

# 2016

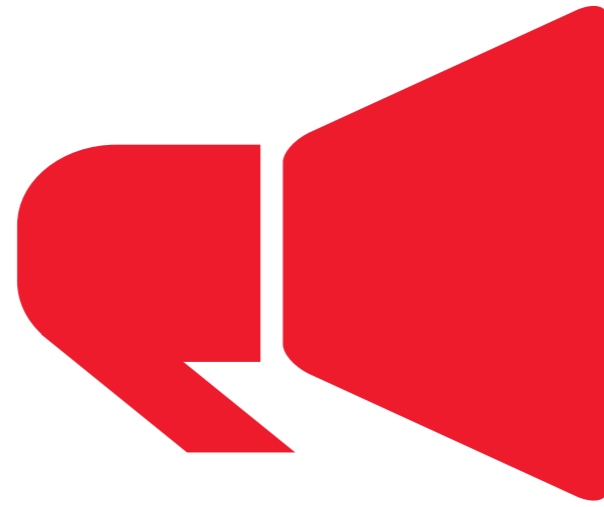
dance4life's annual report





Girls at school: dance4life project in Nepal

# Dear reader



Welcome to dance4life's 2016 annual report. It gives me great pleasure to introduce and recap on quite a year of change. In these pages you will find the highlights of an eventful and transformational period for the organisation, our people and our programmes.

It might be a cliché, but change really does come from within. To illustrate this let me take you on a journey to Ghana where I met an extraordinary young girl called Mia. Mia was only 16 years old when she got pregnant and had to leave school. Now, three years later, she has a healthy young son. Despite the stigma, she is attending school again. The challenges she overcame showcase the personal resilience and determination of this young woman. She was empowered to realize that education is the key to a prosperous future and dedicated herself to achieving that dream no matter what. Her inner resolve really touched me. It showed me one thing very clearly, the change came from the power within!

2016 has been a year of organizational evolution in dance4life as we revisited our why, how and what. Our 2013-2016 strategy came to an end and taught us a lot. Unfortunately, there is no need to change our why – our reason of being - because unsafe sex remains one of the biggest health threats to young people today. In fact it is the fastest growing health threat. The huge change will be in our how and what. How we, together with our partner network, are going to tackle the challenges, and what will we do to turn the situation around. In order to succeed we need more concentrated focus on what we do best: building the confidence and skills of young people. Our new curriculum absorbs these and transforms our youth engagement and personal leadership model renewing dance4life's mission. Our period of self-reflection has

resulted in a brand new strategy that will be put into action in 2017. We are taking a 4 year transition period to further develop and prove our model, to get buy-in for it and to develop a franchise structure that will enable sufficient scale of the model through a partner network that will be ready to bring the impact.

Talking about sex in many of the countries we work in is still a delicate task. Encouraging safe sexual health practices requires an open-hearted embrace of the local environment to enable our wonderful peer leaders to open up the spaces where young people can safely engage and be engaged.

Challenging social norms is never easy. However, done in the right way and the correct context it ensures that sexual behaviors and questions that may go unnoticed or unanswered can be addressed. For our part we are committed to shedding light on simple, straightforward, sexual awareness information in a creative way. This remains central to dance4life's mission to protect as many young people as possible from easily avoidable sexually transmitted diseases.

Eveline Aendekerker  
Executive director

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# Facts...

The facts don't lie: unsafe sex has become the fastest-growing health threat to young people. *Here are just a few facts to remind you of scale of the problem and why it's so urgent to address it:*

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Almost **6,000 people** are infected with **HIV** every day.

35% of women have been victims of **sexual violence**.



**AIDS** is again the number one cause of death among young people aged between 10 and 19 in Africa.

Every year, a total of **7,3 million** teenage girls give birth, 2 million before they turn 15.

The number of young people under the age of 25 that died of AIDS related causes increased by **50%** between 2004 and 2014.

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Every year there are an estimated **80 million unintended pregnancies** in developing countries. This results in 30 million unplanned births, 40 million abortions and 10 million miscarriages and the death of over 100,000 women.

An estimated **225 million** women in developing countries would like to delay or stop childbearing but are not using any method of contraception. This is 6% of all women on the planet.

Complications related to **pregnancy** and **childbirth** is a leading cause of death among girls aged between 15 and 19.

**why we** **dance** **4** **life**

## Think about this.

One in four people alive today are between the ages of 10 and 24. That's 1.8 billion young people on our planet. The biggest youth population ever. That's 1.8 billion futures. Unleash their collective energy and potential to its fullest and the social and economic progress could be astounding. It could change the world.

Frustratingly, too many of those young lives simply do not have a chance to blossom. Too many live in extreme poverty. The intersection of poverty and sexuality can have lasting effects on sexual norms, such as constraining sexual expression, confidence and self-esteem.

Too many young people have to deal with basic gender inequality. And too many, in this age of information overload, lack the basic information that leads to empowered lives and empowered living. A lack of awareness is holding young lives back.

Not knowing the risks or having the confidence to discuss contraception use leads to unsafe sex. **And unsafe sex is the fastest growing health threat to young people today.** It wasn't even in the top ten in 1990.

For girls it is the number one health risk. That's a trend we are determined to tackle head on. It doesn't have to be this way.

Imagine all young people being able to make informed decisions about healthy and safe sex because they know the options available to practice it. Imagine them establishing equal and stable relationships because they have relatable examples of how to achieve one. Imagine young women having children only when they are ready because they know they have a choice.

Empowerment is our currency, let's invest it wisely.

1.8 billion young lives in the making.

## Think about that.



# Vision

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Harnessing the energy of youth to empower and positively shape the lives of young people is what dance4life is all about. We envision a world where every young person has the ability to make informed decisions leading to sexually healthy lives. We envision a world of young leaders as active change makers shaping their local communities and peer groups. Shaping their future the way they see it.

Not everyone has the confidence, awareness and knowledge to make healthy sexual choices and develop healthy relationships. Confidence building makes all the difference. Confident young people inspire their peers. Everyone notices it. You stand out from the crowd. It's infectious. Confidence breeds confidence. Confident young people are not afraid to articulate their needs – to their parents, their teachers, their mentors. The more young people we can inspire and shape into role models,

the more shining examples we give to others to follow. A virtuous circle. Leaders of their own lives and change makers in their own communities and beyond.

**We provide** the megaphone to amplify their voice. We instill them with the self-confidence to help realise that untapped potential. Investing in a healthy future starts with investing in young people's sexual and reproductive health. It's a right for all young people wherever they live in the world.

# Mission

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Our promise to the world is to empower young people so they can develop the personal leadership skills they need for healthy sexual choices and relationships.

We use youth culture, music and dance to create dynamic dialogue spaces and engaging awareness environments.

We offer young people the experiential tools to build self-esteem and autonomy, to make them courageous and confident.

**This promise is translated into our mission statement:** We empower young people to take personal leadership in their sexual lives.

**“We empower  
young people to  
take personal  
leadership in their  
sexual lives”**

# Where we work

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In 2016, dance4life worked in **17** countries across five continents: Africa, Asia, Europe, South-America and North-America.

Argentina - Barbados - Ethiopia - Ghana - India -  
Indonesia- Kenya - Mexico - Netherlands - Nepal  
- Pakistan - Peru - Russia - Spain - Uganda -  
Tanzania - Zambia



# Reach

The number of young people we **reached in 2016** was actually lower than in 2015, but this was expected as many of our programs were still in start-up phase this year. However, overall we have been steadily building on implementing our programs across the globe.

