



Grow and Know, Inc.

Grow & Know

Annual Report

2016



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Ethiopia:	Dana Smiles & Meseret Bisrat
Tanzania:	Daniel Maro
Madagascar:	Jana Lee & Alna Rasoazanany
Pakistan:	Afshan Bhatti & Zakia Bibi

Website: www.growandknow.org

Introduction

Our seventh year included the on-going scale up of our existing books, publication of a new Madagascar girl's puberty book, and continuing development of a new girl's book in 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 2016 accomplishments included:

- Scale up of the Ethiopia girl's puberty book
- Publication of 15,000 copies of the new Madagascar girl's puberty book
- Development underway of a new girl's book in Pakistan
- Donations of over \$57,000
- Mobile/e-reader downloads of our books in countries around the world
- Over 1,165 482 hard copies of the books distributed across the countries!

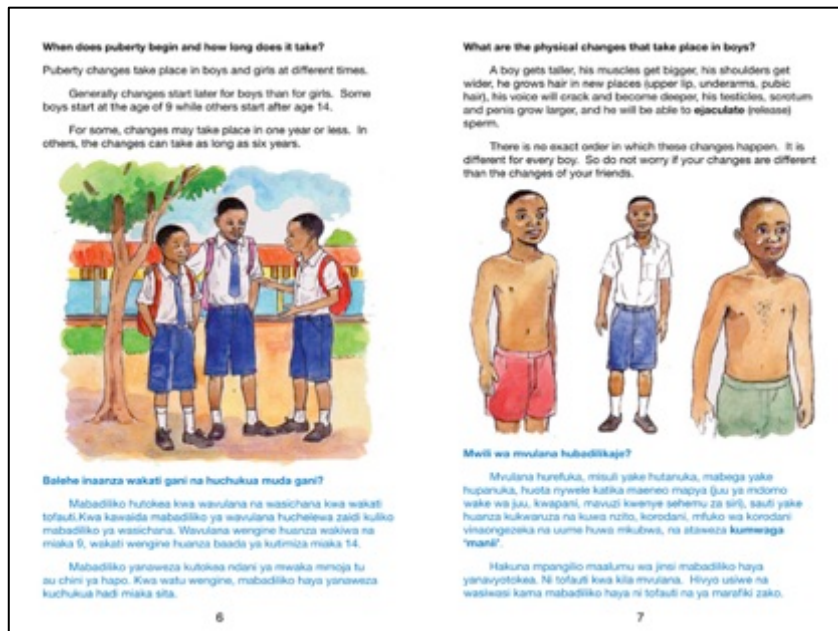
Background

Grow & Know was launched after the great success of a girl's puberty book project in Tanzania in 2010. 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 2016, with a change in the government, we continued to advocate for approval of the **Tanzania boy's puberty book** (Kuwa Kijana or "To become a young man") by the Ministry of Education. Despite the government not reviewing any books in Tanzania between 2012 - 2015, the Director of the Tanzania government body that oversees the national HIV/AIDS response distributed 150,000 copies of the boy's puberty book to schools across the country in 2015. In 2016 the government asked that both puberty books become Swahili only (remove the English), so we have adapted our two books and are awaiting final approval. We continue to advocate for further scale up of the **Tanzania girl's puberty book** (Vipindi Vya Maisha or "Growth & Changes"). To date, 482,752 copies of the girl's puberty book and 172,051 copies of the boy's puberty book have been published and distributed in Tanzania.



We also learned that 20,000 copies of our Tanzania girl's puberty book (which is in Swahili and English) had been distributed by UNICEF through a local non-governmental organization working with Congolese children in the refugee camps in NW Tanzania, on the border with the Democratic Republic of Congo (DRC), as they also speak Swahili. A request then came in late 2016 to consider translating books for the Burundian girls and boys also in the camps. Although we do not usually just translate our books, but prefer to adapt them to each new cultural context, we are considering this request for 2017.

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 water, sanitation and adolescent health in schools, and particularly on projects focused on addressing the lack of guidance many girls receive about their changing bodies and managing menstruation.

A number of international and local organizations continue to adapt our girl's puberty book to additional country contexts (with the permission of Grow and Know), such as Save the Children's adaptation of our book to Nepal, Malawi, Uganda, Vietnam and Bolivia, and water and sanitation experts adapting the book in past years to additional countries. Interest continues to be shown by countries in sub-Saharan Africa and Asia for adaptations to their local contexts.

