



Grow and Know, Ltd.

Grow & Know

Annual Report

2014



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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, Leah Scandurra Pheun Phadalis, Daro Khorn
Ethiopia:	Dana Smiles Meseret Bisrat
Tanzania	Daniel Maro

Website: www.growandknow.org

Introduction

The fifth year of *Grow & Know* included the on-going scale up of our existing books, support for a new Laos girl's puberty book, and the fieldwork for a new Cambodia boy's puberty book! 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 2014 accomplishments included:

- Scale up of the Ethiopia, Tanzania and Cambodia girls' puberty books
- Fieldwork for the development of the Cambodia boy's puberty book
- Publication and Ministry of Education approval for a Laos girl's puberty book
- Donations of almost \$126,632
- Mobile/e-reader downloads of all five books in countries around the world
- Over 720,000 hard copies of the books distributed across the four countries!

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 guidance about growing up.

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 about 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 2014 we continued to advocate for approval of the **Tanzania boy's puberty book** (Kuwa Kijana or "To become a young man") as a supplementary reading material by the Ministry of Education, and to further scale up the distribution of the **Tanzania girl's puberty book** (Vipindi Vya Maisha or "Growth & Changes"). The Director of TACAIDS (the Tanzania government body that oversees the national HIV/AIDS response) requested that 100 copies each of the Tanzania girl's and boy's puberty books be distributed to the Parliamentary committees overseeing HIV funding. There continues to be tremendous interest at the country level in the two books. By the end of 2014, with support from private donors, the United Nations (UNICEF, UNFPA), and NGO support, there were over 470,000 copies published in Tanzania.



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

The original Tanzania girl's book pdf file (along with pdf files of our other girls' books) continues to be circulated to experts working around the world on water, sanitation and adolescent health in schools. A number of organizations have adapted our girl's book to their own local contexts (with the permission of Grow and Know). These included adaptations by Save the Children in Nepal and in Malawi, and water and sanitation experts working in Zimbabwe and Uganda. All four girls' puberty 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.

Laos

Sally Piper, MSc, an enthusiastic menstrual hygiene management researcher based in the United Kingdom conducted her Masters thesis in Laos using some of the methodologies learned from Grow & Know. She then worked tirelessly to engage the Ministry of Education to adapt our book to the Laos context, and to find funding (including from Grow & Know) to finalize the **Laos girl's puberty book**. The book was finalized in 2014 and quickly received Ministry of Education approval for use in schools. With support from the Red Cross, an initial 10,000 copies of the Laos girl's puberty book (entitled "I am a teenager") were published and distributed. The effort to scale up the distribution continues.



Ghana

We continue to focus efforts on scaling up the **Ghana girl's puberty book**, which was completed in 2012 and was greeted with huge enthusiasm by Ghanaian girls, parents, teachers and government officials. The Ghana girl's puberty book has approval from both the Ghana Education Service (GES) and the Ghana Health Service (GHS). Some wonderful feedback was collected by Camfed, a large international NGO focused on

girl's education that distributed copies of the book to girls in their programming. In asking the teachers in the Camfed schools to collect some reactions by parents to the Ghana girl's puberty book, there were a range of responses (see textbox).

Illustrative comments from Ghanaian parents:

"The parents felt relieved because according to them, they could not have done that [taught the puberty information] to their own children."

"The parents felt that the books will go a long way to enhance the [girls'] knowledge in reproductive health issues in particular and their general knowledge as a whole."

"The books will somehow engage pupils to read, and build their interest in reading."

Illustrative comments from Ghanaian teachers:

"The girls' books are not enough. I think that next term you should increase the supply. Such materials will help to change the life of our girls across the country."

"The books are well packaged with good knowledge on adolescent reproductive health for the girl child. The book, I think, should be given to every girl in the school to prevent girls' teen pregnancy. Teacher mentors should be given copies to enhance their knowledge on health issues such as this one."



