



Young & Alive
INITIATIVE

2019
ANNUAL
REPORT



**YOUTH IN SRHR
THROUGH
GENDER LENS**



Published by Young And Alive Initiative

Young And Alive Initiative (YAAI) is a women-led and youth-led non-governmental organisation based in Tanzania. YAAI is registered by the MoHCDGC with registration number 000NGO/00009083.

Prepared and designed by YAAI staff.

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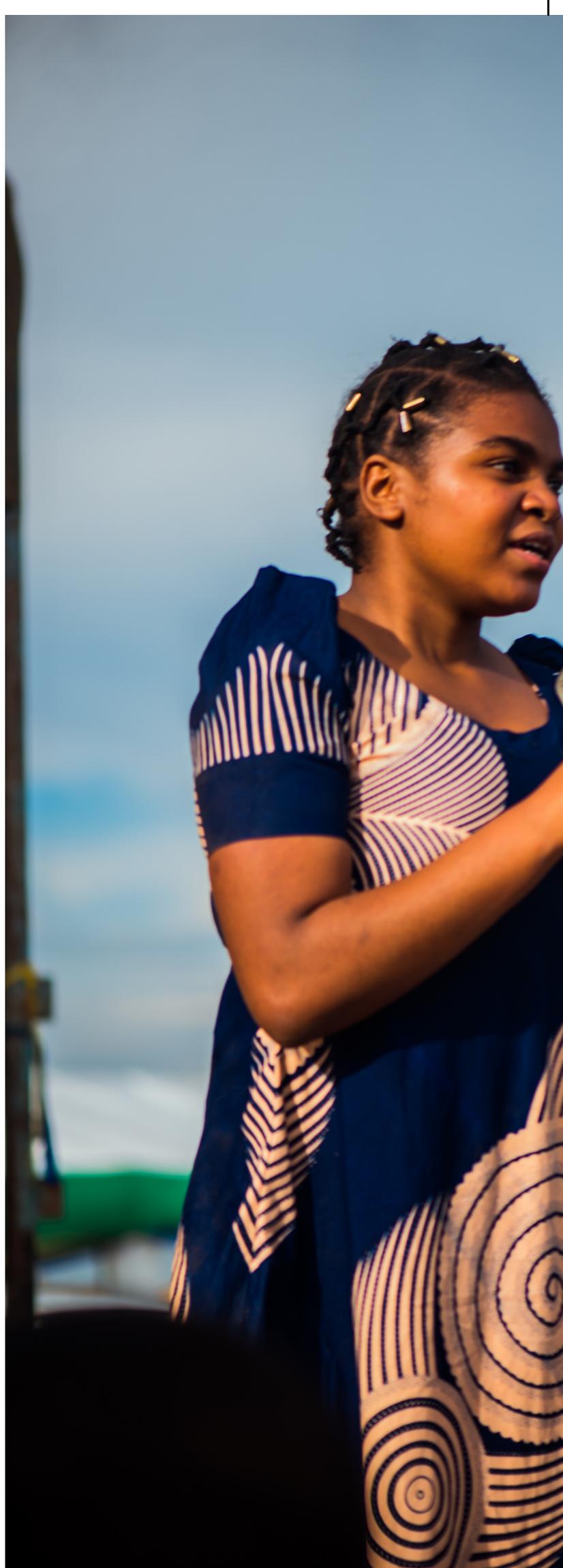


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WORD FROM THE C.E.O

Youth leadership on SRHR through gender lens

Dear reader,

2019 has been a year that we fully experienced being *Young and Alive*. Ever since we found the organisation back in 2015, and our full registration in 2016, we have worked to see a year like 2019 where we travelled miles within and outside the country, met young people and other stakeholders, elevated our organisation to fully functional institution, created partnerships and secured funding. We are proud to have spent the year strengthening our organisation and elevating youth and women voices in multiple platforms.

During the time when Sexual Reproductive Health and Rights in Tanzania and the whole Civil Society Space have been experiencing push back from various aspects, our women and youth leadership approach have demonstrated significant impact in addressing the need for capacity among young people, women and girls and hence focusing our efforts in addressing gender aspects of SRHR such as Gender-Based Violence.

