Get READY for
#Peer Power
What We Do

Grassroot Soccer is an adolescent health organisation that leverages the power of soccer to educate, inspire, and mobilize youth in developing countries to overcome their greatest health challenges, live healthier, more productive lives, and become agents of change in their communities.
How we look at impact: “3A’s”

<table>
<thead>
<tr>
<th>Assets</th>
<th>Access</th>
<th>Adherence</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Image of a person holding a sign]</td>
<td>![Image of a group of people at a health event]</td>
<td>![Image of healthcare providers]</td>
</tr>
</tbody>
</table>

- **Assets**: Increased health knowledge and the confidence to use it
- **Access**: Increase uptake of high quality health services
- **Adherence**: Adherence to medical treatment, therapy and/or healthy behaviors

Through partnerships, GRS supports the enabling environment* across the adolescent health journey
How we deliver programs: SKILLZ

<table>
<thead>
<tr>
<th>SKILLZ Health</th>
<th>SKILLZ Events</th>
<th>SKILLZ Clubs</th>
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</thead>
<tbody>
<tr>
<td>![Tree Icon]</td>
<td>![Stethoscope Icon]</td>
<td>![Calendar Icon]</td>
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<tr>
<td>SKILLZ Health provides young people with targeted <strong>health education</strong>, help them take action in their communities, and provide access to local health services.</td>
<td>SKILLZ Events utilize the popularity of soccer to mobilize communities by <strong>bringing health services out of the clinics and onto the soccer pitch.</strong></td>
<td>SKILLZ Clubs are <strong>on-going support groups</strong> to promote guidance and support for adolescents to adhere to medication and sustain healthy behaviors.</td>
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*Programs are adapted for age, geography, gender, and health topic as determined by local context*
Adolescent-Centered Delivery Model: “3Cs”

<table>
<thead>
<tr>
<th>Curriculum</th>
<th>Coaches</th>
<th>Culture</th>
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<tbody>
<tr>
<td><strong>SKILLZ</strong> soccer-based health curriculum</td>
<td>Caring adults and mentors</td>
<td>Vital conversations, safe spaces, inspiration and fun</td>
</tr>
</tbody>
</table>

Through our Coaches and partnerships with government, implementing organisations and clinical service providers, GRS supports the enabling environment*

*The enabling environment for adolescent sexual and reproductive health includes youth empowerment, creation of safe spaces, peer-focused programmes, schooling, parental engagement, community mobilisation, mentoring and positive role modelling, working with boys and men to promote gender-equitable norms, as well as meaningful youth participation in programme design, implementation and research (Savenmyr et al., 2014)
3C Model: Principles

The 3C model combines a sports-based **Curriculum**, delivered by **Coaches** trained in youth mentoring, all within a supportive **Culture** that empowers young people as change makers.

**WHY?**

- **Curriculum**: SKILLZ curricula uses soccer as a “hook” through sport and play-based learning and discussion in order to engage adolescents and address their unique needs.
- **Coaches**: Young people need someone they can trust to provide critical life skills and SRHR education and build the confidence to access health services.
- **Culture**: Building a trusting and fun-spirited culture empowers young people and keeps them engaged, leading to deeper and more honest levels of discussion to provide crucial support and effectively link them to health and social services.
Curriculum: Key Elements

- SKILLZ soccer-based health curriculum for adolescents.
- In the curriculum we use soccer language and metaphors to pass health information to adolescents about SRHR and life skills.
Caring Coaches: Key Elements

• Adults and peer mentors (SKILLZ Coaches) from within communities who volunteer their time to educate, inspire and mobilize adolescents in their communities.
Culture: Key Elements

• Vital conversation, Safe Space, Inspiration and Fun!
Through our Global Partnerships team, GRS develops high value partnerships that enables us to transfer (and therefore scale) the methodology to other countries. This generally involves three steps:

- Local adaptation of the GRS methodology through program design & curriculum development
- Training on this adapted content with a strong focus on the 3 C’s, alongside a sharing of insights and evidence-based approaches developed over fifteen years of delivery
- Technical assistance around monitoring and evaluation and program delivery
# How To: Training

GRS trainings cover a range of content, using different delivery mechanisms, to provide participants with an opportunity to explore, reflect and learn about core components of the methodology, alongside opportunities for practical application.

| Background and Theory | A background to GRS and it’s history  
The theory and evidence behind our approaches |
|-----------------------|---------------------------------------------------------------------------------|
| Achieving excellence as a SKILLZ Coach | Understanding what qualities and characteristics make a great SKILLZ Coach  
Includes the 11 BEs; tangible tools for becoming a great SKILLZ Coach |
| Big Five Content | The core elements to becoming a SKILLZ Coach and doing high quality youth work.  
Includes Safe Space, Praise, Personal Connections, Vital Conversations and Accurate Information |
| Curriculum Demonstration | Participatory demonstrations of Curriculum content provides participants with an opportunity to learn experientially. |
| Curriculum Teachbacks | Participants apply what they’ve learnt through live teach back sessions where they practice and get feedback from their peers on ways to improve. |
| Gender Content | Exploration and challenge of harmful gender norms |
| Master Coach Specific Content | Advanced theory and practice around facilitation, training, program and people management, MEL and continues improvement |
| Program Delivery | Tangible and practical sessions such as project planning through to troubleshooting and technical assistance |
| Monitoring, Evaluation and Learning | Building a culture of, and comfort with, monitoring, evaluation and learning. Training on all MEL strategies and tools |
| Bespoke Content | GRSP’s experienced team can offer a wide range of bespoke sessions to respond to different needs, issues and contexts |
How To: Training

In addition to the learning how to deliver the curriculum, one of the most important parts of training is teaching participants about the Big Five including why they are so important and how they can deliver these approaches themselves in their own context.

Praise
Specific, data based praise that focuses on effort as much as achievement, has been proven to build self-efficacy amongst youth, which in turn is an indicator of increased healthy behaviors.

We teach participants the importance of praise, including a reflection on their own experiences with praise and negative words. We then train on when to praise and provide participants with a range of fun and unique praise techniques.

Safe Space
A safe space is an environment that encourages players to honestly and openly discuss sensitive, personal, and challenging issues amongst themselves and with their coaches without fear of judgement or persecution.

Participants are supported to understand the importance of Safe Space and then how such spaces can be created and destroyed.

Personal Connections
Powerful personal connections between a coach and a young person are based on trust and relatability, allows the free sharing of information and experience.

We train coaches to build these positive relationships through a range of techniques including the “Coaches Story”, wherein they provide a real and honest account of their own struggles with health and sexuality, immediately creating relatability and a sense of equality.

Vital Conversations
A vital conversation is the free and natural sharing and debate of thoughts, ideas, or opinions that have the potential to change one’s attitude, behavior, or even well-being. It’s about getting the real answers, rather than the right answers.

Coaches are supported to ask powerful and often provocative questions to spark these conversations. They are trained in communication, active listening and critical thinking.

Accurate Information
Young people need accurate information and the space to digest this in the context of their reality.

Coaches are provided with health information sessions relevant to the program and local context. We bring in local experts to provide greater credibility, and give space for participants to ask honest questions. We build this information incrementally and provide credible sources for further research.
What have we learned

- Adapting programs to diverse cultural contexts but keeping the universal 3C and 3A model

- Ensuring consistency and quality of programs across these diverse cultural contexts

- Ensuring a youth-centered, participatory approach throughout all aspects of program design, delivery, and evaluation

- Measuring impact, best practices, and challenges
Asante!

Q&A