = **access to all schools**
- Reflection Sheets = **continual improvement**

Quotes From the Field

"We reached out to the youth and changed lives." – *Chipo, Facilitator*

"I want to join you! I must be part and parcel of this initiative" – *School teacher*

"Young Love is my home." -- *Methla, Facilitator*



A key piece of our Young-Love-in-a-box curriculum: our **Facilitator's Script** tucked neatly into an official Young Love binder.



Teaching Techniques

- Icebreakers
- Snaps for support
- Call and response (eita, ola)
- Drumroll revealing the HIV rate
- Hand visual: intergenerational cycle
- Cheer: when I say “Young”, you say “love”: Young, love!

Sex is hard to talk about. Hence the importance of engaging and open delivery of SRH information.

Our message is proven. But it's not enough to say a message. It must be *delivered, heard, remembered, internalized, and acted on*. Quality delivery is paramount.

The Rollout

We received over 150 applications to join the Young 1ove team as a peer facilitator: the heart of our rollout. We accepted 16 facilitators -- a 10.6% acceptance rate.

Then we hosted an intensive 2-week training at the University of Botswana, including theoretical training, practical training and a full field pilot for each and every facilitator.

After training, we kept 15 facilitators – those who delivered best, fully represented our brand and generated impact.

9 months of preparation; 30 working days of implementation.

We deployed our team to a third of the nation, including 4 regions (Kweneng, Kgatleng, Southern and South East), and reached 343* out of 347 target schools, covering 3 grades levels (Standard 6, Form 1 and Form 2):

= **98.8%** reach

*Dropped 4 schools since they didn't have a standard 6 or they were not government schools.

We woke up at 5am and returned at 10pm to reach the most rural schools from Khurutse to Diphuduhuduto to Thankane. We often camped in the bush, setting up tents close to school sites and bumping shoulders with only *cos kara* (donkey carts) for kilometers on end.

We travelled to schools no NGO had visited in over six years and were greeted with fat cakes.

We met President Khama while implementing in Oliphants -Drift to much student fan-fare.

We had three arms:

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

This design will enable Young 1ove to compare both the *impact* of our **message** and the most *cost-effective delivery mechanism*. We are after scale: therefore the *what*, the *how* and cost-effectiveness of our intervention are key.

Overall, implementation was intense, fast, successful, challenging and deeply rewarding.

We translated innovative, proven HIV education into action, coming a giant leap closer to *zero new HIV infections*.

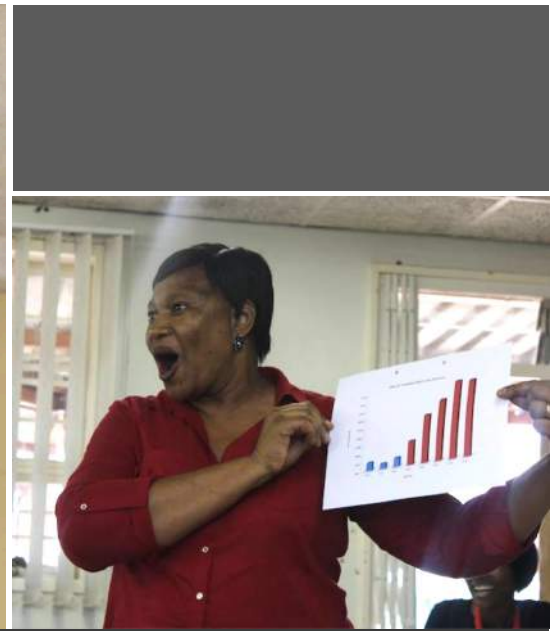
Challenges

Botswana is geographically massive and sparsely populated, making it tough logistically and more expensive than expected to reach high-needs children.

We had limited knowledge of exact school location due to spotty on-record information. So we had to build our own comprehensive map of government schools (see our self-proclaimed masterpiece below).



A student guesses the HIV rate by age – a key dimension of our program, revealing that “sugar daddies” are 9x as likely to have HIV in Botswana.



