



Grow and Know, Ltd.

# Grow & Know

## Annual Report

2013



## Table of Contents

<b>1</b>	<b>Introduction/Background</b>
<b>2</b>	<b>Tanzania</b>
<b>3</b>	<b>Ghana</b>
<b>4</b>	<b>Cambodia</b>
<b>5</b>	<b>Ethiopia</b>
<b>6</b>	<b>Chart of book distributions</b>
<b>7</b>	<b>Other Testimonials</b>
<b>8</b>	<b>Projects for 2014</b>
<b>9</b>	<b>Financials 2013</b>

## Board of Directors

President:	Jill Sommer
Vice President:	John Walker
Secretary/Treasurer:	Bridget Boyle

## Staff

Executive Director:	Marni Sommer
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## Field Teams

Ghana:	T. Nana Mokoah Ackatiah-Armah Amba Duah Mensah-Forson
Cambodia	Susan Connolly Pheun Phadalis
Ethiopia:	Dana Smiles Fatuma Ali
Tanzania	Daniel Maro

**Website:** [www.growandknow.org](http://www.growandknow.org)

## Introduction

The fourth year of *Grow & Know* included the launch of two new books and on-going scale up of existing books! The Ethiopia girl's puberty book was published, along with our first ever boy's puberty book in Tanzania. We continue to raise awareness about *Grow & Know*, to fundraise, and to move ahead our agenda for girls and boys in low-income countries.

Key 2013 accomplishments included:

- Finalization of the Ethiopia girl's puberty book
- Finalization of the Tanzania boy's puberty book
- Ministry of Education approval of the Ethiopia girl's book
- Donations of almost \$60,000
- Continued scale up of the Tanzania, Ghana & Cambodia girls' puberty books
- All five books became electronically available for e-readers/mobile devices

## Background

*Grow & Know* was launched after the great success of a girl's puberty book project in Tanzania. The girl's book received an overwhelmingly positive response from girls and their mothers, aunties, grandmothers, teachers, and even fathers and male peers. Convinced that the Tanzania girl's puberty book, *Growth & Changes (Vipindi Vya Maisha)*, had tapped into an unmet need of girls around the world, *Grow and Know* was established with the aim of replicating the Tanzanian success story for girls and boys in other countries in need of growing up guidance.

The *Grow & Know* team aims to develop books that are grounded in the local social, cultural, and economic context, and that capture the real perspectives of young people growing up today. Young peoples' stories are incorporated alongside factual and appropriate guidance on the physiological and emotional changes of puberty and maturation. Recognizing the importance of authenticity in pictures and language, we contract with high quality local illustrators, translators, and publishers within each country of activity.

## Reaching Tanzanian Boys and Girls!

In 2013, we launched our first ever boy's puberty book in Tanzania (Kuwa Kijana or "To become a young man"), and continued to scale up the Tanzania girl's puberty book (Vipindi Vya Maisha or "Growth & Changes"). The boy's puberty book was developed through careful participatory research conducted with adolescent boys in and out of school in urban and rural Tanzania. Along with content on the body changes of early puberty, the boy's puberty book incorporates stories collected from boys on experiences of peer pressure and violence, and guidance on healthier gender dynamics between growing girls and boys. We hope the ideas incorporated in the book will plant the seeds for lifelong improved gender dynamics among young people growing up in Tanzania today. The boy's book is currently under review by the Ministry of Education.



The Tanzania girl's puberty book continues to scale up, with additional non-governmental organizations (NGOs) ordering copies. From an initial publication of 16,000 copies with support from the Nike Foundation in 2009, the girl's puberty book generated

tremendous interest at the country level with UNFPA\* and UNICEF\* and NGOs supporting additional copies and scale up. By the end of 2013, with additional private donor, UN, and NGO support, there were over 322,00 copies published in Tanzania.

In partnership with local NGOs, the Ministry of Education and the UN, efforts continue in Tanzania to fundraise and raise awareness about the girl's and boy's books so that every girl and boy aged 10-14 across the country will receive a copy (with around six million copies needed!).

Feedback from school boys in Tanzania on the new book included:

\* *"This book teaches us and our parents not to be surprised when changes take place, and it helps to give us good advice."*

\* *“The book is good because many boys are worried during the puberty period; therefore this book will help to remove their worries.”*

\* *“This book is good because it educates about the physical changes in boys and girls, so it empowers them to prevent getting diseases from risky behaviors.”*

### Influencing gender dynamics

The Tanzania boy’s puberty book incorporates content aimed at promoting healthy gender dynamics through the life course by starting in puberty. The book includes information on the body changes happening to both boys and girls, and guidance on the importance of respecting and supporting each other in school and in life. There is also content on how to avoid situations that may lead to gender based violence (e.g. peer pressures to drink alcohol) and promoting alternative solutions to resolving conflict at home that do not involve violent responses.

