



# LIGHTNING TALKS

## Innovations for Youth Programming





**BBC**  
**MEDIA ACTION**

TRANSFORMING LIVES THROUGH MEDIA  
AROUND THE WORLD

# Leveraging the power of media for youth employment

Yvonne MacPherson  
@YMacPherson





**BBC**  
**MEDIA ACTION**

TRANSFORMING LIVES THROUGH MEDIA  
AROUND THE WORLD



**ខ្ញុំចូលចិត្ត  
ភ្នំពេញ 9**

**ភ្នំពេញ 9**

f [klahan9cambodia](#)  
 y [klahan9cambodia](#)  
 i [klahan9cambodia](#)

**ភ្នំពេញ 9**

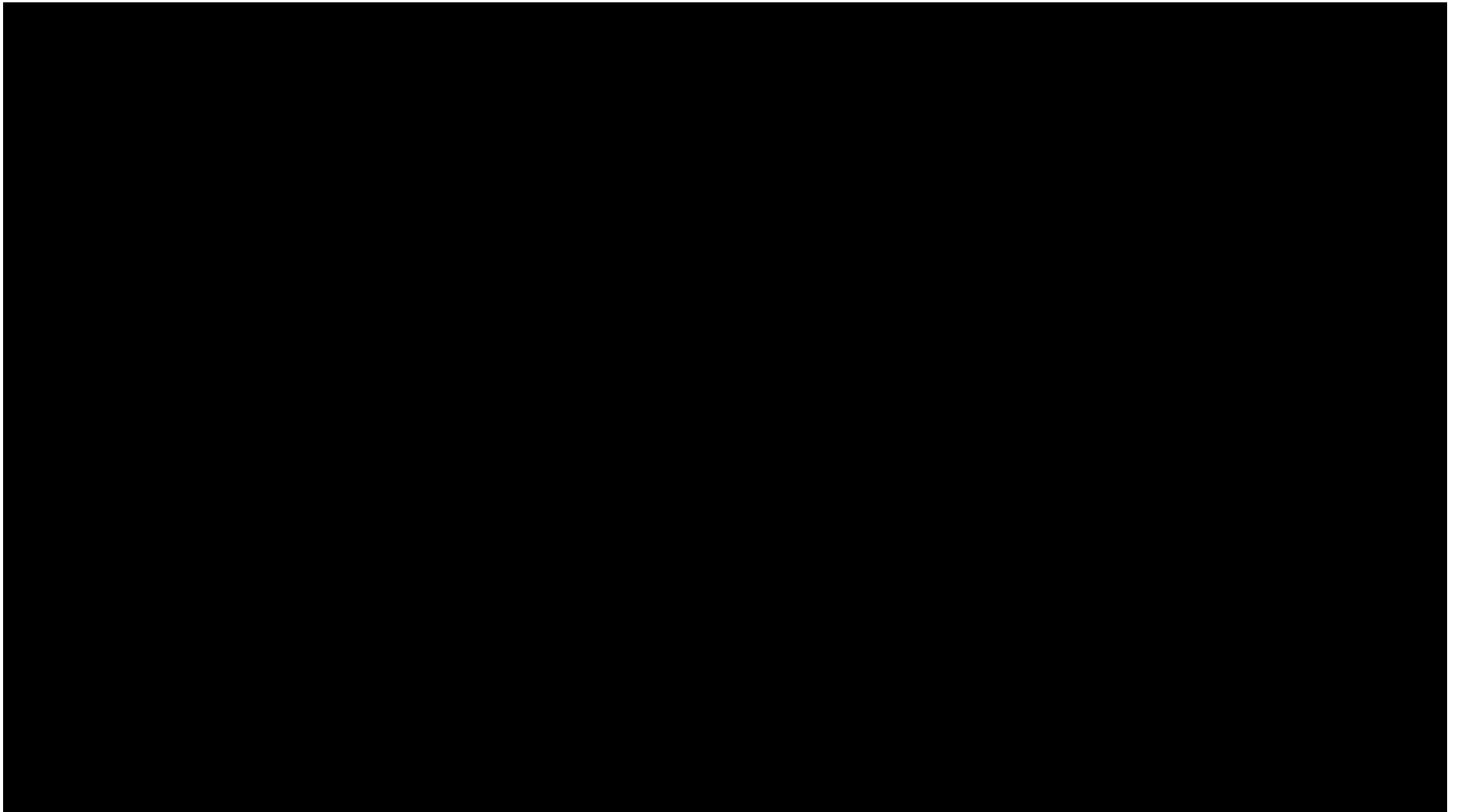
Like Comment Share

Options Send in Message



**BBC**  
**MEDIA ACTION**

TRANSFORMING LIVES THROUGH MEDIA  
AROUND THE WORLD





**BBC**  
**MEDIA ACTION**

TRANSFORMING LIVES THROUGH MEDIA  
AROUND THE WORLD



Klahan9

@klahan9cambodia

Home

Posts

Videos

Photos

YouTube

Reviews

About

Community

Events

Info and Ads

Instagram

Like Follow Share ...



Klahan9

September 6 at 3:14 AM

សូម្បីប្រិយមិត្ត! នេះគឺជាការវិភាគសម្រាប់កម្មវិធី ទស្សនាចរណ៍សិក្សាគ្នាហាន១ កុំភ្លេចចូលរួមទាំងអស់គ្នា ❤️❤️❤️

<https://www.facebook.com/events/282484262359568/>

See Translation

កម្មវិធីទស្សនាចរណ៍សិក្សាគ្នាហាន១  
ព្រឹត្តិមាននៅ ០៧ 666 350 រាត្រីន

Watch Video Send Message

See more

Community

See All

Invite your friends to like this Page

701,106 people like this

707,389 people follow this

Tom Sullivan likes this

About

See All

Typically replies within a few hours  
Send Message

www.klahan9.com.kh

Community Organization

Suggest Edits

Pages Liked by This Page



BBC Media Action

Like



Embassy of Sweden i...

Like

@YMacPherson  
[www.bbcmediaaction.org](http://www.bbcmediaaction.org)