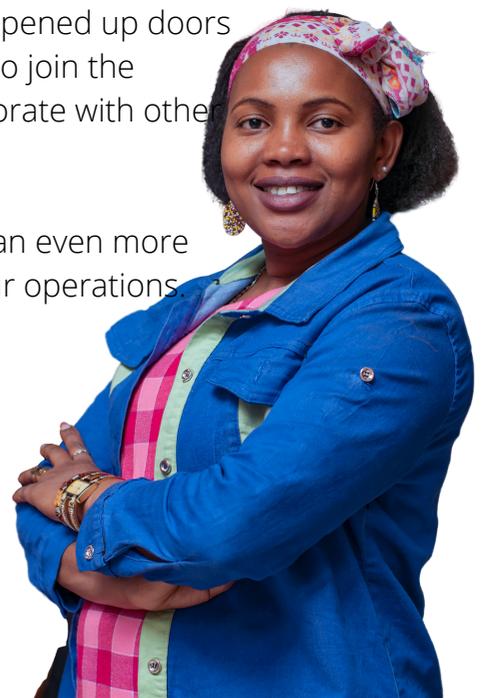
This year we found strength in working with and engaging different partners who we did not work with before. These partners, such as media houses helped us reach more people and challenged our thinking into future creation of more social behaviour change programs and advocacy through media. Our partnership with the African Women Development and Communications Network (FEMNET) have opened up doors for regional advocacy and partnerships, where not only we were able to join the network, but also sit in various regional advocacy meetings and collaborate with other African CSOs.

With all the success and lessons learned, we believe that 2020 will be an even more prosperous year for young people and women in Tanzania through our operations.

Sesilia Venance Shirima



Chief Executive Officer



ABOUT YOUNG AND ALIVE INITIATIVE

Young and Alive Initiative (YAAI) is a Tanzanian youth-led non-profit organization based in Mbeya city, founded in 2015 by passionate young professionals and got fully registered in 2017 with the registration number 00NGO0009083. The vision of YAAI is to see a Tanzanian society that respects and protects the rights of young people to have access to youth-friendly sexual reproductive health information and services as one of the key elements to achieve sustainable development goals. The mission of the organization is to actively engage and empower young professionals and talented youth with the skills, knowledge and resources needed to become advocates of youth-friendly sexual and reproductive health services and information.

The Young And Alive Initiative approach is using young people's talents and skills through Innovation, art and ICT to advocate for youth's access to Sexual Reproductive Health and Rights services and information in Tanzania.



PROJECTS

In 2019, we focused our efforts in programs that fully engaged young people.

