



# **Growing up GREAT! : Transforming norms for adolescent sexual and reproductive health**

**PIERROT MBELA, SAVE THE CHILDREN**

# Growing Up GREAT!

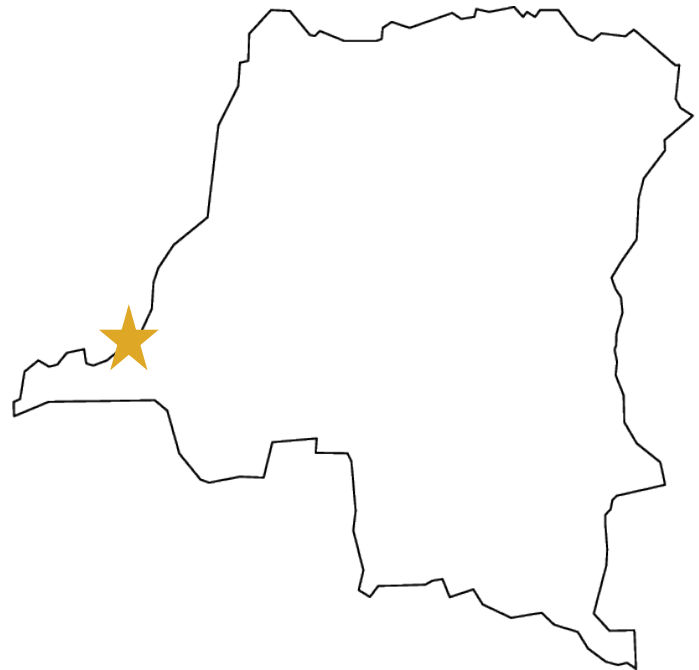
## Partners:

- Institute for Reproductive Health at Georgetown University
- Save the Children
- Johns Hopkins University -Global Early Adolescent Study

