



Young & Alive  
INITIATIVE

**2020**

# **ANNUAL REPORT**

---

**RESILIENCE**

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## WORD FROM CEO

Dear friends and partners,

The year 2020 has been a year of resilience for all of us.

It started smoothly but turned out to be different and traumatizing. Like every one of you, not all of our wishes came true as we planned due to covid 19 pandemic. There has been sadness, falling, and standing again. We stood strong and tall, we didn't give up, not because we just chose to but because we were all strong together.



You will notice in our report that many of the things we achieved in 2020 are the things we did together with friends and partners. Movements, membership, partnership, and networking activities made us strong.

When almost everyone shifted their focus in response to the COVID-19 pandemic (which was highly needed) we kept our focus on ensuring Sexual Reproductive Health information and services are equally prioritised, especially during the times when measures like lock-down put many young people and women in more vulnerable positions.

In 2020 we are still strengthening our partners with other NGOs including youth-led networks like TAYAH, Women's movements like a coalition of women human rights defenders Tanzania (CWHRD), and straightening our membership in FEMNET where we still work on advocacy in the national and international level.

In our report, you will realise we become innovative or find a way out to archive the year. With many other things within, I am happy to invite you to read our report and provide feedback to us and learn from us as well.

Happy reading!

Sesilia Venance Shirima

## ABOUT US

We are a community of young professionals, passionate about advancing Sexual Reproductive Health and Rights within our societies and beyond. Since 2017, we operate as a non-profit feminist organization, registered in Tanzania by the name, Young And Alive Initiative.

Our vision is to see a society where young people have full access to and complete choice of Sexual Reproductive Health information and Services and can exercise their rights.

We are doing that by mobilising adolescents and youth for solid and supportive Sexual Reproductive Health & Rights systems.

Our approach is leveraging our own talents and skills such as innovation, art, and ICT to advocate, build capacity, and change behaviours to ensure youth's access to Sexual Reproductive Health and Rights services and information.





## 2020 Landscape Analysis

Since 2015 the civil society space in the country has been shrinking due to the political climate. Apart from highly restrictive laws, policies, and regulations that have been passed in the past few years to restrict data collection and publication; free speech; rights of young pregnant girls to education; just to mention a few, senior government officials have been making public statements expressing limiting girls' and women's access to SRHR and Family Planning services and information.



However, the ministry of health has maintained and accelerated its efforts towards realizing women's access to SRHR and eradication of harmful practices such as FGM, by adopting evidence-based measures and putting in place strategic policy documents for their implementation, such as the National Family Planning Costed Implementation Plan (NFP CIP II), Strategic Plan to Improve Reproductive, Maternal, Newborn, Child and Adolescent Health in Tanzania. (2016–2020), National Accelerated Investment Agenda for Adolescent Health & Wellbeing 2019 - 2020, etc. These efforts and others provide a conducive environment for advocacy.



## 2020 Landscape Analysis Cont.,

In the year 2020, Tanzania just like many other countries in the world has been dealing with the COVID-19 pandemic. This affected almost everything including our work. Our ability to implement some of the activities was difficult, and therefore we had to postpone most of them. Even though Tanzania did not take the same approach as other countries, such as doing lockdowns, a lot of things were still not allowed, including gatherings such as seminars, workshops, etc. This resulted in the postponement of our workshop with media personnel. But later gatherings were open and we were able to conduct the media workshop carefully observing COVID-19 transmission precautions such as social distancing, the use of hand sanitisers, and face masks. We also all stayed in one place to avoid movements that could be at risk of contracting the virus.



2020 was also a general election year in Tanzania. This forced us to change and postpone some of the activities we planned to conduct, especially the advocacy activities. After the election, there was a change in government leaders such as those at the ministry of health. Most of the decision-makers within the government are new in their position including the minister of health. This means we had to revisit our advocacy strategy to cater to the changes. One of the members of the CHAGUA coalition has been appointed a member of parliament, representing civil society. This provides us with more opportunities for advocacy, especially within the parliament.

# COVID 19



COVID-19 as a global pandemic eruption was not just a threat to people's health and lives across the world, but it also disrupted the overall implementation of our programs. Last year, we had to pause conducting some of our programs, as part of joining global efforts to fight the COVID-19 global pandemic. We launched an online campaign that aimed at spreading awareness on COVID-19 prevention and fighting some indirect consequences of COVID-19 such as increased gender-based violence cases.