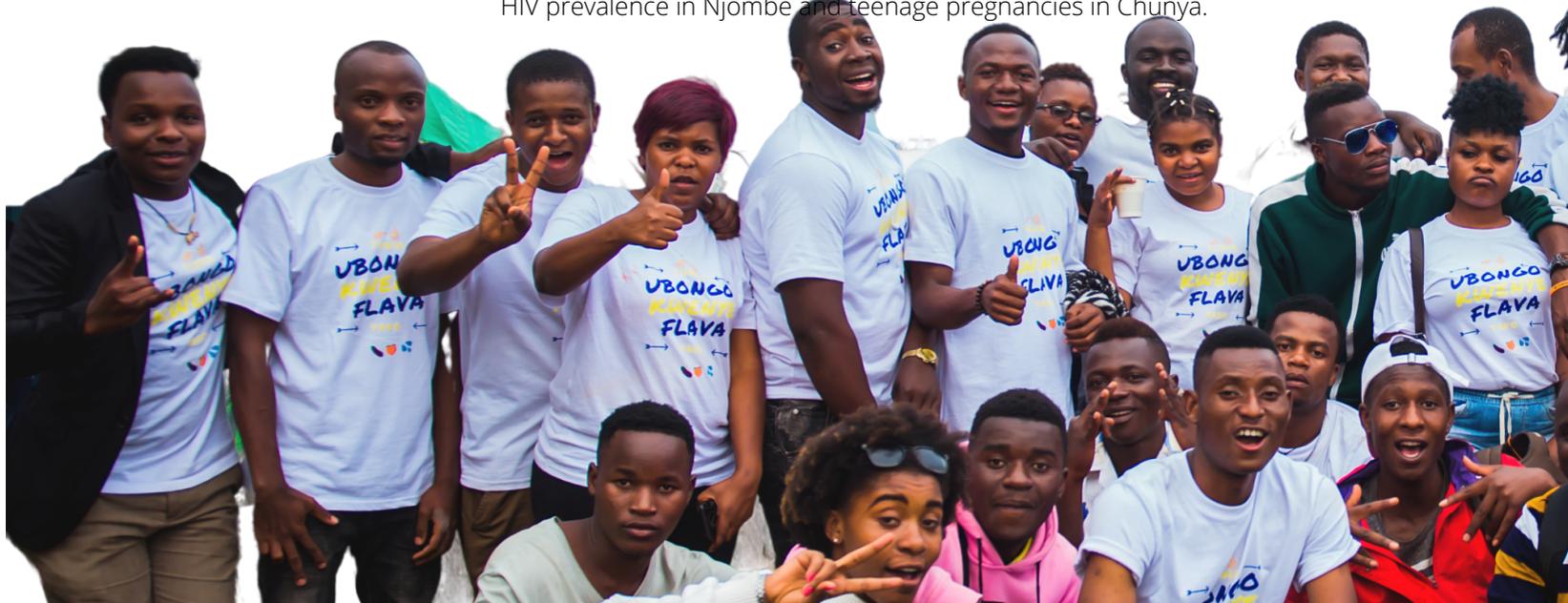


Tanzania's (and probably East Africa's) most popular urban music genre is Bongo Flava. This means that millions of young people across the country and region listen to and follow their favorite Bongo Flava artists. In recent years, these artists have gained insignificant social and political influence among young people. This is why we decided to tap into that opportunity. "Ubongo Na Flava" (Swahili for "Brains And Flava") is our flagship project funded by AmplifyChange for the past two years, with the aim of leveraging the talents, skills and experience of young people to mobilise the community, initiate dialogues, advocate and raise awareness on key sexual reproductive health and rights issues affecting young people in Southern Highland Zone (Mbeya, Njombe and Songwe regions). The project follows a combined approach of behaviour change communications through music and art, as well as community mobilisation and policy advocacy using the evidenced-based SMART advocacy approach. All the activities carried out during this project are youth-led and youth focused. During the project, YAAI recruited a number of diverse youth volunteers, including music artists, journalists, health care providers, students and influencers.

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**VOLUNTEERS
RECRUITED & TRAINED**

The volunteers were then taken through a series of training which aimed at building their capacity and understanding on the issues of sexual reproductive health and rights; gender; advocacy and social accountability. YAAI staff then supported them in developing creative content to be used for advocacy, including music, role plays, media talk points etc. Sexual reproductive health and rights (SRHR) is a broad subject. Each community faces different challenges caused by lack of adequate access to SRHR information and services among young people. This is why the initial assessment was conducted to determine specific SRHR issues to be addressed in the specific region/district. The results of the assessment resulted in YAAI deciding in addressing Gender Based Violence (GBV) in Songwe, HIV prevalence in Njombe and teenage pregnancies in Chunya.



Key achievement

2700 5000 1103

PEOPLE REACHED DURING
FIRST PHASE

AND MORE CONDOMS
DISTRIBUTED DURING FIRST
PHASE

PEOPLE COUNSELLED AND
TESTED FOR HIV FIRST PHASE

Challenges faced

Talking about young people's access to youth-friendly services and information always comes with push back from the establishment. Most of the challenges that we face in implementing this project, is a push back on the sensitivity of the topic, and the need to revisit our strategy and talk points, to accommodate a more acceptable way that people talk about the issues.