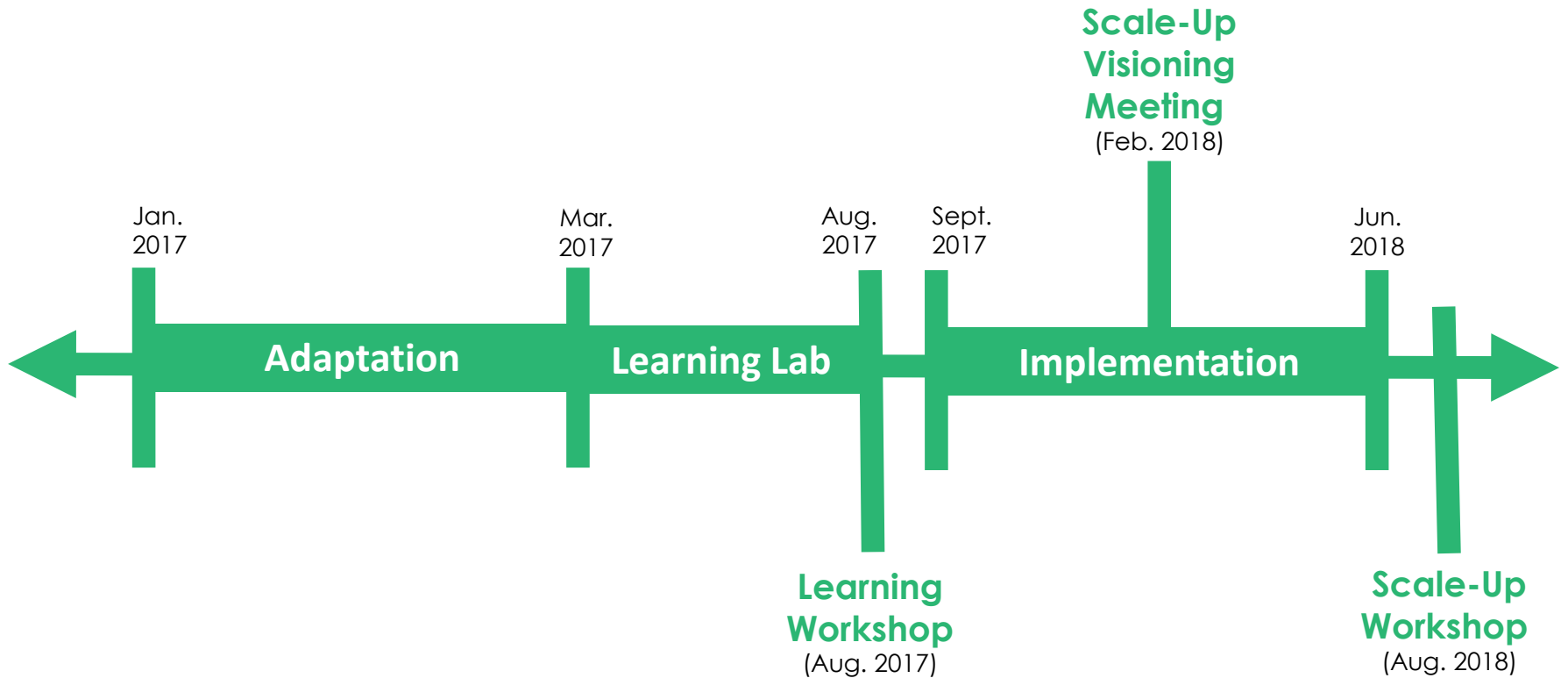
**Timeline:** 2015-2020

**Goal:** Transform norms to improve adolescent sexual and reproductive health

Implementation site  
Growing Up GREAT! - Kinshasa

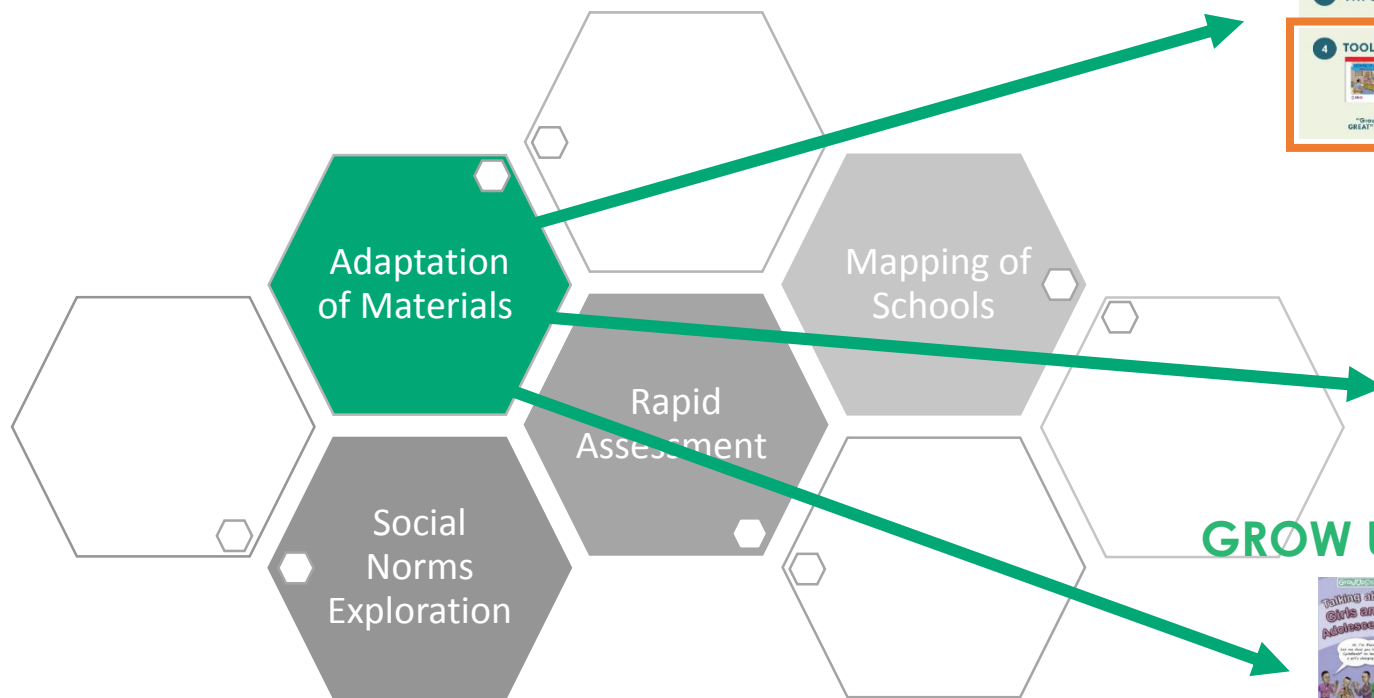


# WHERE ARE WE?



# **ADAPTATION OF THE INTERVENTION**

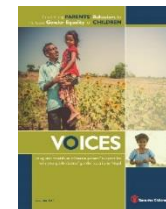
# ADAPTATION OF THE INTERVENTION



## GREAT

- 1 COMMUNITY ACTION CYCLE 
- 2 SERIAL RADIO DRAMA 
- 3 VHT SERVICE LINKAGES 
- 4 TOOLKIT   
"Growing Up GREAT" Flipbooks  
Activity Cards  
Community Game  
Radio Discussion Guides

