

DANCE4LIFE EXPERIENCE 2020: HARNESSING DIGITALIZATION AS A WAY TO INCREASE SCALE AND IMPACT

This year's Experience truly showcased the resilience, creativity and strength within the Dance4Life franchise community. We can look back on a very successful and fun digital Dance4Life Experience. Sessions all contributed towards learning about how to bring the online Journey4Life to the next level.

The Dance4Life Experience took place from 26 – 30 of October 2020 online on Zoom. Due to the Covid-19 pandemic it was not possible to have a face-to-face Experience in Amsterdam as in the previous years. In this report you will find a brief description of what each day focused on as well as the main outcomes of the day. It also includes information about where you can find the presentations and other materials on MyDance4Life. On the final page, the results of the evaluation form are summarized.

The Dance4Life Experience 2020 was organized by this year's core team:

Tess, Oonagh, Josephine, Evdokia and Valeria (D4L), Danish, Irina, Amy and Corazon (Board of Franchisees), Yvonne and Shani (Trainers4Life).

We want to thank the experts that contributed to the event:

Sally Beadle from UNESCO

Charlotte Petty from RNW Media

Dr. Toyin Janet Aderemi from UNRWA

Yuri Yoursky from ECOM

Jess Malz from Inbo

Dr. Manasi Kumar clinical psychologist and psychotherapist and senior lecturer at University of Nairobi in Kenya

Alona Kryvuliak from La Strada Ukraine

Trainers4Life Rekha, Sajjan, Shani and Haiqa

Franchisees AFEW Ukraine, RutgersWPF Indonesia, and Amref Malawi.

We also want to give special thanks to the interpreters: Irina Golovanova and Yesenzhan Batyrbayev.

Last but not least thanks to Comic Relief Foundation and the Dutch Ministry of Foreign Affairs for making this learning event happen!



DAY 1: EMERGING CREATIVITY IN THE NEW NORMAL

In order to kick off the Experience meeting we started with an introduction of the overall goal of the week by the moderators Yvonne and Danish. The participants were encouraged to keep one particular question in mind throughout the week: *“How can we adapt the Journey4Life to this new reality we are currently living in, while simultaneously ensuring impact and scale up?”*.

Jael van der Heijden, the Executive Director of Dance4Life, welcomed everyone to the Experience. It was underlined that it has been a very special year with many unprecedented circumstances and challenges for Dance4Life and the franchisees. Creativity suddenly became a must have, as well as digitalization, in order to continue to scale and make impact. Dance4Life is reaching the end of its 4-year business plan and a lot has happened over the years: the development and implementation of the Journey4Life, the fostering and growing of the franchisee network and establishing a true community with shared ownership.

Koen, Lead Partner Management, took the participants through our achievements over the years.

- / 2017/2018: Journey4Life Pilot in Russia, Nepal, Ghana and Tanzania and creating and integrating the social franchise model.
- / 2018/19: many new franchisees; Franchisee Network and Board of Franchisees (BoF) was

established. The BoF is the linking pin between Dance4Life and the franchisees. It has fostered an open culture, joint direction and true equal partnership.

- / 2020: Covid-19 creative crisis response team which showcased the resiliency, creativity, adaptability and strength of the Franchise Community. Main product outcome: the online Journey4Life.
- / Future: Merger with Rutgers. It is important to underline that **the Dance4Life brand will stay as well as the Franchisee network and the Journey4Life**. The network and Dance4Life will focus on creating and facilitating blended learning: offline face to face sessions and online activities.

UP UNTIL OCTOBER 2020 50.000 YOUNG PEOPLE HAVE BEEN REACHED, 1134 CHAMPIONS4LIFE HAVE BEEN EMPOWERED AND TRAINED. RESEARCH IN INDONESIA SHOWS MORE GENDER EQUAL ATTITUDES, MORE CRITICAL ATTITUDES TOWARDS SOCIAL NORMS, AND MORE OPENNESS TO DISCUSS SRHR TOPICS.