2019 was the year for local government elections, and since our main partners are the local governments, it was challenging to engage them during the time when they are busy with preparing and conducting these elections. Therefore we had to postpone some of our field activities including the festival until when the elections and holidays are over. The current "Ubongo Na Flava" project phase comes to an end in May 2020. Stay tuned for more updates on the results of the project in our 2020 annual report.



CHAGUA

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WOMEN RIGHTS
ORGANISATIONS ACROSS
TANZANIA



In 2019, YAAI entered a partnership with the African Women's Development and Communications Network (FEMNET) for a two years project funded by Swedish International Development Cooperation Agency (SIDA) to Advance African Women's Human Rights to their Bodily Autonomy and Integrity through ensuring that African Governments fulfill their obligations and Commitments on Sexual Reproductive Health Rights (SRHRs). Given the need for increased policy work across the region particularly on securing comprehensive SRHR and in particular access to legal and safe abortion, ending child, early and forced marriages (CEFM), and eliminating female genital mutilation/cutting (FGM/C), YAAI and FEMNET seeks to inform African women and girls of these policies, mobilize them to participate in key discussions and forums so as to influence policymakers. This policy advocacy work will be implemented in 6 countries: two countries in Southern Africa (Mozambique and Zambia, two countries in East Africa (Tanzania and Rwanda) and two countries in West Africa (Guinea Conakry and Liberia). As a national-level partner for the project in Tanzania, we called it "Chagua" (Choose).



CHAGUA

The overall goal of the project is to see that Women and girls' SRHR are respected, protected and fulfilled and they have access to SRHR services as enshrined in global, continental and national instruments. In Tanzania, YAAI will be working on;

1. Building capacity and forming a coalition of 10 Women Rights organizations (preferably youth and women-led) in advocating for SRHR and prevention of unsafe abortion
2. Increasing awareness among community members on social-cultural barriers to SRHR services and information access through media engagement
3. To gain commitments from key decision makers and uptake of the recommendations provided to them from the data collected on policy implementation gaps assessment conducted by the WROs and YAAI

The implementation of the project is expected to began in December 2019.



HER STORY
MY STORY

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STORIES CAPTURED

Stories are the most powerful weapon we have as young advocates in influencing change in our communities. These stories reflect the lived experiences of women and girls encouraging us to remember that there are real people behind the statistics. We have not heard about these stories until we met Janet who was 17 years old and passed away due to complications of unsafe abortion, we then used this story to advocate for better contraception. There is an undeniable power storytelling is what I would like to capture in this project. Co-founding and running an online platform that helps young women and girls in Tanzania to ask questions about contraception, has bring us to the lives of girls who struggle to understand why, how and where to access safe contraception, this can be seen from the more than 40 questions that girls ask in this online platform about contraception, these girls push us to find a way to reduce these challenges by giving them a space to talk there problems by sharing their stories. During this project, we recruited 8 really affected girls, including teen mothers, to tell their stories within 15 minutes in a video recording. The whole production was done in full confidence and consent from the girls, which also included a choice for their names/image or sound to be displayed.

