



# ANNUAL REPORT

2023

COLLECTIVE  
SPARK



**Dear Esteemed Partners and Friends,**

I extend my deep gratitude for your steadfast support throughout our transformative journey of 2023. Together, we gracefully navigated a year adorned with challenges and opportunities, marking significant milestones that have fortified the fabric of our collective efforts.

A standout moment for me was the launch of our visionary strategic plan, an instrumental guide shaping our aspirations until 2030. This forward-looking strategy, firmly grounded in our commitment to the communities we serve, not only amplifies the voices of young people but also extends the reach of our advocacy through collaborative endeavors. We stand firm in our dedication to youth rights, gender equality, and Sexual Reproductive Health and Rights.

To our esteemed partners, friends, and the broader community, who held our hands, partnered with us, and shared our vision, we thank you immensely. We are because of you. Taking this opportunity to also recognize the Executive Director, the senior management team, our dedicated staff, volunteers, and fellow board members for their invaluable contributions and stellar leadership throughout the year.

Young and Alive Initiative is resolute in its commitment to becoming a trailblazing youth and feminist organization, not only in Tanzania but across the region. We warmly invite you to engage with our annual report and share your constructive feedback, contributing to the continuous growth of our organization. Your unwavering support is the driving force behind our mission, and together, I am confident we will achieve transformative change.

**Mwanahamisi  
Singano  
Board Chair,  
Young & Alive  
Initiative**



## Dear Young and Alive Initiative Partners and Friends,

I want to express my heartfelt gratitude for your dedicated support throughout 2023. It was a year filled with promise, and together, we successfully navigated through various stages of our journey.

A shining moment of the year was the launch of our Strategic Vision, named "SV30." This visionary strategy reshaped our goals, dreams, passions, ideology, and politics, charting a clear course to guide us until 2030. It takes into account the communities we serve and amplifies the voices of young people.

In 2023, we proudly stood at the forefront with our flagship programs, including the SRHR Leadership "YAI Fellowship," SRHR Movement Building "YAI Summit," and SRHR SBCC through the "Manju Platform." Additionally, we emphasized our commitment to advocacy and expanded our reach to more communities in need, thanks to the power of collaboration.

As a feminist organization, we are driven by principles that ensure gender equality and women's empowerment. We continue to break down patriarchal barriers and create leadership opportunities for women and girls within our organization and communities.

Our dedication to serving our community with integrity remains on top, and we are purposeful in our vision, passion and mission. I extend my deepest thanks to our dedicated team, volunteers, and board members for their invaluable engagement and support. To our partners, friends, and community, your dedicated collaboration keeps us moving forward. Together, we can make a profound impact and work towards a more equitable world.

As we reflect on our "Collective Sparks 2023", let's continue to stand together and build a brighter future for all.

A portrait of Sesilia Shirima, CEO of Young & Alive Initiative. She is a Black woman with short dark hair, smiling warmly. She is wearing a white top with pink floral patterns and large, dark, tassel-like earrings. The portrait is set against a yellow circular background with white wavy patterns. The text to the right of the portrait identifies her as the CEO of Young & Alive Initiative.

**Sesilia Shirima**  
**CEO,**  
**Young & Alive**  
**Initiative**

# About Young & Alive Initiative

Young and Alive Initiative (YAI) is a feminist, youth-led, non-profit organization based in Dar es Salaam, Tanzania founded in 2015 by passionate young professionals and fully registered in 2017 with the registration number .

The Young and Alive Initiative approach is investing in 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.