After the recap of the last four years the moderators invited the participants to look back on a year of change in break out rooms. Once back in the shared space these insights were highlighted:

- / Theatre for Social Change Ghana: usually we use interactive theatre but due to Covid-19 restrictions radio was used. A theatre play was recorded and played in a community. The plan is to continue moving forward like this because it also reaches parents as well as young people. Whatsapp works very well for us too.

- / Family Health Options Kenya (FHOK): moving interventions and sessions online is a huge challenge due to the fact that many young people do not have access to the internet. However we hosted online sessions on Facebook live and Instagram. Offline sessions were held in a big room due to Covid regulations.
- / AFEW Kyrgyzstan: we reached more regions with the online Journey4Life and we would like to continue utilize blended learning because it also reduces costs.

Upon sharing their insights; a Mentimeter exercise with 5 topics was facilitated by the moderators.

The five topics were:

1. Services: Which type of disruption did Covid-19 cause to SRHR services in your country?
2. Which supplies shortage have you seen in your country?
3. How has Covid-19 influenced young people's demand for SRH services?
4. Which (of the following) changes have you seen in your country among young people?
5. Which actions have you taken to support young people accessing SRH services since the beginning of the pandemic?

If you are interested to see the results of this session you can click [here](#).

AMREF Malawi, RutgersWPF Indonesia and AFEW Ukraine presented their work on maintaining connection to services and interaction with stakeholders during the Covid-19 pandemic.

- / AMREF Malawi: made use of youth community workers to reach adolescents in villages in accordance with Covid prevention measures.
- / RutgersWPF Indonesia: created a youth-friendly services virtual tour experience.
- / AFEW Ukraine: shared about creative ways to use social media to engage young people.

HERE YOU CAN FIND THE PRESENTATIONS OF DAY 1

[AMREF Malawi](#)

[AFEW Ukraine](#)

[RutgersWPF Indonesia](#)

[Presentation Koen – Our achievements](#)

DAY 2: CSE IN DIGITAL SPACES

In order to start the day with fresh minds and open hearts a grounding and welcome exercise was facilitated by the moderators of the day: Shani and Ai Min.

CSE in digital spaces – evidence and practice

This session was followed by two expert speakers who shared evidence and experience from delivering CSE in digital spaces: **Sally Beadle from UNESCO** and **Charlotte Petty from RNW Media**.

Sally Beadle presented: *Sexuality Education in digital spaces: what does the evidence say and what do young people want.*

It was shared that approximately 71% of the world's youth are online and 45% of all ages are active on social media. Research was conducted to see how effective online sexuality education is through apps, online platforms and chat groups. With a sample size of 3,895 people in 112 countries it was discovered that 90% stated they found the content they received only sometimes useful. The most popular was video content or erotic content and digital spaces allows the user to look into “taboo – topics”. However a major challenge was that many felt that the content was not personalized enough or relevant for them.

There is still limited evidence of the impact of CSE in digital spaces on knowledge, attitudes and behaviors. It comes with a range of new possibilities and challenges. The safety of the user needs to be ensured, the intervention and program needs to be readily accessible and of good quality. Quality control and standardization of content needs to be developed and enforced. Sally Beadle underlines that digital platforms can be a valuable SRH intervention and/or add-on but are as stand-alone activity not yet proven to have a strong impact on behavior change.

The WHO has published a framework on youth-centered digital health interventions. You can find it [here](#).

Charlotte Petty presented: *Love Matters Global Network*. Love Matters is RNW Media's flagship SRHR

program and launched its first platform in India in 2011. Since then it has become a collaborative global network with 7 country members. Their aim is to scale-up the cumulative impact and resources of the program by facilitating collaboration and sharing expertise and innovation in online sexuality education. The information provided is open, honest and pleasure positive with regards to love, sex and relationships. The goal is to provide this type of information and content to people living in places where such information is often censored or taboo. Love Matters wants to engage young people to make informed decisions about their SRHR.

Love Matters utilized digital communication channels to reach young people such as: podcasts, webpage forums, YouTube etc. An example that was given is that with Love Matters Arabic YouTube they managed to have 22.5 million content views in 2019.