**B B C**

**MEDIA ACTION**

TRANSFORMING LIVES THROUGH MEDIA  
AROUND THE WORLD

# Digital Exchange and its Role in Youth Peacebuilding and Violence Prevention

Jennifer Chen

World Learning

YouthPower Annual Learning Network Meeting

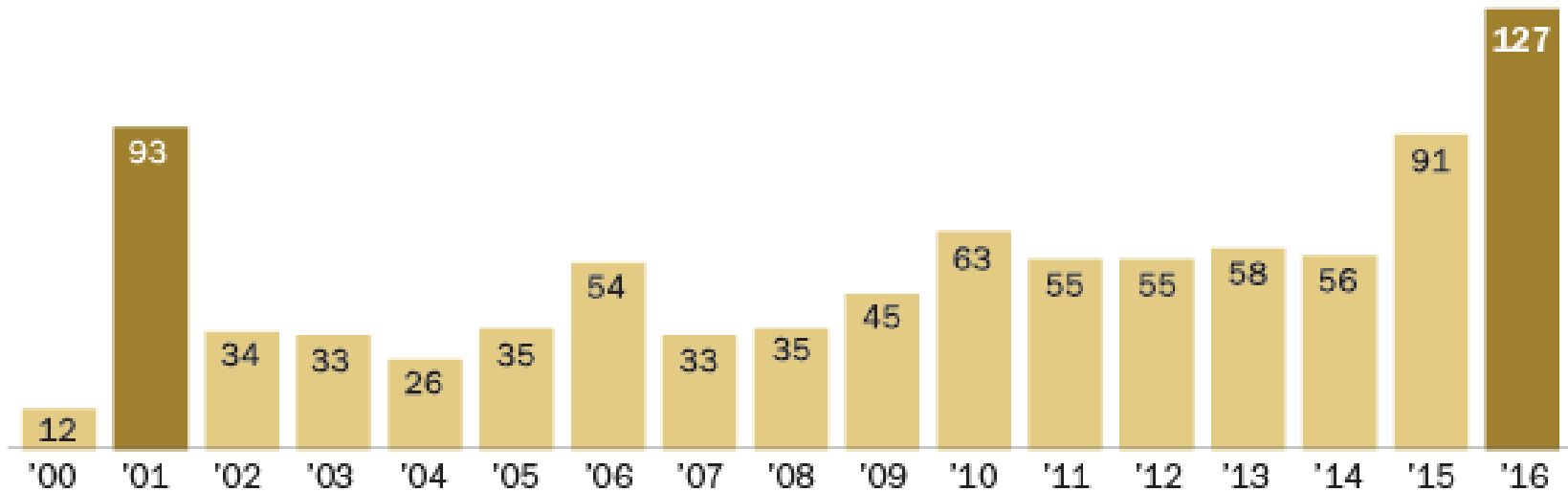
September 18, 2018





## Anti-Muslim assaults exceed 2001 total

*Anti-Muslim assaults in U.S. reported to the FBI*



Note: Includes simple and aggravated assaults.

Source: Federal Bureau of Investigation.

PEW RESEARCH CENTER







# DYLEP

DIGITAL YOUNG LEADERS  
EXCHANGE PROGRAM

A PROGRAM OF WORLD LEARNING



**Noah Kurzenhauser**

July 26

This was my lunch today: salad with kalamata olives, spices, olive oil, and red wine vinegar. Simple yet elegant. It was tres bien! (Very good in French)



Like Comment

Maryam Basman Alwakeel, Mariam Hussein and 21 others Seen by 53



**Kamal Shakir**

July 22

Hello guys, so today we had "Dolma" I don't know what you guys call it in English, I know it looks weird 😊 but it's very delicious and I think everyone in Iraq loves this meal. If you come to Iraq you should try this meal. 🍴❤️



Like Comment

You, Maryam Basman Alwakeel, Mariam Hussein and 19 others Seen by 56



Yesterday at 10:32 AM

in neighborhood-ibrahim

I learned that we all view subjects from different perspectives and have different experiences with them, and that's what should make us respect each other when we disagree, because the other person might consider it from a totally different point of view we wouldn't consider, so that's a thing we should always keep in mind when discussing something or even posting something that other people can relate to :))

(edited)

1 reply



19 hours ago

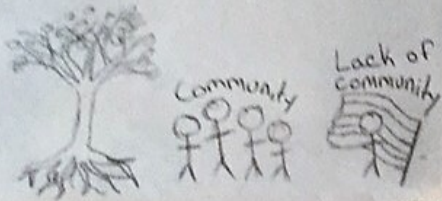
You're absolutely right Rojeena , it's really important to keep open mind and try to understand the others point of view before we take it the other way around





## Root & Branch

① Due to the lack of support and information for gay, trans, and queer people (especially the younger generation), a large portion of them end up feeling alone/isolated.



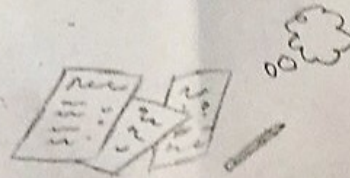
## October - November ④

Actually producing and putting out content for people, about queer subjects.



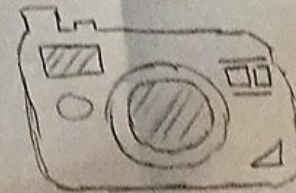
## August - September ②

Planning out ideas for videos and themes that I want to cover about the LGBTQIA community.



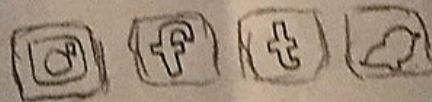
## September - October ③

The logistics! Acquiring the right camera, lighting, and equipment to make professional videos.



## December ⑤

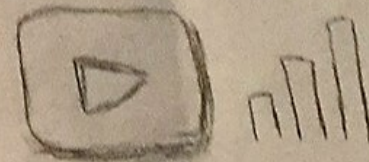
Continuing to produce content, but also sharing and promoting it in other places like social media!



Share!

## SMART GOAL ⑥

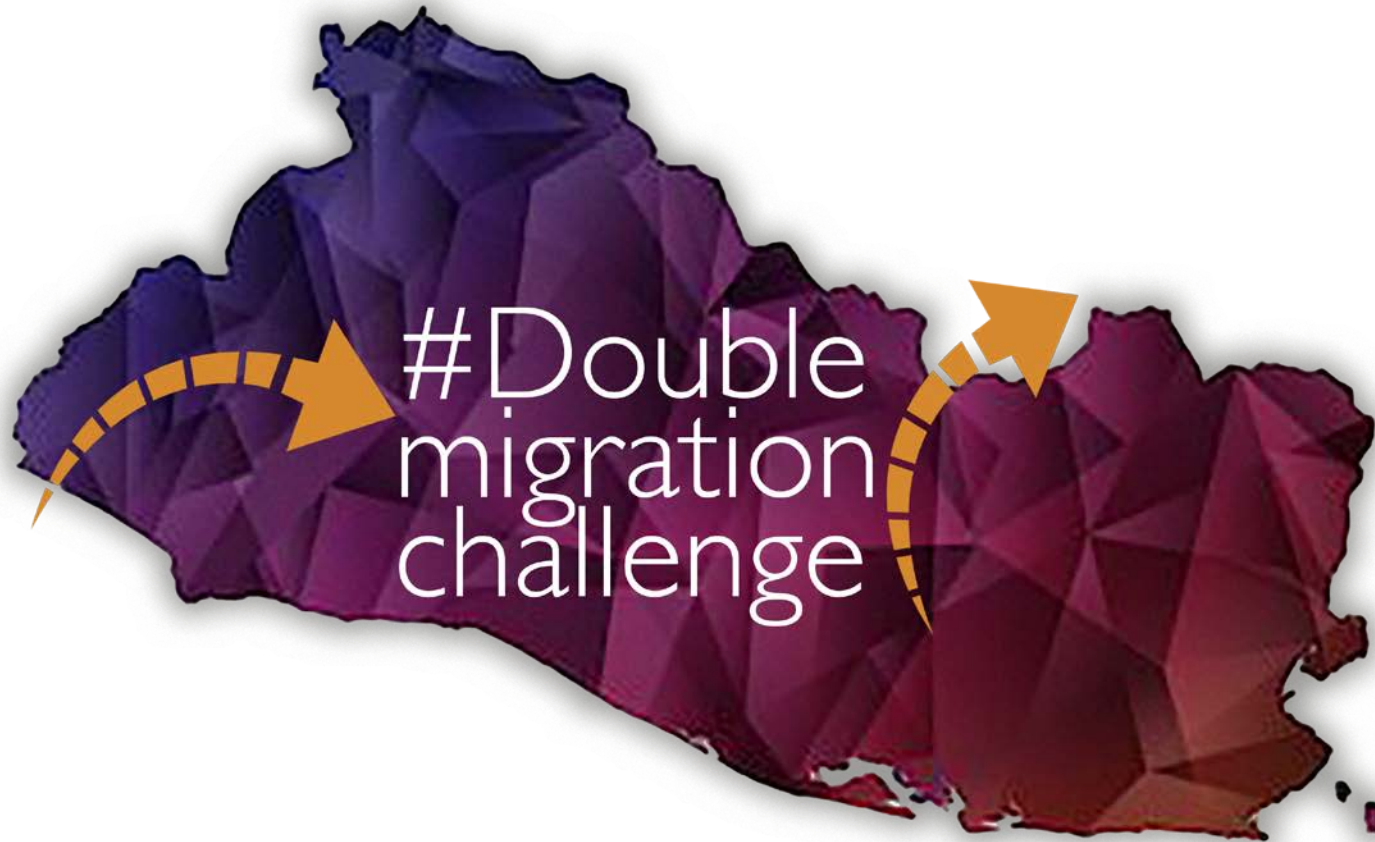
To be able to reach queer people through videos that are supportive or educational. Getting to 500 subscribers and 10,000 views.







