



Grow and Know, Ltd.

# Grow & Know

## Annual Report

2015



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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

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<b>Cambodia</b>	Susan Connolly, Pheun Phadalis, Leah Scandurra & Daro Khorn
<b>Ethiopia:</b>	Dana Smiles & Meseret Bisrat
<b>Tanzania:</b>	Daniel Maro
<b>Madagascar:</b>	Jana Lee & Alna Rasoazanany
<b>Pakistan:</b>	Afshan Bhatti & Zakia Bibi

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

## Introduction

Our sixth year included the on-going scale up of our existing books, publication of a new Cambodia boy's puberty book, and initiating development of new girls' books in Madagascar and Pakistan! 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 2015 accomplishments included:

- Scale up of the Ethiopia, Tanzania and Cambodia girls' puberty books
- A ten-fold increase in the number of Tanzania boy's puberty books disseminated
- Publication of the Cambodia boy's puberty book
- Development underway of new girl's books in Madagascar and Pakistan
- Donations of almost \$72,600
- Mobile/e-reader downloads of all five books in countries around the world
- Over 1,000,000 hard copies of the books distributed across the countries!

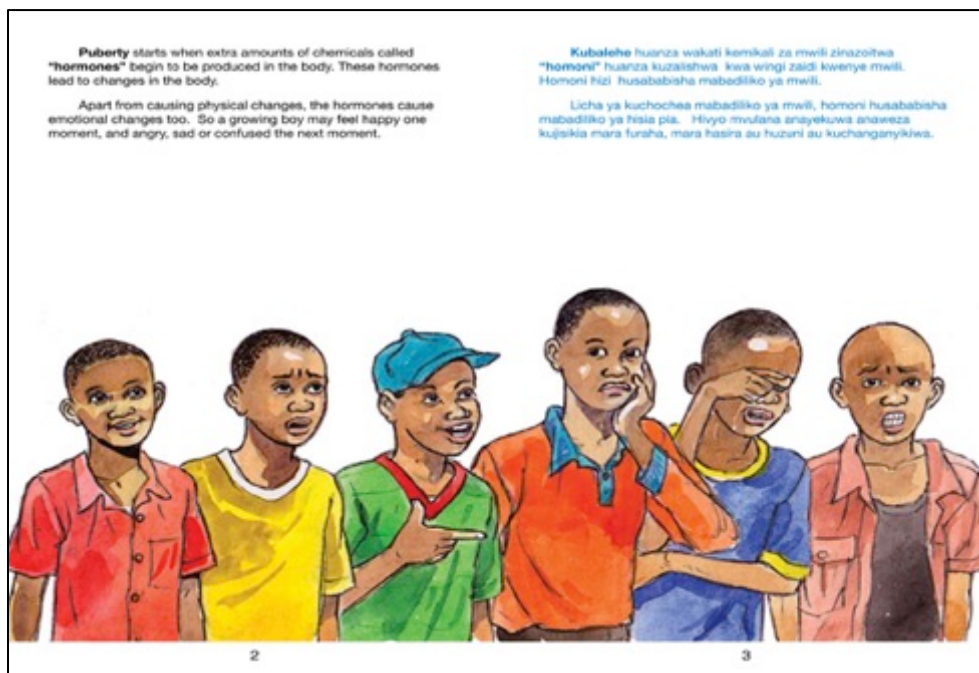
## Background

*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 2015 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. Despite the Ministry of Education not reviewing any books in Tanzania in 2015, the Director of TACAIDS (the Tanzania government body that oversees the national HIV/AIDS response) requested that 150,000 copies of the boy's puberty book be published with UNICEF support and distributed to schools across the country. The books were distributed in late 2015. We also continue to advocate for further scale up of the **Tanzania girl's puberty book** (Vipindi Vya Maisha or "Growth & Changes"). By the end of 2015, 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 model of our girls' puberty books continues to be circulated to experts working around the world on water, sanitation and adolescent health in schools, and in particular, on projects focused on addressing the lack of guidance many girls receive on managing menstruation. We also developed a module about the book development process for a training provided to fourteen low- and middle-income countries that are being supported by UNICEF (through funds from the Canadian Government) to address

the gap in attention to menstrual management in schools. We presented the module in 2015, with many of the countries aiming to develop a girl’s puberty book in 2016.