## Direct reach 2016

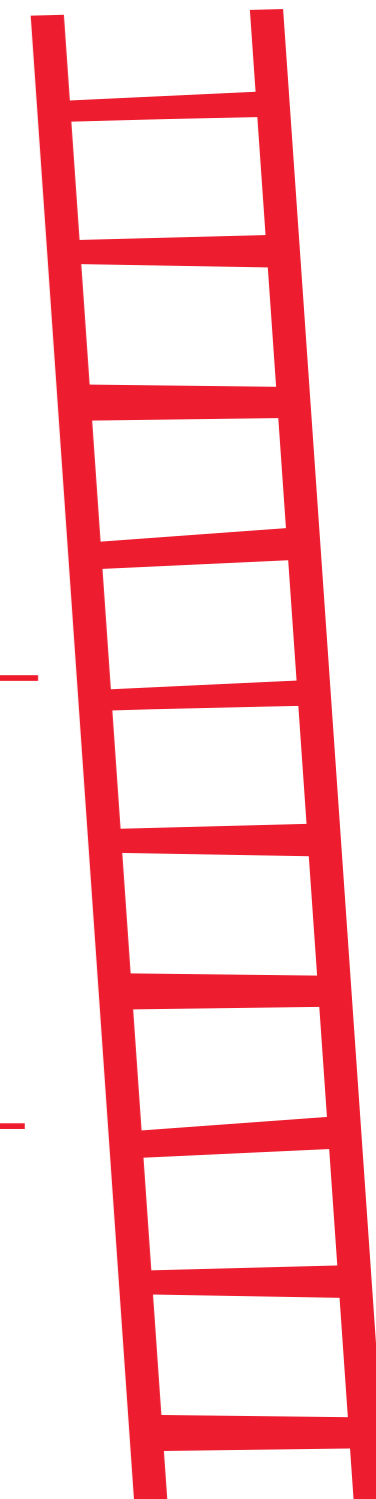
Africa	19,485	19,4 %
Asia	70,281	70,0 %
Americas	3,661	3,6 %
Europe	6,935	7,0 %
Totals	100,362	100 %

The total number of agents4change since dance4life started in 2004 is now over **845,000** - and we are proud to say that our total reach is now over **2.1 million young people**. We also know that each agent4change shares acquired knowledge with an estimated 5 other people, meaning that dance4life has indirectly reached over 4 million individuals!

## Agents4change 2016

Africa	4,900	17,2 %
Asia	20,359	71,6 %
Americas	1,514	5,3 %
Europe	1,675	5,9 %
Totals	28,448	100 %

In 2016, we reached a total of almost **100,000 young people** in 17 countries through our programs. Almost **30,000 young people** became agents4change, making a significant change in their community.



# Our 2016 story

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2016 was a year of **organizational soul-searching** within dance4life. Our 2013-2016 strategic plan came to an end and we decided to take a reflective, critical look at our track record and our place in the world.

We drew on leading research evidence, extensive (youth) consultations and conducted a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) to devise a new organizational strategy and place youth empowerment at its centre.

# Impact

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We focused on conducting research on our approach and set up evaluation studies for different programs globally. Worth highlighting here are the results of our research in Russia and Nepal, where baseline studies have been conducted to assess the impact of the dance4life program.

**In Russia** we want to find out how the dance4life approach of campaigning with ambassadors leads to voluntary HIV-testing amongst Russian youngsters. Baseline data has been gathered and in December 2016 a new campaign started to target young people. Mid-2017 the research will be finished and the findings will inspire our current strategies of working with ambassadors in countries.

**In Nepal** an extensive baseline study has been conducted on the Save the Date project (refer to Save the Date Nepal). The objective of this research is

to increase our knowledge about the current situation on child marriages in Nepal and serve to facilitate the decision making. Furthermore, at the end of the project, base and end line results will be compared to measure the outcomes and impact of the project on child marriages in Nepal.

**Finally**, we developed a comprehensive overview of the key research that has been conducted on the dance4life approach the last decade. This overview builds our track record and shows the positive impact dance4life has on the confidence, gender equal attitudes, knowledge and personal leadership of young people. It also provided valuable insights into the success of our key strategies, such as our peer-led experiential learning approach, building personal leadership and enabling safe spaces for sharing and learning.

## Youth consultations

Young people are at the core of all we do and they are the key informants of the 2017-2020 strategy process. Their involvement and input is essential in achieving the ultimate goal of the process: gathering useful and representative information to feed into the new strategy.

From February to March 2016, youth consultations (consisting of interviews and focus group discussions and the so-called 'Friendship booklet') have been held with over 100 dance4life and non-dance4life youth, aged 10-24. These consultations aimed to identify young people's interests and map opportunities; ensuring dance4life remains a youth expert and maximizes its impact.

### Findings

The interests, fears and wishes of young people are universal. Many young people are confident about their future, but gender inequality and unemployment are often mentioned as the main barriers to accomplishing their goals and fulfilling their dreams.

There are many opportunities for dance4life to tap into: musical interests, TV and radio soap operas and advertisements to reach young people with engaging messages, working with local and national sports or popstars as ambassadors, connecting youth through social media and targeting social issues. Actual understanding of these opportunities requires country-specific in-depth research into the motivations and drivers of young people.



# The results

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Back in 2013 dance4life decided to focus on 4 main goals:

- 1** **Reach 1.4 million young people** through our 2013-16 program (bringing the total reach since 2004 to 2.8 million)
- 2** **75% of participants** in our programs will have **more knowledge** and at least 375.000 agents4change will show **improved attitude, skills, risk perception and personal capacity**
- 3** **Visible difference** and demonstrable influence by young people on post 2015 agenda and national or district policies
- 4** A stronger dance4life network with **increased commitment at all levels**

**As of the end of 2016** we have reached 2,1 million young people in total since 2004, of which almost 1 million young people became agents4change. However, as you will see below, numbers alone only tell half the story. Our findings are based on research done internally and externally with all stakeholders involved in dance4life activities.

## Behaviour Change

Over the past three years dance4life carried out impact research on multiple occasions, in multiple countries to see what difference our programs actually make on the ground. It is clear. The dance4life program leads to improved confidence levels. Our research in Zambia illustrates this. The inclusion of peer educators in the schools has enabled the programme to be effective in the delivery of education. The pupils are able to open up and share more with the peer educators on some of the issues they face as young people, such as dating, sex and challenges they face at home.

Also, in Nepal research showed that young people show significant knowledge improvement on gender, SRHR and HIV issues.

The research in Russia showed that participants became more competent in discussing sensitive issues around HIV.

## Influence

Measuring effect on policy is always hard, especially in relation to international advocacy and the UN agenda. However, dance4life's role on the international development stage has been refined in the last few years. One of the best examples of this evolution is with the ChangeMakers project. Through a group of young advocates from all over the world, we bring the realities and stories of young people to the international stage.

This included high level political forums in New York in the first half of the year and the European Week of Action for Girls in Brussels in the latter half. These ChangeMakers are currently from countries such as Zambia, Pakistan and Ghana and are guided and trained by dance4life. They are offered the opportunity to advocate at different UN conferences. This way we ensure that the voice of young people is heard loud and clear at critical moments in these important venues.

## Commitment

We also focused on creating a stronger dance4life family. Again, we turned our yearly International Meeting into a sharing and learning platform for all our partners and we further developed the tools to help them implement the dance4life program. In the spirit of renewal we have also looked critically at some of our partnerships and decided to scale back. In 2012 we worked in 25 countries, we now work in 17. This decision was made in order to offer

our remaining partners the best quality support and scale up in those countries we see potential. We are focusing our resources and energy instead of spreading ourselves too thin over too many countries in order to make the biggest possible impact.



# Confirming our raison d'être

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The strategic period 2013-16 taught us a lot. It showed us our undoubted strengths and highlighted some weaknesses.

We drew on leading research evidence, extensive youth consultations and conducted a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) to devise a new organizational strategy and place empowerment at its center. In order to succeed we need more concentrated focus on what we do best: building the confidence and skills of young people.

The way we engage with young people was found to be our number one strength. That is:

- our unique focus on empowerment
- our embrace of youth culture to ignite personal leadership.
- our open, positive attitude, with a heart connection at its core.

Our new curriculum absorbs these and transforms our youth engagement and personal leadership model renewing dance4life's mission. By doing so youngsters bring the change, own the challenges and apply their energy to tackling harmful social norms holding them back in their communities.

Our period of self-reflection has resulted in the following long term goal for 2030: To empower, with our partners, more than 5 million young people to lead healthysexual lives and feel confident about their future; leading to demonstrable improvements in sexual health outcomes.

To be able to achieve this ambitious goal, we are taking a 4 year transition period to further develop and prove our model, to get buy-in for it and to develop a franchise structure that will enable sufficient scale of the model through a partner network that will be ready to bring the impact. This 4 year transition period is translated into a Business Plan for 2017-2020.

During this transition period we will take time to further develop the model and the franchise structure and will do a thorough pilot and evaluation in 2 to 4 countries.

We will carry out research on how the model leads to behavior change and contributes to sexual health outcomes, and will pursue an engagement strategy that will lead to key stakeholders buying in to our model.



# Project highlights of 2016

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In the last 3 years many dance4life projects came to life, all of which helped us realize our 2013-2016 strategy. Each and every time we built on their results and moved a step forward, always learning, assessing, re-assessing and fine-tuning.

