



Grow & Know

Annual Report 2018

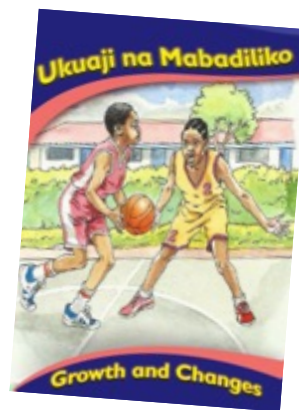
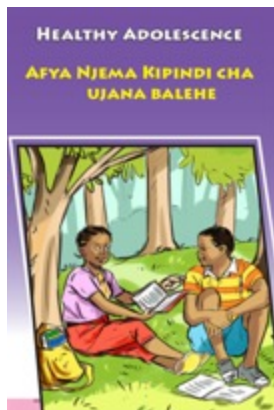
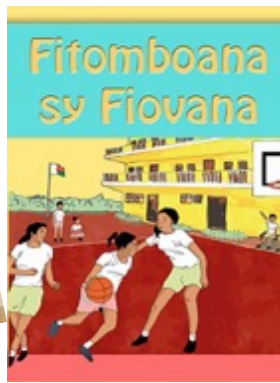
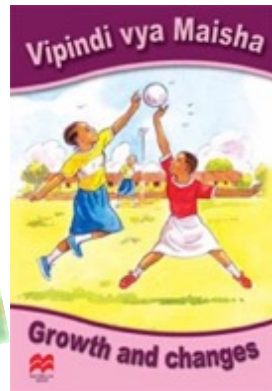
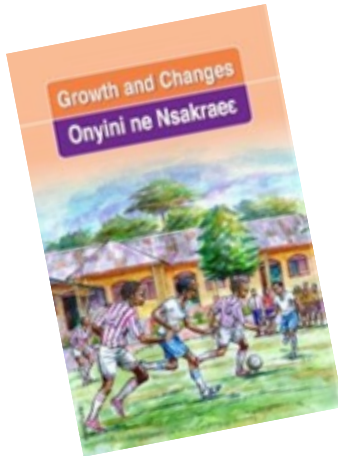


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- Ethiopia:** Dana Smiles & Meseret Bisrat
- Tanzania:** Daniel Maro
- Madagascar:** Jana Lee & Alna Rasoazanany
- Pakistan:** Afshan Bhatti & Zakia Bibi
- Kenya:** Allison Carney & Beryl Arogo

Website: www.growandknow.org

Introduction

In our ninth year, we focused on the on-going scale up of our existing books, publication of a new Pakistan girl's puberty book, a new Kenya girl's puberty book, and a new book for older adolescents in Tanzania! We continue to raise awareness about *Grow & Know*, to fundraise, and to move ahead our agenda creating and disseminating content for girls and boys in low-income countries.

Key 2018 accomplishments included:

- Publication of 15,000 copies of a new Pakistan girl's puberty book!
- Completion of a new Kenya girl's puberty book!
- Publication of 10,000 copies of a new book for older adolescents in Tanzania!
- Coverage of our Tanzania girl's and boy's puberty book in *The Citizen* newspaper!
- Donations of over \$75,000
- Mobile/e-reader downloads of our books in countries around the world
- Over 1,869,901 hard copies of the books distributed across the countries!

Background

We launched *Grow & Know* in 2010 after the great success of a girl's puberty book project in Tanzania. The Tanzania 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.

Grow & Know aims to develop books that are grounded in the local social, cultural, and economic context, and that capture the real perspectives of girls and boys growing up today. Young people's written stories are incorporated alongside factual and appropriate guidance about the physical and emotional changes of puberty. Recognizing the importance of authenticity in pictures and language, we work with high quality local illustrators, translators, and publishers in each new country, and each book includes both English and the predominant local language, in order to enhance literacy as well.

Expanding to new countries: Pakistan and Kenya

PAKISTAN

We began development of a **Pakistan girl's puberty book** in 2015 through generous support from two Swedish donors (*The Giving Wings Foundation & Stiftelsen Futura*), partnering with the *Real Medicine Foundation* in Pakistan. We initially conducted participatory research with adolescent girls in the Punjab region, and gathered additional menstrual stories from other regions, such as KP, where local NGOs expressed great interest in working with us on the book. Then UNICEF Pakistan requested that we do additional research with girls in the Baluchistan and Sindh regions, and provided funding for research with girls in the two additional regions. As a result, all provinces in the country were included. In 2018 we distributed 15,000 copies of the new book while we await approval from the various regional governments; currently the Sindh government is reviewing the book.