A number of international and local organizations have adapted our girl’s book to their own local contexts (with the permission of Grow and Know). These included Save the Children’s adaptation of our book to Nepal, Malawi and Vietnam, with more books under development, and water and sanitation experts adapting the book in past years to Zimbabwe and Uganda. Many of these puberty books can be viewed on the Grow and Know website. Interest continues to be shown by countries in sub-Saharan Africa and Asia for adaptations to their local contexts.

## Laos

We reported in 2014 about Sally Piper, a menstrual hygiene management researcher based in the United Kingdom who used methodologies learned from Grow & Know to adapt our girl’s puberty book to the Laos context. The **Laos girl’s puberty book** (entitled “I am a teenager”) was finalized in 2014, received Ministry of Education approval, and 10,000 copies were distributed. In 2015, Sally continued working to scale the book!

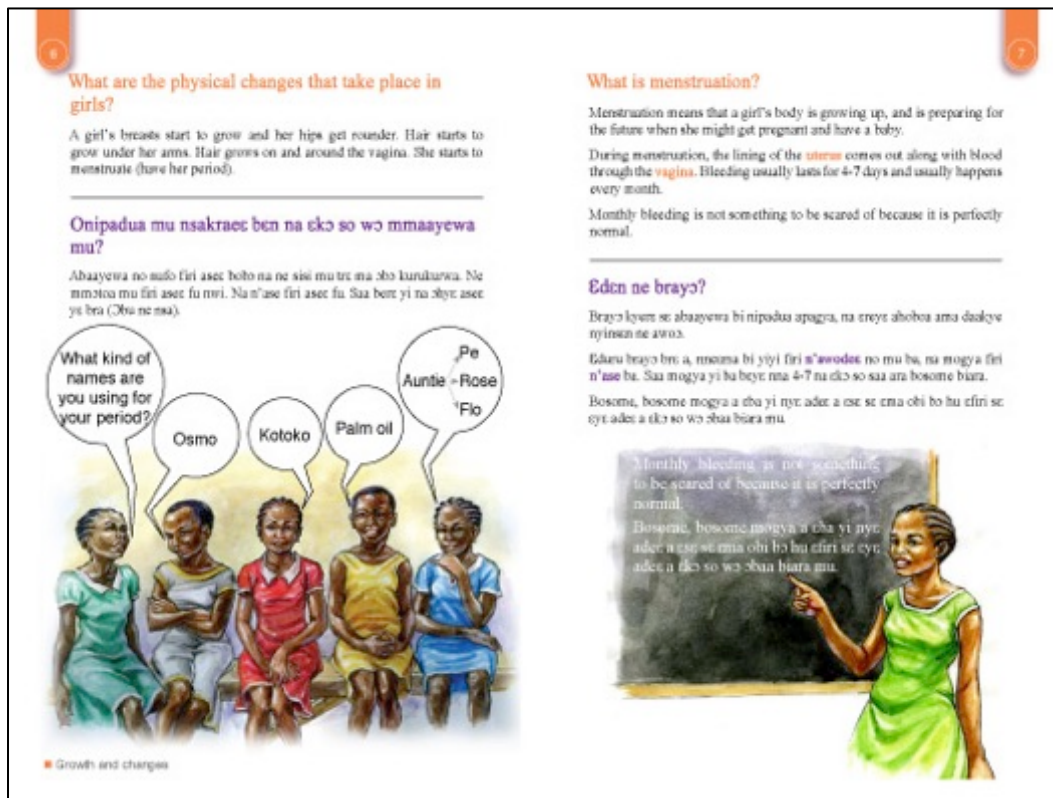




To visualize the impact of the Lao girl's puberty book on girls (and the whole 'teen project' for girls they have started up), please see the wonderful video that Sally and her Laotian colleagues put together: <https://www.youtube.com/watch?v=d9qxPEB1yWA>.

## Ghana

Our efforts continued to scale up the **Ghana girl's puberty book!** The Ghana girl's puberty book has approval from both the Ghana Education Service (GES) and the Ghana Health Service (GHS). This year, DFID (the Department for International Development of the UK Government) supported an order of 55,000 copies of the Ghana girl's book for distribution through a girl's scholarship program to many girls across Ghana. The Ghana Health Service also ordered books to be distributed to their program in northern Ghana focused on adolescent sexual and reproductive health. We are currently in discussions about incorporating the Ghana girl's book into a World Bank funded water, sanitation and hygiene project focused on schools in the Greater Accra region of Ghana for 2016.