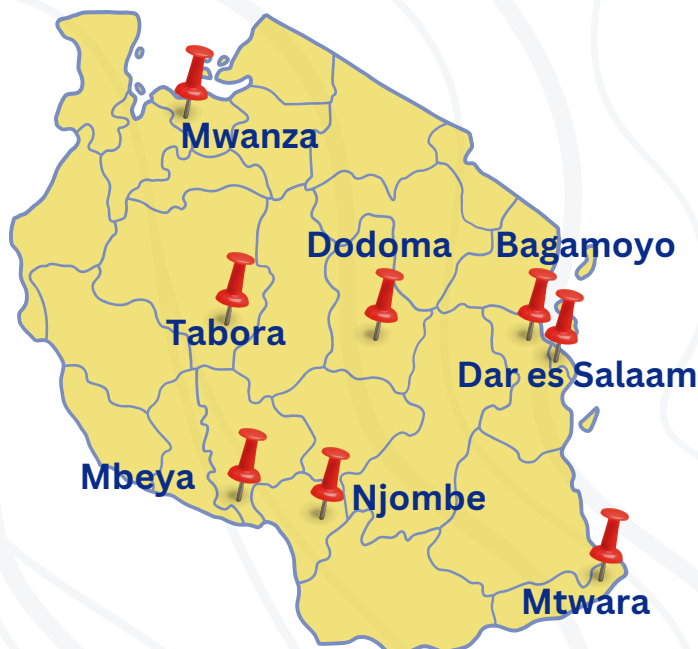
Our **VISION** is to see a Society where young people have full access and full choice of Sexual Reproductive Health information and Services and can exercise their rights.

We are doing that by capitalizing on young people's potential including vision, talents, and innovation in unlocking their leadership towards positive disruption within the Sexual Reproductive Health and Rights spectrum in Tanzania.



# OVERALL IMPACT

## WHERE WE WORK



- In 2023, a significant number of young leaders were engaged across various initiatives. More than **1,100 Young Leaders** participated in the community dialogues and Young and Alive Summit 2023.
- **20 Young Champions** graduated from The YAI Fellowship 2023 program.
- YAI's social and behavior change communications programs linked many youths to essential services.
- As part of Safeguarding efforts, we conducted the "Havionekani = Haviambukizi" campaign aiming at reducing stigma toward people living with HIV/AIDS and advocating for community health work improvements.
- Key Advocacy achievements includes, influencing district health committees in the Makete district to set budgets for supporting community health workers and contributing to policy discussions at national and global levels, such as the Women Deliver Conference 2023. The summit also resulted in government commitments to engage with youth needs.

### YAI Webinars

Mental Health Talk: Addressing Mental Health Needs of a Boy Child  
**Registration : 100**

Eliminating Stigmatization against People Living with HIV : U=U  
**Registration : 490**

Mental Health Awareness: Learning How We Can Change the Narrative on Mental Health & SRH  
**Registration : 396**



# **YOUTH LEADERSHIP**


## YOUTH LEADERSHIP

# YAI FELLOWSHIP 2023


In 2023 we implemented the Kijana na Afya Bora work. This project compliments our flagship YAI fellowship program aiming at building leadership capacity for young people to become active champions and advocates of sexual and reproductive health and rights.

In partnership with **Population Action International (PAI)**, YAI selected 20 young champions from five regions Mbeya, Songea, Mtwara, Tabora and Njombe. The champions went through a virtual training of common leadership curriculum under the Dr Bujari Leadership Institute & Tunaweza Organization.

The core of this project was promoting youth-led accountability mechanisms on the Global Financing Facility(GFF) for maternal and reproductive health.