Cambodia

Scale up continues of the **Cambodia girl's puberty book**, which was also completed in 2012 and approved by the Cambodia Ministry of Education as a supplementary reading material for schools. The development of a 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, with support from UNICEF and UNFPA, published over 140,000 copies in 2014, adding to the over 27,000 copies already published with support from Grow and Know, Save the Children and Room to Read.



In 2014, at the request of the Cambodia Ministry of Education, we also began the fieldwork to develop a **Cambodia boy's puberty book**, with our team meeting with key stakeholders in Phnom Penh for a few weeks, and then conducting participatory research with adolescent boys in rural and urban Cambodia for two months. There was much enthusiasm by the adolescent boys, teachers and parents to share their puberty experiences. We expect the Cambodia boy's puberty book to be completed in 2015.



Ethiopia

We continued to focus on scaling up the **Ethiopia girl's puberty book**, which was also published and approved by the Ethiopia Ministry of Education in 2013. The initial 15,000 copies published by Grow and Know was more than doubled by CARE's printing of 25,000 copies in 2013, followed in 2014 by a combined order from the Ministry of Education and UNICEF for another 40,000 copies, and 2000 copies ordered by Save the Children. This was our first effort to adapt and replicate the girl's puberty book to a country in the Horn of Africa. There are now three (translated) versions of the Ethiopia girl's puberty book given local demand for multiple languages: Amharic-English, Oromifa-English, and Tigrinya-English. Discussions are underway for orders by the Nike Foundation, Save the Children, the IRC and other NGOs in 2015.

In 2014 we also began planning for a small evaluation of the Ethiopia girl's puberty book to be conducted in collaboration with Save the Children in rural Ethiopia. With combined funding from the Lerner Center of Health Promotion at Columbia University and Grow and Know, the evaluation will be conducted in early 2015.



World Reader

At the request of DFID (the large UK government donor) in 2013, Grow and Know partnered with the non-profit World Reader to make all of our books available for mobile downloads and e-reader devices. In reviewing the report generated from January through December 2014, the four girls' books and one boy's book received over 187,000 page views. Illustratively, the Ethiopia girl's puberty book was viewed by readers not just in Ethiopia, but as far ranging as Morocco, India, Saudi Arabia, Sudan, Zimbabwe, Pakistan, Cote d'Ivoire, Nigeria, Libya, Jordan, Egypt, Thailand, Iran, Lebanon, Algeria, the United Kingdom, the United States, Uganda, Syria, Somalia, Indonesia, Iraq, Ukraine, Spain, Bangladesh, United Arab Emirates, China, the Maldives, Malaysia, Djibouti, Namibia and beyond!

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	Number of Book Copies Distributed To Date	In-Country Funding Partners To Date
Tanzania Girl’s Puberty Book	2009	2010	479,752	UNICEF, UNFPA, FHI360, CARE, PACT, small NGOs
Ghana Girl’s Puberty Book	2012	2012 *Also have Ministry of Health approval	16,000	<i>Exploring additional funding</i>
Cambodia Girl’s Puberty Book	2012	2012 *Also have Ministry of Health approval	149,210	Save the Children, Room to Read, UNICEF, UNFPA, Ministry of Education
Ethiopia Girl’s Puberty Book	2013	2013	74,500	CARE, Save the Children, UNICEF, Ministry of Education
Tanzania Boy’s Puberty Book	2013	Under Review	15,000	<i>Exploring additional funding</i>
Laos Girl’s Puberty Book (Sally Piper)	2014	2014	10,000	<i>Sally Piper exploring additional funding</i>
Total			744,462 <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 two

million girls and boys thus far through the copies printed and distributed by Grow and Know, and our in-country partners.