**How should boys and girls behave towards each other during puberty?**

Boys’ and girls’ bodies and emotions go through many changes during puberty. Sometimes girls can feel pain from their menstruation or boys can feel shy because of erections and ejaculations. Some girls and boys experience body changes faster or slower than other boys and girls. These are all normal feelings and experiences, and boys and girls should be understanding and not tease each other during puberty.



**Wavulana na wasichana wanapaswa kushirikiana vipi katika kipindi cha kubalehe?**

Mili na hisia za wasichana na wavulana hubadilika sana kipindi hiki cha kubalehe. Wakati mwingine wasichana wanaweza kupata maumivu wakati wa hedhi au wavulana wanaweza kuona alibu kwa sababu ya kudindisha na kumwaga mani. Mabadiliko ya mwili ya wasichana na wavulana yanaweza kutokea haraka zaidi au taratibu zaidi. Hisia hizi na hali hii ni za kawaida, na wavulana na wasichana wanatakiwa kuwa waelewa na si kutaniana katika kipindi cha kubalehe.

14

**Boys and girls need to respect each other during puberty**

Puberty can be a confusing time for boys and girls. Their bodies are changing a lot, and older men and women may start to treat them differently and have new expectations for their behavior. It is important for boys and girls to be respectful of each other during this time of growth. They should treat each other like brothers and sisters, and support each other in education and sports activities.



**Wasichana na wavulana wanapaswa kuheshimiana katika kipindi cha kubalehe**

Kipindi cha kubalehe kinaweza kuwa kipindi cha kuchanganyikiwa kwa wavulana na wasichana. Mili yao inabadilika sana, na watu wazima wanaweza kuanza kuwachukulia tofauti na kuwa na mategemeo mapya juu ya tabia zao. Ni muhimu kwa wavulana na wasichana kuheshimiana katika kipindi hiki cha ukuaji. Wanapaswa kuchukuilana kama kaka na dada, na kusaidiana kwenye elimu na michezo.

15

We hope to adapt the Tanzania boy’s book in additional countries in future years, and to include similar content aimed at promoting healthier gender dynamics.





### **Influencing Policy: The Ministry of Education and the National WASH Strategy**

Of equal importance to the sustainability and success of the girl's and the boy's puberty books in Tanzania is approval from the Ministry of Education. The Ministry of Education approved the girl's book in 2010, and we are awaiting approval of the boy's puberty book in the coming year. The girl's puberty book, which was incorporated in 2010 into the Tanzanian national strategy for water, sanitation and hygiene (WASH) in schools, continues to be included in programming efforts aimed at rolling out the WASH strategy by non-governmental organizations (NGOs) currently implementing the strategy in schools across the country.

### **Adaptation of the girl's book by experts in other countries:**

The original Tanzania girl's book pdf file continues to be circulated to experts working around the world on water and sanitation in schools, and in response, a number of organizations adapted the girl's book to their own local contexts. These included adaptations by Save the Children in Nepal and in Malawi, and water and sanitation experts working in Zimbabwe and Uganda. All four books can be viewed on

the Grow and Know, Inc. website. Interest continues to be shown by countries in sub-Saharan Africa and Asia for adaptations to their local contexts.

## Ghana

The Ghana girl's puberty book was completed in 2012, and was greeted with huge enthusiasm by Ghanaian girls, parents, teachers and government officials. Within one month of its completion in October 2012, the Ghana Education Service or GES (Ministry of Education) had approved the book as a supplementary reading material for upper primary school and lower secondary school. The Ghana Health Service or GHS (Ministry of Health) also approved the Ghana girl's puberty book in 2013 given their own interest in incorporating the book into future programming efforts. The logos for both the GES and GHS will be included on the inside front cover of all future printings of the book.



An initial 16,000 copies of the Ghana girl's puberty book were published in 2012 with efforts underway to identify NGOs and donors to assist with scale up to 10-14 year old girls across Ghana. In early 2013 DFID\*, the large UK government donor, requested that we enter an arrangement with World Reader ([www.worldreader.org](http://www.worldreader.org)) to make the Ghana book available on e-readers. This arrangement was finalized in 2013, and included all of Grow and Know's books becoming electronically available.