**20**  
Young Champions



**5**  
Regions



*“Insert Quote” -  
Name*



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Name*



*“Insert Quote” -  
Name*



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Name*



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Name*



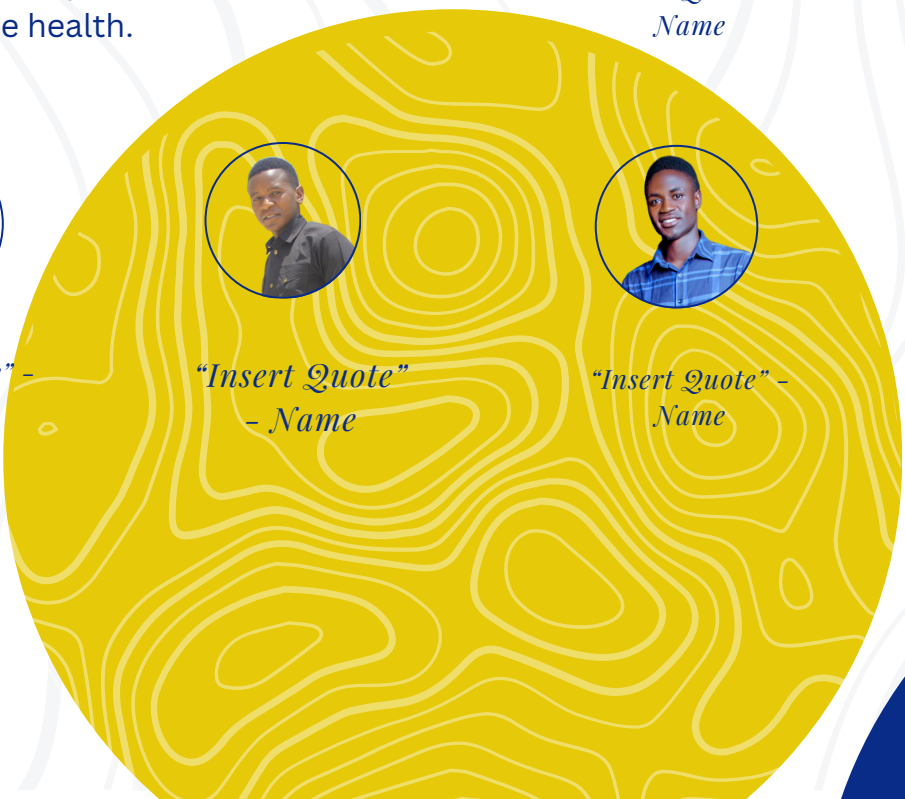
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## YOUTH LEADERSHIP

# KIJANA WA MFANO



Our work on youth leadership in 2023 has been remarkable, we can't be proud enough of the work we have done including the **Kijana Wa Mfano** project which was implemented in **Chunya district**.

This project leverages a mentorship model with six wards of Chunya district. The mentorship aims at promoting responsive reproductive health behaviors among adolescent boys and young men.

This work took stage by first working young men and community champions to conduct the integrated rapid gender analysis (IRGPA) that aimed at understanding various issues affecting men, women, minority groups and other social factors. This work was then followed by a curriculum contextualization to fit the context of chunya.

The Kijana Wa Mfano project was supported by USAID through IREX.





**SOCIAL &  
BEHAVIOR CHANGE  
COMMUNICATIONS**

## SOCIAL BEHAVIOUR CHANGE COMMUNICATIONS

# IAS CAMPAIGN

In the year 2023 we worked with the International Aids Society (IAS) through the education fund to challenge stigma towards people living with HIV/AIDS and especially youth. This program also aimed at promoting new evidence around HIV/AIDS treatments such as the Undetectable= Untransmitted campaign.

The dialogues were conducted in 23 wards of Makete district and they were led by Young and Alive Champions within the districts. The outcomes of these dialogues led to the a radio champaign known as “Havionekani =Haviambukizi” that featured an audio drama and aired with the King’s Fm in Chombe regions.

The Young and Alive Initiative is dedicated to changing the narrative built around sexual and reproductive health and especially youth involvement in sexual and reproductive health. Community dialogues have been at the center for sparking thoughts provoking discussions around sexual health, HIV/AIDS, sex positive narratives and other sensitive topics related to family planning and post-abortion care.



