



Grow and Know, Ltd.

Grow & Know

Annual Report

2011

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Vice President:	Charles Sommer
Secretary:	Alfred Sommer
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Staff

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Field Teams

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Cambodia	Susan Connolly Pheun Phadalis
Ethiopia:	Dana Smiles Meseret Bisrat
Tanzania	Daniel Maro

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Introduction

The second year of *Grow & Know* has been tremendous! We have expanded into three new countries (Ghana, Cambodia and Ethiopia), and new and exciting activities are continuing in Tanzania. We are continuing to raise awareness about *Grow & Know*, to fundraise, and to move ahead our agenda for girls and boys in low-income countries.

Key 2011 accomplishments included:

- Expansion into Ghana, Cambodia and Ethiopia to adapt the girl's book
- Donations of over \$52,000
- Continued scale up of the Tanzania girl's puberty book
- Development of the first boy's puberty book in Tanzania underway

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, school 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.



Growth in Tanzania

The year of 2011 continued the spread of the girl's puberty book in Tanzania. 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* supporting another 84,000 copies in 2010. By the end of 2011, with additional private donor and UNICEF support, there were over 150,000 copies published in Tanzania.

The additional copies published by UNICEF (55,000) were distributed to primary schools in the western region of Tanzania as part of a larger project that UNICEF funded to develop teacher's guidelines to be distributed with the girl's book as part of the new WASH in Schools national strategy (see below). UNICEF continues to fundraise in an effort to have 1.5-3 million copies of the girl's book published in Tanzania so every girl aged 10-14 across the country will receive a copy.

Ministry of Education

Of equal importance to the sustainability and success of the girl's puberty book in Tanzania was the approval received in 2010 from the Ministry of Education to include the book in the primary school curriculum. The Ministry of Education rarely approves new books for the primary school level. It is thus a real testament to the importance of the girl's book content, and its effectiveness in capturing Tanzanian girls' voices and the

local context, that it was selected for approval. All new copies published in 2011 incorporated the Ministry's certificate of approval on the inside front cover.

National Water and Sanitation Strategy in Schools

The girl's puberty book, through the strong support of UNICEF, was incorporated in 2010 into the new Tanzanian national strategy for water and sanitation in schools, a collaborative effort between four government ministries. Although the girl's puberty book was designed as a stand-alone tool for girls to learn and feel empowered, at the request of UNICEF and the four Ministries, teacher training materials were developed in 2011 to become part of the national strategy, and will enable teachers to feel prepared to teach the material in the girl's puberty book at Standards Five, Six and Seven, the final years of primary school.

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

The girl's book pdf file was circulated to experts working around the work on water and sanitation in schools around the world, and in response, a number of organizations identified funding and adapted the girl's book to their own local contexts.

- The girl's book was adapted to Zimbabwe and translated into three languages
- Save the Children adapted the girl's book to Nepal
- The girl's book was adapted to Uganda and is seeking funding to distribute
- Interest was expressed from education or water and sanitation experts in South Africa, Malawi, and Senegal to have a girl's book adapted to their contexts

Publications:

A summary article on the programming and policy implications of the girl's puberty book project written by the *Grow & Know* Executive Director Dr. Sommer was published in the journal *International Electronic Journal of Health Education* in 2011. The article is entitled "An Early Window of Opportunity for Promoting Girls' Health: Policy Implications of the Girl's Puberty Book Project in Tanzania." The American Public Health Association (APHA) also published a write-up of the girl's book and its important implications for adolescent girls around the world in the APHA July 1, 2011 *Friday Letter*.

Development of the first boy's puberty book in Tanzania

In 2011 we began research with adolescent boys in Tanzania with the aim of developing a boy's puberty book to complement the girl's puberty book. A draft of the boy's book is developed, with publication and dissemination expected to occur in late 2012 or early 2013.



Ultimately it is hoped that the boy's puberty will help address some of the unhealthy gender dynamics in society (as requested by numerous Tanzania parents, teachers, and gender and education experts), and that it will become a model for adaptation and replication, similar to the girl's puberty book.

Ghana

In early 2011, research was initiated in Ghana to develop a girl's puberty book that captures girls' voiced experiences of growing up in Ghana. This was the inaugural effort to adapt and replicate the girl's puberty book in a new country. An experienced education researcher and ethnographer



from Ghana conducted the research with girls. We expect publication of an initial 16,000 copies of the girl's puberty book in 2012, to be followed up by advocating for Ministry of Education approval and local donor support to enable scale up across Ghana.

Cambodia

In the fall of 2011, research was initiated in Cambodia to develop a girl's puberty book that captures girls' voiced experiences of growing up in Cambodia. This was an



important effort to adapt and replicate the girl's puberty book in a new region, that of Southeast Asia. An experienced public health researcher worked in collaboration with a Cambodian researcher and the Royal Phnom Penh University to conduct the research with girls. We

expect publication of an initial 16,000 copies of the girl's puberty book in 2012 or 2013, to be followed up by advocating for Ministry of Education approval and local donor support to enable scale up across Cambodia.

Ethiopia

In the fall of 2011, research was also initiated in Ethiopia to develop a girl's puberty book that captures girls' voiced experiences of growing up in Ethiopia. This was our first

effort to adapt and replicate the girl's puberty book to a country in the Horn of Africa. An experienced public health researcher and local Ethiopian researcher from the Miz-Hasab Research Center in Addis Ababa conducted the research with girls. We expect publication of an



initial 16,000 copies of the girl's puberty book in 2012 or 2013, to be followed up by advocating for Ministry of Education approval and local donor support to enable scale up across Ethiopia.

Projects for 2012

Numerous projects will be continued in 2012, including the publication of the girl's books in Ghana and possibly Cambodia and Ethiopia. The Tanzania boy's puberty book will be finalized with an estimated publication date in 2013. Other potential activities for 2012 include guidance to be provided to organizations interested in adapting the girl's book to new countries, and if sufficient funds are raised, for *Grow & Know* staff to adapt the girl's book to Senegal and Eritrea.

Financials 2011

The financials for 2011 are presented on a cash basis. Total revenues raised by *Grow & Know* source are given in the table below:

Balance January 1, 2012	\$110,745
Cash Income	
Foundations	\$30,000
Board & Advisors	\$10,000
Individuals	\$200
Corporations	\$12,000
Total Income	\$52,200
Expenses	
Travel	(\$3,481)
Research related fieldwork local illustrators, translators, publishing companies	(\$27,584)
Total Expenses	(\$31,065)
2011 Net Income (Deficit)	\$21,135
Balance December 31, 2011	\$131,880

Expenses included the research-related fieldwork and travel of the country team staff adapting the girl's book to the three new countries, and the costs of the local illustrators, translators, and publishing companies in the three new sites. Various other activities, which included the research to develop 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 2011 are intended for use in 2012 and expenses related to this revenue and the program activities will fall under *Grow & Know* in 2012.

*UNFPA = United Nations Population Fund

*UNICEF = United Nations Children's Fund

Grow & Know ...onward to 2012!

