



GROWING UP GREAT!

INCREASING GENDER EQUALITY FOR VERY
YOUNG ADOLESCENT BOYS AND GIRLS

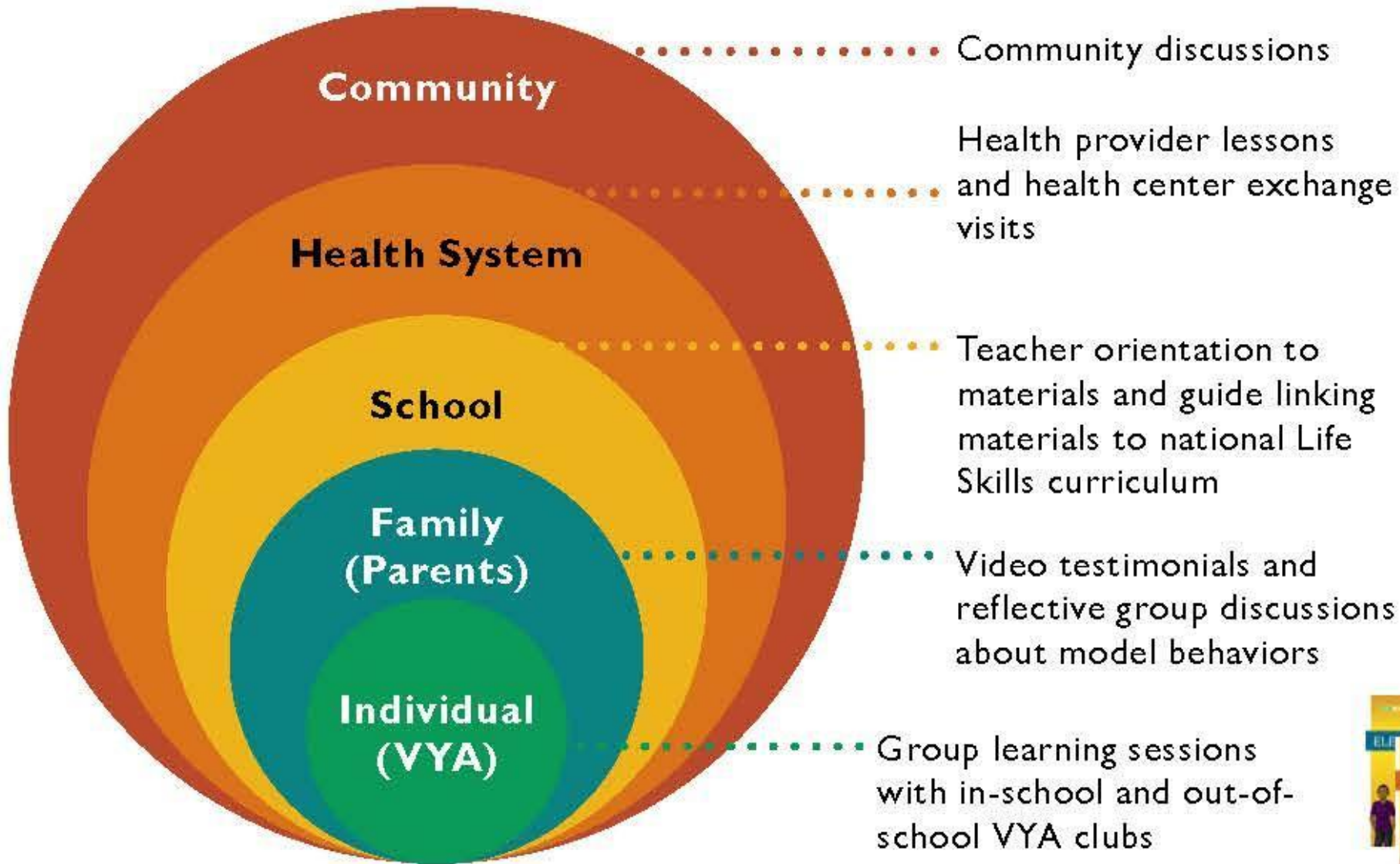
JENNIFER GAYLES & PIERROT MBELA, SAVE THE CHILDREN



USAID
FROM THE AMERICAN PEOPLE

Passages

Intervention Package: Norms-Shifting at Multiple Levels



Norms Addressed



**DISCUSSION OF
PUBERTY,
SEXUALITY AND
OTHER
REPRODUCTIVE
HEALTH TOPICS IS
TABOO**



**GIRLS SHOULD
COMPLETE
HOUSEHOLD
CHORES**



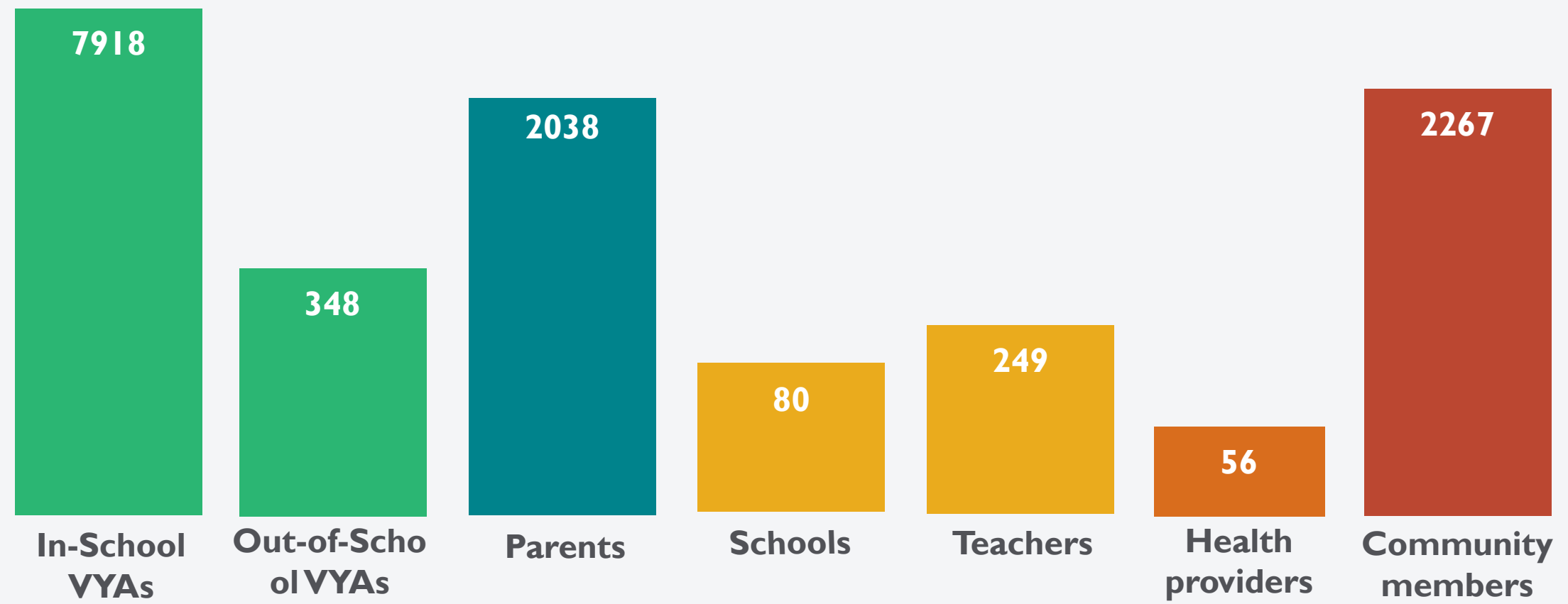
**BOYS SHOULD BE
PRIORITIZED TO
RECEIVE
EDUCATION**



**ADOLESCENTS
WHO SEEK
HEALTH
INFORMATION OR
SERVICES ARE
ENGAGED IN
“BAD BEHAVIOR”**

**LINKED TO GENDERED TRAITS, ROLES AND
BEHAVIORS**

Total Reach



Source: SCI monitoring data

Results

- ✓ GUG! improves SRH knowledge, caregiver connectedness, and gender equitable behaviors among VYAs.
- ✓ Qualitative data suggests that GUG! improves the skills and attitudes of caregivers, teachers, and health care providers, creating a more supportive environment for VYAs.
- ✓ GUG! addresses inequities and demonstrates stronger results among out-of-school and younger adolescents



IMPLEMENTATION LESSON #1

Peer facilitation is challenging for norms-shifting program strategies

- Growing Up GREAT! worked with different kinds of facilitators for in-school versus out-of-school VYA activities
- Evaluation results showed significant differences in outcomes for these two groups, especially related to communication with trusted adults and gender-equitable attitudes and behaviors
- Facilitation is an important factor in ensuring success of both individual and interpersonal-level program strategies

IMPLEMENTATION LESSON #2

More rigorous tracking of peer and intergenerational diffusion is needed

- Qualitative monitoring tracked diffusion of ideas from VYA participants to other family and community members
- More structured and rigorous tracking of both topics and conversation partners would have allowed us to better understand the pathways for diffusion and norms change
- Increased support and opportunities for intergenerational dialogue, such as by communication skills-building sessions for parents or parent-child discussion sessions, could have strengthened diffusion.

IMPLEMENTATION LESSON #3

Working in a fragile, urban area presents unique challenges

- Political instability around the election caused delays and policy changes, which shifted our implementation strategy mid-project
- Defining and engaging family and community in an urban area required different approaches and should have received more attention for program efforts