Over the coming pages we will highlight just some of the projects, research, pilot programmes, collaborative alliances and innovative fundraising events of the last year in dance4life.

# Education Research

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Working with young people across different cultures poses unique challenges, especially working on the subject of sexual and reproductive health and rights. Recent insights from scientific literature and our own programme evaluations showed us how you deliver information is just as important as what information you deliver. This is especially true when programmes are led by young people, as in the case of dance4life's. It's therefore vital to find out how they can best deliver sensitive topics.

In 2016 a key question dominated our research agenda: How can sensitive topics best be delivered to youngsters and by youngsters in such a way that it leads to behaviour change. Because effective engagement is

one of dance4life's core strengths we felt this was an important area to concentrate our research. We also wanted to focus and build on the strengths of our peer-led approach/facilitators in light of the recent criticisms on peer education and comprehensive sexuality education.

So we joined forces with the brightest minds at the University of Amsterdam and social innovation studio Butterfly Works to conduct cutting edge joint research on youth engagement. We dived into ways to engage and empower young people through our peer-led approach. The insights and recommendations that resulted from the research strongly influenced the development of a new and improved dance4life model.

## Elements of engagement

Nine elements were found to determine how dance4life activities and sessions are designed and how youth engage with their peers. The key elements were creating a heart connection, non-preaching communication, building confidence and allowing room for creative exploration. These insights guided the research among dance4life peer facilitators and young people by comparing these principles with critical success factors

found in scientific literature and skills needed for impactful facilitation. We followed this with a participatory research period consisting of engaging methodologies such as keeping diaries, observational activities and taking photos of real life situations, together with surveys and interviews.

## So what did we find?

dance4life's work is grounded in feelings, connections and energies. At the core of our success is a personal approach and ability to connect to young people and their realities. The research findings showed that the delivery of information cannot be disconnected from the content of the curriculum or the context in which sessions are given. Information comes to life and is more successfully transferred through the personalities and competences of the local peer facilitators. These trained and motivated facilitators understand both the culture and the young people. They are able to create a space where other youth feel free to speak out, share and address sensitive issues. Addressing these issues is where personal growth starts.

## Realizations and Learnings

We realized the need to re-design the dance4life

model and truly build on the unique skills and expertise of facilitators. Young people should not be seen as educators, but as learning facilitators. After all, teachers are trained for years to deliver proper education. But training young people in peer facilitation and leadership skills gives them the tools they need to inspire behaviour change amongst their peers. Not preaching what is right or wrong, but enlightening them to a world of information and factual sources that will build their confidence. By creating a safe space for sharing personal stories and discussion, the coming generation can challenge existing gender attitudes and social norms so they are able to resist outside pressures and decide for themselves. This is the added value of peer educators compared to teachers. This also means concrete investment in the role of peer facilitators will contribute to our objective of providing long-lasting behavioural change and confidence building among youth. The conclusions and recommendations became a catalyst for our own organisational change and together with young people we took up the challenge to co-create a new dance4life model that will guide us towards impact over the coming years.



# Save The Date Nepal

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The Save the Date project in Nepal, funded by the Dutch National postcode Lottery, began in 2015 and grew to be one of our star programmes in 2016. The project is a collaboration between dance4life, Free Press Unlimited and Child Helpline International to fight child marriage in Nepal.

**One of the efforts to tackle the issue of child marriage in Nepal in a creative way has been a radio drama.** In 2016, our in-country partner Community Radio Support Centre (CRSC) started broadcasting the radio drama “Mitini” (“Two Friends”) on a weekly basis throughout hundreds of communities in Nepal. It was officially launched in July 2016 and has grown in popularity and demand among rural communities. The soap targets the partners and adults as primary decision makers when it comes to child marriage.

**Complementary** to the radio drama, our

dance4life partner, Restless Development Nepal, has reached almost 50,000 young students in 7 different districts in Nepal empowering them with information on different SRHR issues including child marriage. Half of these young people have taken creative actions in their community to raise awareness of the negative consequences of child marriage. Moreover, the project promotes innovative methodologies by using radio episodes as tools for dialogue between adults and young people. Expanding the piloting and testing of other approaches to include more of the community in the process of change will also be carried out.

**During 2016** the baseline study for the project was also completed. It consisted of an Audience and Perception survey conducted by CRSC and a quantitative and qualitative study targeting young people and their environment conducted by Restless Development Nepal. The study provides critical baseline information to better understand young people’s knowledge about sexual and reproductive health and gender based violence, their attitude towards child marriage, their life skills and participation in extra-curricular support activities. It also helps us understand how to support a stronger enabling

environment to prevent early marriage and how young people can be as involved as possible to promote the positive attitudes necessary to end this harmful practice.

**The study concluded** that the project is relevant and that its strategy responds to gaps identified during the baseline research. For example, the results of the study indicate that young boys and girls do not consider themselves to be decision makers on the matter of marriage, but rather their parents. On the other hand, for parents, the negative consequences of delaying marriage seem to outweigh the negative consequences of early marriage. This may be based on the lack of knowledge about the positive impact of delaying marriage.

While the school program aims to empower young people to take charge of their lives, in the Save the Date intervention, the radio soap will take special focus on emphasizing the positive consequences of delaying marriage. The study also identifies the importance of enhancing interpersonal communication skills with an emphasis on extracurricular activities such as sports. The creation of community structures such as child clubs (currently planned by the project) appears to be an efficient

strategy to promote coordination among young people that could lead to community activism. There is also a need to balance the power dynamics to enable young people use and act on their own knowledge, attitude and life skills to change this harmful practice.

**Finally,** all partners in this project met for a progress meeting in November 2016. Partners reviewed their progress but also realigned strategies based on the findings of the baseline research.

Another such meeting is planned for 2017 where partners will discuss the final evaluation of the impact of the project as well as the sustainability beyond implementation stage.

## Challenges

We still face cultural challenges while implementing activities especially in rural communities, as they do not always perceive child marriage as a crime. Certain participants in community based programmes expressed their discomfort at speaking freely against child marriage as an element of gender based violence. They see child marriage as a social norms and long established practices in their communities.

In addition, according to the latest government surveys, findings and data, child marriage with consent of parents have been decreasing. However, so-called elopement marriages have increased and several parent groups have blamed exposure to SRHR knowledge, urban culture/fashion and Facebook for these type of marriages.

Research is currently underway to find out the underlying factors that drive young people to flee from their homes to get married. Findings will be used to adapt the program and to specifically target this form of child marriage.



# Trainers4life

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The trainers4life project cultivates the best capacities of our young dance4life trainers. These trainers are our lifeblood link to the empowerment of youth across our program countries.

**The project provides** a platform to train peer leaders on a larger scale and in a more cost effective manner. This aligns with the new strategy of dance4life, as these trainings will become part of our franchise offer to different partner organisations. It also contributes to sustainability of our organization, expands collaboration and exchange between the dance4life partner organisations and fulfills our promise of youth participation through co-creation.

**The idea** is to have a pool of experienced young trainers who will become co-creators of the dance4life model. Once trained, these young super heroes will become the key catalysts driving forward the dance4life youth engagement and leadership development model. They will provide trainings to young peer leaders on

different creative methodologies which empower young people, boost their self-efficacy and enable them to find the information they need in order to make informed decisions about their sexual life and their own future.

**In 2016** we carried out extensive research with the existing trainers and facilitators in the dance4life network. 123 trainers were identified across the world (50% were later involved in the research project with Butterfly Works). We wanted to find out more about the motivations of these young superheroes and provide recommendations on how to further develop this platform to cater to their needs.

**Eight trainers4life** from five countries were selected through a competitive process. The team comprises of pioneers in creative methodologies for peer empowerment to stimulate and promote change from within. The trainers4life will help shape the model, not only by delivering trainings for the peer leaders, but also by actively co-designing the tools, manuals and curriculums to support the change we want to see in the world.

**In 2017** the trainers will have an opportunity for

training on how to solve complex problems, find desirable solutions and co-create sessions and methods that dance4life will use in the delivery of our new model. In the first half of 2017 the trainers4life will design, prototype and evaluate the different methods and sessions. While the second half of 2017 will see the trainers pilot sessions on these new methods and review the feasibility and effectiveness of them. We are also exploring the option of gaining official accreditation for our trainers in order to offer professional, recognized trainers in the future.