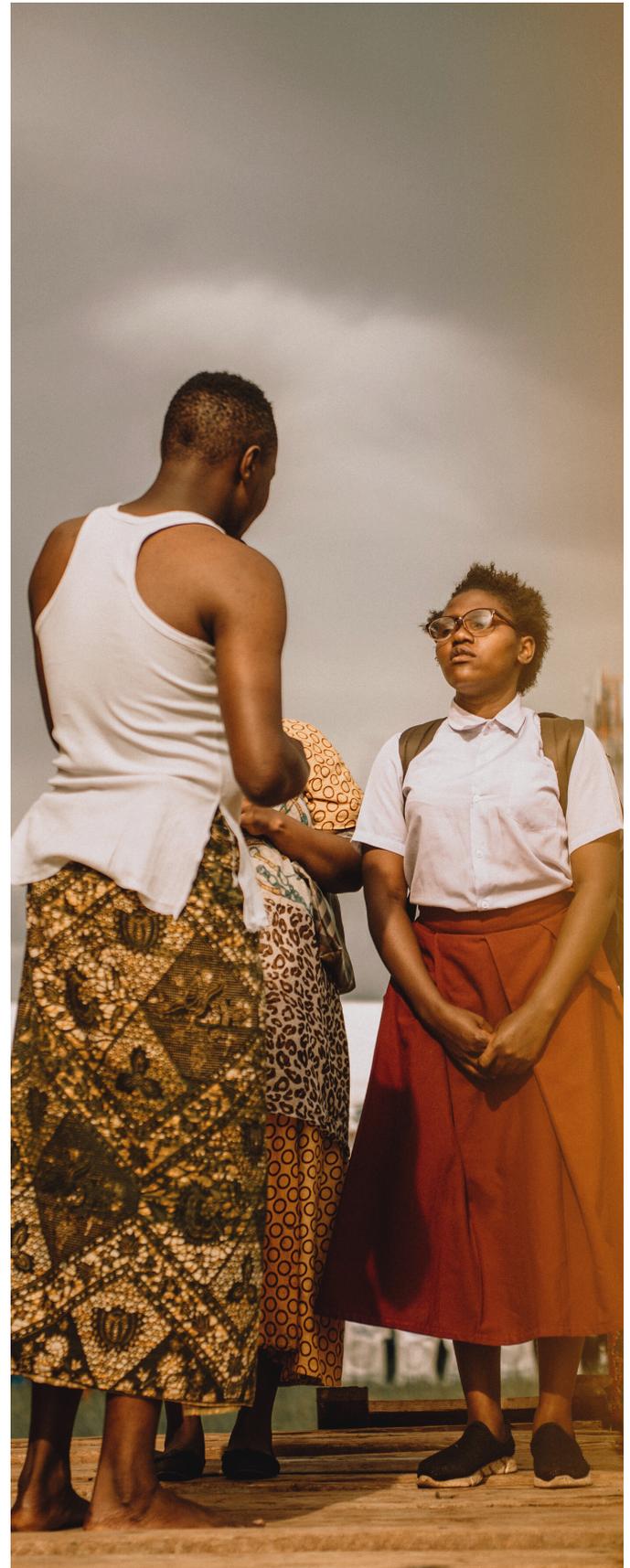


HER STORY MY STORY

During the first half of the project circle, we were able to;

- Film and finalize editing of 6 stories, which is beyond the target of 4 stories for the first phase of the project.
- We shared some of the videos with our close partners and allies, such as PaLM organization and RepSSI.
- One of the stories motivated a few people to fundraise to buy a mattress for one of the girls in the story called Mariam.

Moving forward, we are going to be using the stories collected during some of our advocacy activities. Our hope is to scale up the project to be able to create more stories with high quality of production.



SIO GAME YAKO



The music industry in Tanzania is mainly dominated by the popular urban genre “Bongo Flava”. Ever since its rise to popular culture, around 20 years ago, the scenery has been mainly male dominated. Even though there are no studies showing the actual extent of sexual harassment incidents in Bongo Flava scenery, there are lots of indicators and stories sexual harassment against female artists in the industry that have resulted to the overall decline in the number of female artists in the music in Tanzania. The ultimate goal of this project is to contribute towards the eradication of sexual violence as form of Gender Based Violence among music artists in Tanzania.

More specific objectives were;

1. To improve the public awareness on the Sexual Harassment incidences that hinders the development of the music industry in Tanzania.
2. To improve the knowledge and skills among female and male artists, producers, promoters and other stakeholders through training and capacity building on Sexual Harassment in Tanzania so that more girls and women would be encouraged to enter the music industry and work safely.
3. To strengthen the response mechanism on Sexual Harassment cases in workspaces, particularly the music industries through engaging artists, government and police department in Tanzania