KENYA

In late 2017 we began development of a **Kenya girl's puberty book** in partnership with TROCAIRE (with support from the US Government DREAMS project). In Kenya there was already an active Menstrual Hygiene Management (MHM) working group focused on addressing the menstruation related needs of girls, including a new Kenyan policy on MHM in schools, jointly supported by the Ministry of Health and Ministry of Education. This provided a very welcoming environment in which to develop our book. We conducted participatory research in rural and urban areas of Kenya, and

then field-tested the book in both the rural areas, and in the enormous Kibera slum in Nairobi. The book was completed end of 2018, and copies of the new book will be distributed in 2019!



Field-testing the book in Kibera Slum, Nairobi



Developing a new type of book for older adolescents!

TANZANIA

In 2016-2017, we conducted research in Tanzania with older adolescents, exploring their experiences of peer pressure, sexual risk-taking and alcohol use. This led to the development of our first book for older adolescents, those aged 15-19, called *Healthy Adolescence (Afya Njema Kipindi Cha Ujana Balehe)*. The new book is intended to be read by young people after they have read our Tanzania puberty books, which are aimed at 10-14 year olds. Similar to the process for developing our puberty books, we used participatory research to explore adolescent girls' and boys' experiences, collecting their written stories for inclusion in the future book. We hired the same translator and illustrator as our puberty books, given the popularity of the images in both books and the high quality of the translations. The new book is aimed to be a supplementary reader to the content covered in the

Tanzania school curricula, providing guidance on getting adequate sleep, eating healthy foods, exercising, and information about sexually transmitted infections, including HIV, and pregnancy. We completed the new book in 2018, and 15,000 copies were distributed to non-governmental organizations and UN agencies who are working with adolescents in different parts of Tanzania.



Field-testing the book in Dar es Salaam



Alcohol Story #1

I had a friend who is now 18 years old. We were studying together and staying near to each other. After examination results, he failed and remained in the streets without doing anything while I was in school.

So, his fellow young people in the street started to look down on him and see him as useless. This led him to begin drinking alcohol like beer, vireba, mbega and gongo.

When I met him, I asked him what benefit do you get from drinking and he said that there are no benefits and that he feels very bad to be a drunkard and someone with no life plans.

I advised him to stop drinking alcohol. He told me that it is difficult for him to stop, but that perhaps as time goes on, he would stop.

I would like to advise all young people who fail in their exams, especially national exams, that they should not give up because they are supposed to do further studies.

If they stay doing nothing, they can get tempted into harmful habits like this friend of mine who has lost his way in life.

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Kisa cha Kwanza kuhusu pombe

Nilikuwa na rafiki yangu ambaye sasa ana miaka 18. Tulikuwa tunasoma pamoja na talaka karibu. Baada ya matokeo ya mtihani, alifika na alabaki mwanzi bila kufanya kitu chochote wakati mimi nikawa shuleni.

Heye, vijana wenzake mitaani walianza kumharibu na kumwona ni mtu asiye na maana. Hii ilimbadilisha kuanza kunywa pombe kama vile bia, vireba, mbega na gongo.

Nilipokutana naye, nilijibu kumwambia ni faida gani anapata kutokana na kunywa na alikuwa hukuwa faida na anajikita vibaya kuwa mtu na mtu asiye na mipango ya maisha.

Nilimshauri kuacha kunywa pombe. Alinimba kwamba ni vigumu sana kwake kuacha pombe, lakini labda jinsi maisha yanayobowenda ataweka kumuda.

Ningependa kuwashauri vijana wote ambao wamelikithani yao, huzuriri mtihani ya Taifa, kuomba wasikote tamaa kwa sababu wanaweza kuendelea na masomo.

Wakidha bila kufanya kitu chochote, watapata vibadishi mbalimbali kama huyu rafiki yangu aliyepoteza mwelekeo wa maisha.

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Continued scaling of our existing puberty books!

We regularly receive emails from small and large organizations, peace corps volunteers, high school students doing volunteer work, and larger donor organizations, inquiring about how to order more copies of our books. We continue to explore various ways of making them available locally, as for now our distribution approach primarily uses an economy of scale (e.g. larger organizations ordering that allows for very low prices). We will be exploring new approaches with our publishers in 2019.