# ChangeMakers

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2016 marked the first year of the dance4life ChangeMakers project, our platform to put young people's voices front and centre, loud and clear, at critical moments on the international development stage.

**The group** consists of six young people from different countries in Africa and Asia. The ChangeMakers aim to bridge the gap between the realities of their peers and rhetoric of high-level policy discussions at, for example, the UN. They do this by sharing stories and personal experiences of young people from their own countries. They paint urgent, vivid portraits, in their own words, of the issues that are most pressing in their communities.

**These energized** youngsters made their stories heard consistently throughout the year. For example, **ChangeMaker Chanda** from Zambia worked closely with her country delegation at the Commission on Population and Development in

New York to influence the outcomes of the negotiations. She worked with them during the negotiations and was also invited to participate in the national follow-up for implementation in her country. Her close connection to the realities of youth on the ground provided Chanda with the legitimacy to represent her peers in these high-level discussions.

**Edith from Ghana, Kelvin from Kenya, and Naba from Pakistan,** shared the stories of their peers in **The Hague** with the Dutch Minister of Foreign Trade and Development Cooperation. They also got the opportunity to ask the Minister questions. Sharing real-life examples with policy makers gives an extra dimension to their understanding of the daily challenges young people face in many countries around the world.

**Kelvin was in Paris** to share the priorities of young people with other NGOs. He emphasized that discussions should move beyond dry policy dialogues and focus on how to bridge the gap between these technical discussions and what is happening on the ground.

Adding to the momentum, two weeks later, in Brussels, Teshager from Ethiopia and Chanda from Zambia spoke at the European Commission. They shared stories and recommendations focused on improving young people's sexual health and youth empowerment.

2016 was also a year of learning for the ChangeMakers. **They gathered in Amsterdam for their first annual meeting in October** to learn from each other and strategize for the future. It was an invaluable session. A few major decisions were made too. Most importantly, the ChangeMakers decided to improve and expand their consultations, and to back up their personal stories with empirical data on the realities of youth. This combination of the personal and the particulars is a compelling mix that will put their own experiences, perspectives, opinions and views in greater context making them better equipped to represent young people from their countries in 2017 and beyond.



# Alliances

In the first 6 months of 2016 the Dutch Ministry of Foreign Affairs subsidized Unite for Body Rights (UFBR) and Access, Services, Knowledge (ASK) programmes were rounded off. The successes of the ASK and UFBR programme were shared with the general Dutch public and Minister Ploumen, who opened the event, through an inspiring exhibition of pictures of young couples from around the world. The event was titled “Young & In Control”.

One of the highlights of the event was the dialogue between the minister and 3 youngsters from Kenya, Ghana, and Pakistan about the daily SRHR reality of young people in their country.

dance4life prepared them to tell their personal stories in order to make an urgent appeal towards the minister to:

- 1) Keep investing in SRHR
- 2) Keep involving youth meaningfully in developing policies
- 3) Urge her fellow Ministers of Foreign Affairs in the Global South to do same

# Get Up Speak Out

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2016 was the year the Get Up Speak Out programme (GUSO) in partnership with the Dutch Ministry of Foreign Affairs as part of the SRHR fund. It is a consortium of organizations all working together towards improved Sexual and Reproductive Health and Rights for young people, especially girls and young women. dance4life is a member alongside lead agency Rutgers, IPPF, Choice for Youth and Sexuality, Aidsfonds and Simavi.

The work is being carried out in 7 countries, with dance4life working in 6 of these: Kenya, Uganda, Ghana, Indonesia, Ethiopia and Pakistan.

**This programme** is based on the Multi-Component Approach: working simultaneously on ensuring sexuality education, youth-friendly services and building a supportive environment. The program builds on the experiences and results from the UFBR and ASK programmes, and works with national SRHR alliances. These platforms are important resources where different national organizations can cooperate and learn from each other, ultimately enabling peers, parents and policy makers to work positively towards young people's sexuality awareness.

**The dance4life** partners specifically take a strong lead in empowering young people. The GUSO programme ensures that this work is always connected as part of the wider program. For instance, a young person going through the 4 steps of dance4life who is in need of healthcare can be referred to a clinic that is trained in youth friendly practices by one of the other partners in the alliance. This connection is hugely important, as seeking sexual health services for young, unmarried people is considered taboo in most countries. 2016 saw an emphasis on the preparation and initial development of the overall alliance.

**The preparatory framework** established in the start-up phase of alliance building and proposal drafting is now in place. The framework includes recruiting & training peer leaders, establishing relationships with schools and communities, developing manuals and guidelines and piloting activities with parents and teachers. We are now ready for a high quality, large scale roll-out in 2017.



# Right Here Right Now

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Right Here, Right Now (RHRN) is another strategic partnership which started in 2016 between Rutgers, dance4life, ARROW, CHOICE for Youth and Sexuality, Hivos, IPPF AR, LACWHN and the Dutch Ministry of Foreign Affairs.

RHRN is implemented in 10 countries in Africa, Asia and Latin America, and aims to improve access to comprehensive sexuality education and youth-friendly SRHR services through enhanced and concerted advocacy at (sub) national, regional and international level.

dance4life's role in this partnership is to reach out and involve young people and the general public through innovative campaigns reflecting the realities of life on the ground for young people. We use our expertise in youth consultations, youth empowerment, and campaigning to support young people and the organisations that work for them and with them at all levels. From their lobbying activities at the UN, to in-country trainings.

**In 2016** national platforms were established in the ten participating countries that consisted of youth and adult-led organisations working jointly to advocate for the sexual health and rights of young people. dance4life had a key role developing the content and structure, and co-facilitating start-up workshops in a number of the countries.

**In addition** to the start-up activities last year, dance4life organized a workshop for all RHRN consortium partners in Geneva. It focused on the most important aspects of the UN Human Rights Council's work for RHRN.

**This newly gained knowledge** was brought to one of the RHRN countries to train the organizations on youth consultations and lobby at the UN Human Rights Council in Geneva.

**This resulted** in the submission of a youth shadow report reflecting the realities of young people, collected during by nationwide youth consultations were facilitated by young people. This is the first youth-shadow report ever submitted to the UN.

## Youth & ICPD Partnership

2016 also marked Phase II of the Youth & ICPD project, a partnership between dance4life, CHOICE for Youth and Sexuality and the Dutch Ministry of Foreign Affairs. The Youth & ICPD partnership is implemented in four countries (Kenya, Ethiopia, Ghana and Argentina), where young people are supported to collaborate as equal partners with their government and other key stakeholders in the implementation of the ICPD Programme of Action and the Sustainable Development Goals (SDGs), at national and international level.

The second and final phase of Youth & ICPD focused on sustainability of the in-country activities as well as institutionalising the youth networks that were set up, so that they can continue collaborating with their respective governments in the coming years. The project has proved that investing in the meaningful participation of young people in decision-making is a sustainable strategy for influencing policies related to young people's sexual health.

\*ICPD: International Conference on Population Development.

# Partnerships

We can't do what we do all by ourselves. Collaboration and co-creation form a huge part of dance4life's DNA as our work in previous alliances like ASK and UFBR already illustrated. Working together with multiple partners fosters important bonds and relationships that enable us take a step closer to achieving our long term goal of a healthier, safer, youth sexuality climate.

Together with multiple partners we work towards achieving those long term goals. Here are a few examples of that work:

# GOGO & Zomaer: safe sex in Lloret de Mar

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Lloret de Mar is a town on the Costa Brava in Spain's Catalonia region. It's one of the ultimate party holiday destinations for young people in Europe. Unfortunately, many youngsters, on holiday have unprotected sex. dance4life and GOGO came together to address this issue and have now been partners for several years.

In 2016 we thought we'd do something a little bit different. We wanted to not only reach the youngsters that travel with GOGO, but also youngsters back at home. We invited YouTube stars 'Zomaer': Bart, Robin and Thomas to travel to Lloret de Mar. Zomaer have 120,000 YouTube subscribers and a wide-reaching, young fan-base who avidly follow their edgy content. They were ideal influencers to talk about sex in a non-traditional, non preaching, stylistically engaging manner. They made a series of five videos which

incorporated a safe sex message in a fun and approachable way; through quizzes and several edgy challenges. Throughout the summer they placed these videos on their own channel (with over 118,000 subscribers). GOGO and dance4life shared the videos through their social media and on dance4life's website, this resulted in over 400,000 views on YouTube. Our partner Ondertussen.nl interviewed the Zomaer boys about their own experiences with safe sex while on holiday, resulting in added publicity for the initiative.