From March 2020 we started to conduct Instagram live sessions, featuring public health specialists, policy analysts, and specialists in various fields, some of the topics we hosted during our Instagram live sessions included COVID-19 Infection Prevention ways, COVID-19 and sex, COVID-19 and gender-based violence, COVID19 and consent and etc. Our sessions were interactive, having questions and answers parts, and a part of sharing experiences, we believe with the media campaign we were able to reach young people with the right information on COVID-19 prevention, and able to lead discussions on how global pandemics can have an impact on young people's sexual and reproductive health lives.

Resilient is all we learned during COVID-19, adapting online mechanisms of working and meeting with various stakeholders using online platforms. As young people, we stand in solidarity with global efforts to fight against the COVID-19 pandemic, we join in calling for equal availability and accessibility of COVID-19 vaccines, and we also join in emphasizing Governments and stakeholders to build upon resilient healthcare systems that respond to such global pandemics.



# KEY ACHIEVEMENTS

## Advocacy



During the first three months of the implementation of our *CHAGUA Project*, we were able to map out a number of Women's Rights Organizations around the country, with the potential to become part of the project. 10 of them were selected based on different factors and through a fair multistage process that included;

1. We contacted several networks of CSOs and requested expressions of interest among those who would be interested to be part of the network. 26 organizations expressed interest.
2. We then call all of the organizations for the purpose of getting to know them better.
3. We then conducted physical interviews using the matrix we developed.

After recruiting 10 organizations, we conducted a 4 days workshop with them on SRHR and SMART Advocacy. All organizations sent 2 representatives to attend the workshop. By the end of the workshop, all participants expressed their satisfaction with how the workshop was conducted, from the logistics to the program. Even though most of them identified themselves as advocates, the new approach was something they never knew, and attest that it would help them even in their separate advocacy efforts.



# KEY ACHIEVEMENTS

## *Advocacy*

### PROJECT HIGHLIGHT: CHAGUA

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 by 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.

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, YAI will be working on;

- 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
- Increasing awareness among community members on social-cultural barriers to SRHR services and information access through media engagement
- 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

We developed an advocacy strategy, which focused on the prevention of unsafe abortion through the expansion of youth-friendly services using local government own sources. This was highly informed by the assessment conducted which considered the current advocacy environment in the country. We communicated with various stakeholders who have had successful advocacy programs in the past. The purpose was to learn the current advocacy space's challenges and how to navigate through them. From these meetings, we learned about the importance of toning our advocacy down a little bit, to avoid government interference, and working more in coalitions and networks.

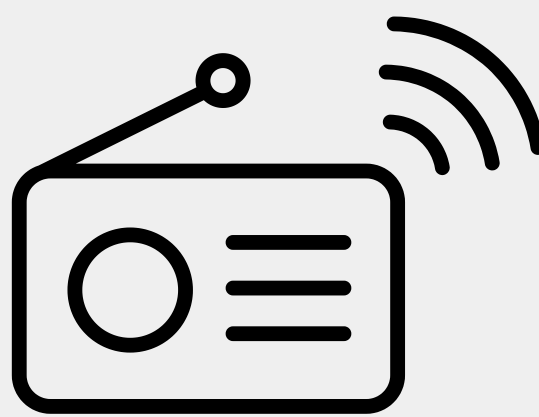
Through our other project UBONGO NA FLAVA, we conducted four days of workshops on SRH and SMART Advocacy, and later we conducted a stakeholders meeting where we joined with Makete district's key Decision makers including the District Commissioner, members of the District HIV and Health committee, parents, and Religious leaders.

# KEY ACHIEVEMENTS

## Advocacy

Our fellow 20 young leaders presented their request of being involved in the Wards and District Health Committee and the District director ordered them to be invited to all meetings involving the Ward and District Health Committee. We were also able to conduct a media campaign by joining Kitulo Fm in Makete District as part of the continuous sparking of conversations about HIV/AIDS among young people in Makete District. We also partnered with Her Voice Fund in the fight to end HIV transmission among adolescent girls and young women in line with global fund systems. *Her Story, My Story* is a project to leverage stories of HIV-infected adolescent girls, young people particularly women and girls at high-risk behaviors in advocacy, and make them champions in Tanzania's National Accelerated Investment Agenda for Adolescent Health and Well-Being (NAIA\_AHW).