## Cambodia

In 2015, we completed development of the new **Cambodia boy's puberty book**, with 15,000 copies distributed to local NGOs reaching 10-14 year old boys in and out of school. Our team conducted careful participatory research with adolescent boys in rural and urban Cambodia to best understand their experiences growing up, and their stories for inclusion in the final book. The book was developed at the request of the Ministry of Education in Cambodia, based on their great enthusiasm and appreciation for the **Cambodia girl's puberty book**. The Ministry of Education immediately requested support from UNICEF for more copies of the book to be published in 2016. We have also received a request from a local Cambodian organization to translate the book into braille for the blind boys who attend their program. Hopefully that can happen sometime in 2016!



Scale up continues of the **Cambodia girl's puberty book**, which was completed in 2012 and approved by the Cambodia Ministry of Education. The development of a Cambodia girl's puberty book was an important effort to adapt the girl's puberty book in a new region, that of Southeast Asia. The Ministry of Education, with support from UNICEF and UNFPA, and various NGOs (Save the Children, Room to Read, Rescue Task Force and others) have contributed to the continued scale up of the girl's book with over 168,000 copies published to date.

## Ethiopia

We continued encouraging scale up the **Ethiopia girl's puberty book**, which was 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. In 2015, another 25,000 copies were ordered by five NGOs. 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.



In 2015 we also conducted a small evaluation of the Ethiopia girl's puberty book in collaboration with Save the Children in the rural Oromia region of Ethiopia with combined funding from the *Lerner Center of Health Promotion* at Columbia University and Grow and Know. An article reporting on the findings of the evaluation is now under review by an academic journal for consideration of publication.



## Pakistan

In 2015 we initiated development of **the Pakistan girl's puberty book** through the generous support of two Swedish donors (*The Giving Wings Foundation & Stiftelsen Futura*), partnering with the *Real Medicine Foundation* in Pakistan. Our initial plan was to conduct participatory research with girls in the Punjab region and gather additional menstrual stories from other regions (e.g. KP) where local NGOs expressed great interest in working with us on the development of the book. After contacting UNICEF Pakistan, who already had a great interest in improving the menstrual hygiene management challenges facing girls in schools, they requested that we do additional research with girls in the region of Baluchistan with funding from them. We expect to finalize the book content in late 2016 or early 2017 due to a careful effort to assure local buy-in from all the regions. Additional participatory research with girls in more regions may be needed as part of that process. Note: We are not including photos of the research with girls at this time due to the sensitive nature of the research topic locally.

## Madagascar

We also initiated development of a **Madagascar girl's puberty book** in partnership with the local NGO *Project Jeune Leader*. The local team met with the Malagasy Ministry of Education who were very enthusiastic about the project!



*Project Jeune Leader* was already working on issues of sexual and reproductive health in schools, so it is an excellent partner for engaging girls on the sensitive topic of menstruation. We expect the Madagascar book to be finished in 2016.

## World Reader

As we have noted in prior reports, at the request of DFID (the large UK government donor) we formed a partnership in 2013 with the non-profit World Reader to make all of our books available for mobile downloads and e-reader devices. As an example of how our books are disseminated through this e-platform, here is a note from the WR team:

*A bit of background about the project in Tanzania your books were sent to... The project is called Technology Supported Learning (HDIF) and is the product of a collaboration with [Camfed](#). It involves 1,400 e-reader devices that were pre-loaded last month with a total of 108,000 books, among which are the English and Swahili versions of your titles, and were provided to 4,500 students and 100 teachers across 25 schools in Tanzania.*

We know that in 2014, our books received over 187,000 page views in countries around the world, far beyond the five countries where we have developed books (and uploaded them to be available through e-dissemination). Details coming on the 2015 viewings!

## 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

	<b>Year of Publication</b>	<b>Ministry of Education Approval</b>	<b>Number of Book Copies Distributed To Date (End of 2015)</b>	<b>In-Country Funding Partners To Date</b>
<b>Tanzania Girl's Puberty Book</b>	2009	2010	482,752	UNICEF, UNFPA, FHI360, CARE, PACT, small NGOs

