



10to19

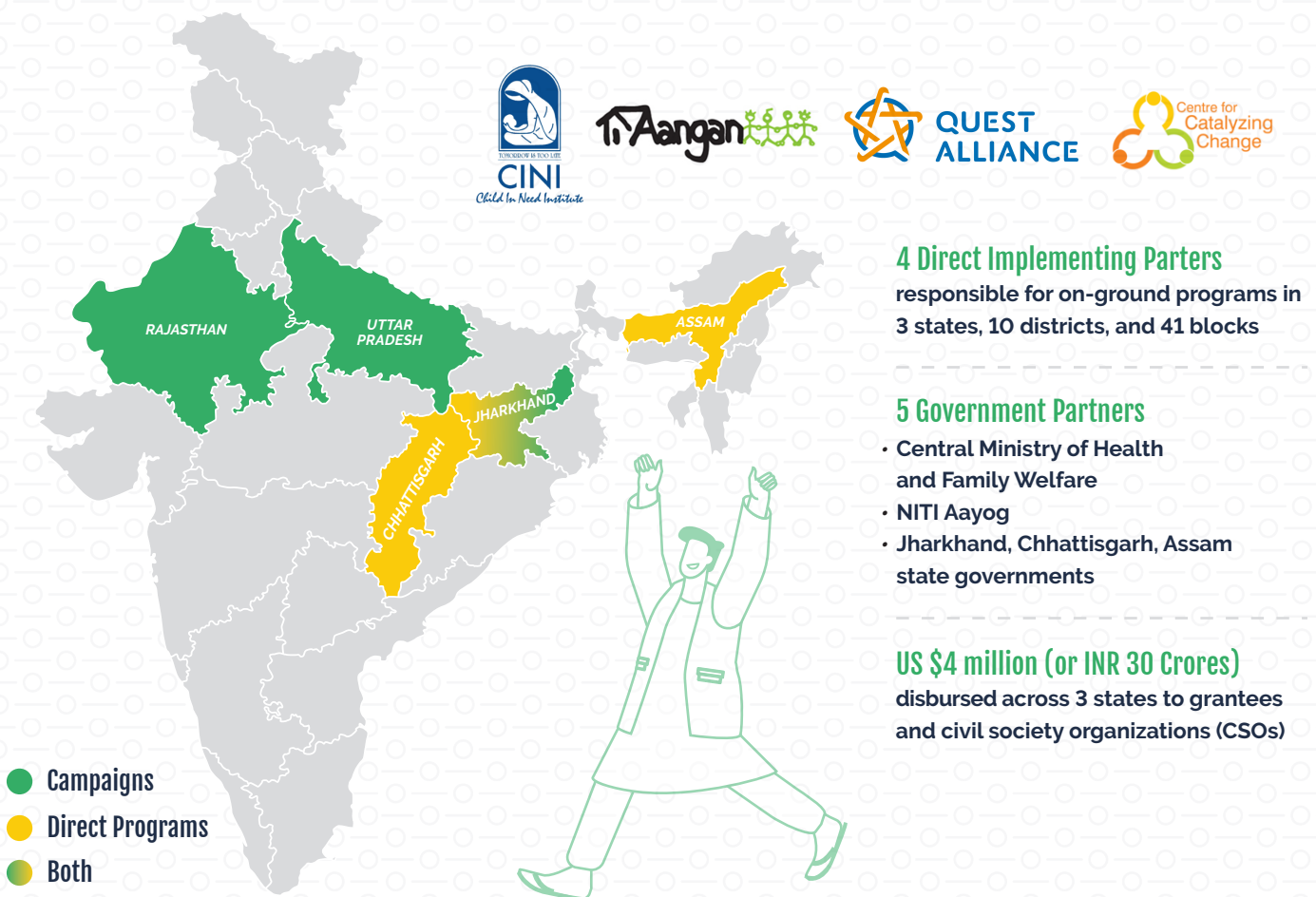
DASRA ADOLESCENTS COLLABORATIVE

dasra

**2017-2021
Progress & Lessons
Learned**

2017-2021 Progress & Lessons Learned

The 10to19: Dasra Adolescents Collaborative (10to19) is a high-impact platform conceived in 2017 that unites various stakeholders across the adolescent ecosystem to transform the field of adolescent health and well-being in India. This pioneering initiative aims to facilitate strong government partnerships at the state and center, demonstrate new ways of non-linear scaling, and create participatory ways to work with and for young people.¹ Its philosophy is to centralize adolescent voices and build a prioritization of adolescent health and well-being among key stakeholders as well as to integrate an approach of Gender, Equity, Diversity, and Inclusion (GEDI) in all its programs. In its journey so far, 10to19 has pushed the needle on adolescent empowerment in India; the scale and structure of its on-ground implementation from 2019-2021 is depicted below.