We worked to collect 6 stories of AGYW infected with HIV and those at high risk, stories that landed us on advocacy wins in Makete District of Njombe Region.



Number of people reached in our media advocacy campaigns

*\*Approximately reach based on media coverage reports*

# KEY ACHIEVEMENTS

## *Capacity Building*



### **10 Women's Rights Organizations trained on SMART Advocacy**

During the first three months of the implementation of the CHAGUA Project, we have been able to map out a number of Women's Rights Organizations around the country, with the potential to become part of the project. 10 of them were selected based on different factors and through a fair multistage process that included;

1. Call for expression of interest: We contacted several networks of CSOs and requested express of interests among those who would be interested to be part of the network. 26 organizations expressed interest.
2. Interview calls: We then call all of the organizations for the purpose of getting to know them better.
3. Physical interview: We then conducted physical interviews using the matrix we developed.

Selection of the organizations was based on their ratings from the matrix, and diversity. After recruiting 10 organizations, we conducted a 4 days workshop with them on SRHR and SMART Advocacy. All organizations sent 2 representatives to attend the workshop. By the end of the workshop, all participants expressed their satisfaction with how the workshop was conducted, from the logistics to the program. Even though most of them identified themselves as advocates, the new approach was something they never knew, and attest that it would help them even in their separate advocacy efforts. We conducted pre evaluation and post evaluation of the workshop, using simple designed questionnaires, and here is the summary of the evaluation.





# KEY ACHIEVEMENTS

## *Capacity Building*

We conducted four days of workshops with 16 media representatives, where each media house brought one representative to attend the training, among the 17 media representatives, some were coming from online blogs like Jamii forums, somewhere coming from the Regional media houses e.g East Africa Television and some were coming from Zanzibar Island and others coming from Tanzania mainland. During the Media workshop, we also invited the members of the CHAGUA coalition (WROs partners) for day 1 of the SRHR training, and later we remained with media representatives for the ongoing “Media and SRHR workshop”.

We conducted a daily evaluation of the workshop using the designed sticky-note board, and here are some of the interesting quotes we got from the sticky notes. We engaged a communications and media engagement consultant to help us with the facilitation of the Media workshop but also to develop the communications strategy to be used throughout the campaign phase. The workshop facilitation report and the first draft of the communication strategy are attached to this report.

### **Project Highlight: UBONGO NA FLAVA**

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 significant 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 mobilize the community, initiative 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 behavior change communications through music and art, as well as community mobilization 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, healthcare providers, students, and influencers. The volunteers were then taken through a series of training which aimed at building their capacity and understanding of 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.

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# KEY ACHIEVEMENTS

## *Capacity Building*

We also conducted 5 days of SMART Advocacy and leadership training for 25 volunteers and media partners who participated in our Ubongo Na Flava project.

The young and Alive team and founders are among the graduates of the COTC club, YAI has continued supporting the club each year, the last year 2020 YAI supported the club by engaging in the online Facebook page contraceptive conversations “Tuongee uzazi wa Mpango”, compliments COTC club work, where the is an intervention based on the value of linked online/offline support.

The intervention adds support to classroom-based contraceptive education sessions by providing a phone number for young people to send anonymous questions by text message and posting these anonymized questions with answers to a Facebook page “Tuongee Uzazi wa Mpango” (contraceptives conversations). The aim is to provide an online resource, accessible at any time, but directly responsive to the concerns of students at the schools visited and trusted because of its association with the Clinical Officer students who had delivered the sex and relationship education program.



# KEY ACHIEVEMENTS

## *Capacity Building*



### **Project Highlight: MTWARA COTC**

The 'COTC club' is a student-led, voluntary organization based at the Clinical Officer Training College (COTC) in Mtwara, Tanzania that has provided interactive and informal contraceptive education in schools for 10 years. The club visits 10 local schools/colleges per year to reach 2000 young people, linking COTC to its local community. They offer small group teaching by knowledgeable and well-respected 'near-peers'.