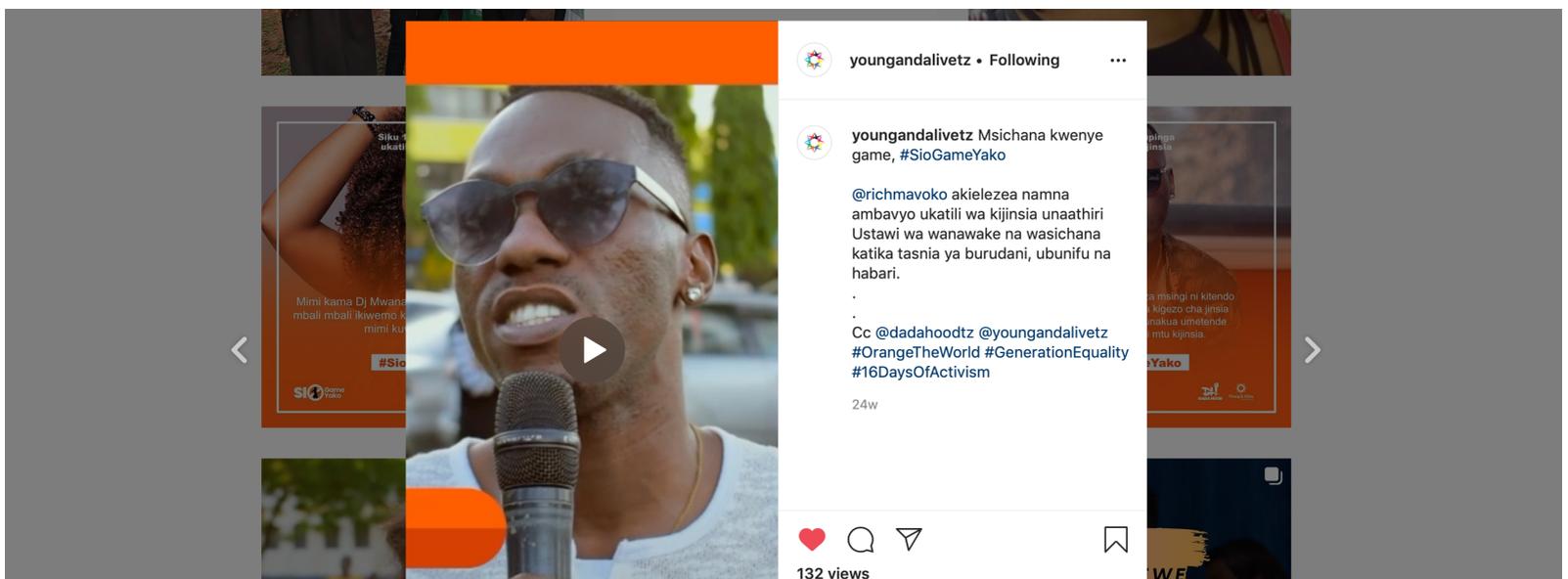


100,000

PEOPLE REACHED THROUGH SOCIAL MEDIA

In partnership with DadaHood Initiative, we launched an online campaign during the 16 Days Of Activism Against GBV campaign, which featured a number of female artists, DJs and celebrities, where they shared the message across their respective social media platforms to raise awareness on the issue.

Some of these prominent figures include Nandi, Dj Seniorita, Rich Mavoko, Dj Fetty and Karen. During the campaign, we reached an estimated number of 500,000 people on social media. The second and third part of the project is yet to be launched.



EVENTS & COMMEMORATIONS

In 2019, YAAI team has organised and became part of various events and commemorations of UN days. These events includes;

- *International Day Of Girl Child*
- *International Youth Day*
- *Cervical Cancer Awareness Day*



MEETINGS & CONFERENCES

Young And Alive Initiative continued to represent young people's and young women's voice in various advocacy platforms and conferences at national, regional and international level such as;

- *Gender Is My Agenda Campaign (GIMAC)*
- *Women Deliver Conference*
- *Global Health Practitioners*
- *Gates Institute Family Planning Convening*
- *etc*