India is home to 254 million adolescents, making up 20% of the country. This population represents the potential to secure India's socio-economic future. However, despite being the world's largest youth population in history, they remain vulnerable and marginalized. Investing in ensuring adolescents are healthy, safe, educated, and empowered fuels multi-generational impact and can propel poverty alleviation and growth for the nation.² By equipping adolescents to make positive changes for themselves, surrounded with relevant support structures and communities, can create an overwhelming shift in India's development indicators, with directly impact on the Sustainable Development Goals (SDGs), specifically SDG 3: Good Health and Well-Being; SDG 4: Quality Education; SDG 5: Gender Equality; and SDG 10: Reduced Inequalities.

¹ The target demographic is referred to interchangeably as 'young people/youth' (aged 15-24) and 'adolescents' (aged 10-19).
² Chandra-Mouli et al. (2013). Invest in adolescents and young people: it pays. Reproductive Health, Volume 10 (51). Available at: <https://doi.org/10.1186/1742-4755-10-51>.

Interconnected Model

10to19's Initiative for Adolescent Health & Well-Being in India (AHWB)

Vision

A transformed India where millions of adolescents thrive with dignity and equity

Mission

Drive collaborative action towards scalable impact to ensure that adolescents are educated, healthy and empowered to make positive life choices

These four elements led to holistic solutions across the pathways and ecosystems of health, education, safety, and agency.

The focus of all work remained on and was inspired by these four key outcomes.



Interconnected Pathways

- Program Delivery
- Public Systems Strengthening
- Field Building
- Collaborative Action

4 North Star Goals

- Delay Age at Marriage
- Delay Age at Pregnancy
- Complete Secondary Education
- Increase Agency and Employability

5 Big Wins

- Improved Awareness of and Access to Rights and Services for Adolescents
- Improved Government Efficacy and Capacities towards AHWB
- Elevated Adolescents' Voices and Leadership
- Built Public Knowledge Assets and a Learning Network on AHWB
- Mobilized Greater and Better Resources for AHWB

Stakeholders

- Young People
- Government
- CSOs
- Funders

A multi-stakeholder and collaborative approach ensured collective action in the adolescent field.

The big wins achieved the overarching aim of driving collaboration and co-creation within the sector.





Big Wins

Over the past four years, 10to19 aimed to aggregate the efforts of relevant stakeholders working on adolescent health and well-being to build visibility and championship for the sector. A few key wins are detailed.

TARGETS

- Enhance progress among adolescents on their rights and services to influence four North Star goals
- Reach 5 million adolescents over the next 5 years

WHAT WAS DONE

Employed a multi-faceted approach

- supporting program delivery
- strengthening government systems
- building the field of adolescent health and well-being, and
- enabling collaborative action across CSOs, funders, and the government

to equip adolescents with the tools, knowledge and platforms to become aware of and access services. This further created enabling ecosystems and communities to support them.

RESULTED IN

Creating positive shifts in young people towards delaying child marriage, delaying teenage pregnancy, ensuring completion of education, increasing agency by increasing awareness, and enabling positive and egalitarian attitudes.



1 Improved Awareness of and Access to Rights and Services for Adolescents

HIGHLIGHTS

- 88% of all respondents³ stated intentions to complete secondary education
- 83% of respondents felt they could share their aspirations with their parents
- 92% girls and 91% boys knew the legal age of marriage for both genders

2 Improved Government Efficacy and Capacities towards Adolescent Health & Well-Being

TARGET

Develop and disseminate at least 3-4 best practices for field building

WHAT WAS DONE

- Identified, collected, and documented 13 best practices across multiple government departments and schemes to scale impact across state, as learnt from on-ground programs directly with 450,000 adolescents.
- Trained 10,939 government frontline workers and 1,624 government officials across adolescent-centric schemes and programs to generate awareness.
- Provided deep capacity building support to 5 government departments across 3 state governments and 10 districts.