**USAID**  
FROM THE AMERICAN PEOPLE



#Double  
migration  
challenge

**USAID  
BRIDGES TO EMPLOYMENT**

# RETURNED IMMIGRANTS



Providing youth with options in El Salvador

Employability

Job readiness

Entrepreneurship

On-the-job training

Continue formal education

Institutional Strengthening

Curricula Development

Training centers partnerships with private sector

Technical Assistance

Trainings

Improving quality of support services available to vulnerable youth

Improving the public perception of youth

Age

Gender

Discrimination

Residence

Physical appearance

Disabilities

Mass media communications campaign

Private sector

NGO

CSO

Advocacy

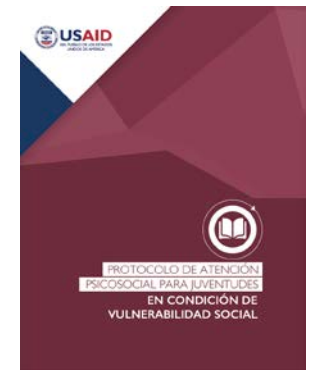
Inclusion and Equity advocacy

# IMMIGRATION DETERRENT

## PSYCHOSOCIAL ASSISTANCE TOOL KIT



1. Youth in conditions of socio-labor exclusion
  2. Youth affected by social violence and crime
  3. Young returning migrants
  4. People with disabilities
  5. Victims of gender violence and violence based on sexual orientation and gender identity
- Youth in conditions of social vulnerability

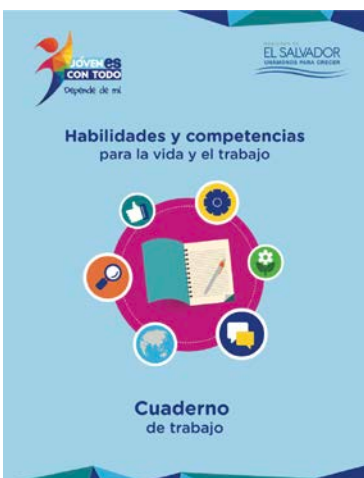


# IMMIGRATION DETERRENT

## LIFE SKILLS SECOND EDITION



- INJUVE Life Skills
- Workbook
- Additional modules
  - Critical, Creative, and Innovative Thinking
  - Self-control – Recognize and manage negative emotions



# Learning Links

## The “Lyft” of Learning

An **Innovative** Model for Educating Young Mothers with Game Changing Potential

Supported by



**USAID**  
FROM THE AMERICAN PEOPLE

Implemented by



THE KAIZEN COMPANY



**Girls For Change**

## Liberia's Challenge:

Literacy and numeracy rates are low

Formal school enrollment is low

It's ever harder for pregnant girls and new mothers

But there is a silver lining:  
literate and numerate women





**Mary (Age 17)**  
**Illiterate and out of school**



**Cynthia (Age 24)**  
**Literate but underemployed**

What is the **opportunity** here?

---

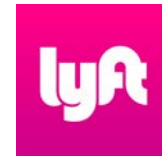
# Can a “gig economy” model seize this opportunity?



Mary



Cynthia





# Can **More** Cynthia's Help **More** Mary's?



# The **Learning Links** Model connects literate adults with out-of-school children for **learning**

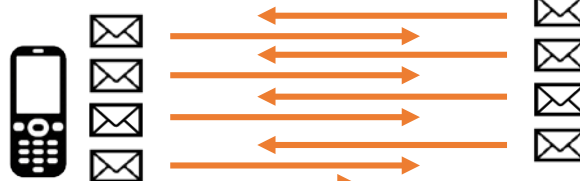
**1** We identify literate and numerate women and train them as Tutor-Mentors