Guidance Teachers

Young love-ers through and through

The Guidance Teacher Arm

From Nov 3rd-6th, Young 1ove conducted full-day trainings in each of 4 regions: Kgatleng, Kweneng, Southern, & South East.

We reached 90 Primary School & 16 Junior Secondary School Teachers. Together, using a Train-the-Trainer model, these teachers have the potential to reach 13,020 students across their respective regions.

Combing this number with our direct impact via peer facilitation, our reach, within a single term and just 30 working days extends to 29,000+ youth in Botswana.

We asked teachers to schedule implementation dates in real-time, achieving a high scheduling rate of 80.19%.

During the trainings, we reached a total of:

106 guidance teachers

89.83% attendance

Monitoring

To ensure quality, we sent *reminder texts* to all teachers, made *random visits*, and collected *written evidence (27.2%)* from implementing teachers.

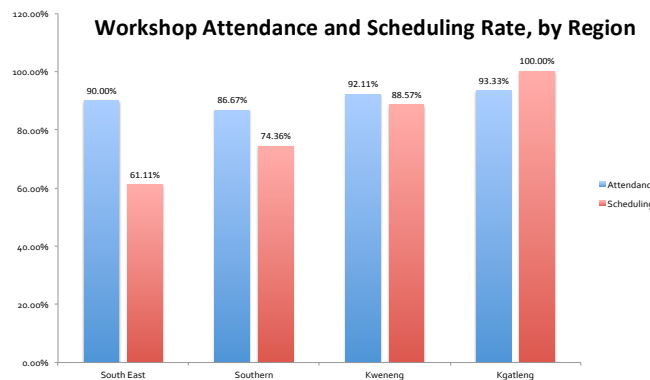
Advantages

- Experienced
- Scalable
- Continuity

Challenges

- Length/Focus
- Engagement
- Implementation

Workshop Attendance and Scheduling Rate, by Region



Teacher Characteristics

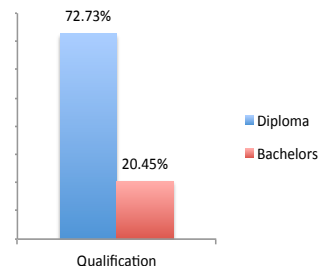
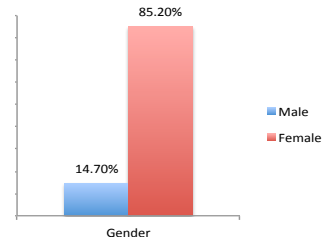


Table 1.0: Guidance Teacher Characteristics

Variable	Average	Std Dev	Min	Max	Obs
Age	42.3	8.64	25	59	88
Years Teaching	16.84	8.7	1	36	88
Years Teaching as a Guidance Teacher	6.45	4.7	1	17	77



The Young 1ove Reach



343

Schools



106

Teachers



16,324

students directly



29,344

students w/ teachers



48,510

students surveyed

Testimonials from the Field & Facebook



I have learnt that sugar daddy are bad influencers to young people like us and that having sex with an old man is not good. eg if a man want to you to love him, say no to him or tell your parents.

Fan that posted #1 ▶ Young 1ove

You guys id jus wanna thank yollz for coming to our school Tlogatloga Cjss...i really learned a lot thou:) your organisation is such a blessing YOUNG1OVE♥♥♥

And ohh i Metha:):♥♥

Like · Comment · Share · 5



Fan that posted #2

Thank you!!!!!!
No going back
Lets make impact,lets work for a better Botswana!!

Unlike · Comment · March 23 at 6:56am

You, Khumo Leburu and Thabiso Lepere like this.