### 3.5 M

Total Amount of People Reached (Social Media + Radio)



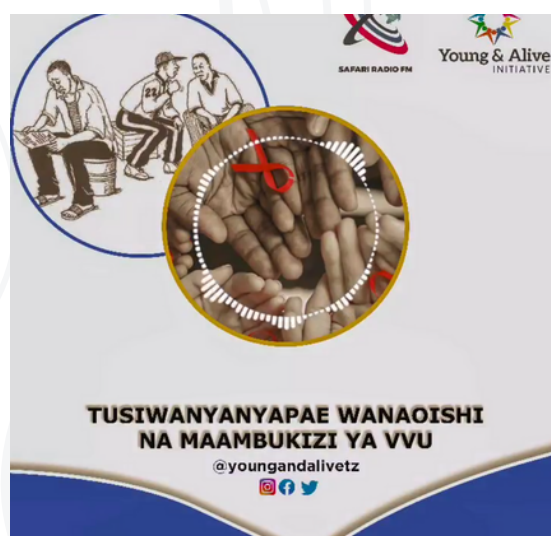
### 30,225

Total Impressions (Social Media)



### 679

Total Engagement



## SOCIAL BEHAVIOUR CHANGE COMMUNICATIONS

# “HER VOICE” CAMPAIGN

YAI partnered with the Her Voice Fund to develop an advocacy work that aimed at inspiring the Makete district to develop a stigma index tool to track sources of HIV/AIDS stigma in Makete communities while developing response plans to those stigma sources.

This advocacy work involved 23 young leaders coming from 23 wards of Makete district and later a campaign reaching more than 300 people in the Njombe region.



### 3 M

Total Amount of People Reached (Social Media + Radio)



### 28,000

Total Impressions (Social Media)



### 1000

Total Engagement



# ADVOCACY

## ADVOCACY

# OVERVIEW

Policy advocacy is among our key areas of work. In the year 2023 YAI will still be engaged in both local and global advocacy work. Our engagement with the family technical working group is still a core engagement of us to the Ministry of Health in Tanzania. In 2023 we worked with partners in supporting development of family planning advocacy packages in Tanzania.

The Young and Alive summit set the tone of young people's needs to the government officials. For instance during the summit the demand to amend the national youth policy emerged, issues around youth poverty also emerged with a demand for the government to take actions. In concluding the summit, the Prime Minister's office officials invited the YAI summit platform in engaging with the government life skills programs and provide recommendations that may help to bring issues raised during the summit and actually co developing responsive solutions to the issues.

Young and Alive have continuously kept engaging in dialogues to enhance comprehensive sexuality education in Tanzania. These dialogues also emerged in global gatherings with decisions makers including the Women Deliver Conference 2023.

Our work with the Her Voice Fund in the southern highlands of Tanzania involved an advocacy work to influence the district government through the district health committees to set budgets in supporting community health workers or community volunteers in conducting community dialogues to address stigma associated with sexual health and HIV/AIDS. The district health committees committed to uptake recommendations to improve community health work in Makete district.

## ADVOCACY

# BRIGHT PROJECT



YAI is a partner to a seven years partnership project named BRIGHT which includes Nutritional International, EngenderHealth and YAI. The BRIGHT project is supported by Global Affairs Canada. Some of key BRIGHT updates include our work in December 2023 a one-day dialogue and awareness-raising session was conducted as part of a project aimed at engaging influential leaders in Tabora to enhance their understanding and support for various interventions targeting adolescents.

The session involved 40 influential leaders, comprising 25 females and 15 males, who were members of facility Health Governing Committees and religious leaders from 8 councils in Tabora.

The objectives of the session were to clarify values, discuss Sexual and Reproductive Health and Rights (SRHR) and nutrition policies, prevent Gender-Based Violence (GBV) and Violence Against Children (VAC), address climate change concerns, and promote various environmental improvement initiatives.

The intention was to raise awareness and foster ownership of interventions for adolescents both within and outside school settings.



**40**

Total Participants



**1**

Dialogues



**8**

Councils

## ADVOCACY

# BRIGHT PROJECT

The dialogue utilized participatory methodologies such as brainstorming, group work, and discussions to engage participants effectively. Key topics included;

1. Policy and legal frameworks related to SRHR and nutrition.
2. Situation analysis regarding SRHR and nutrition.
3. Priority setting and resource allocation in line with the advocacy strategy and,
4. Social and cultural norms impacting adolescent access to SRH and nutrition services.