2019/20 STAFF



Sesilia V Shirima

Chief Executive Officer



William Otuck

Managing Director



Ninabina Davie

Policy and Advocacy Advisor



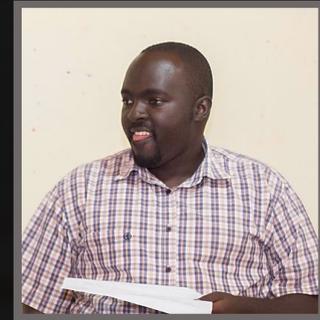
Innocent Grants

Program Officer 1



Tatu Said

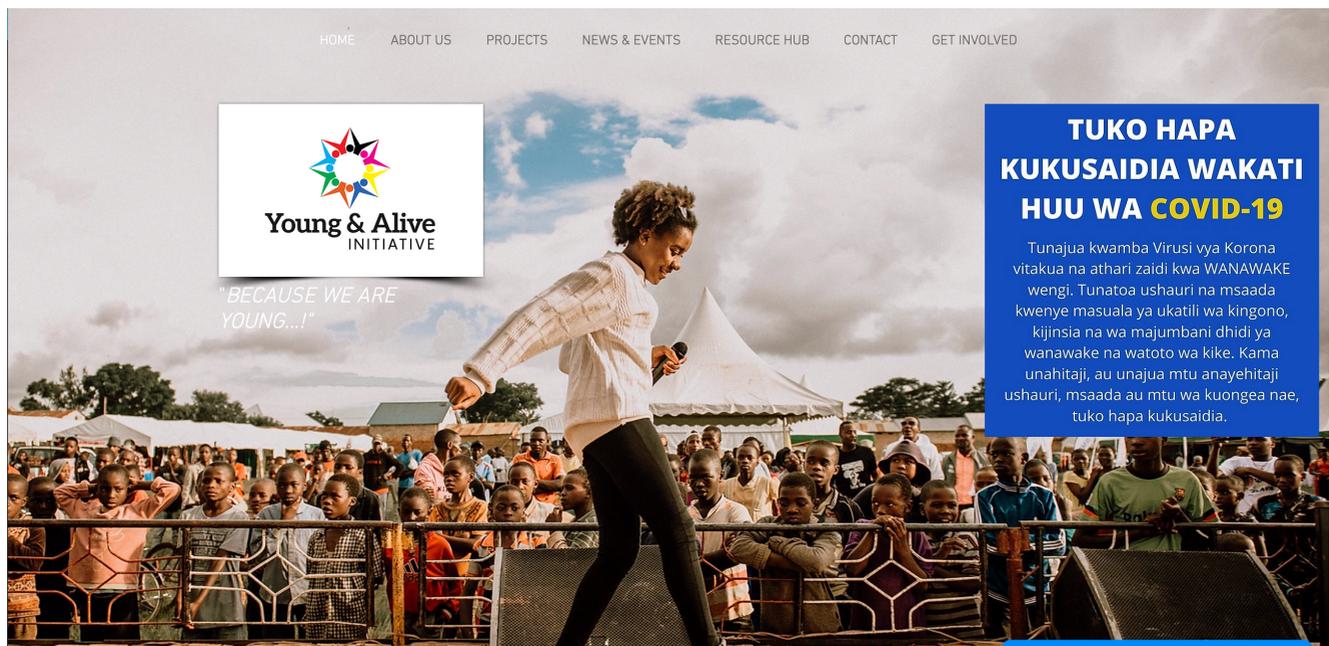
Communications and Public Relations
Officer



Hance Njobelo

Program Officer 2

UPGRADED WEBSITE



FINANCIAL REPORT

Financial statements for the year ended 31 December 2019
Fund Accountability statement

	2019 Actual TZS'000'
Balance brought forward	-
Income received	
Grants to YAAI	175,152
Other income	31
Total Income	175,183
Expenditure	
Operational Costs	40,584
Project Activities	6,990
Total Expenditure	47,574
Surplus/Deficit for the period	127,609
Represented by:	
Cash at bank	128,594
Cash at hand	-
Commitments(accruals)	(1,950)
Prepayments	-
Advances	-
	126,644

SPECIAL THANKS TO OUR DONORS



AMPLIFYCHANGE



The African Women's
Development and
Communication Network



SWEDISH INTERNATIONAL
DEVELOPMENT COOPERATION AGENCY





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