The content is created by involving young and local people in order to make the content dynamic, relevant and engaging. There are also discussion boards and Facebook pages that are all moderated by SRHR experts. All Love Matter pages have an easily visible and accessible link to redirect a user to a Youth Friendly Health Service referral page where they can access and see a map of all youth friendly service providers near their location.

85% are returning users in the Love Matters platform and more than half return daily. It is fostering a true online community and 69% of the users have experienced a positive change. The users have access to real time 24/7 SRH info and support. However it must be noted that it is still hard to reach rural areas.

Lessons learned from the online Journey4Life

Nina Pavlovska, the Development and Innovation Manager of Dance4Life, facilitated this session in order to collect the lessons learned by the network from the co-creation and implementation of the online Journey4Life. So far in the pilot of the online Journey4Life we have reached over 5000 young people! We have trained 200 Champions4Life and 3000 young people have responded to the feedback survey. When participants were asked to describe the experience of the Journey4Life development the words most often mentioned were: challenging, exciting and inspiring.

The online Journey4Life was developed and piloted in 9 countries and each had their own format. The format

ranged from Instant Messaging and video conferencing to a hybrid version of those two. The sessions were contextualized and a draft monitoring and evaluation tool was created to keep track of the quality, reach and impact of the online Journey4Life. The Champions4Life were also trained to facilitate the online sessions.

From the discussion and brainstorming input in the [Mural template](#) we learnt that the key conditions for successful implementation of the online Journey4Life are:

- / Flexibility and adapting the format
- / Testing with Trainers4Life and Champions4Life
- / Interactive activities, youth-friendly and age-appropriate language and content
- / Digital (facilitation) skills of Champions4Life
- / Willingness and motivation of Champions4Life
- / Safeguarding in place, creating a safe space for young people
- / Involving parents/family members
- / Mapping services that are being provided during Covid and linking them to the sessions
- / Dependent on connectivity- providing financial stipend to access the digital space
- / Develop an online Champions4Life training

Leaving no-one behind

Dr. Toyin Janet Aderemi, Senior Disability Officer from UN Relief and Works Agency for Palestine Refugees (UNRWA) in Jordan and **Yuri Yourski** from ECOM, shared their experiences and recommendations on how digitalization can play a role in reaching stigmatized groups.

Dr. Toyin Janet Aderemi calls us to think how we can include young people with disabilities in our SRH programs. She underlines the importance of the combination of impairment enablers as this will create participation. People living with disabilities is the largest minority group and 15% of the world's population yet 80% of people with disabilities live in low and middle income countries. It is important to comprehend that poverty and disability are linked and this is often exacerbated in crisis and emergencies: such as Covid-19.

Important to note is that *disability does not take away sexual desires*. Youth with disabilities have the same sexual development as their non-disabled peers. They have the same right to explore their sexuality and their sexual health. However, most often their sexual health needs are not met.

Lack of knowledge and awareness around people with disabilities is partly to blame for this. Sometimes teachers exclude young people from health and sexuality education class and therefore there is a lack of information and education for these young people. Young people not only have to overcome this obstacle to obtain information but are also often targets of Sexual and Gender Based Violence (SGBV). They often have no means to report and are dependent on their community/household for financial/physical support.

So what can we as the Dance4Life franchisee network do to improve sexuality education for youth with disabilities? It is important to do the following at every stage of the project cycle:

- / Ensure accessibility
- / Meaningful participation: involve them actively and throughout
- / Empowerment
- / Intersectionality
- / Data: disaggregate by disability, age and gender to monitor level of inclusion

While moving to a blended learning or completely online Journey4Life due to the pandemic it is important to ensure that the online platforms can be inclusive to youth with disabilities. Examples given by Dr. Aderemi include:

- / We can reach out to young people with disabilities through online platforms
- / Choose platforms with accessibility features (e.g.: live captions for people who are deaf)
- / Subtitles to videos or use video with sign interpretation
- / WhatsApp is a great tool for deaf youth
- / Always ask people for their accessibility requirements.

Yuri Yourski, a sexual diversity specialist from Ukraine underlined that with Covid-19 and self-isolation mental and physical health issues were exacerbated. Access to HIV testing and services has been severely lacking.