Following the influential leaders' session, Behavioral Change and Intervention (BCI) dialogue sessions were conducted for adolescents. These sessions were delivered in two platforms: In-school sessions, facilitated by teachers, spanned over a two-month period for each group of students. Community-level sessions, conducted by trained adolescents serving as Community-Based Health Service Providers, (peer to peer dialogues) lasted for one month per group.

The content of the sessions included topics such as relationship and communication skills, pregnancy prevention, maternal anemia, malnutrition, gender dynamics, GBV, and interventions utilizing the Start Awareness Support Action (SASA) and Social Analysis and Action (SAA) approach to transform gender norms.



## ADVOCACY

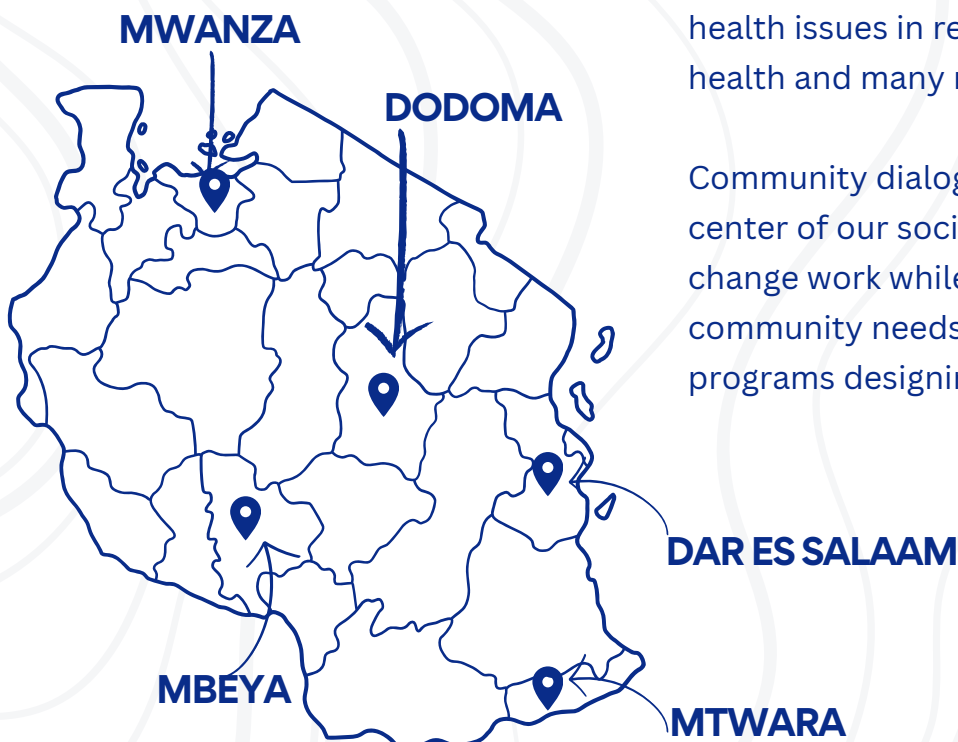
# COMMUNITY DIALOGUES



In Challenging narrative, YAI was supported by the **IBP Network** at **WHO** to conduct a series of 19 community dialogues that helped in shaping the agenda of the 2023 Young and Alive Summit.

These dialogues were conducted in Mbeya, Dodoma, Mtwara, Arusha and Mwanza with the help of youth community champions. Issues raised during the included stigma around CSE, Parents involvement in sexual and reproductive health work, inclusive sexual health intervention to reach marginalized youth, mental health issues in relation to sexual health and many more.

Community dialogues are at the center of our social and behavioral change work while they help us learn community needs that inform our programs designing.



ADVOCACY

# YOUNG & ALIVE SUMMIT 2023



**200**

Total Participants



**4**

Days

Finally our 2023 leadership theme is concluded by the Young and Alive Summit 2023. The summit took place at the Royal Village Hotel in Dodoma bringing together more than 200 young leaders across Tanzania.

The theme of the summit was “Learn, Engage and Connect”. The summit was a place for policy dialogues, capacity building workshops, sharing of innovative ideas, artistic performances and service delivery.