## Cambodia

The Cambodia girl's puberty book was also completed in 2012, and within a few months time, the Cambodia Ministry of Education approved the book as a supplementary reading material. The development of the Cambodia girl's puberty book was an important effort to adapt and replicate the girl's puberty book in a new region,

that of Southeast Asia. The Ministry of Education is currently in discussions with UNFPA to order 20,000 copies of the Cambodia girl's puberty book, something we hope will occur in 2014. To date, 15,000 copies were distributed to NGOs in 2012, with another 12,000 ordered by Save the Children and Room to Read (two large international NGOs based in Cambodia) in 2013.

**តើបម្រែបម្រួលសរីរាង្គរបស់ក្មេងស្រីមានអ្វីខ្លះ ?**

ដើមទ្រូងរបស់ក្មេងស្រីចាប់ផ្តើមលូតលាស់ ហើយត្រូវការបស់ខាងមុខក្នុងមុខក្តីទៅៗ។ ខាងចាប់ផ្តើមមានដុំរោមនៅខាងម្រោមភ្លើក, នៅពិលី និងដុំប្រដាប់បង្កបង្កើន។ ហើយខាងក្រោមមានដុំរោម។

**What are the physical changes that take place in girls?**

A girl's breasts start to grow and her hips get rounder. Hair starts to grow under her arms. Hair grows on and around the vagina. She also starts to menstruate.



**តើការមធ្យមអ្វីជាអ្វី ?**

ការមធ្យមមានន័យថា រាងកាយរបស់ក្មេងស្រីកំពុងធ្វើការលូតលាស់ និងកំពុងត្រៀមខ្លួនសម្រាប់អនាគតរបស់ខាង ពិសេសគឺជាពេលវេលាដែលខាងមុខនោះ និងមានកូនបាន។ ក្នុងកំឡុងពេលមានដុំរោម ប្រដាប់បង្កបង្កើនត្រូវបានដាច់ចេញមកក្រៅក្នុងទម្រង់ជាឈាម ដែលហូរចេញតាមប្រដាប់បង្កបង្កើនស្រី។ ការហូរឈាមនេះ អាចកើតមានចាប់ពី ៤ ទៅ ៧ ថ្ងៃ ហើយជាធម្មតាកើតឡើងជាដង្ហើមរាល់ខែ។ ការហូរឈាមប្រចាំខែនេះ មិនមែនជាអ្វីដែលត្រូវខ្លាចនោះទេ ព្រោះវាគឺជាដង្ហើមធម្មតាជាទីបំផុត។

**What is menstruation?**

Menstruation means that a girl's body is growing up and is preparing for the future when she might get pregnant and have a baby. During menstruation, the lining of the uterus comes out along with blood through her vagina. Bleeding usually lasts for 4-7 days and usually happens every month. Monthly bleeding is not something to be scared of because it is perfectly normal.



**Ethiopia**

The Ethiopia girl's puberty book was published in 2013, and received approval from the Ethiopia Ministry of Education within a few months. This was our first effort to adapt and replicate the girl's puberty book to a country in the Horn of Africa. Soon thereafter, the international NGO CARE ordered 25,000 copies to be distributed through their programs. Currently, another international NGO, Save the Children, is funding the translation of the book from the Amharic-English version to an Oromifa-English version, so they will be able to order copies to distribute to girls in the region where they deliver programs. Discussions are underway with the Ministry of Education and UNICEF to further scale up the printing and distribution of the Ethiopia girl's book in 2014.





The Ethiopia girl's puberty book was the # 1 download for WorldReader in Ethiopia in the month of October 2013!

## Chart of Book Distributions

To more easily visualize the scope of Grow and Know's distributions across the five countries, we are including a tracking chart for copies printed and distributed to date. Please see below table (which does not include those copies distributed digitally).

### Book Scale-Up in Each Country

	Year of Publication	Ministry of Education Approval	# of Book Copies Distributed To Date	In-Country Funding Partners To Date
<b>Tanzania Girl's Puberty Book</b>	2009	2010	322,700	UNICEF, UNFPA, FHI360, CARE, PACT, small NGOs
<b>Ghana Girl's Puberty Book</b>	2012	2012 *Also have	16,000	<i>Exploring additional funding</i>

		Ministry of Health approval		
<b>Cambodia Girl's Puberty Book</b>	2012	2012  *Also have Ministry of Health approval	26,890	Save the Children, Room to Read  <i>Exploring additional funding</i>
<b>Ethiopia Girl's Puberty Book</b>	2013	2013	40,000	CARE, Save the Children  <i>Exploring additional funding</i>
<b>Tanzania Boy's Puberty Book</b>	2013	Under Review	15,000	<i>Exploring additional funding</i>
<b>Total</b>			420,590  <i>*does not include digital copies</i>	

Given the in-country reports that through the various programs distributing the books, each copy reaches 5-10 girls and boys, we guesstimate that we have reached almost one million girls and boys thus far through the copies printed and distributed by Grow and Know, and our in-country partners.