The programs were stopped and it became clear that online interventions were highly needed. ECOM needed to figure out how to reach the communities on the ground. ECOM digitalized some of their existing strategies and created a series of online webinars. It is important to remember to enhance and ensure online security of the platforms you are using.

After a full and intense day with insightful sessions from these experts the day came to a closure.

HERE YOU CAN FIND THE PRESENTATIONS OF DAY 2

[Sally Beadle - UNESCO](#)

[Charlotte Petty – RNW Media](#)

[Dr. Toyin Janet Aderemi - UNRWA](#)

[Yuri Yourski – ECOM](#)

[Presentation online Journey4Life reflection](#)

DAY 3: INTERACTIVE DIGITAL FACILITATION

The moderators of the day Shani and Yvonne did a quick recap of the first two days of the Experience and introduced the two interpreters Irina and Yesenzhan who called in from Kazakhstan in order to ensure that the participants from the EECA region could participate fully.

After the recap the participants were invited to do the Dance4Life vision call in their own language, all at the same time. This was a fun and great energizer to start a busy yet insightful day.

The first session of the day was a Digital Facilitation Training given by the digital facilitation expert Jess Malz from Inbo. Inbo is a digital learning and facilitation agency that specializes in creating, delivering and adapting in-person, online and blended learning experiences to unleash people's full potential.

They taught us many tips and tricks on how to facilitate in a digital space. The top tips and tricks include:

- / Have some fun: regular check-in moments and energizers in order to combat digital fatigue.
 - o Costume party: all participants were asked to find something close to them and use it as a costume. It could be anything. After everyone returned to their seats/screens there is a short time to share.
 - o Dancing Hands: The rule is you can only use your hand to dance: use your fingers, wrist and utilize the screen.
 - o Conversation Café: Use break out rooms to allow participants to answer a question, have an open conversation and summarize insights.
- / Have a facilitator mindset and focus on connection.
- / Have minor or major engagement options (emoticons, breakout rooms).
- / Encourage and bring in the senses, space, visuals, fun.

- / Encourage collaborative software: on Zoom you can use annotation, but you can also use other software such as Mural.
- / Have enough breaks.
- / If time is limited a tool that can be used to facilitate a discussion or a moment to share inputs is the chat. An exercise that can be used is the Chat Waterfall. The moderator asks a certain question and participants are asked to add their answers or thoughts in the chat.
- / Utilize Break-out Rooms in order to allow short discussion moments in group and invite one member of each group to report on what they discussed.
- / Use Liberating structures: there is a range of structures and strategies for facilitation that improve the effectiveness of meetings and sessions.

After the session by Jess Malz, the Trainers4Life Rekha and Sajan took over. They shared more on how the online Journey4Life was developed and facilitated the *personal relationship mapping* exercise with us. This is one example of an exercise in the online Journey4Life.

Upon the completion of this exercise a plenary Q&A session was held together with Yvonne, Haiqa, Rekha and Sajan, all Trainers4Life. They shared how activities from the Journey4Life were translated into group Whatsapp activities, using videos and GIFs. Haiqa shared that young people in Pakistan like to use these WhatsApp groups as a safe space to share their issues and problems.

At the closure of the day Shani taught the group how to use the online tool Mural as a visual drawing tool and how we can use different colours, movements and facial expressions to make a drawing come more to life.

HERE YOU CAN FIND THE PRESENTATION OF DAY 3

[Jess Malz - Inbo](#)

DAY 4: DIGITAL SAFEGUARDING AND MENTAL HEALTH

The day started with a mindful breathing exercise facilitated by Yvonne. After this moment of centering the day could start. Interpretation was again done by Irina and Yesenzhan in order to ensure that the participants from the EECA region could participate fully.

Psychological first aid

Dr. Manasi Kumar facilitated a session where she focused on psychological first aid and mental health. The session touched on barriers, mitigation and recovery strategies for young people. She stressed the importance of communicating calmly and respectfully, to listen and to be mindful of what others need in times of crisis. Her three action principles were **Look, Listen, Link**. In order to stay healthy it is important to have a daily schedule, to feed yourself intellectually and to connect with one another.