We can not be proud enough of our partners The **IBP Network** at **WHO**, **UNFPA**, **EngenderHealth**, **WGNRR Africa**, **HIMSO**, **SUPANOVA**, **Mariestopes Tanzania**, **Hesperian Health Guides** and many others who have supported us in making this summit a great success.

We are thankful enough to the Government of the United Republic of Tanzania for their enormous support to make this summit a great success. One of the summit’s outcome was found of the Young & Alive Network which will serve as a platform for collaborations among young professionals and engagements with other like minded organizations and fellows.

We now can’t wait to make the YAI summit 2024 a great success.



## ADVOCACY

# GLOBAL ENGAGEMENT

The Young & Alive Initiative are the **global co-chairs** of the **IBP Network** at the **World Health Organization**. The IBP Network is a network for implementation of best practices in family planning and reproductive health, **FHI360** are also the co-chairs of the IBP Network. Our work involves monthly co-chairship meetings to discuss key issues, challenges and opportunities to be leveraged by the IBP Network.

In **June 2023** we worked **with FHI360** in **co-organizing and co hosting the IBP partners meeting** in Durham, North Carolina, this was also followed by the IBP steering committee meeting. These events both served as inspiration to all participating partners.

Young and Alive Initiative participated during the Women Deliver Conference 2023 in Kigali Rwanda, our key activities included participating in the IBP sessions co hosted with Share-Net International, moderating the session exploring on engagement of faith based partners in gender equality movement that was co hosted by our partners Amplifychange.

We also participated in the dialogues at the youth zone including the power shifting dialogue hosted by the Global Roadmap of Action (GRA) for Adolescents SRHR+J. We are grateful to our partners IBP Network and UNFPA for supporting our participation in the conference.

Our program director participated in the hybrid CSO dialogue with WHO Director General Dr Tedros, a dialogue focused on SRHR. This dialogue had more than 600 participants from around the world and our representative stressed on the importance of acknowledging the diverse needs of young people and developing responsive solutions to these needs.





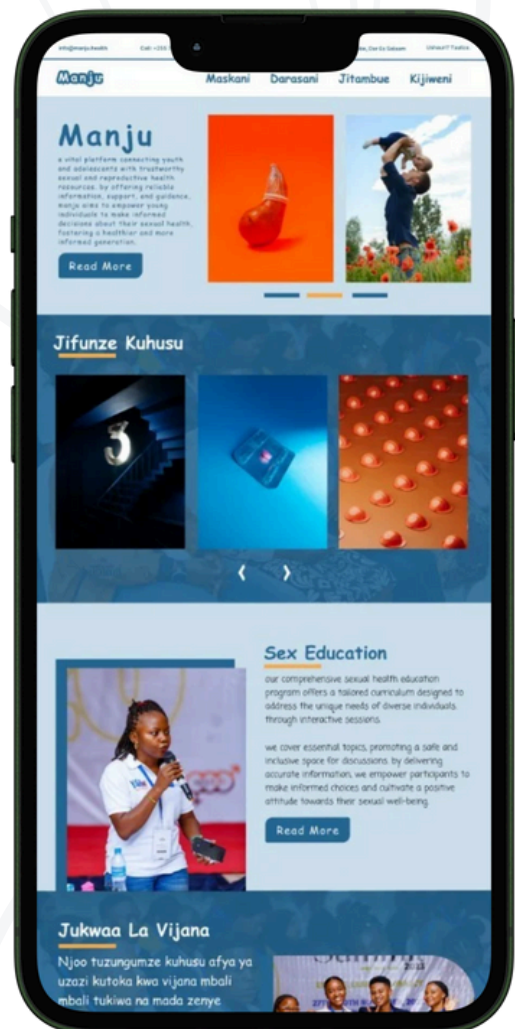
**INNOVATION**

## INNOVATION

# MANJU: CONTRACEPTIVE CONVERSATION

The Young and Alive Initiative has also raised its focus in promoting innovations around sexual and reproductive health and rights work. In the year 2022 our program director was named **Phil Harvey SRHR Innovation Award** winner during the **International Conference of Family Planning**, his work on the contraceptive conversations project and pleasure dialogues integrations is still remarkable and helps to engage young people in sexual health interventions in more fun and engaging ways.