Reaching girls in 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 2016, Sally continued working to scale the book, with another 10,000 books published!

Discussions in Ghana!

Our efforts continued to scale up the **Ghana girl's puberty book** which has approval from both the Ghana Education Service (GES) and the Ghana Health Service (GHS). The World Bank is considering incorporating the Ghana girl's book into a water, sanitation and hygiene project focused on schools in the Greater Accra region of Ghana for 2017.



How to dispose of the period cloth/ pad/linen used?

- If you are using cloth or cotton wool, wrap it in paper or put it in a clean package and drop in the latrine or put into the dustbin so it can be burned there as soon as possible.
- If you are using a pad/linen, put it into a plastic bag and you can wash it with hot water and soap, dry it in the sun and use it.

How to keep yourself clean during your period?

- Every day (morning and evening) wash your private parts with water.
- Keep yourself clean and pads clean (wrapped in tissue or plastic bag) for future use.
- Put the used pad with a towel, and put a fresh period cloth or cotton wool or pad on your pants.

How to manage the stomach pain (cramps) from your period?

- You can put a warm cloth on your stomach area when you are sitting.
- You can try to do some exercises and keep your body active.
- You can drink a warm cup of water.
- You can take your medicines every 4-6 hours on the most painful days.

How to clean a cloth or wool or air braided/ padded area as well as the feet?

- Use water to wash the area as often as possible. Use hot water if you can. Use soap and water to wash the area. Use a brush to clean the area.
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■ Cloth and changes ■ Original materials

Scaling up in Cambodia!

We continued to expand the distribution of the **Cambodia boy's puberty book**, with a total of 96,000 copies to date distributed by UNICEF and local NGOs reaching 10-14 year old boys in and out of school. 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**.

Scale up continues of the **Cambodia girl's puberty book**, which was completed in 2012 and approved by the government. Additional copies were ordered by two local NGOs in 2016, bringing the total distributed to over 183,000 copies.

Every year we receive new requests from local NGOs, Peace Corps Volunteers and others working with girls and boys, asking how they can access our books. For the first time, in 2016, we received the following interest request:



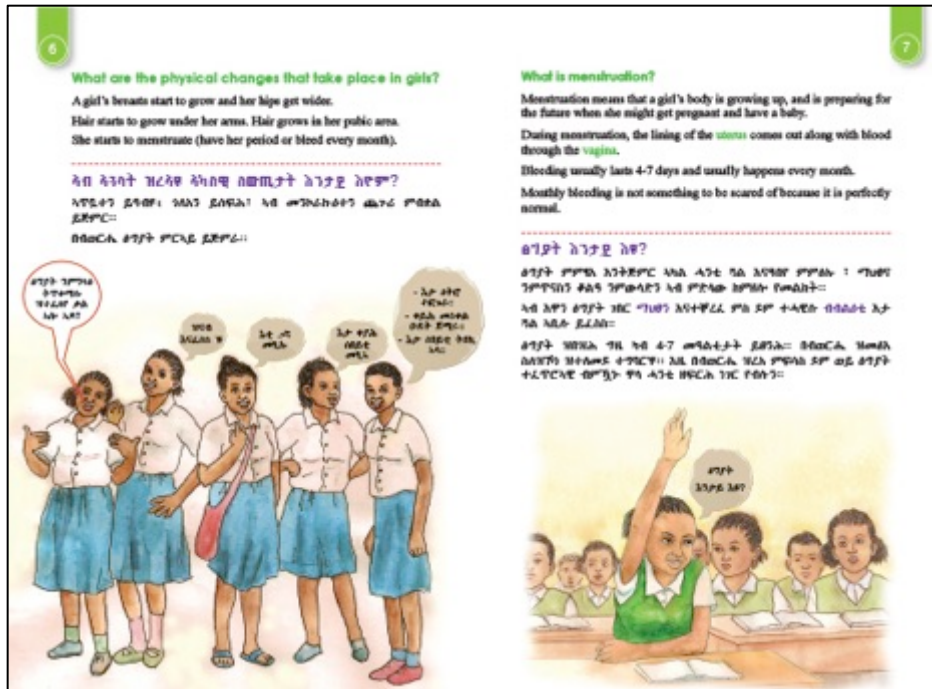
“We are Krousar Thmey, an NGO that works with youth in Cambodia in three programs. I find interesting the book on boy's puberty. I wonder if there are still copies left to give away. If so, Krousar Thmey is interested in accepting some copies to put in the libraries of the schools for blind or deaf and its protection centers.”