Youtubers: Bart, Robin and Thomas

# Come run with us!

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People don't just dance with us  
– they run with us too.

In September almost 200 people ran the Dam tot Dam loop for dance4life. The 10 English Mile run from Amsterdam to Zaandam saw more and more employees from our partners accept the challenge to team up, train, run and finish together. This included staff from Andaz Prinsengracht, INK Hotel, Lucas Bols, Ondertussen.nl and WE Fashion. The result? €23,472 raised. In November another twenty people joined dance4life in New York for the ultimate bucket list activity; running the New York Marathon. This resulted in € 93,160 being raised for our projects. dance4life plans to continue inspiring and raising money through running in 2017. We want to build an even stronger community, with regular events and activities for all runners and a greater variety of challenges.



# dance4life's funky fundraiser

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In June 2016 we presented the third edition of dance4life's funky fundraiser. It's a fundraiser like no other and one of the biggest yearly fundraisers in our calendar.

**It is always a special occasion** but 2016 was even more notable. We had a record of number of friends helping us throw a spectacular extravaganza of generosity. Nearly everything, including the auction items guests could bid on, was organized by a friend or through a friend of a friend. It was truly a night of heart connections and togetherness. And it became our biggest fundraising success ever, raising more than €480,000 in one night!

**The guests** were treated to an evening only dance4life can offer. With famous artists like DJ Afrojack and dancers of Het Nationale Ballet in the audience.

Dutch singer and dance4life Ambassador Xander de Buisonjé hosted the night with performances from Maan, Marlijn Weerdenburg, ZO! Gospel Choir and Avant Garde Collective in Great Gatsby style. During the after party DJ's

Poeschpas, Aiscream, Isis and dance4life ambassadors  
The Partysquad raised the roof till the early hours.

"Our **friends4life** network is a unique community of creative, curious, entrepreneurial types who are committed above and beyond the call. Besides that they're just very cool people. A goodwill social club who want to leave a legacy footprint."





# Situation Room

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The Situation Room flips fundraising on its head. Instead of asking companies for a monetary donation, dance4life asks for support in products, services and advice to lower our costs. Six entrepreneurs from our own friends4life network were locked up for 24 hours to work on the dance4life wish list. Activating their own network to realize as many cost reductions as possible. BNR radio covered the project in a live broadcast from the Situation Room.

**2015 broke all records** so expectations were high. But that didn't stop the 2016-team achieving an even better result raising more than €600.000 in cost reductions including: media exposure, tablets for our local partners, legal advice, food and beverage support

for the dance4life's funky fundraiser... you name it, we got it. The Situation Room is one of our most successful, and definitely our most innovative, fundraising project.

## We won the SponsorRing!

According to the competition jury, dance4life's Situation Room truly turns fundraising upside down. They stated it is one of the best sponsor cases in the Netherlands of the past year and is a prime example of "out-of-the-box" thinking. With the Situation Room, dance4life proved you can create a lot of impact without a lot of budget.



# And there was more...

**Female Health Company** supported dance4life in 2016 again to the amount of €40,000. We organized three trainings for our peer-leaders on girl's empowering contraception in Zambia, Kenya and Uganda and ran a joint social media awareness campaign on Global Female Condom Day.

On April 23 the **'Ronde Tafel (109) Amsterdam'** organized Winetastic; a successful event in the Food Hallen with foodies and wine lovers coming together to taste and buy the most delicious wines. The result: €6,300.

Early in 2016 **24 Michelin-star chefs** came together in PRESSROOM Amsterdam in the INK Hotel for a 24-hour gastronomic marathon. Throughout the whole day and night guest could enjoy a very special 3-course dinner prepared by 3 different chefs, a once in a lifetime experience! The event resulted in a donation of €40,000 for dance4life's programs.

In 2016 there was good news for all coffee and chocolate lovers! **Australian Homemade** launched a special edition of their Snapper Milk Hazelnuts & Hazelnut Croquant chocolate bar and their 'Feel Good' slow roasted coffee of which part of the proceeds go to dance4life.

**2000 students** from all medical faculties in Holland came together at the Megala (Medical Gala) in Tivoli Utrecht. This biannual event is organized by Stichting Megala to create awareness about world health issues among students. dance4life ambassadors, The Partysquad, performed at the event and the students raised € 5,000 for dance4life.

On a beautiful summer night **Lucas Bols and Maxxium Nederland** organized a Silent Disco Party and Spinning Marathon in Bar Jackson Dubois at the Spui in Amsterdam. While enjoying the best bites and Bols cocktail an amazing amount was raised by dancing and cycling. And more good news; Lucas Bols doubled all proceeds to € 6,264.

As in previous years, dance4life was the official charity of the **AMF Festival**, this year a 2-day festival in the Amsterdam ArenA during the Amsterdam Dance Event. Of every ticket sold 25 cents was donated to dance4life and during AMF Festival 30,000 visitors literally danced for life raising €11,599

Just like in 2015, ambassador Hardwell donated part of the proceeds of his **I AM Hardwell** – United We Are world tour to dance4life. By the end of 2016 this had resulted in € 57,836 for dance4life's programs around the world.

Nothing promotes the idea of safe sex as simply and universally as a condom. We teamed up again with **Durex** and received 50,000 branded condoms for all target groups of dance4life. In return we shared condom themed content on our social media platform from August until December 2016.

**MAC Aids Fund** supported dance4life in 2016 again with an amazing donation of €113,000 for our global citizenship program in the Netherlands. Their great team of make-up artists volunteered at several of our events and we co-created a special awareness event together with Orange Babies on World Aids Day.



# Engagement Projects

During the year we continued building and strengthening the dance4life profile on the global stage. We engaged with a wide range of international NGOs, research institutes, and investors around dance4life's added value and potential partnerships.

With the support of Share-Net International we developed and conducted a pilot training and toolkit in India with all youth supportive organisations participating. The training was well received and after half a year several concrete partnerships leads have been developed.

We are also involved in the Share-Net PPP committee as a consultant with the aim to bridge the gap between NGO's and corporate organisations. Up until now research has been around the existing environment already in place and we are currently shaping a strategy that will focus on creating a platform to bridge the NGO-Corporate gap. It is hoped to be in place by mid 2017.

# SRHR and the Corporate sector

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In the first quarter of 2016 dance4life, together with AIDS fonds, took the lead in organising a session with the Dutch Multi Party Initiative (MPI) on SRHR and HIV/AIDS and representatives from the corporate sector.

**The aim** was to explore possibilities and challenges for the corporate sector to play a role in furthering sexual and human rights in the countries they work. This involved looking at the roles and responsibilities they can take, what kind of cooperation between NGOs and corporate sector is possible and what provisions for furthering SRHR might look like.

**The session** was a public meeting of about 100 people and consisted of representatives from NGOs, public sector staff, and civil servants in attendance. Interactive sessions were held with members of parliament responsible for international development and representatives from Heineken, Philips and Female Health

Condom were in attendance. The first pitches were by the corporate representatives, followed by a panel discussion with members of parliament and the audience.



# Global Citizenship Programme

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After more than 12 years of successfully engaging young Dutch students through our schools program, in 2016 we took a closer look at it and started futureproofing. We conducted comprehensive research and trialed new ideas as pilot initiatives in five high schools in The Netherlands.

## We involved teachers, experts and young people

to gather their ideas and get direct feedback on our plans for a renewed program. We built a network of dedicated teachers and reached nearly 1,000 youngsters, motivating them to take action to tackle one of the biggest risks for the health of their peers around the world: unsafe sex. By the end of 2016, we had redefined its needs and refitted it sustainably within the new dance4life strategy. The programme will run to full scale again in 2017.

## Finding the gap

We found that there's little interest in a programme that focusses solely on the 'empowerment' of young people in general, but more as a means to open discussion spaces on sex with youngsters. Despite the standard sexuality education in schools, there remains a huge need to talk about sex. This gap fits dance4life perfectly as we focus on improving the sexual health of youngsters around the world who face the biggest threats to their health in their own communities. By bringing young people from around the world who's health is threatened due to unsafe sex into the classroom, we provide compelling face to face evidence to motivate Dutch youngsters to take action. We ask them to think and talk about sex and different sexual norms and climates between themselves. Sexual health issues will continue to be the core topic in the dance4life Dutch schools program.