Tanzania

A wonderful social entrepreneur in Tanzania took it upon herself to translate our new book, *Healthy Adolescence*, into Braille, and suggested translating our girl's and boy's puberty books into Braille as well, so that there will be copies available for visually impaired youth. The translation process was done in partnership with a school for the blind. While an initial batch of books were provided to students, the cost of making additional copies has proved prohibitive for expansion, so we continue to seek support in the hopes that additional youth can receive them.

Tanzanian
visually
impaired boys
reading
*Healthy
Adolescence*



A number of local NGOs also ordered additional copies of all three of our books, including 161,730 copies of our two puberty books, and 150,703 copies of our new book, *Healthy Adolescence*.

Cambodia

In Cambodia we received an order for 2,500 of our Cambodia boy's puberty book, and we continue to donate to small NGOs that request copies. The Ministry of Education continues to request in their

budget to the United Nations each year that copies of our Cambodia girl's and boy's book be provided for libraries in various parts of the country.



Cambodian boy reading the boy's puberty book



Ethiopia (and translation)

A wonderful organization, Dignity Period, working with local partners in northern Ethiopia continues to request large orders of our Ethiopia girl's puberty book in multiple languages for their program that distributes our books together with a sanitary pad project. In 2018 they ordered another 130,000 copies. You can read more about their great work here:

https://www.laduenews.com/nonprofits/features/dignity-period-girl-power/article_1e976917-e6e9-513b-8aa1-d0aac75472c6.html



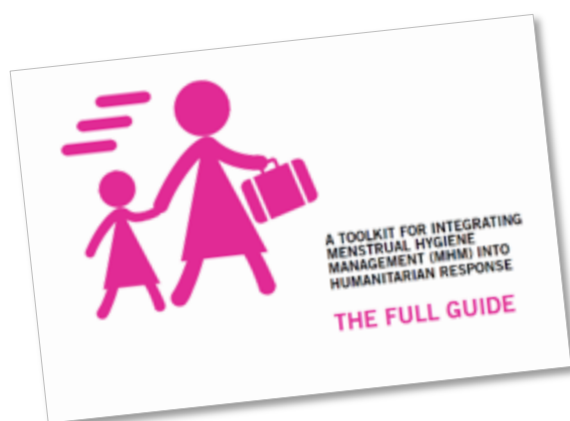
In addition, UNICEF, at the request of the Ethiopia Ministry of Education, asked for the book to be translated into additional languages; to date the book is now in eight local languages (English on one side of the page, and the local language on the other side of the page).

Madagascar

This past year we tried a new model in Madagascar, with a very committed publisher, who asked if there is a way for our books to be made available for purchase by individuals or local groups – with a percentage of the cost returning to Grow and Know to enable the development of new books in more countries. This proved to be a successful approach to distributing more books, with 3684 ordered in 2018. We are now exploring a similar model in Tanzania.

Inclusion of our books in other programming

Our puberty books continue to be included in programming that is being conducted in various countries or settings. The book was included as useful content to provide within the Menstrual Hygiene Management (MHM) in Emergencies Toolkit published in late 2017 and disseminated widely in 2018. The toolkit was co-published by 27 organizations working in humanitarian contexts globally, with our puberty books recommended for displaced girls and boys. You can read more about the toolkit here: <https://www.mailman.columbia.edu/research/gate/menstrual-hygiene-management-emergencies>



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

The model of our girls' puberty books continues to be circulated by the United Nations, non-governmental organizations and other experts working around the world on adolescent health in schools, in puberty programming, and particularly within projects focused on addressing the lack of

guidance many girls receive about their changing bodies and managing menstruation. Over the years, a number of international and local organizations have adapted our puberty books to additional country contexts (with the permission of Grow and Know). Interest continues to be shown by countries in sub-Saharan Africa and Asia for adaptations to their local contexts.

We were also asked in 2018 to share copies of our books with an organization working with youth in Sierra Leone, so they could explore how the girls and boys reacted, and decide if they wanted to create a new book or use our existing one from a nearby country, Ghana. The books were very popular with the youth!