Another question for you is if Krousar Thmey could make transcription of the book in Braille in order to have blind children get access to the book too.”

We arranged to send the NGO a few hundred copies we had in stock from a previous order, and gave permission for the book to be transcribed into Braille.

Scaling and translating in Ethiopia!

Efforts continued to maximize distribution of the **Ethiopia girl's puberty book**, which was published and approved by the Ethiopia Ministry of Education in 2013. Numerous NGOs have ordered our books over the years, along with the Ministry of Education supported by UNICEF. In 2016 we continued to receive new orders, primarily from an NGO working with girls in the Tigray region. **There are currently three (translated) versions of the Ethiopia girl's puberty book** given local demand for multiple languages: Amharic-English, Oromifa-English, and Tigrinya-English. However in 2016, UNICEF requested that we translate the book into additional languages to reach more girls: Somali, Afar, Nuer, Mejing and Agnwak. These translation and any related orders are planned for 2017.



In 2015 we conducted an 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. Our findings were published in the *Journal of Adolescent Research* in 2016,

demonstrating an increase in knowledge about menstrual management and an increased confidence about young womanhood among girls who had read our book.

Developing a book in 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. UNICEF Pakistan requested that we do additional research with girls in the Baluchistan and Sindh regions and provided funding for the added regional research with girls. As a result, all provinces in the country have been included. We can seek approval at the national level and/or in individual regions. We expect to finalize copies in 2017.

We expected to finalize the book content in late 2016 however UNICEF then asked us to add one more region (Sindh) so that all provinces in the country would be included and the book could be approved at the national level and in the regions. We expect the book to be finalized with copies published in 2017.

***Note:** We are not including photos of the research with girls at this time due to the sensitive nature of the research topic locally.*

Finalizing the girl's book in Madagascar!

We developed a **Madagascar girl's puberty book** in partnership with *Project Jeune Leader*, a local NGO already working on issues of sexual and reproductive health in schools. The NGO is an excellent partner for engaging girls on the sensitive topic of menstruation. We completed the book in 2016, and the Ministry of Education approved it immediately! An initial 15,000 copies were distributed to NGOs working with Malagasy girls aged 10-14, with more orders under discussion for 2017. We have also

been 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 – and we are discussing with our local publisher in Madagascar for a possible trial run in 2017!



World Reader

As we have noted in prior reports, we continue to partner with the non-profit World Reader to make all of our books available for mobile downloads and e-reader devices. Group e-reader orders included organizations requesting girls’ books in Ethiopia, Cambodia and Tanzania. We know that to date, our largest number of downloads on mobile devices is in Ethiopia, with details coming on the 2016 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.

Note: Numbers do not include digital copies.

Book Scale-Up in Each Country

	Year of	Ministry of Education	Number of Book Copies	In-Country
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	Publication	Approval	Distributed To Date (End of 2016)	Funding Partners To Date
Tanzania Girl's Puberty Book	2009	2010	482,752	UNICEF, UNFPA, FHI360, CARE, PACT, small NGOs
Ghana Girl's Puberty Book	2012	2012 *Also have Ministry of Health approval	72,084	DFID, small NGOs
Cambodia Girl's Puberty Book	2012	2012 *Also have Ministry of Health approval	183,095	Save the Children, Room to Read, UNICEF, UNFPA, Ministry of Education
Ethiopia Girl's Puberty Book	2013	2013	109,500	CARE, Save the Children, UNICEF, Ministry of Education, small NGOs
Tanzania Boy's Puberty Book	2013	Under Review	172,051	TACAIDS, UNICEF
Laos Girl's Puberty Book (Sally Piper)	2014	2014	20,000	<i>Sally Piper</i>
Cambodia Boy's Puberty Book	2015	2015	111,000	UNICEF, Ministry of Education
Madagascar Girl's Puberty Book	2016	2016	15,000	
Total			1,165,482 <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 five to ten million girls and boys thus far through the copies printed and distributed by Grow and Know and our in-country partners.