**2** They teach literacy and numeracy to local out-of-school girls in small groups



**3** Girls learn literacy and numeracy skills following the Liberian ABE curriculum



**5** The Tutor-Mentor receives modest compensation based on Learner's performance and participation



Learners receive deposits in education savings account, or cash

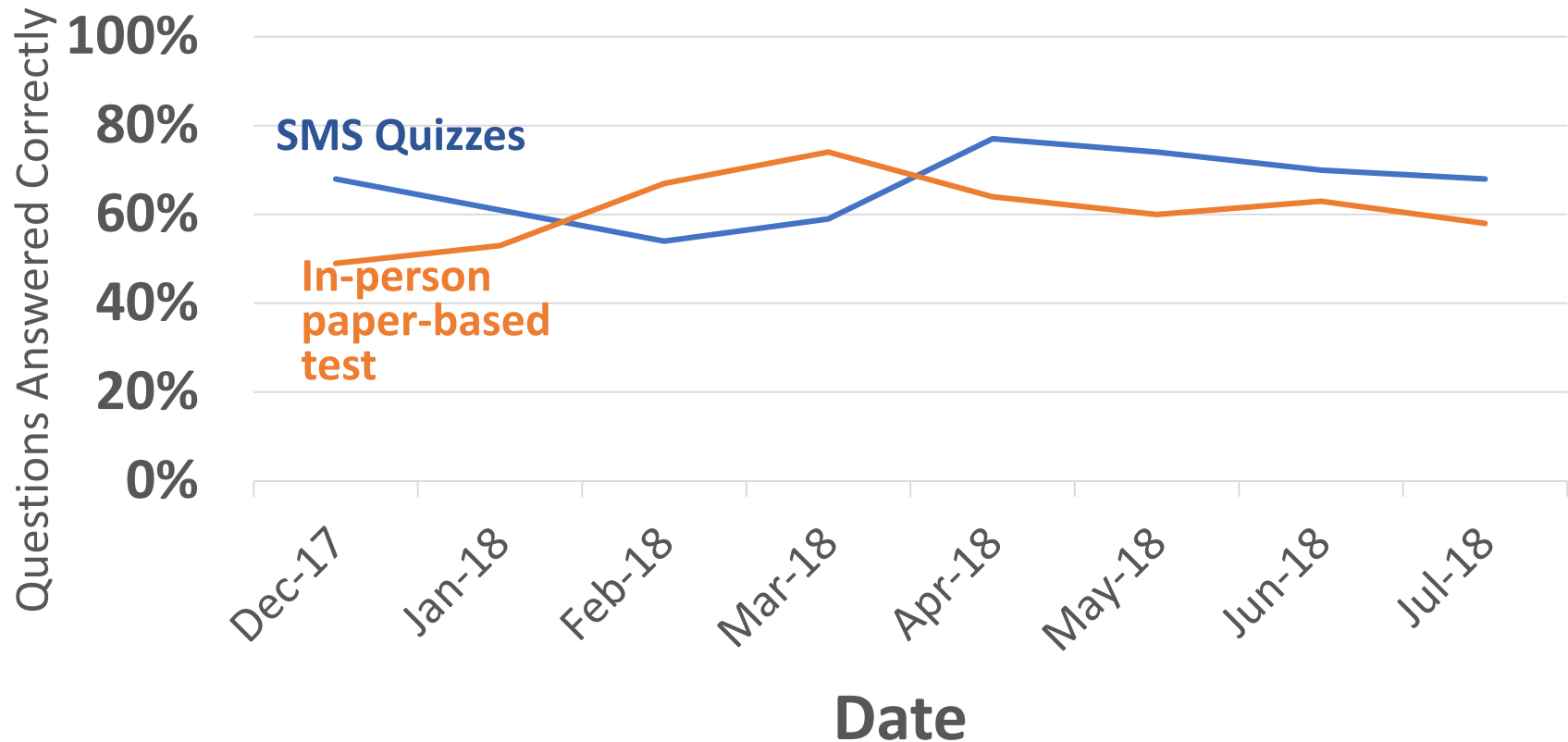


**4** Learning Links sends daily SMS mini-quizzes to Learners. Learners respond and we check the answers, and provide feedback



# Results: Learners are learning, and retaining

## Learner Performance on SMS and Paper Based Quizzes (December 2017 - May 2018)



# Cost analysis – a path toward parity with the national education system

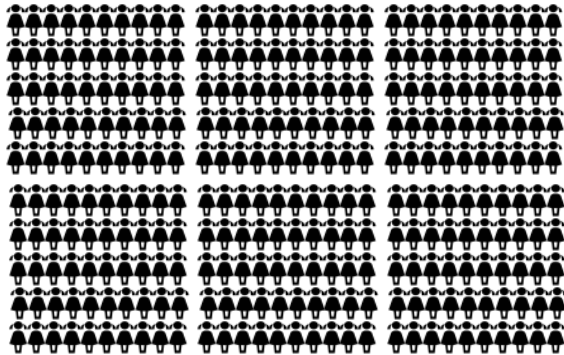
At scale (Y2-3 and beyond) we can scale toward cost-parity with the national education system

Items	Unit Cost	Qty	Total Cost	Potential cost at scale
Phone and Sim Card	\$ 19.00	1	\$19.00	\$10.00
Cost for sending and receiving SMS pre Learners	\$ 0.05	2,592	\$129.60	\$10.00
Learner ABE Material (Lit & Num) Print out	\$ 23.00	2	\$46.00	\$20.00
TM ABE Material (Lit & Num) contribution per learners	\$ 5.60	2	\$11.20	\$5.00
Group Power Bank contibution per learners	\$ 6.00	1	\$6.00	\$3.00
Learner Incentive cost per month	\$ 3.70	12	\$44.40	\$35.00
Tutor-Mentor Incentive cost for per month per learner	\$ 3.60	12	\$43.20	<del>\$22.00</del>
<b>Total</b>			<b>\$299.40</b>	<b>\$105.00</b>

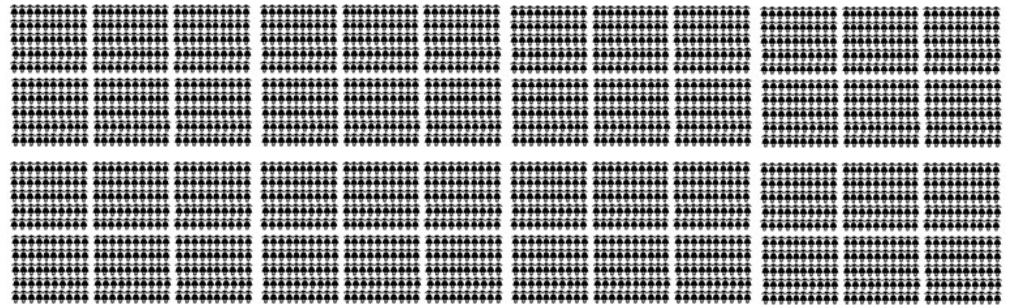
This is close to the \$83/year it costs to educate a Liberian child (possibly excluding infrastructure/land, other costs)

# Learning Links scope and potential

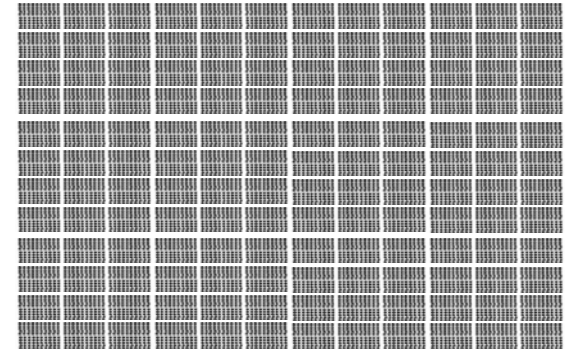
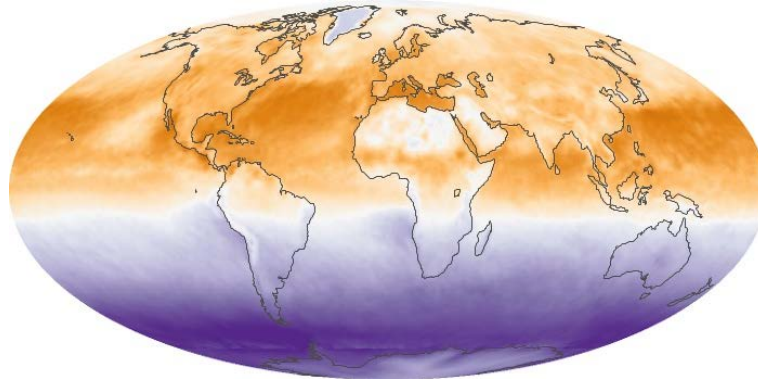
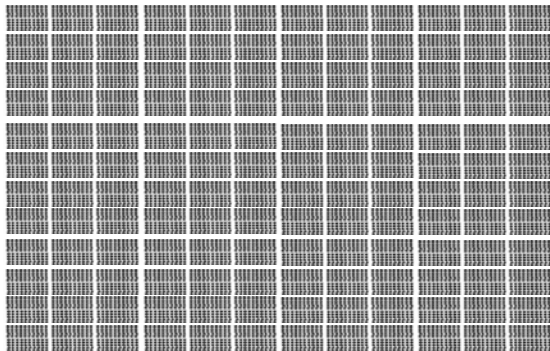
**Current: ~300 Learners**