In partnership with World Connect, Voluntary Service Overseas (VSO) Tanzania, and Young and Alive, we have been able to map and train 25 young mothers from Mbagala-Kizuiani as lay community health workers. The participants have been trained in a range of sexual health and gender-based violence topics that they are equipped to share information with women and girls in their community. Beyond sexual health training, the women have received vocational training in baking, cooking, sewing, hairstyling, and fashion. This has equipped the women with skills to contribute to their employability at established businesses or their ability to launch their own enterprises.

In 2021 five among them will join the prize competition of about 500 USD to support their small business start-up.



# KEY ACHIEVEMENTS

## *Capacity Building*

We conducted the mapping of media houses in Tanzania and out of Tanzania, during the mapping phase we most based on the media hosts who are running programs addressing issues which are similar to SRH/Gender-based violence. 17 media representatives were selected through a fair multistage process that involved;

- Randomly mapping of many media houses. We contacted various colleagues and we were able to list more than 20 media houses and representatives from Tanzania Mainland and Zanzibar Islands.
- We conducted interviews with the media representatives to explore their interest in SRH/Gender-based violence and understanding their current SRH related media programs.





# KEY ACHIEVEMENTS

## *Capacity Building*

As a preparation for the SRHR Media workshop, we invited the **20** representatives from the **10** WROs who are members of the CHAGUA Coalition for a one-day meeting on Monday 21st September, with the aim of revising our advocacy plans by analyzing the current advocacy environment and how the current election season may affect our advocacy work. The next day they joined our Media partners for day 1 of the SRHR workshop to sharpen their SRHR knowledge and skills.

Through Ubongo Na Flava we conducted a media and online campaign we were to reach more than **100,000** people in the Southern Highlands of Tanzania, they were reached with positive sexual and reproductive health messages using music and drama. We believe that members of the stakeholders including decision-makers, religious leaders, and members of health committees are part of the beneficiaries and so **45** members of the stakeholders meeting are part of the beneficiaries as they were able to meet with young people, understand what issues matters to young people and co-design solutions that works better for them.

We also reached about six thousand people online with right Generation Equality Forum messages.



# Partnerships And Collaborations

## *National Family Planning Working Group*

The Ministry of Health, Community Development, Gender, Elderly and Children (MOHCDGEC) through its ongoing health sector reforms work with various development Partners and Civil Society Organization through the Health Sector Wide Approaches commitment to attaining the SDG targets and Goals and given the slow progress registered in the reduction of maternal and newborn mortality and universal access to Sexual Reproductive Health in Tanzania. Understanding this context Various Technical Working Groups (Committees, Task Forces have been established to facilitate dialogue around (sub) sectoral technical and thematic areas. It is in this context that the RMNCAH technical working group was formed to coordinate and provide technical guidance in the implementation of the RMNCAH priorities.

As a youth-led organization, we got invited to the Ministries' Family planning technical working groups, in 2020 we were involved in the FP technical working group held in the 24th and 25th September 2020, the meeting was held in Dodoma. Some of the important agendas for this meeting were the update on the new FP outreach guidelines, The implementation progress of the NFP CIP II (2019-2023) and one of the important was to set the post FP2020 new commitments. One of the important issues arising in this working group was the challenge of the still less reduction in teenage pregnancies, that the Ministry called for the joint effort to reduce teenage pregnancies in Tanzania.





# Partnerships And Collaborations

## *Tanzania Adolescents and Youth Health Coalition*

We are hosting the Tanzania Adolescents and Youth Health Coalition, a network of youth-led organization with the aim of advocating and amplifying youth voices in all issues related to SRHR. This year, we mobilized and engaged student leaders from 10 higher learning institution in dialogue on the importance of SRH services and awareness among higher learning students and youth, as a means to achieve Demographic Dividend in the country.

## *CAMMAC Coalition*

We submitted our application to join the Coalition To Address Maternal Morbidity and Mortality Due To Unsafe Abortion And Its Complications (CAMMAC) in Tanzania.

## Donors



# ORGANIZATIONAL STRENGTHENING

- We upgraded the website to include a Resource Hub Page that includes music that can be used for advocacy, policy-related resources, and teaching materials. The page is to be updated regularly.
- We moved our Headquarters to Dar es Salaam City, from Mbeya City.
- We conducted our very first staff annual retreat which help us kick-start the process of Strategic Plan development and team building activities.

## *FINANCES*



CONTACT US!

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