Our **contraceptive conversations project** leverages facebook for a questions and answer model between our 11,000 subscribers/active followers and our clinical team who spends more time on the facebook page and a whatsapp channel to share responses. To complement facebook efforts in 2023 Young and Alive developed its first prototype of an anonymous online forum called **Manju** developed by an IT team and a few facebook subscribers recommending areas of improvements. We can not wait for the final products after finalization of testing and sharing.

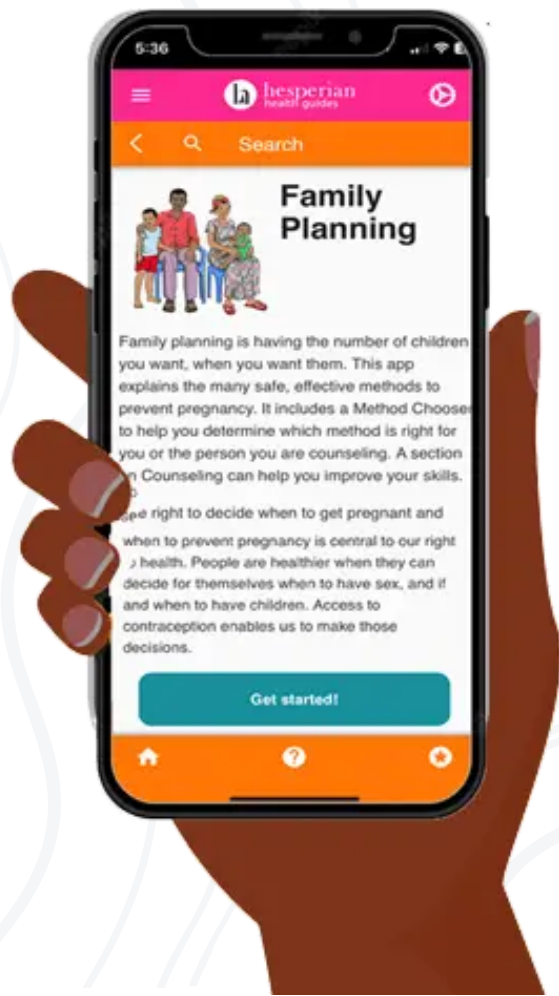


INNOVATION

# COLLABORATIONS

In 2023 we partnered with Hesperian Health Guides in developing digital campaigns to promote the use of Hesperian apps among our communities, the messages of these campaigns were shared through our contraceptive conversations (Tuongee Uzazi wa Mpango) facebook page.

The contraceptive conversations project have answered more than 480 contraceptive questions to date, these questions relate to various topics such as side effects, natural family planning, breastfeed, postpartum family and many others related to sexual behaviors and reproductive health We can not wait to finalize our innovative products that leverage digital media and technology to promote sexual and reproductive health education.



# OUR TEAM



**Sesilia Shirima**  
Chief Executive  
Officer



**Otuck Wiliam**  
Managing  
Director



**Innocent Grant**  
Programs  
Director



**Clara Maliwa**  
Youth  
Engagement &  
DEI Lead



**Prisca Stambuli**  
Finance  
Officer



**Fatmah Suleyman**  
Communications  
Officer



**Irene Mwanjala**  
Administrat  
ion Officer



**Elibarick Simon**  
Council  
Coordinator



**Susan Musa**  
Council  
Coordinator



**Wilbroad Kawemama**  
Council  
Coordinator



**Salumu Msuya**  
Program  
Coordinator



**Ester Mshana**  
Program  
Coordinator



**Mwinyihija Juma**  
Content  
Creator



**Lemmy Alex**  
IT Specialist

# FINANCES

## THANKS TO OUR DONORS AND PARTNERS





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INITIATIVE

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