**2019: ~2500 Learners**



**Potential: out-of-school children everywhere**





**Thank you!**

**Questions/Comments:  
Kevin Wheeler**

**[kwheeler@thekaizencompany.com](mailto:kwheeler@thekaizencompany.com)**

**+1.202.213.4068**



**USAID**  
FROM THE AMERICAN PEOPLE

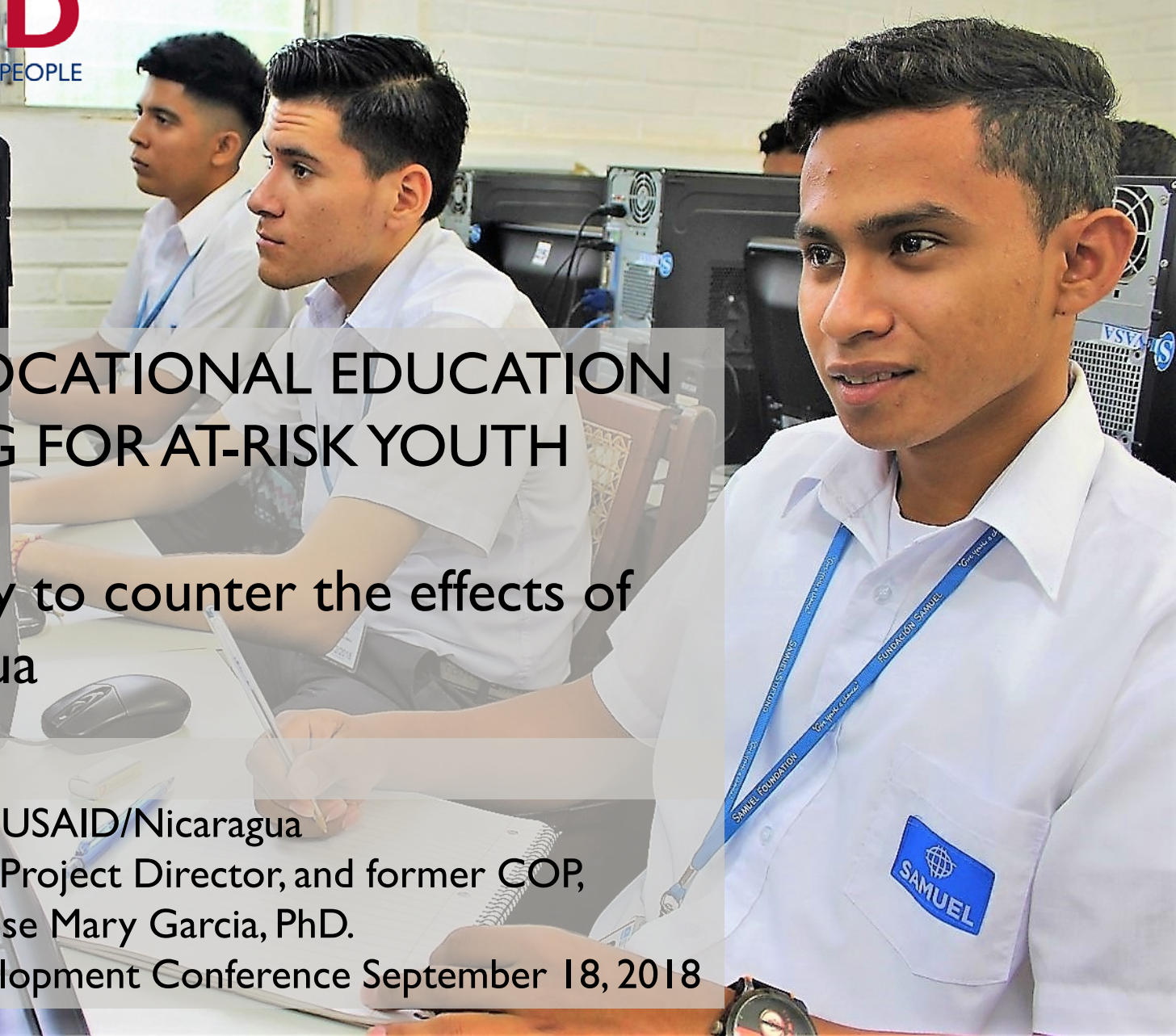
# TECHNICAL VOCATIONAL EDUCATION AND TRAINING FOR AT-RISK YOUTH (TVET SAY)

Using technology to counter the effects of  
crisis in Nicaragua

USAID/Nicaragua

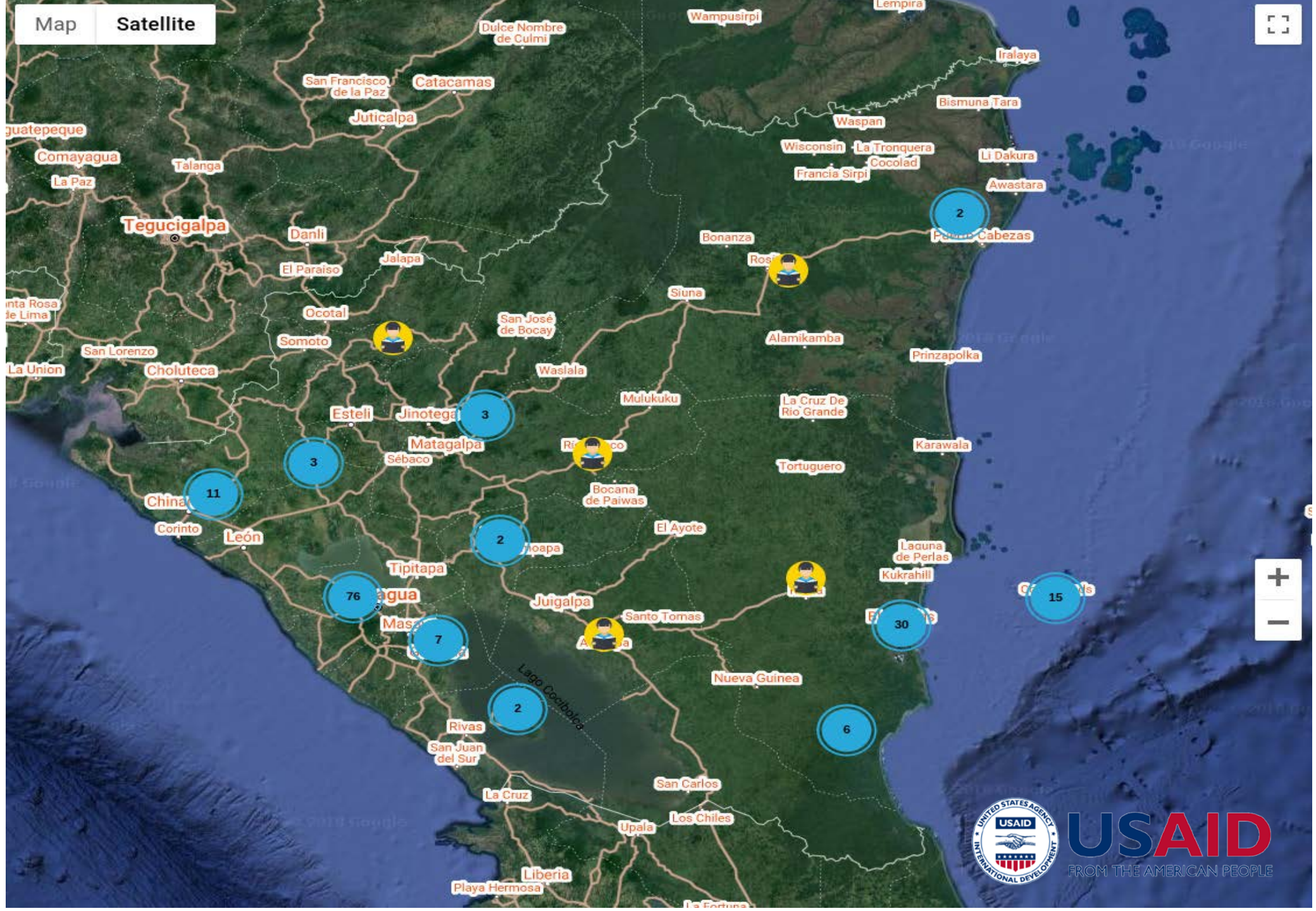
Presentation by Project Director, and former COP,  
Rose Mary Garcia, PhD.