Projects for 2017

In 2017, we will continue to focus on expanding the distribution of the existing seven books in the five countries through on-going advocacy with donors, NGOs and governments. We also expect to complete the Pakistan girl's puberty book and disseminate 15,000 copies. We have a third book under development in Tanzania for older adolescents, focused on topics such as safer sex, use of alcohol and other drugs, eating nutritious foods and exercising! We are exploring the possible adaptation of the girl's puberty book to the USA context and have been collecting data with girls in Baltimore to begin that effort. We will also 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).

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:

Non-Country specific:

Hello,

We are currently interns with SODIS Fundación working on a menstrual hygiene program for both girls and boys in the surrounding areas of Cochabamba, Bolivia. We have come across the Grow and Know materials for Tanzania and Ghana in regards to puberty and respectfully request your permission to adapt these materials to fit the needs of the communities here in Cochabamba. Please let us know if you have any additional questions about our project.

Thank you!

From Tanzania:

Dear Marni Sommer,

*As user from your PDF files from the books **Vipindi wa Maisha** and **Kuwa Kijana**, showing in Power Point Presentations during our visits in villages in schools (Standard 5 and 6 primary school and in secondary schools) on the lakeshore lake Tanganyika, Nkasi District, we like to ask you if it is possible to order 130 books **Vipindi wa Maisha**.and 130 books **Kuwa Kijana** for our*

Primary Health Care Project Lake Tanganyika. It is so good that you made this in the Swahili language because here on the lakeshore the people speak only Swahili or another local language but no English or French (DRC Congo). There is here in this remote area a lot of ignorance and education by our team helps a lot. Everyone here appreciate very much and you helped a lot with transparency and openness.

Dear Marni,

We would like to produce a video using your Grow and Know books for a Maasai Community called Emburbul. As you probably know, girls are married early in many Maasai communities, and this one is no exception.

What we propose to do is to copy the pages from your book and have a young Maasai woman (who will be going to Suye Health College in October) translate into the Maa language. She has already agreed to do one other book about Family Planning the same way.

We would be posting the video on a You Tube channel for use by the Maasai community (not just Emburbul). One of our projects is to educate girls and also provide smartphones as part of their education. We would also probably like to do the same with your puberty book for boys.

Please let us know if we have your permission.

From Ghana:

Dear Marni,

Hope this message finds you well. We have found your Growth and Changes books and find it interesting. We would like to get the books for our Menstrual Health Management Education and would like to find out where you are selling it in Ghana or whether we can use the online pdf version. Looking forward to hearing from you soon.

Hello,

I am a management personnel at 4-H Ghana (youth development NGO). We will be grateful if you can grant us permission to use the GROW and KNOW book as a resource for our Information, Education and Communication (IEC) material.

Counting on your cooperation.

From Cambodia:

Hi,

I am writing to you on behalf of [Global ADE](#), an organization that works with communities around Cambodia to further education...I was wondering if I may have your and your organization's permission to reproduce and disseminate your book, Growth and Changes, amongst the girls and young women at the school. Reading through your book, I found it to be a colorful, bright and informative way for girls to talk about all of the changes that happen in our bodies. It would be very valuable to be able to use your work and follow the normal procedure you may require in order for us to do so and respect your hard work and rights to this book.

Dear Marni,

You will recall our email exchanges and your introducing Rescue Task Force to your local publisher here in Phnom Penh...We had 2,000 copies printed and have been doing pilot project distributions at schools and RTF field dental / medical clinics to fantastic reception - so very much appreciated!!! I will be doing a detailed trip report on the books soon, but most likely next week after I return to USA and will be sure to copy you. I love the pictures of the girls studying the books - captivated by them!!!

Financials 2016

Balance January 1, 2016		\$294,846
Cash Income		
Foundations	\$30,000	
Board & Advisors	\$10,000	
Individuals	\$15,224	
WorldReader	\$1,918	
Total Income	\$57,142	
Expenses		
Travel	(\$256)	
Research-related fieldwork, local illustrators, translators, publishing costs	(\$62,331)	
Administrative	(2,425)	
Total Expenses	(65,012)	
2016 Net Income (Deficit)	(\$7,870)	
Balance December 31, 2016		\$286,975

The financials for 2016 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 2016 are intended for use in 2017 and expenses related to this revenue and the program activities will fall under *Grow & Know* in 2017.

Grow & Know
...onward to 2018!