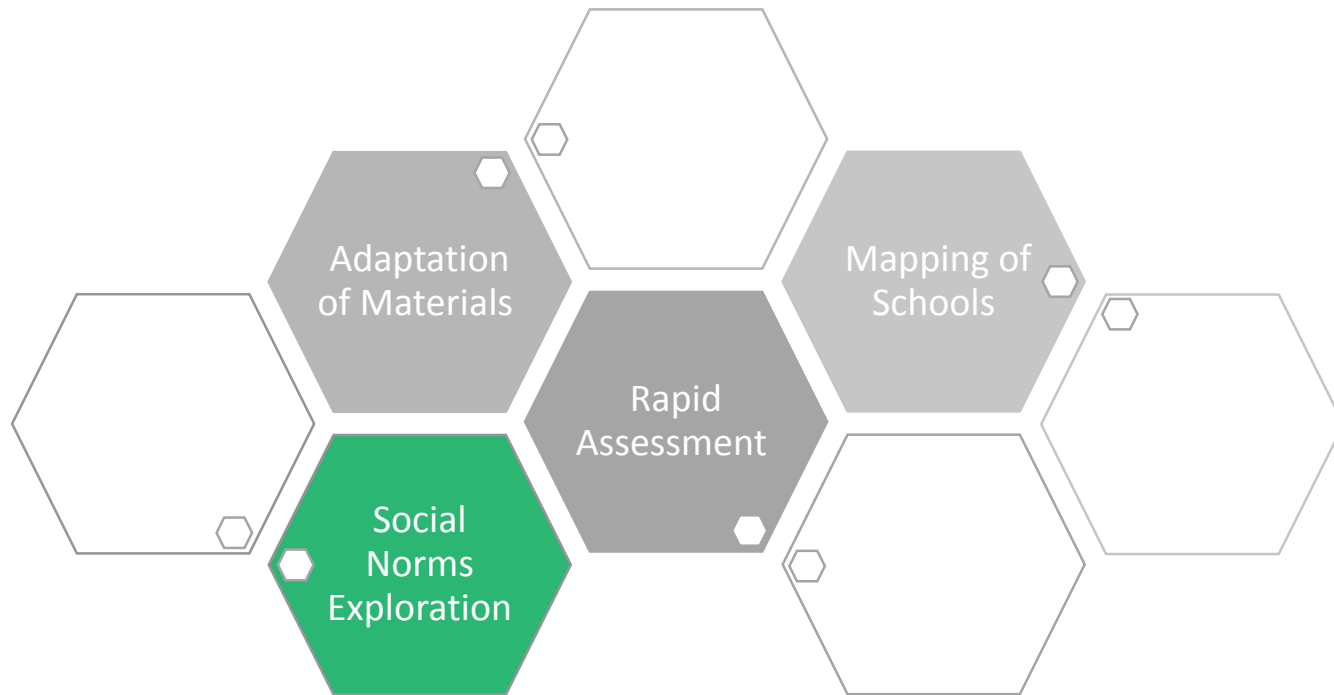
## VOICES



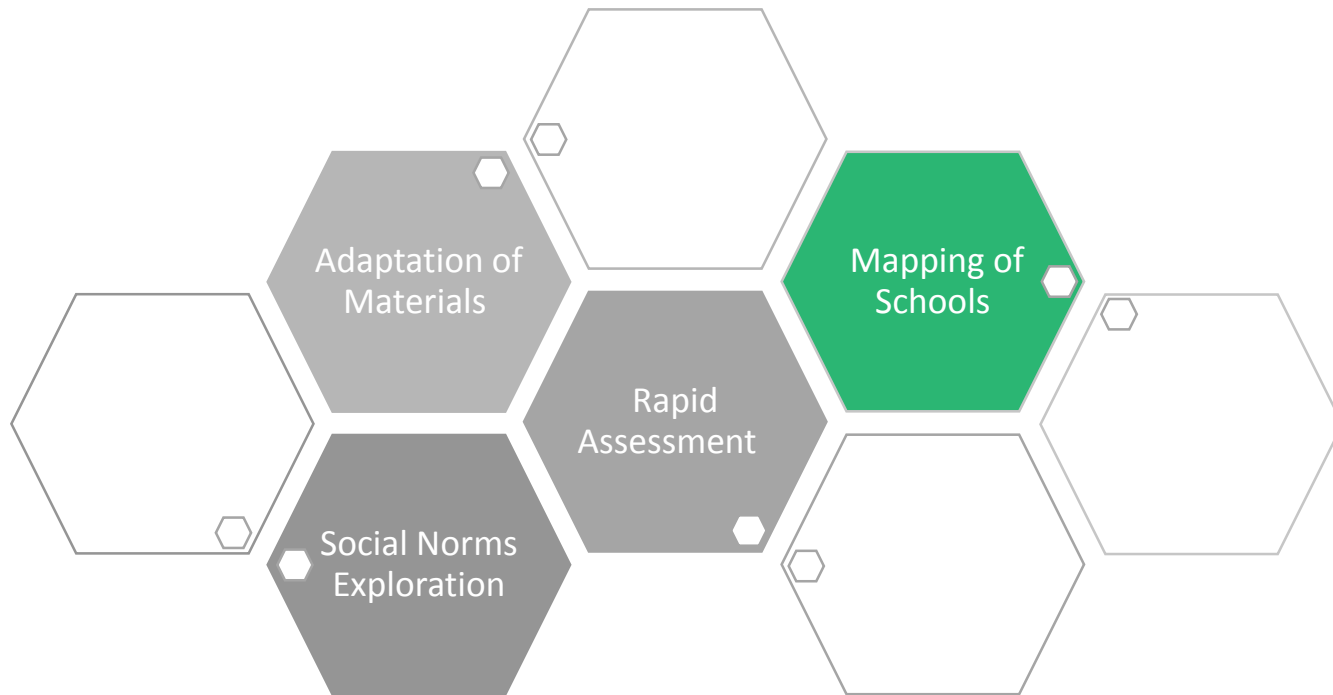
## GROW UP SMART



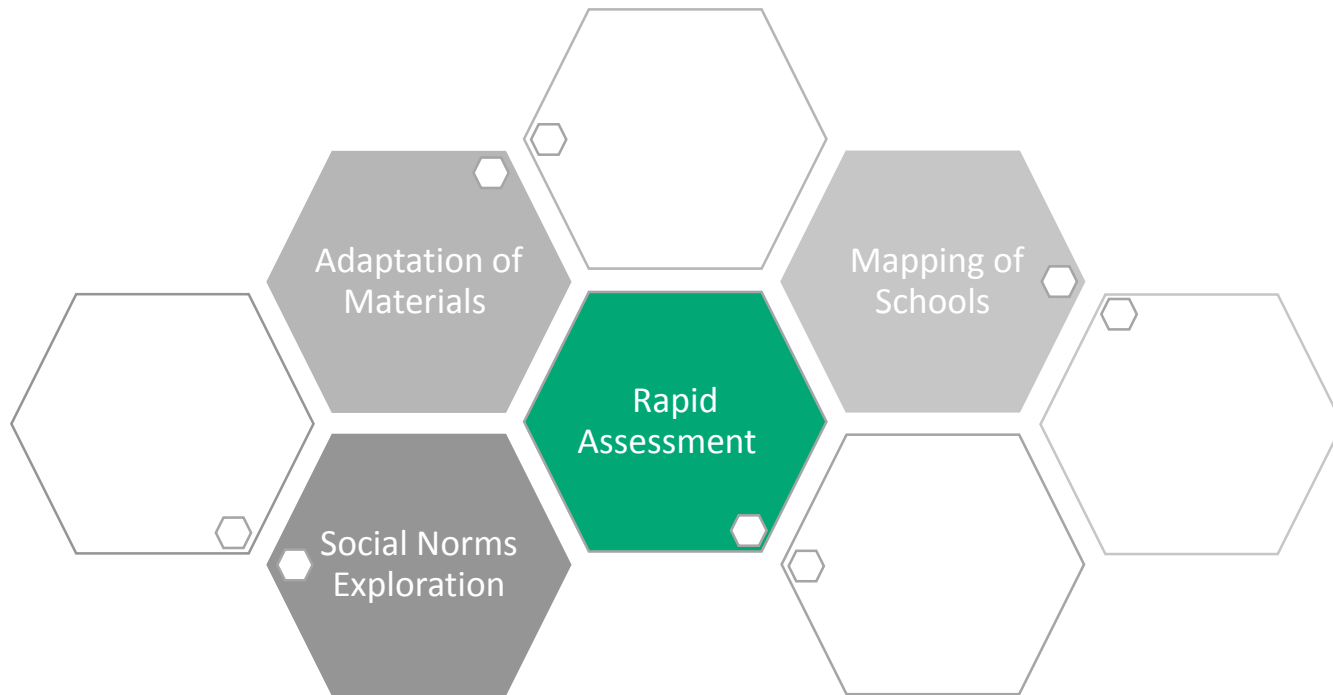
# ADAPTATION OF THE INTERVENTION



# ADAPTATION OF THE INTERVENTION

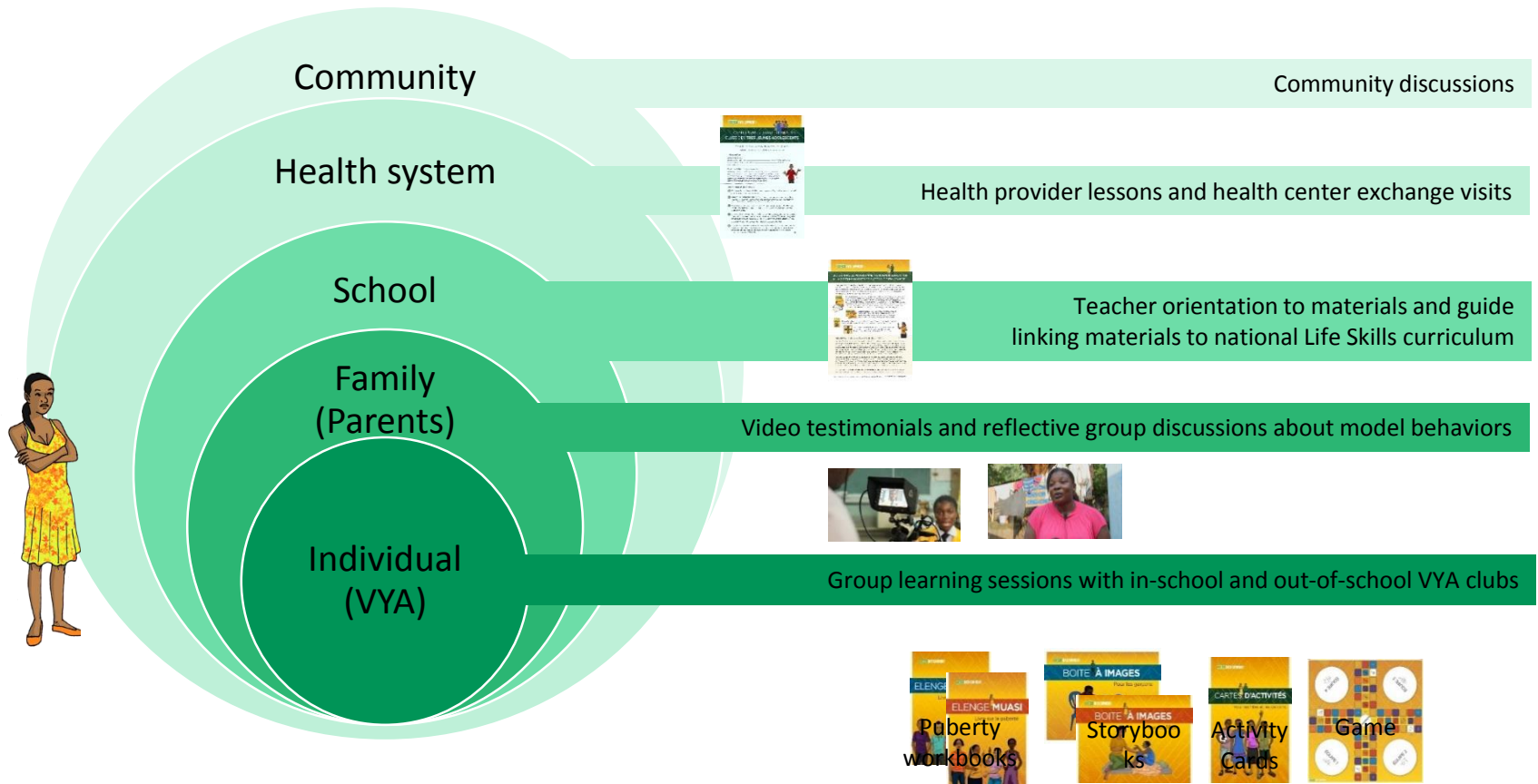


# ADAPTATION OF THE INTERVENTION





# GROWING UP GREAT! INTERVENTION



# NORMATIVE ATTRIBUTES OF GROWING UP GREAT!



SEEKS COMMUNITY LEVEL  
CHANGE



ENGAGES PEOPLE AT  
MULTIPLE LEVELS



CORRECT MISPERCEPTIONS  
AROUND HARMFUL BEHAVIOR



CONFRONTS POWER  
IMBALANCES, ESPECIALLY  
PARTICULARLY RELATED TO  
GENDER



CREATE SAFE SPACES FOR  
CRITICAL REFLECTION BY  
COMMUNITY MEMBERS



ROOTS THE ISSUE WITHIN THE  
COMMUNITY'S OWN VALUE  
SYSTEMS



ACCURATELY ASSESSES  
NORMS



USES "ORGANIZED  
DIFFUSION"



CREATE POSITIVE NEW  
NORMS



# IMPLEMENTATION AND LEARNING

# LEARNING LAB

March 2017 - August 2017

- School clubs and classroom lessons in 40 schools to test the approach
- Activities for parents and the community, with links to health services
- 2 CBOs supporting implementation



Monitoring



Learning Meetings



Qualitative /  
Mini-Evaluation

# IMPLEMENTATION

July 2017 to June 2018

- School clubs and classroom lessons for in 40 new schools
- 19 community-based clubs for out-of-school VYAs
- Activities for parents and the community, with links to health services
- 8 CBOs supporting implementation