for Positive Youth Development Conference September 18, 2018



Map

Satellite



**USAID**  
FROM THE AMERICAN PEOPLE



# Context since April 2018



- The economy is being devastated by five months of unrest sparked by cuts to social security benefits that quickly evolved into calls for President Daniel Ortega to step down.
- Human rights violations, hundreds of deaths, illegal arrests, and torture. UN human rights mission in Nicaragua was asked to leave by the government.



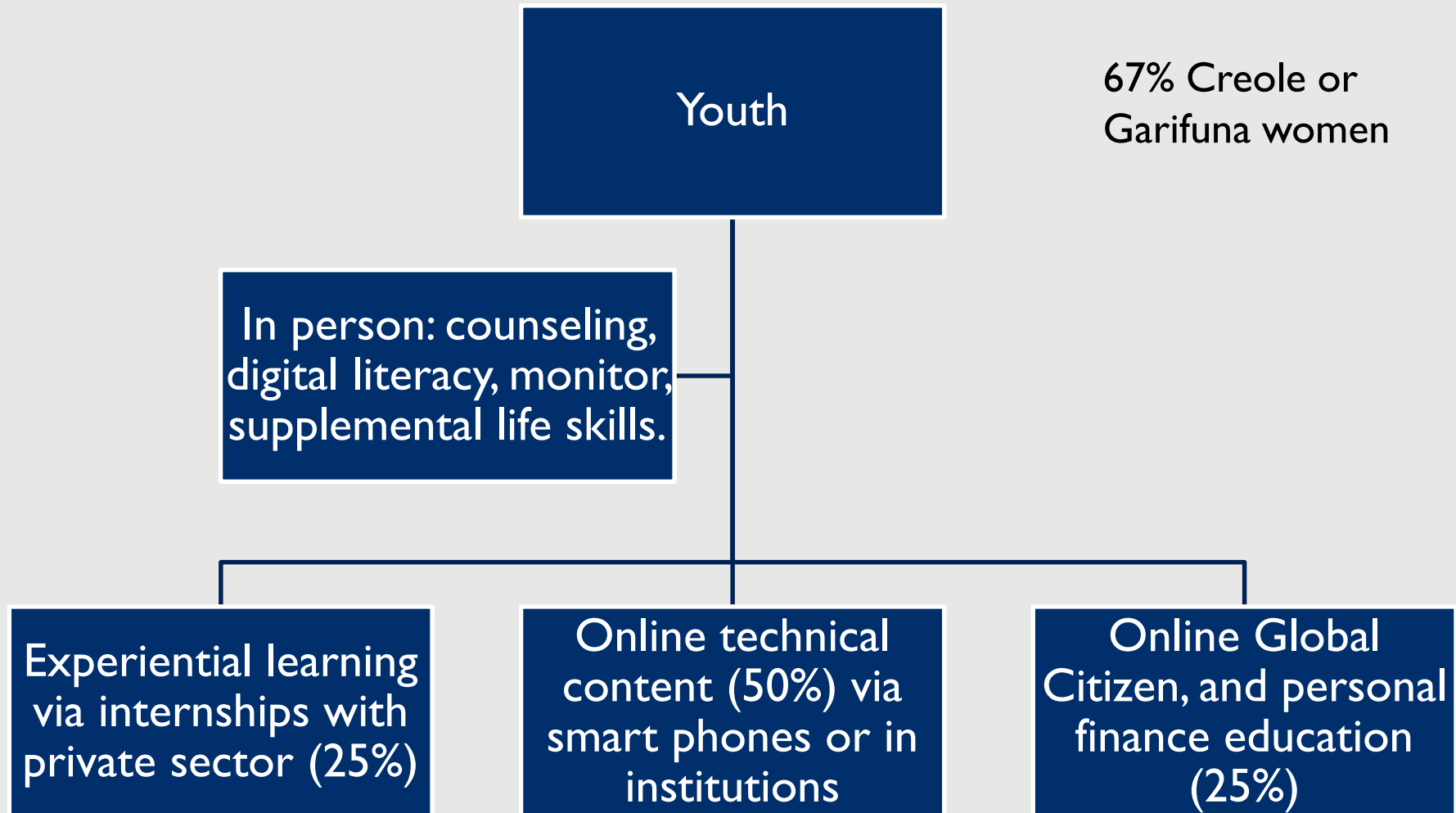
Youth are at risk of arrest, torture, death; no freedom of mobility. Some academic institutions are operating with financial losses and have made administrative adjustments.



# Youth's perspective:



67% Creole or  
Garifuna women



# Capacitate para el Empleo,

<https://capacitateparaelempleo.org/> Courses

- free online training with over 220 occupations;
- Mexico, Panama, and the Dominican Republic have recognized the program in the TVET education system;



Annia Reyes, from Corn Island, taking the on-line course certification on food and beverage management. Annia took an digital literacy course, and received a training in financial management.