## Projects for 2014

In 2014, we plan to continue to focus on scale up of the existing five books in the four countries through on-going advocacy with donors, NGOs and governments. New projects being discussed include the adaptation of the girl's puberty book to Pakistan and the exploration of the adaptation of the girl's book to the USA context. Other potential activities for 2014 include developing the guidance to adapt the boy's book to new countries in the future!

## Other Testimonials

On a regular basis, Grow & Know receives notes from people around the world inquiring about receiving copies or requesting to adapt the book to new countries. Below are some small excerpts illustrating the types of notes received:

### **From Ethiopia:**

*"Hi Marni,*

*I am currently working in Ethiopia and am very interested in your booklet "Growth and Changes." We are looking at ways to use this material for the Somali girls in Region 5. We are trying to set a printing budget and will be looking to print about 15,000 copies. Any information you can give me related to printing would be very helpful!*

*Thank you very much!"*

### **From Tanzania:**

*"Dear Marni,*

*I hope you are doing well. I wanted to reach out to you regarding your Grow and Know books. I am currently a fourth semester student in an Accelerated Bachelor's Degree in Nursing. I completed my community health rotation at an orphanage in Tanzania. For this rotation, I was asked to provide an education session to a group of teenage girls on female hygiene related to menstruation. Luckily I stumbled upon your website and book. I took a copy of the materials with me to Tanzania. During my session, I presented some of the information in your book and it was a huge hit! The Orphanage leadership was really impressed with the pictures, information and translation of material in Swahili and English. I wanted to let you know how valuable and important this information was for me to successfully lead this teaching session."*

### **From Azerbaijan:**

*"Dear Ms. Sommer,*

*I am a developmental psychologist, living presently in Azerbaijan as the wife of the US Ambassador. I have been asked by the Ministry of Education here to help them find a way to introduce Reproductive Health Education, to both students and their parent... I was very excited to see what you have done with Grow and Know. Is there any way we can learn more about what you do and how you do it? It would be great to have a text we could adapt to the Azerbaijani culture."*

### **From Cambodia:**

*"Dear Marni Sommer,*

*I'm currently volunteering for an NGO working in rural villages in Cambodia running education, sanitation and health projects. I recently attended a meeting where I met someone who had copies of your 'Growth and Changes' story book. One of my projects whilst working out here is to develop a puberty and sex education workshop for youths. I feel your book would be a fantastic resource for our students also being something to take home and share with the family. We aim to target around 150 young women."*

### **From Uganda:**

*"Dear Marni,*

*Hope this finds you well. Community Centre is a CSO that works in Primary Schools in Sironko and Mbale districts of Uganda. I visited your site and found your publications very relevant for menstrual health education. The purpose of this communication is to ask you to email to me the above document if possible."*

## Financials 2013

<b>Balance January 1, 2013</b>		<b>\$154,794</b>
<b>Cash Income</b>		
Foundations	\$30,000	
Board & Advisors	\$10,000	
Individuals	\$14,833	
Corporations	\$5,000	
<b>Total Income</b>	<b>\$59,833</b>	
<b>Expenses</b>		
Travel	(\$7,560)	
Research related fieldwork local illustrators, translators, publishing companies	(\$35,167)	
Administrative	(2,410)	
<b>Total Expenses</b>	<b>(45,137)</b>	
<b>2013 Net Income (Deficit)</b>	<b>\$ 14,696</b>	
<b>Balance December 31, 2013</b>		<b>\$169,490</b>

The financials for 2013 are presented on a cash basis. Total revenues raised by *Grow & Know* source are given in the table above. Expenses included the research-related fieldwork and travel of the country team staff adapting the girl's book to the countries, the costs of the local illustrators, translators, and publishing companies in the four countries, the travel of the Executive Director to countries to conduct continued advocacy for the new girl's books and the new boy's book with local donors and government, and specific administrative costs (e.g. accountant, web support). Various other activities, which included the development of the boy's puberty book in Tanzania, were carried out during the year but outside of the fiscal scope of *Grow & Know* as incorporated. Revenues raised in 2013 are intended for use in 2014 and expenses related to this revenue and the program activities will fall under *Grow & Know* in 2014.

\*UNFPA = United Nations Population Fund

\*UNICEF = United Nations Children's Fund

\*DFID = Department for International Development (United Kingdom)

**Grow & Know**  
**...onward to 2014!**