## The pilot: innovations

Compelling peer-to-peer examples are one thing, but how do you motivate young people to actually take action for their peers worldwide? This was one of our biggest questions in 2016. We experimented with new ways to motivate youngsters. One of these was a specially devel-

oped dance4life talent quiz through which youngsters discovered their talents and how to use them for dance4life goals. With a second guest lesson we provided extra support to turn ideas into practice. Instead of only raising funds, we asked youngsters to spread awareness of the issues dance4life tackles around the world. Using their creativity and skills, they developed all kinds of ways to raise awareness, like designing posters, creating social media content and delivering presentations. Money isn't the only indicator of success and the fantastic effort of everyone was duly rewarded. Those who took action were invited to a final celebration party in Amersfoort in December. Together with nearly 300 youngsters and their enthusiastic teachers we celebrated the achievements of their actions and the finalisation of the pilot program on the 5 schools.

## The results

Together, all the tested elements formed a fully pledged program, but the intensity for teachers turned out to be too high. It showed that spreading awareness isn't always the optimum way for young people to take action, because the impact of their actions for their peers around the world is complex to understand. The pilot underlined

that in order to reach and activate many youngsters the program has to be flexible and make the impact of the student's actions demonstrably clear and easily relatable. It proved again that the positive energy of dance4life is essential for the program. Connecting to young people through a personal story is still, after 12 years, a very strong approach. The use of energy, bonding and personal stories to build heart connections really works to engage young people. One of the remaining challenges is framing the final event. Although it's presented as a reward, it is often seen as the only reason to take action. In 2017 we will further develop and test innovative ways to replace the event without losing the DNA of dance4life, and develop appropriate incentives for the success of the dance4life schools program.

Ultimately, the pilot taught us that the goal of the Global Citizenship Programme is to raise awareness on the issues peers face in other parts of the world and to activate Dutch youngsters by raising money for one of the dance4life partners. It is our ambition to spread the GCP to other countries.



# Challenges

Any organisation will face challenges. dance4life is no different. Over the course of 2016 we faced a few. It's about acknowledging and assessing those challenges and using them as the catalyst to rethink, reframe, and renew for positive change.

# In 2016 we faced:

## Growing conservatism

The world is experiencing quite a strong conservative wave. 2016 has been a year of upheaval in some of the world's most prominent democratic societies. Against this backdrop, in January 2017 the US has implemented the "Global Gag Rule". Otherwise known as the Mexico City Policy, it is a government policy that blocks US federal funding for non-governmental organisations that provide abortion counselling or referrals, advocate to decriminalise abortion or expand abortion services. This will have an undoubted negative impact on global health efforts, affecting many young women in the developing world.

## Perceived as a donor

Traditionally dance4life has been seen as a donor. As we move into the next phase of our evolution we are concentrating more on how our specialised engagement model leads to behaviour change and youth empowerment. Designing a curriculum and translating this to local contexts means that we won't be simply giving money like before, but transferring knowledge that will be implemented by trained peers on the ground.

## Letting go of partners

The aim of our partnerships is to grow to a substantial and sustainable level in order to make the biggest impact. Until now, we've had an array of small and big partnerships and different investors which sometimes distracted us from focusing on our core strengths. That is why we reviewed our partnerships based on the criteria of our new Partner Profile. After evaluation we decided to let go of some of our partners in Latin America.

## Old habits die hard

Unfortunately our research shows that in some cases peer educators still fall into the habits of preaching abstinence and fear based messaging. Since we know this does not lead to behaviour change we need to continuously invest in our peer leaders for them to become confident facilitators and role models.

## Internal focus impacted organisational reach

Although a large proportion of our focus in 2016 was dedicated to the development of the new strategy and model, together with our partners around the world, we continued to deploy our existing model, programmes and projects to make a lasting impact on youth. While in this phase of organisational transition and transformation, we made a decision not to scale up our reach, even decreasing it in several cases, and instead focus on quality insights from the countries to feed into the new strategy. As we pilot new ways of working we took the focus off fundraising as the sole objective, instead finding ways to renew development co-operation impact that's not always just about the money.

# Who we are

09

Behind every organization there are a group of individuals working above and beyond, applying their expertise to make a difference.

Let's take a look 'behind-the-scenes' at dance4life.



# A Social Franchise

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We pursue our vision and mission with our strong network of partners from around the globe. Having such a network ensures sustainability and leads to the preferred high quality scale.

## Recruit hard, Train well, Manage Easy

New partners will be recruited that share our vision about the future and see the dance4life model as a vehicle to meet their own goals. Partners will be trained to successfully bring them on board into our network. Along with an intensive training, partners receive best practice guidance, tools and templates. Partners are required to only report on simple output levels and on the execution of the model.

However, once every 3 years they will do an extensive outcome evaluation on behaviour change. The purposely “hands-off” nature of the implementation is employed to keep the process as lean as possible.

## Governance

To retain a lean central team as the network grows, our senior partners will take on some of the responsibility for supporting other partners and ongoing quality control. This is crucial to building and maintaining an effective global network of partners. As we wish to foster an active, curious network of partners, we feel it is imperative that partners are represented in our governance structure. Shared ownership ensures decisions reflect the opinions of all. Together we stimulate collaboration and shared learning across the network.

# Team

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From our Amsterdam office, our team supports partners in developing and implementing the model and rigorously testing its impact. There is also an important fundraising objective in order to be able to continuously update our model so that they reflect the latest insights on youth empowerment and personal leadership. The team in Amsterdam also develops and implements the school program in Dutch schools.

During 2016 dance4life operated with a management team of two members: an Executive Director and a Programs Director. The two directors together formed the daily management team of dance4life. As of 31st of December 2016 the organisation consists of 24 employees. In total an average of 19,63 fte (24,1 fte in 2015) worked at our head office in 2016. We're

also pleased to be able to count on the support of many volunteers and trainees, mainly during fundraising activities.

## Executive director

Our executive director, Eveline Aendekerk, is responsible for designing, developing and implementing strategic plans for the organization in a cost-effective and time-efficient manner. She is also responsible for the day-to-day operation of the organization. This includes managing the MT and developing business plans. The executive director is accountable to the chairman of the Supervisory Board and reports to the board on a regular basis. Her earnings were € 90.347 (based on 0,8 fte) in 2016, which is below the maximum of € 143,200 (0,8 fte) as stipulated in the Code of Good Governance.

## The board

The Supervisory Board is responsible for supervising the planned activities and budget of dance4life and evaluating dance4life's executive director. The board meets six times per year and members are appointed for a period of four years (max. two terms of). As in previous years, the board received no emoluments.

## Composition of the supervisory board as per 31-12-2016:

- Thérèse van Schie (chairperson), independent consultant
- Joris Aperghis, CEO at WE Fashion
- Laura Lasance, child participation and advocacy manager at KidsRights
- Wietse Tjoelker, investor and consultant

Jacobina Brinkman left the board early 2016. She was replaced by Wietse Tjoelker, a certified auditor with 33 years’ experience at KPMG and currently active as investor and consultant. Tex Gunning, CEO at TNT Express, left the board at the end of 2016. Currently – with the help of Stanton Chase – we are recruiting new board members that can support in bringing the new strategy to life.