# Auto mechanics certification

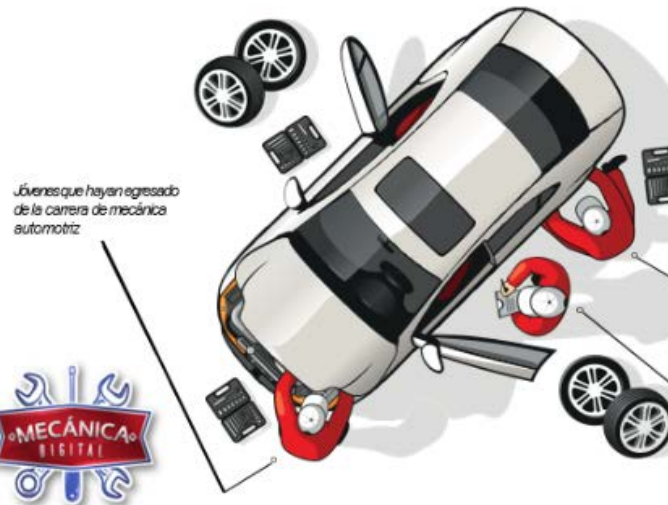
Launched in August through <http://www.mecanicadigital.net/>

- 70 participants from 4 municipalities
- TVET SAY's alliance with private companies and TVET centers.
- Enables students and TVET teachers to foster skills for technology-oriented jobs in a high-tech learning environment.



## Curso mantenimiento preventivo automotriz

Managua, Nicaragua, primera edición 2018



Jóvenes que hayan egresado de la carrera de mecánica automotriz

### Proceso de inscripción

Ser estudiante de último año de la carrera de mecánica automotriz

Instructores de mecánica automotriz, de centros tecnológicos

## Conclusions:

- Win-win alliances are critical: TVET centers, companies, and platform creators. Institutions are able to strengthen the curriculum with the private sector input.
- Conflict setting yields institutional openness to these hybrid programs.
- Youth are attracted to technology.
- Teachers give more personalized attention to youth.



# Thank you

Rose Mary Garcia, PhD  
TVET SAY/Aprendo y Emprendo  
Project Director

---

# More than Checking Boxes: Inclusion in Action



YouthPower Annual Meeting  
September 18, 2018  
By Eliza Chard









- ✓ Gender
- ✓ Socio-economic status
- ✓ Ethnic, tribal, or religious affiliations
- ✓ Geographic location (including rural, urban, peri-urban and community neighborhoods)
- ✓ Nationality
- ✓ Race
- ✓ Education status/level
- ✓ Employment status/type
- ✓ Marital status
- ✓ Sexual orientation
- ✓ Participation in group affiliations such as churches, sports teams, clubs, cooperatives, or even gangs or militias
- ✓ Status as HIV positive or People Living with HIV/AIDS
- ✓ Orphan and Vulnerable Children (OVC) status
- ✓ Conflict-affected
- ✓ Disability status
- ✓ Caretaker/head of household status
- ✓ Status as refugee/displaced person

Source: Feed the Future Project Design Guide for Youth-Inclusive Agriculture and Food Systems: Volume 1



# East Africa Youth Inclusion Program (EAYIP)



- Mastercard Foundation-funded
- Primed by Heifer International
- Uganda and Tanzania
- Targeting 25,000 youth
- Agribusiness



# EAYIP Youth

---



# EAYIP Youth



# EAYIP Youth



# EAYIP Youth



# EAYIP Youth





# **Making Cents' 5 Step Inclusion Capacity Building Process**



# 5 Step Inclusion Capacity Building Process

- **Make it Visible**
- Build Collective Buy-In
- Empower the Frontlines  
for Action
- Practice, Practice, Practice
- Ongoing Coaching and Support



# 5 Step Inclusion Capacity Building Process

- Make it Visible
- **Build Collective Buy-In**
- Empower the Frontlines  
for Action
- Practice, Practice, Practice
- Ongoing Coaching and Support



# 5 Step Inclusion Capacity Building Process

- Make it Visible
- Build Collective Buy-In
- **Empower the Frontlines**  
**for Action**
- Practice, Practice, Practice
- Ongoing Coaching and Support



# 5 Step Inclusion Capacity Building Process

- Make it Visible
- Build Collective Buy-In
- Empower the Frontlines for Action
- **Practice, Practice, Practice**
- Ongoing Coaching and Support



# 5 Step Inclusion Capacity Building Process

- Make it Visible
- Build Collective Buy-In
- Empower the Frontlines for Action
- Practice, Practice, Practice
- **Ongoing Coaching and Support**



Did we?



# Feedback on Our Approach

“The focus on inclusion during the training has been really helpful. Being honest, I realize that I wasn’t able to recognize these issues before. Now I’m very sure that no inclusion challenge will go unidentified, and if I can identify it, I’m confident that I can solve it.”

-- Paul Opio





**But did they?**



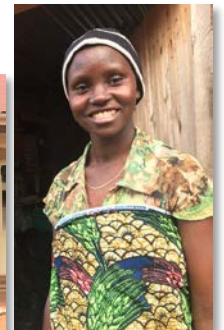












**Thank you!**







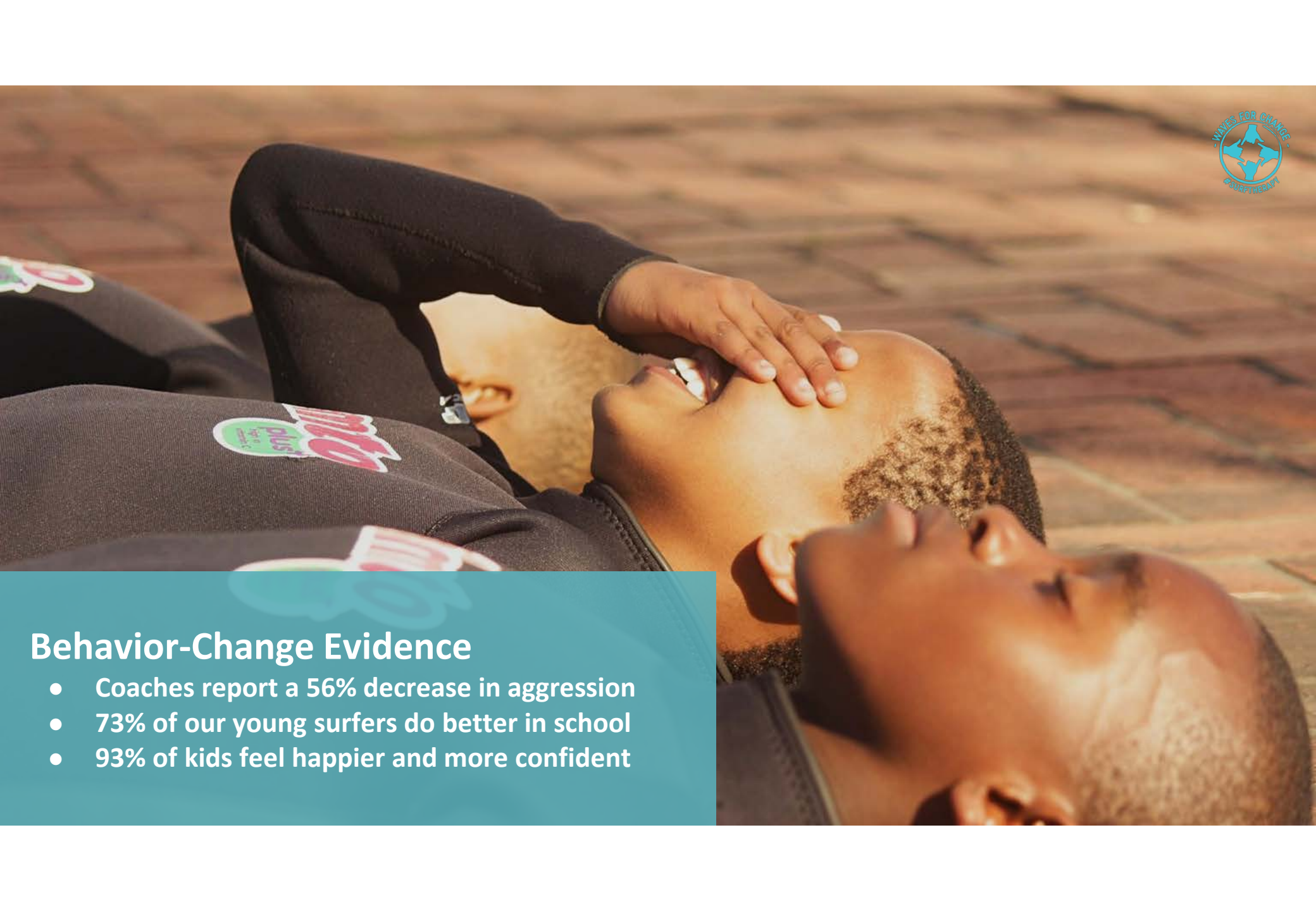
**Enabling Community Mentors**  
Training, monitoring, paying, and scaling  
locals