Girl reading our Ghana girl's puberty book in Sierra Leone



World Reader

We continue to partner with the non-profit World Reader to make all of our books electronically available in all the countries. Each month we are sent quarterly reports detailing, for example, the quarterly reports update me on e-reader versions ordered for a school program in a given country, along with number of mobile downloads in various countries where our books are published.

We are also exploring other regional distribution approaches for expanding the channels through which our books can be made available to youth as countries become more digitally accessible.

Chart of Book Distributions

To more easily visualize the scope of Grow and Know’s distributions across the 8 countries, we are including a tracking chart for copies printed and distributed to date. Please see below table and note that the below number does not include the books distributed to date (in 2019); just through 2018.

**Note: Numbers do not include digital copies.*

Book Scale-Up in Each Country

	Year of Publication	Ministry of Education Approval	Number of Books Distributed to Date	In-Country Funding Partners
Tanzania girl’s puberty book	2009	2010	580,158	UNICEF, UNFPA, FHI360, CARE, PACT, small NGOs
Ghana girl’s puberty book	2012	2012 *Also have Min of Health approval	72,084	DFID, UNICEF, CARE, MOH
Cambodia girl’s puberty book	2012	2012 *Also have Min of Health approval	201,920	Save the Children, Room to Read, UNFPA, UNICEF, Cambodian Child’s Dream Org, RTF/Gary, small NGOs
Ethiopia girl’s puberty book	2013	2013	473,000	CARE, Save the Children, Ministry of Education & UNICEF, Mekelle Univ, IRC
Tanzania boy’s puberty book	2013	(2019)	251,185	UNICEF, PACT, small NGOs
Cambodia boy’s puberty book	2015	2015	130,751	Peace Corps, Let Girls Learn, Save the Children
Pakistan girl’s puberty book	2018		15,000	Swedish donors
Madagascar girl’s puberty book		2016	36,684	
Laos girl’s puberty book	2015	2015	20,000	
Kirundi Translation girl’s book	2017		11,000	<i>Grow and Know</i>

Kirundi Translation boy's book	2017		9,000	<i>Grow and Know</i>
Tanzania – Healthy Adolescence	2018	2018 (TACAIDS)	150,748	
Kenya girl's puberty book	2019		To be published in 2019	DREAMS/Trocaire/JSI
TOTAL			*1,869,901	*not electronic copies

Given 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 five to ten million girls and boys through the copies printed and distributed by Grow and Know and our in-country partners.

Projects for 2019

In 2019, we will continue to focus on expanding the distribution of the existing eleven books in the seven countries through on-going advocacy with donors, NGOs and governments. We plan to disseminate 15,000 copies of the new Kenya girl's puberty book, and start the development of a Kenya boy's puberty book. We will continue to conduct research with adolescent girls for the development of a USA girl's puberty book. We will also stay open to the possibility of identifying dedicated funding for the development of boy's puberty books in the Ethiopia, and follow up with interest expressed from our Malagasy publisher to translate our existing Madagascar girl's puberty book into Braille for visually impaired girls.

Other Testimonials

Grow & Know regularly receives notes from people around the world inquiring about receiving copies or requesting to adapt the book to new countries. Here is an example of the types of unsolicited notes we receive, this one from Girls Foundation of Tanzania:

I have seen your books/curriculum for girls and boys and they are great. We are always looking for curriculum that is culturally appropriate and correct factually. You have done an amazing job. I would love to see about purchasing some of the books for both girls and boys. Is that possible? Our internet is so slow in Tanzania that looking at them online is not really an option. ~ Girl's Foundation of Tanzania

Financials 2018

Balance January 1, 2018		\$320,522
Cash Income		
Foundations	\$56,500	
Board & Advisors	\$10,000	
Individuals	\$9,215	
Total Income	\$75,715	
Expenses		
Travel	(\$6,109)	
Research-related fieldwork, local illustrators, translators, publishing costs	(\$49,906)	
Administrative	(\$2,763)	
Total Expenses	(55,715)	
2018 Net Income	\$20,000	
Balance December 31, 2018		\$340,521

The financials for 2018 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 developing books in new countries, the costs of local illustrators, translators, and publishing companies in various countries, the President's travel to countries to conduct advocacy for new girl's books and boy's books with donors and governments, and specific administrative costs (e.g. accountant, web support). Revenues raised in 2018 are intended for use in 2019 and expenses related to this revenue and the program activities will fall under *Grow & Know* in 2019.

Grow & Know
...onward to 2019!