## Inspirational board

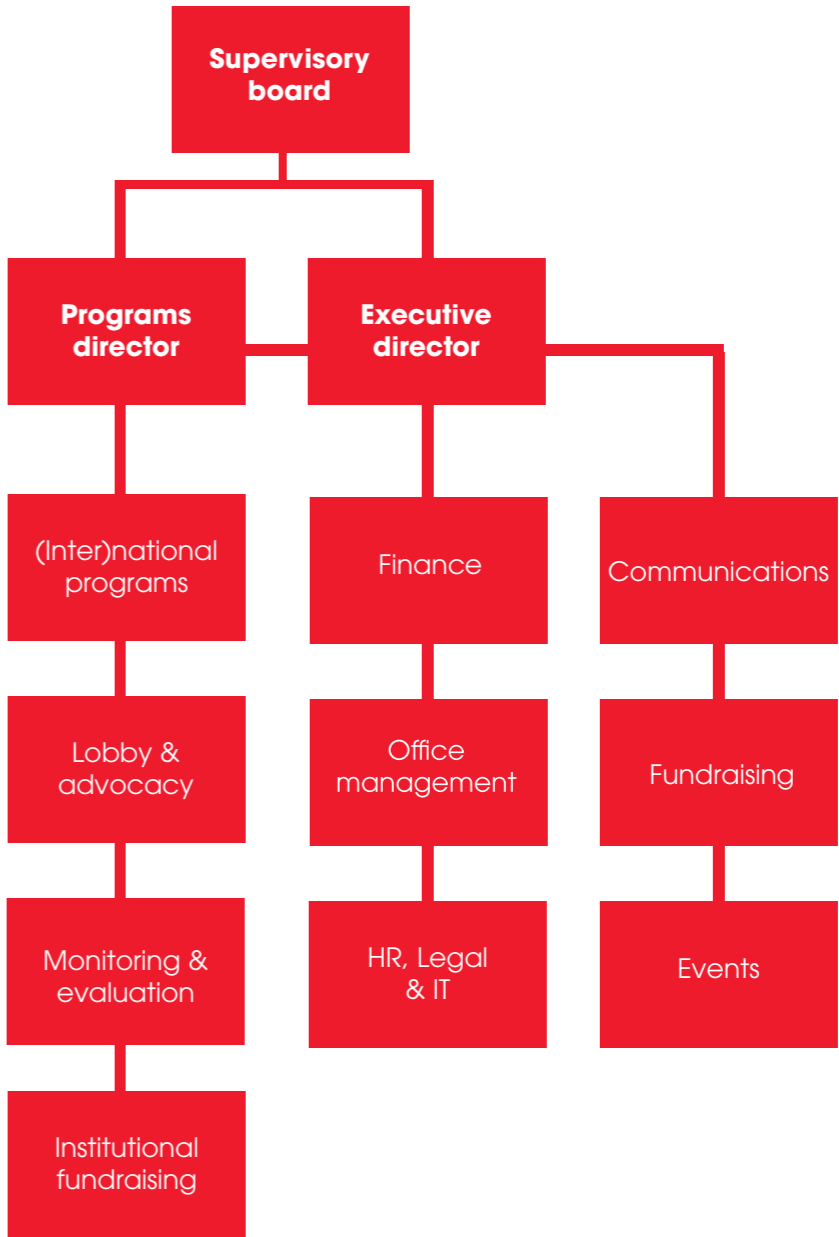
During the last few years, dance4life has accumulated a network of inspiring individuals. Since the end of 2013, we’ve been calling these individuals collectively our Inspirational Board. The members are a source of inspiration for dance4life giving us both invited and un-invited advice. Their expertise helps us explore diverse topics and, of course, they are important ambassadors of dance4life.

## Composition of the Inspirational Board:

- Duncan Stutterheim, founder ID&T
- Erica Terpstra, former Olympic swimming champion, state secretary, Member of Parliament and chairperson of the NOC\*NSF
- Frank Houben, Global Brand Director KLM
- James Veenhoff, Partner Fronteer Strategy
- Jonas de Groot, expert in (youth) marketing
- Menno Wagenaar, Global Business Partner Facebook
- Ralph Wisbrun, Managing Partner JWT Amsterdam
- Rik Ruts, Managing Director Media agency UM

In 2016 dance4life started the proces of acquiring the CBF erkenningsregeling. The Central Bureau on Fundraising (CBF) is an independent foundation which has been monitoring fundraising by charities since 1925. The CBF’s task is to promote trustworthy fundraising and expenditure by reviewing fundraising organisations and giving information and advice to government institutions and the public.

When a charity has been recognized as a charity by the CBF (CBF-erkend goed doel), you can trust that the organization has been closely reviewed. dance4life got reviewed in 2017. The CBF issued a positive opinion and dance4life received the certification in April 2017.



# Finance

The dance4life foundation yielded a surplus of €209,996. The financial position of the dance4life foundation is healthy. The foundation can meet its short and long term financial obligations.

Our total income in 2016 was €4 million. This is a decrease of 13% compared to 2015. The decrease is due to the fact that 2016 was a year in which we focused on defining our long term strategy and less on business development. For this reason we started the year with a decreased budget of €4.3 million.

# It all adds up

We didn't realize this budget because of the lower income of other fundraisers, especially around the New York Marathon. Recruiting runners proved challenging. Moreover business development efforts geared towards INGO's, UN agencies, foundations and the EU has not been realised in 2016.

Compared to 2015 the income of our own fundraising decreased significantly because there was no income from the schools programme in the Netherlands this year. As part of the new long term strategy, that program was redesigned in 2016. There has been a pilot but without a fundraising component. From 2017 onwards the revised programme, with fundraising, will be implemented again.

Figure 1 illustrates the current division of income over the sources. Own fundraising refers to our friends4life network, corporate donations, our own auctions and

in-kind donations. Government refers to the Dutch Ministry of Foreign Affairs. Fundraising with others refers to New York Marathon, product collaborations and support actions. Fundraising by others refers to the Dutch Postcode Lottery and other NGOs.

## How the budget is spend

In 4 years' time, we aim to spend 80% of our total income on our core organisational objectives – at the moment this is 73%. As shown in Figure 2 the total costs of € 3,8 million, 77% has been spend on the objectives, 7% on organization and administration and 16% on fundraising.

We also want to build up a healthy reserve of €800,000 to cover program activities for at least 6 months. At the end of 2016 our continuity reserve was €707.022. Furthermore, additional reserves have been created to cover future costs of implementing the new strategy (also refer to understanding text).