At the beginning of the session the participants were encouraged to reflect on three questions:

- / What does it mean to be in this limbo (Covid-19 pandemic)?
- / How do we normalize and balance our mental health?
- / What does it mean for vulnerable youth?

Once this reflection was complete the session moved on to explaining what exactly psychological first aid is and entails. Psychological first aid is the: *humane, supportive, and practical assistance to fellow human beings who recently suffered exposure to serious stressors*, which is done by:

- / Communicating calmly, compassionately and respectfully
- / Listening to concerns, but maintaining boundaries
- / Sharing information openly and honestly
- / Helping them trouble shoot novel challenges
- / Referring to services and support as appropriate
- / Offering short term ways to manage strong emotions

Important to remember are the three action principles of psychological first aid: **Look, Listen, Link**.

The session also explained the Mental Health Care Pyramid, how people tend to respond to crises, why psychological first aid is useful, the benefits of a problem-solving approach when aiding psychosocial recovery and the Algee Action Plan. The session also briefly touched upon burn-out, resilience and important characteristics of a successful team.

In the end of the session participants came up with strategies for how to mitigate interpersonal and personal barriers as well as for how to support the young people they serve.

The last session of the day focused on digital safety and was facilitated by Alona Kryvuliak from La Strada Ukraine. During the session a Mentimeter exercise was done where the participants were asked to reflect on how much we are online and how often we use social media. The session briefly touched upon certain threats that young people face on the internet: cyber-bullying, phishing, sexual harassment, etc.

There are a few rules that Alona Kryvuliak suggested the participants follow for safe online conduct:

- / Do not provide any personal information (name, age, address, phone number, school number, place of work).
- / If you receive information that makes you feel uncomfortable, make sure to share it immediately with someone you trust.
- / Never agree to meet someone whom you met on the internet and you do not know this person personally. If you do decide to meet them; make sure to do so in a crowded and neutral place that you know well.
- / Never send personal pictures to a person whom you met on the internet and do not know personally.
- / Do not respond to messages or requests that make you feel uncomfortable or ashamed.
- / In case of violation of your rights, honor or dignity you should immediately block the user and write a complaint.

Alona Kryvuliak continued to explain where to go for help and how franchisees can support the young people:

- / If they or their friends are faced with a threatening situation on the internet, they can obtain information and educational, psychological, or legal advice by contacting a

hotline or organization specialized in this field (check for hotlines in your own country).

- / The young people can tell someone they trust.
- / The young people or caregiver can contact the police and/or cyber police.

HERE YOU CAN FIND THE PRESENTATIONS OF DAY 4

[Dr. Manasi Kumar – University of Nairobi](#)

[Alona Kryvuliak – La Strada Ukraine](#)

[Mentimeter export - Psychological First Aid](#)

[Mural export – Psychological First Aid](#)

DAY 5: THE ONLINE J4L AND THE WAY FORWARD

Future of the Journey4Life

Nina Pavlovska started the day with a session on brainstorming about the *future of the Journey4Life*. Many franchisee representatives indicated that they would either prefer an online and offline Journey4Life separately or both combined. Most franchisees want to continue with offering the online Journey4Life even when things get back to normal.

The results from the implementation of the online Journey4Life in Indonesia and Kazakhstan showed the following:

Indonesia:

- / High level of satisfaction and would recommend to friends
- / Increase in self and social awareness
- / Session too long and online interaction is difficult

Kazakhstan:

- / Increase in knowledge where to get tested for HIV/AIDS
- / Increase in confidence to buy condoms
- / Increase in Gender Equal attitudes
- / No significant change on knowledge about HIV and transmission/testing

A comprehensive report from all the countries where we have gathered data, will be shared hopefully at the end of the year.

After these results were shared a Mural exercise was done on what each version of the Journey4Life should have. The options provided were: face-2-face version; online Journey4Life; face-2-face and online separately; and blended Journey4Life. The results of this session can be found [here](#).