Our Main Partners



D-Prize catalyzed our creation and connected us with incredible mentors. The U.S. Embassy funded our launch event, and nurtured our growth. The Ministry of Education, Ministry of Health, UNESCO, and the National AIDS Coordinating Agency (NACA) in Botswana have provided critical political support. The University of Botswana and Botswana Educational Research Association (BERA) have supplied us with in-kind gifts, mentorship and office space. The Ministry of Youth, Sports & Culture in Botswana has largely funded the continued employment and development of our youthful Botswana staff. We recently partnered with GlobeMed, which is providing Young 1ove with fundraising and human capital resources from American universities. Evidence Action and the Jameel Poverty Action Lab (J-PAL) are massively supporting our 343-school randomized controlled trial in Botswana – the country with the 2nd highest HIV rate in the world – in partnership Baylor College of Excellence, to re-valuate the impact of “sugar daddy” awareness classes in preparation for cost-effective scale. The Segal Family Foundation, FJC, Headington School and MTV Staying Alive have provided essential support to propel Young to scale via local and regional large-scale pilots.

If you run alone, you'll go fast. If you run together, you'll go far.



- Highlights**
- Silent Shout, BTV Appearance
 - ESA Technical Working Group
 - HIV prevention initiative of the year
 - United Nations Cares Initiative
 - Ministry of Education Boot Camp

- Media Appearances**
- **Silent Shout.** Talk show discussing 'hot topics' in Botswana, like Young 1ove!
 - **BTV Advert.** Aired a 30-second spot on national Botswana Television (BTV).
 - **Gabz FM.** National radio interview.
 - **Daily News.** Government media supported the organization.

- Government Partnerships**
- **Eastern Southern African Commitment for Adolescent Sexual Reproductive Health (ESA).**
 - **Ministry of Health HIV Prevention Technical Working Group (TWG).**

Young 1ove secured 2 seats in both Technical Working Groups (TWGs).

- HIV and wellness workshops**
- **UNCares Initiative.** Young 1ove facilitated the UN's annual HIV workshop for staff dependents.
 - **Ministry of Education (MOE) National Boot Camp.** Young 1ove facilitated a segment of MOE's national HIV and wellness week during the annual boot camp in Ghanzi for Form 5 leavers.

Conclusion

"It's not the years in your life that count, it's the life in your years."

The Young 1ove Journey: 2014

In just 10 months, we've built an organization to be reckoned with, from smooth payrolls to innovative ideas to a team of 50 incredible Batswana staff.

Young 1ove is a start-up on a mission: we transform proven life-saving information, discovered in academic papers to *work*, into real programs in Southern Africa, delivered by the youth, for the youth.

Our goal is to achieve *zero new HIV infections* and curb teenage pregnancy across the region.

We are scaling proven "sugar daddy" awareness classes, and re-testing them in a modern, southern African context – one where HIV rates are 5x higher and ARVs have transformed the landscape of HIV.

In just 30 working days, after months of preparation, we reached over 29,000 youth in Botswana through a combination of direct peer-led facilitation and a train-the-trainer model employing guidance teachers in 4 regions across the nation. Moreover, we collected critical information on over 48,000+ youth across each of these regions.

We've built media hype, positioned ourselves on key government decision-making bodies, and have established a formidable network of partners including local governments, parastatal collaborators, international research networks & large foundations.

2014 was just one year, but it had a lot of life.

Future: 2015 and beyond

The future of Young 1ove shines bright.

We have three major initiatives, all of equally massive significance.

(1) Pilot in hardest hit regions of Botswana.

This includes Chobe (22.3% adult HIV prevalence), Francistown (29.9% adult HIV prevalence) and Selebi-Phikwe (30.8% adult HIV prevalence). Support from MTV, and the United States Embassy in Botswana will enable this essential work.

(2) Conduct endline of our 48,000+ rollout.

We are evidence-based. We are measuring our impact, and disseminating the results.

In 2015 we will go back to all 343 schools in which Young 1ove implemented, and collect data on knowledge – to measure if our message has persisted -- as well as pregnancy – a key measure indicating safer sex and real behavior change. These results will be disseminated and leveraged during high-level conversations governing regional scale.

(3) Explore 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 during 2015.

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.

Pula!