Projects for 2015

In 2015, 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. We have also begun planning for the development of a Pakistan girl's puberty book (due to the generous support of two new donors), along with planning for a Madagascar girl's puberty book in partnership with a local sexual and reproductive health NGO based there. We are also exploring the possible adaptation of the girl's puberty book to the USA context. Other potential activities for 2015 include planning for the development of more boy's puberty books, and partnering with UNICEF and Emory University to help 12 new countries doing formative menstrual hygiene management research with girls in school to adapt our girl's puberty book to their own contexts.

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 the founding director of WEEMA International, an NGO dedicated to comprehensive, community-driven development work in southern Ethiopia. We are starting to explore programming in menstrual health and hygiene management and came across your amazing book, "Growth and Changes."

I know "Growth and Changes" is on Worldreader, but is this book available in print form as well? If not, are we able to download the pdf and use as is?

Looking forward to hearing from you.

From Tanzania:

Dear Dr. Sommer,

I am a senior Girl Scout from the San Francisco Bay Area. I am interested in using your Tanzanian Health Booklets for Boys and Girls as a supplement to my Girl Scout Gold Award Project, the aim of which is to

provide educational aids for the orphan children of the Children's Concern Foundation of Tanzania. Both the Foundation director and I believe that your booklets would be extremely beneficial to the program.

I would like to verify that the pamphlets posted online, and attached here, are the most current and revised and that there are no other permissions needed before printing copies for use at the orphanage. I hope to print 30 copies or so for each gender. Also, if you know of additional educational materials of this type, I would appreciate hearing about them.

I will gladly provide more information about my project if you are interested.

Thank you for your contributions to the world's youth.

From Guinea:

Hi Marni,

The girls' book looks great. Peace Corps runs camps for girls in many countries and the information in the G&K books would fit perfectly into the curriculum. Can we use the material freely without infringing on any copyrights or any other domain issues?

Come to West Africa!!

From Cambodia:

Hi Marni,

I am a long term volunteer with New Hope Cambodia in Siem Reap. I work in the Counselling Department and have been working with teenage girls and helping them to understand how they are growing up. I came across your book Growth and Changes and loved it. I only have one copy but would love to be able to give all the girls at the school here a copy for themselves. Are they still available in hard copy? If you could help me acquire some of these books I would be very happy.

From Niger and Mali:

Dear Marni Sommer

I hope you are well. I write to you to request your permission to use and translate parts of your booklet, "Growth and Changes." It is an absolutely fantastic booklet that will prove very useful for our non-profit organisation, The Salco Group, who is working with remote schools in Niger and Mali to encourage the girl child to attend school and get an education for the betterment of their future. As I am sure you are aware many girls are not attending schools due to the lack of correct sanitation facilities and general lack of awareness about how to handle their menstruation. We strongly believe we will be able to use your book to facilitate and encourage girls to take up regular schooling in this region.

*With your permission we plan to translate parts of your book in Hausa and other local languages. Please note we will **not** be using any of the pictures from your book. If you have any further support material to help us compile this book, it would be much appreciated. We will obviously give you a full acknowledgment in the book and send you copies when complete.*

I hope this acceptable to you and we look forward to your positive response. Thank you.

Financials 2014

Balance January 1, 2014		\$169,490
Cash Income		
Foundations	\$94,600	
Board & Advisors	\$10,000	
Individuals	\$1,762	
Corporations	\$20,000	
Total Income	\$126,362	
Expenses		
Travel	(\$9,061)	
Research related fieldwork local illustrators, translators, publishing companies	(\$14,596)	
Administrative	(1,960)	
Total Expenses	(25,646)	
2014 Net Income (Deficit)	\$ 100,715	
Balance December 31, 2014		\$270,205

The financials for 2014 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 planning for the conduct of the Ethiopia girl's puberty book evaluation, were carried out during the year but outside of the fiscal scope of *Grow & Know* as incorporated. Revenues raised in 2014 are intended for use in 2015 and expenses related to this revenue and the program activities will fall under *Grow & Know* in 2015.

Grow & Know ...onward to 2015!