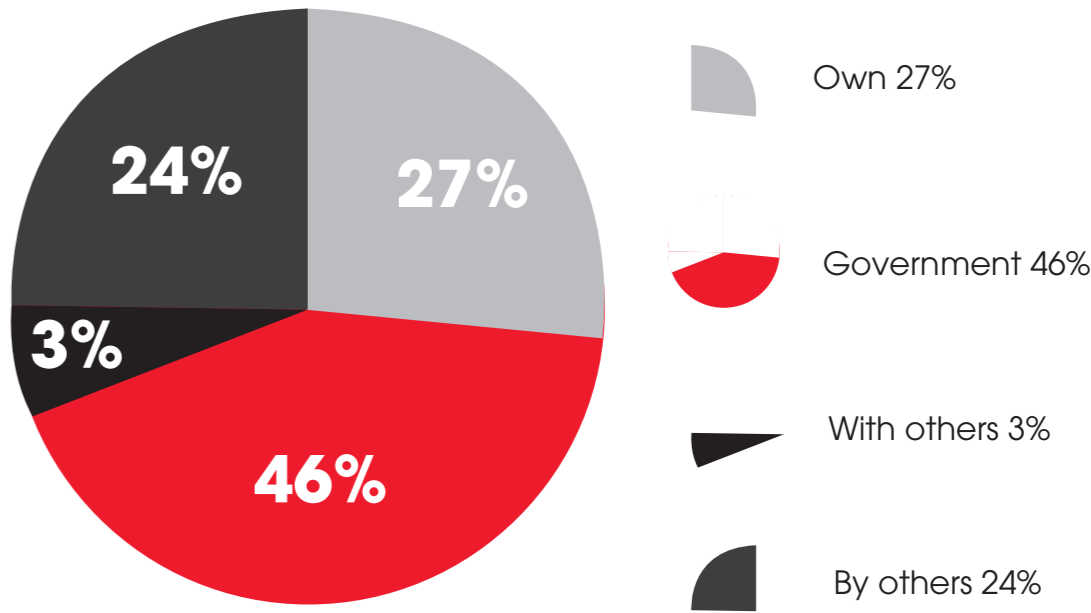


Figure 1: Current total division of income

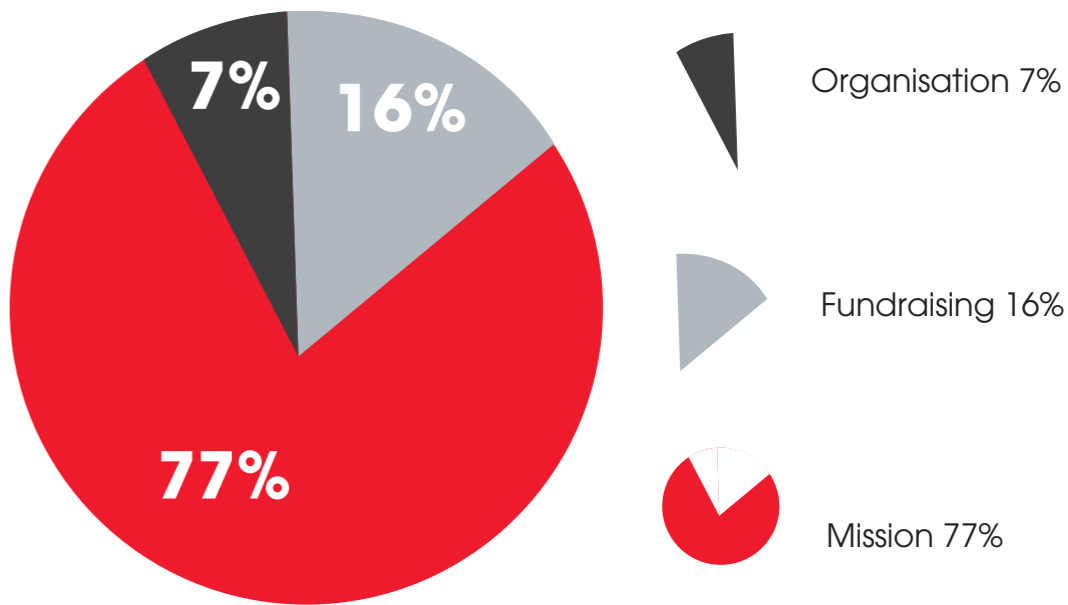


Figure 2: Projected division of income 2020



# Future plans

where we are going

2017 will be the first year of our 4 year transitioning period. We need to move our positioning, organization and network to ensure we are able to realize our 2030 goal: Together with our partners, we want to have empowered more than 5 million young people to lead healthy sexual lives and feel confident about their future; leading to demonstrable improvements in health outcomes.



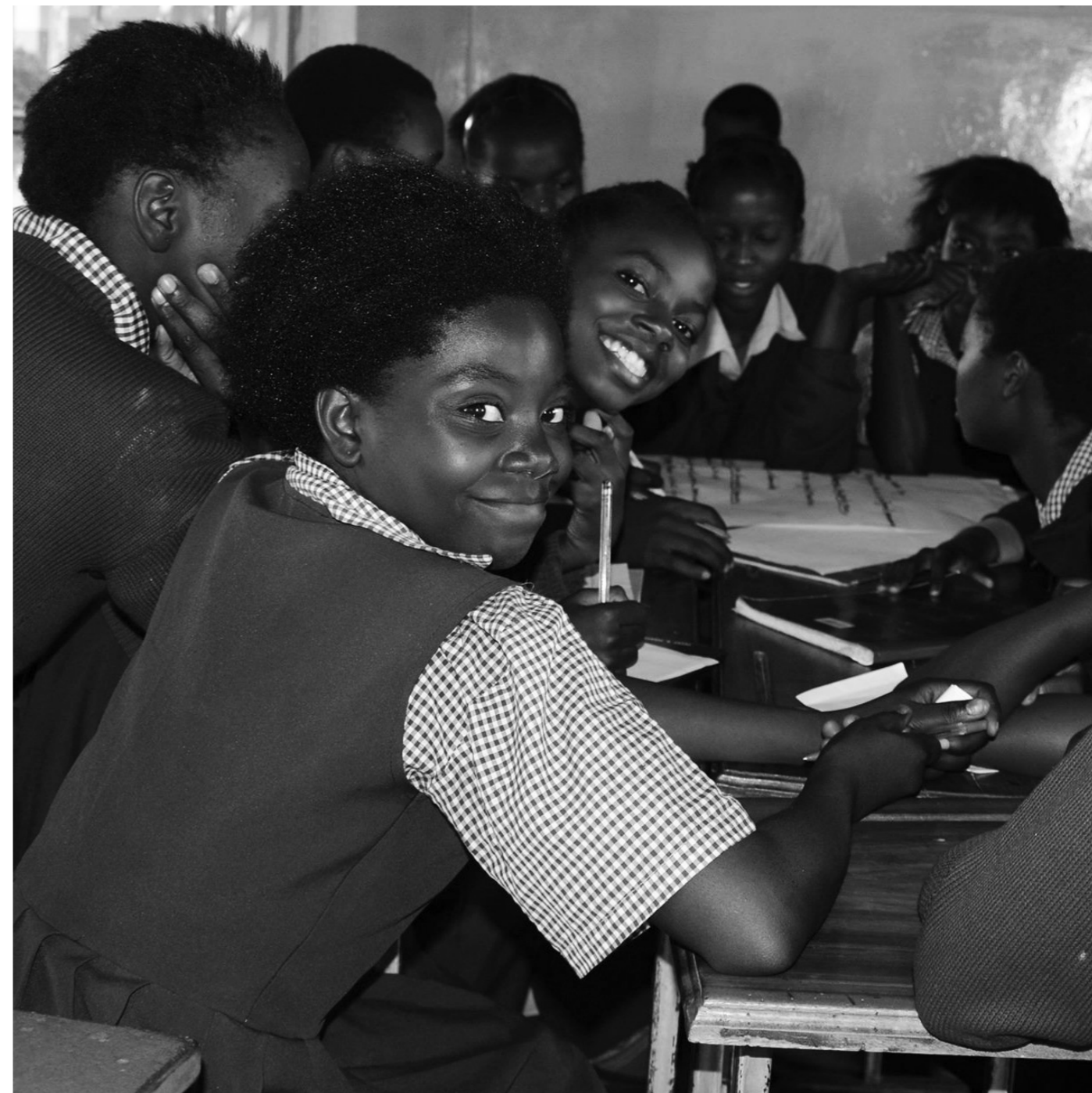
# Dynamic Transition

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With the new strategy in place our focus will be on piloting our way of working and searching for funding of several large 2-3 year long “proof of concept” programs in a number of countries. We will test, evaluate and enhance our renewed model, to prepare it for further scaling up beyond 2020.

We will support our current partners in transitioning to the new social franchise model to ensure that they are connected to the donor networks and have sustainable fundraising mechanisms for investment and model implementation.

Lastly we will continue engaging with relevant international entities and support demand creation activities for the dance4life model by pro-actively participating in the leading discussions and events on youth sexual health and empowerment.



# The theory behind what we do

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We bring a resolutely peer-led approach for integrated behaviour change. It's at the forefront of how we work. Our Youth Engagement and Personal Leadership model is rooted in educational theory and based on the straightforward idea that a person's behaviour is determined by their intention to perform it.

It's a premise found in the Theory of Planned Behavior and Reasoned Action on which our new model is based. We've also incorporated Merrill's Instructional Design Theory (the power of internal learning and motivation) to crystalize dance4life's new youth engagement and personal leadership model.

## Three core determinants for behavior change

They are confidence, attitudes and social norms. To create lasting impact, the dance4life model targets all three.

Young people who are confident about themselves and their skills, who have gender equal attitudes towards the opposite sex and who are able to question and challenge existing social norms, are empowered to take personal leadership in their sexual lives.

This, in turn, forms the intention to change their behavior. These intentions lead to concrete behavioural outcomes such as increased condom and contraceptive use, decrease in the amount of sexual partners, delay of sexual debut, as well as health-seeking behaviors such as visiting a clinic for voluntary counseling and testing. These behaviours directly contribute to positive health outcomes demonstrated by decreases in unwanted pregnancies, HIV and sexual and gender based violence.

We are not solely focusing on the sexual and reproductive health of young people, but on the development of young people as confident, empowered agents for change with gender equal attitudes, and the ability to tackle existing social norms that hold them back from shaping their future.

Our evidence-based strategies for behaviour change and skills-based learning are provided through intense, non-formal intervention, delivered by trained peer leaders. They interact with young people in structured settings, such as schools or youth-centers, to reach young people on a large scale. As a result, the model creates sustainable behavior change that contributes to demonstrable sexual health outcomes.

While the model empowers young people to make healthy and safe sexual choices and form healthy relationships, their sexual health also depends on two other major changes: an enabling environment and youth friendly services. A core pre-condition is that partners who implement the dance4life model simultaneously work, by themselves or through alliances, on the 'system' around young people by establishing youth-friendly services and policies (the enabling environment). In return, empowered young people will indirectly contribute to changes in this system by challenging existing social norms and breaking taboos.

dance4life's ultimate goal is to decrease the prevalence of three of the biggest sexual health threats young people face these days: HIV, unwanted pregnancies and sexual and gender based violence.

**we don't want to  
exist forever...**

**we will dance  
until our work is  
done.**



MAC AIDS FUND



Ministerie van Buitenlandse Zaken

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