<b>Ghana Girl's Puberty Book</b>	2012	2012 *Also have Ministry of Health approval	72,084	DFID
<b>Cambodia Girl's Puberty Book</b>	2012	2012 *Also have Ministry of Health approval	169,095	Save the Children, Room to Read, UNICEF, UNFPA, Ministry of Education
<b>Ethiopia Girl's Puberty Book</b>	2013	2013	99,500	CARE, Save the Children, UNICEF, Ministry of Education, small NGOs
<b>Tanzania Boy's Puberty Book</b>	2013	Under Review	172,051	TACAIDS, UNICEF
<b>Laos Girl's Puberty Book (Sally Piper)</b>	2014	2014	10,000	<i>Sally Piper exploring additional funding</i>
<b>Cambodia Boy's Puberty Book</b>	2015	2015	15,000	
<b>Total</b>			1,020,482 <i>*does not include digital copies</i>	

Given the in-country reports that describe the distribution of the books, we have learned that each copy reaches 5-10 girls and boys. We guesstimate therefore that we have reached almost five million girls and boys thus far through the copies printed and distributed by Grow and Know and our in-country partners.

## Projects for 2016

In 2016, we plan to continue to focus on scale up of the existing six books in the four countries through on-going advocacy with donors, NGOs and governments. We also expect to complete the Pakistan girl's puberty book and the Madagascar girl's puberty book. We also continue to explore the possible adaptation of the girl's puberty book to

the USA context. We will stay open to the possibility of identifying dedicated funding for the development of boy's puberty books in the two countries where we already have girls' puberty books but no boys' books (Ghana and Ethiopia) and may start focusing on the development of a third book in our series for older adolescents that tackles issues of safe sex and alcohol use.

## 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:

*Dear Marni,*

*Thank you so much.....exactly what I was hoping for. I have read the material and it is GREAT.....relevant and very easy to understand. I will forward the "link" to several people in Ethiopia who will put it to good use.*

*Thank you so much and keep up the good work.*

### From Tanzania:

*Dear Ms. Sommer,*

*I just wanted to thank you so much again for sharing your Tanzanian puberty booklets and allowing me to use them in my Gold Award project. I printed and spiral-bound a number of booklets, and my contact with the orphanage just delivered them. The director of the Children Concern Foundation Orphanage, in Mto Wa Mbu, saw them and was incredibly delighted and appreciative, saying that they fit perfectly with the workshop he was planning for the older kids. A copy was also given to the District Director of Social Welfare, who oversees orphanages in that area, and he was similarly impressed. Please know that your work is amazing and that it is being used right now to change lives.*

*Thank you again*

### From Ghana:

*Hello Marni,*

*I came across the series of books you have worked on. I am recommending the Ghana book to our Community Outreach Coordinator in Ghana and would love to know if you have any coming up for Kenya. I was so excited to see this series as I worked on a Child Rights Series years ago with a team at CRDD in Ghana covering issues of puberty and the unwanted attention that can come with that and other issues such as sexual abuse. We had also discussed the need for an up to date series on puberty for girls and boys, but did not have funding for that at the time. This is a great initiative.*



## From Cambodia:

Hi,

*I am the director of a small NGO based on Kompheim village Cambodia. I came across your publication on girls health and wanted to ask permission to use this fantastic resource. We have a small library at our school, attended by almost 400 children. Our school is a supplement to the government school and all children who attend our school must also attend government school. We would love to have several copies of this book available in our library. Are we able to purchase this for you, or can we please have permission to download and print this book?*

*I look forward to hearing from you and hope we can share this wonderful resource.*

## Financials 2015

<b>Balance January 1, 2015</b>		<b>\$270,205</b>
<b>Cash Income</b>		
Foundations	\$30,000	
Board & Advisors	\$10,000	
Individuals	\$12,595	
Corporations	\$20,000	
<b>Total Income</b>	<b>\$72,595</b>	
<b>Expenses</b>		
Travel	(\$6,497)	
Research related fieldwork local illustrators, translators, publishing companies	(\$39,132)	
Administrative	(2,325)	
<b>Total Expenses</b>	<b>(47,954)</b>	
<b>2015 Net Income (Deficit)</b>	<b>\$ 24,641</b>	
<b>Balance December 31, 2015</b>		<b>\$294,846</b>

The financials for 2015 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 new countries, the costs of local illustrators, translators, and publishing companies in various countries, the travel of the Executive Director to countries to conduct advocacy for the new girl's books and boy's books with local donors and government, and specific administrative costs (e.g. accountant, web support). Revenues raised in 2015 are intended for use in 2016 and expenses related to this revenue and the program activities will fall under *Grow & Know* in 2016.

**Grow & Know**  
**...onward to 2017!**