Monitoring



Learning Meetings

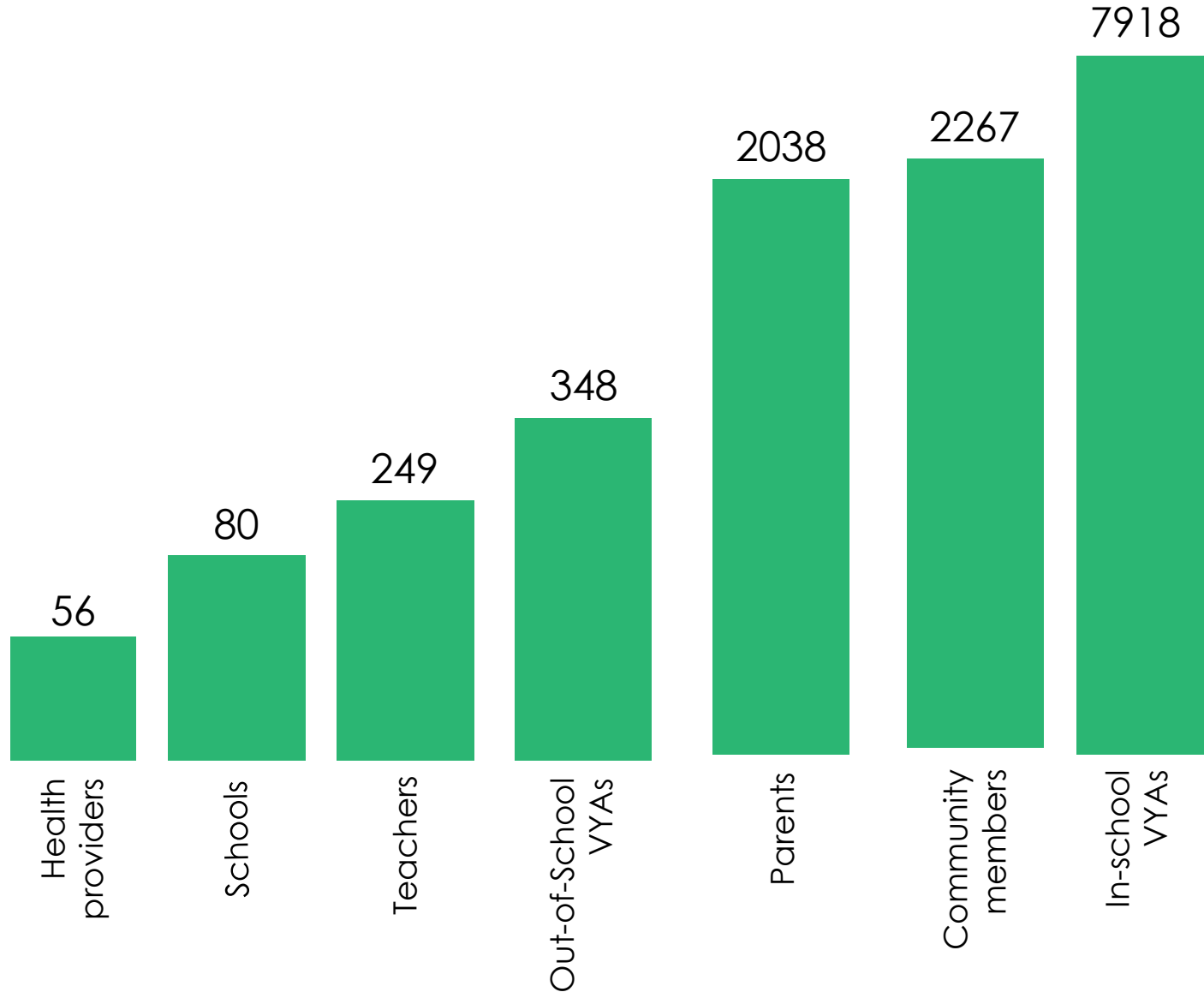


Participatory youth-led research



Quality Benchmarks

# BY THE NUMBERS



# LESSONS LEARNED



Need to balance considerations for sustainability with those around fidelity to the intervention

Decision to concentrate on the most important reference groups instead of male participation



Need to balance participant desire for knowledge and capacity building with norms change approaches

Weak capacity of partners in management and monitoring requires intensive support