Board of Franchisees advice

After this session the Board of Franchisees (BoF) presented the advice they shared with the Dance4Life

Management team and discussed points needed in order to move forward.

The BoF is the linking pin between the franchisee network and Dance4Life. They advise Dance4Life on an ongoing basis and lead the learning agenda of the network.

The BoF team consists of: Corazon, Ai Min, Amala, Danish and Irina. In their presentation they shared what they were proud of: innovations in the network, the power of digitalizing the franchisee network, increased engagement of franchisees, active learning, seeing a value of sustaining the online Journey4Life beyond Covid-19 and how the relationship between Dance4Life and franchisees is perceived as equal.

The value of the franchisee relationship has been identified as a contributing factor of ensuring that the network is open, supportive, respectful, people oriented and fosters a safe space. This set up should stay, even after the merger.

The advice for the Dance4Life leadership team is:

- / Regional collaboration should be a priority for 2021 – exchanging and learning
- / Become more outward looking: involving more people beyond the network
- / Involve strategic BoF members in the merger
- / Continued technical support and evidence for online Journey4Life
- / Keep the Dance4Life culture and way of working together alive – attention for the cultural difference between Rutgers and Dance4Life
- / More exchange between Trainers4Life and franchisees – e.g.: during webinars

After the BoF shared their insights there was session where all participants discussed how to strengthen their regional collaboration. The outcome can be found [here](#).

The Experience Week was closed with a celebration moment where everyone was invited to dance.

HERE YOU CAN FIND THE PRESENTATION OF DAY 5

[Presentation Board of Franchisees advice](#)

RESULTS EVALUATION FORM

In total 14 participants filled out the evaluation form. Some participants were present most or all days, others only one or two days.

The session that was most often mentioned as particularly interesting and informative was the session on interactive digital facilitation, although it should be mentioned here that this day also had most attendees. Other sessions that were mentioned as useful were the session on mental health, Sally Beadle from UNESCO on evidence from CSE in digital spaces, the session on regional collaboration, the Journey4Life reflection session, the session on 'leaving no one behind', and the session on day 1 when franchisees shared about their innovations and new strategies.

When asked about their most important insights, participants referred mainly to the experiences and innovations shared by other franchisees as well as insights related to digital facilitation. Several people shared how they felt inspired by experiencing an interactive online event like this one and how this gave them ideas for new ways to facilitate online sessions. One participant got inspired by how AFEW Ukraine uses social media to reach out to young people, for another participant the most important insight was how the physical and online Journey4Life can be combined. One participant mentioned that she became more positive towards online education in general because of attending the Experience. Findings out about new ways to support young people in crisis and mental health was also mentioned as a key learning by one participant.

Many participants agreed that the event was engaging and interactive, that facilitation went well and that we managed to create a good atmosphere and sense of connection during this online event. Opportunities to share experiences and other group exercises, for example through Mural, were appreciated as well.

All participants who filled out the feedback form feel that the interpretation went well and did not experience any challenges. One participant, who speaks both languages, switched back and forth from the English to the Russian channel and felt that at times the interpreter was missing the right vocabulary for the work that we do.

A quote from one of the participants:
"I think your translation work is very good. Basic activity instructions are understandable. My oral English experience is not very rich, but everyone I discussed with was very friendly and helped me to express my ideas. I had a very good experience."

The following tips were shared to improve the digital Dance4Life Experience in the future:

- / Make it shorter, maybe less than 5 days
- / More activities for Champions4Life, perhaps even a day only for Champions4Life so they can exchange experiences as well
- / Encourage more franchisees to join
- / Show videos from franchisees' work with young people
- / Use other digital platforms, not just Zoom
- / Organize the Dance4Life Experience more than once a year
- / Translate to more languages
- / Some sessions/days could use more regular interactive components and experience sharing

THANKS TO EVERYONE FOR THEIR FEEDBACK AND HELPING US IMPROVE OUR ONLINE EVENTS IN THE FUTURE!



Copyright © 2020 Dance4Life.

Dance4Life empowers and educates young people. We provide them with the knowledge, skills and confidence they need to protect their health and promote safe sexual choices