## More than Surfing

Waves Surf Therapy empowers boys and girls from tough communities to:

- Make trusted, new friends
- Identify their feelings
- Learn skills to regulate behaviour



## Behavior-Change Evidence

- Coaches report a 56% decrease in aggression
- 73% of our young surfers do better in school
- 93% of kids feel happier and more confident



## Starting Small

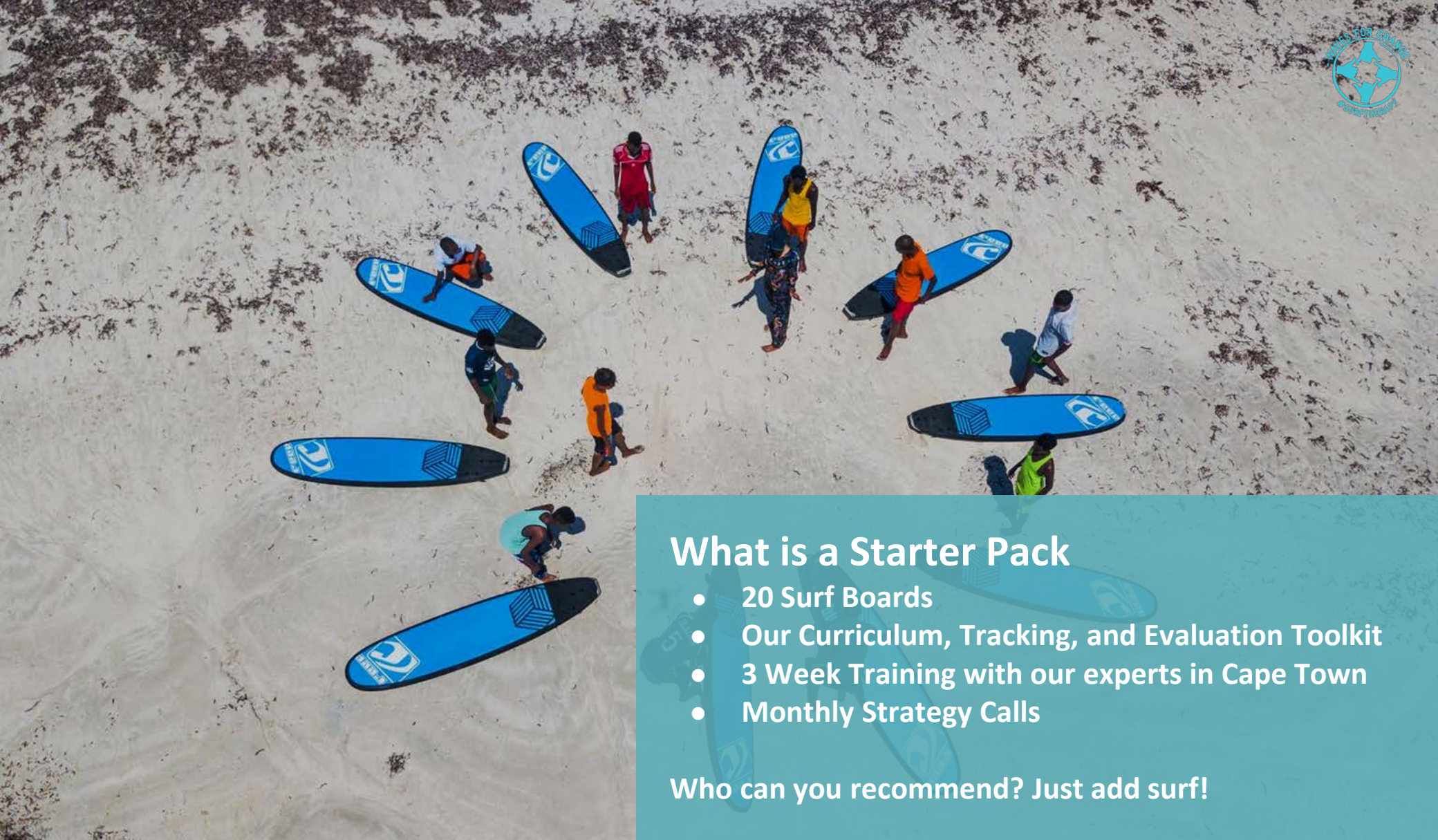
WAVES FOR CHANGE started with a pickup truck full of battered boards and a few resilient kids eager to surf.

Where is Apish now?



## Growing to Meet Demand

5 years, 5 towns in South Africa, training and employing 60 local young men and women as coaches and mentors, for 1500 kids overcoming trauma.  
Still to SLOW



## What is a Starter Pack

- 20 Surf Boards
- Our Curriculum, Tracking, and Evaluation Toolkit
- 3 Week Training with our experts in Cape Town
- Monthly Strategy Calls

Who can you recommend? Just add surf!

## Coach Assist: Monitor and Pay Mentors in the Field

- Empower individuals who couldn't be reached otherwise
- Ensures sessions length, location, and participant attendance minimums
- Connects with local mobile micro-payment solutions





# Every Child, Any Coast - Partner with us for Impact Go Far. Go Together

## Add surf therapy to local programs:

- Near a beach
- Local mentors
- At-risk youth
- Seeking new regions/partners

## CoachAssist youth mentors

- Free attendance tracker
- Works on low-cost phones
- Works offline
- Connects mentors with funding
- Seeking pilot mentors
- Seeking BlockChain integration

[Matt@waves-for-change.org](mailto:Matt@waves-for-change.org)