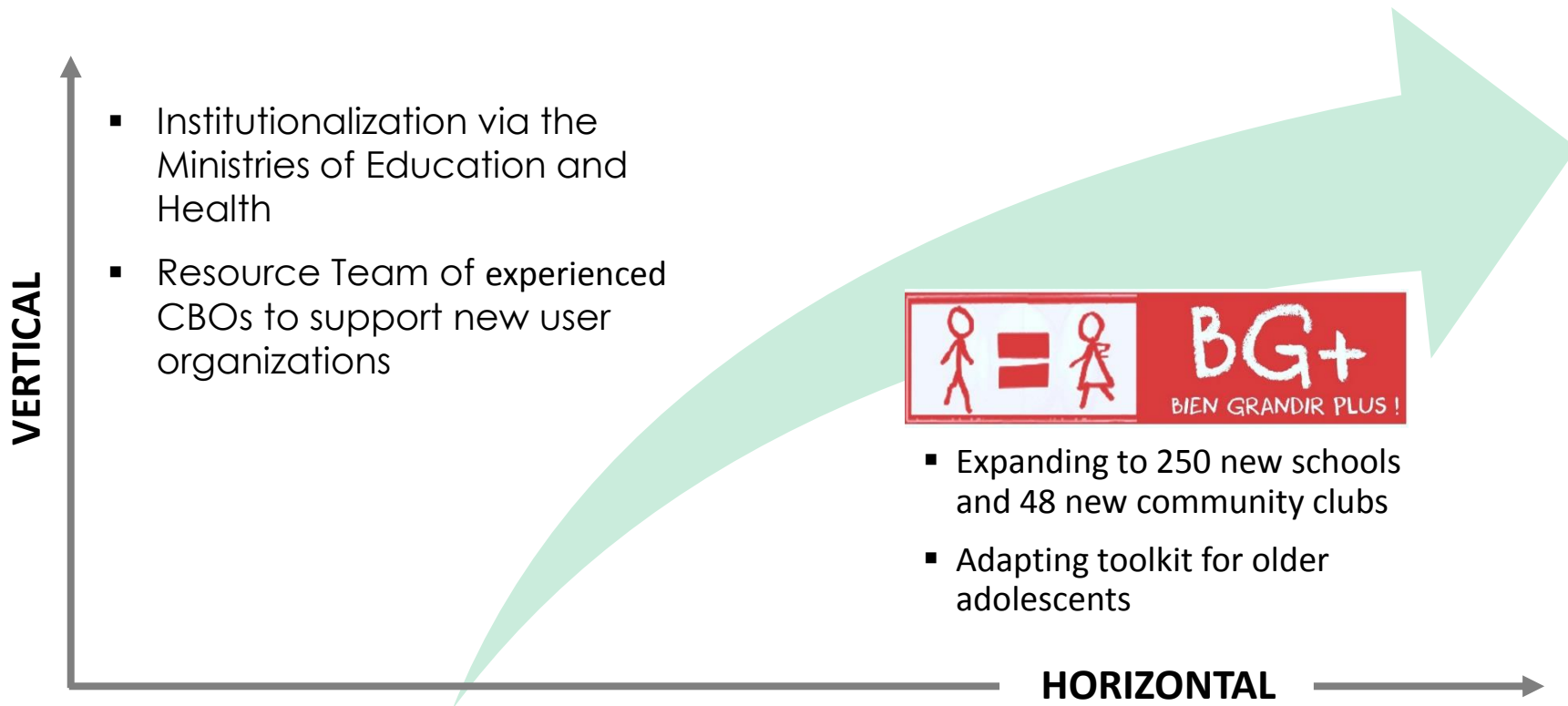
# ADDITIONAL SCALE-UP LEARNING

Research	To understand...
<b>Global Early Adolescent Study</b>	Effectiveness of the intervention on outcomes of interest
<b>Participatory youth research</b>	Perceived effect of Growing up GREAT! among young people, parents, community members, and health providers
<b>Teacher survey and key informant interviews</b>	Implementation differences in classrooms vs. club activities
<b>Qualitative study with health providers</b>	Challenges and benefits of health facility exchange visits
<b>Costing study</b>	Cost of implementing intervention components

# SUCCESSSES

- Establishment of Stakeholder Reference Group to support adaptation, learning, and eventual scale-up
- Strong engagement and coordination with key stakeholders
- Creation of a Youth Council to ensure meaningful youth engagement in the project
- Mobilisation of additional funds for scale-up
- Integration of components of Growing Up GREAT! in the REALISE Project

# SCALE-UP: THE WAY FORWARD



- Expanding to 250 new schools and 48 new community clubs
- Adapting toolkit for older adolescents