RESULTED IN

Impacting government operations and functionality positively through 10to19's experiences, tested models, and best practices.

HIGHLIGHTS

- Implementation of *Rashtriya Kishor Swasthya Karyakram*⁴ (RKSK) increased in program districts: budget utilization in program districts was 87% compared to 23% in non-program districts
- Cultivated 12 strategically placed senior level government officials to champion adolescent causes
- 3 Jharkhand state departments adopted catalytic program components

³ Respondents' here refers to young people who participated in the survey.

⁴ *Rashtriya Kishor Swasthya Karyakram*, the National Adolescent Health Program, is India's flagship scheme addressing adolescent health and well-being at the national & state levels.



3 Elevated Adolescents' Voices and Leadership

TARGET

Enable improved implementation of adolescent-focused policies and programs ultimately impacting 7.3 million adolescents across Jharkhand

WHAT WAS DONE

Led and championed the use of innovative participatory approaches through a series of young people-led (especially girls) campaigns towards public policy action, including an adolescent-produced charter of recommendations.

RESULTED IN

Government committing to endorsing and prioritizing young people's demands and perspectives on multiple issues.

HIGHLIGHTS

- 1,000+ young people engaged directly through adolescent-led initiatives such as the *Ab Meri Baari* and the *Prevention of Stigma and Discrimination around COVID-19* campaigns
- Generated over 97 million + digital impressions by amplifying adolescent voices to 26 million + people
- Reached readership of 651 million people through media mentions and media sensitization efforts
- Brought together for first time top-ranked bureaucrats to review Baseline Study data from the on-ground situation of adolescents in the state
- Government adopted a few charter recommendations, like training adolescent health counselors and a youth-led advocacy guide by the Ministry of Health and Family Welfare (MoHFW)
- MoHFW issued an official order to mainstream adolescent participation in the implementation of the RSK and the New School Health and Wellness Program

4 Built Public Knowledge Assets and a Learning Network on Adolescent Health & Well-Being

TARGET

Build a community of practice among 100 adolescent-focused partners across 25 states in India

WHAT WAS DONE

- Published 15+ reports and lessons from a 282 learning network of CSOs anchored by 10to19.
- Created a series of public goods and assets, like survey instruments, survey findings, outcomes frameworks, 15+ research-based knowledge products, 7 podcast episodes, and 15+ social media campaigns.
- Enabled 380+ media mentions with a reach of 765+ million across the country through public goods.

RESULTED IN

Establishing a 10to19 Community of Practice to improve awareness and prioritization of adolescent health and well-being.

HIGHLIGHT

National and state-level network created of 282 national and 220+ Jharkhand-based youth-focused CSOs that promotes sector knowledge sharing, peer learning, better policy action, and collective government support for further system strengthening

5 Mobilized Greater and Better Resources for Adolescent Health & Well-Being

TARGET

Fundraise and direct US \$50 million to the field of adolescent health and development in India

WHAT WAS DONE

- Influenced strategic action among 34 leading global and Indian institutional, corporate, and family philanthropists to direct US \$50 million towards the sector and 10to19's four North Star Goals.
- Encouraged traditional and first-time givers in the adolescent sector to increase size and tenure of giving mandates and to commit to holistic impact to achieve SDGs 3, 4, 5 and 10.

RESULTED IN

Driving collaborative action among diverse stakeholders to prioritize adolescent health and well-being.

HIGHLIGHTS

- 22 institutional funders include first-time givers to the adolescent field, such as Foundation Chanel, Azim Premji Philanthropic Initiatives, Tata Trusts, Bank of America, and existing adolescent-focused donors, such as Kiawah Trust, the David and Lucile Packard Foundation, Children's Investment Fund Foundation, and USAID
- US \$21 million of US \$50 million galvanized from domestic funding
- Brought together 22 funders, 4 implementing partners, 282 CSOs, government partners across 3 states and the central government, experts, and strategic advisors

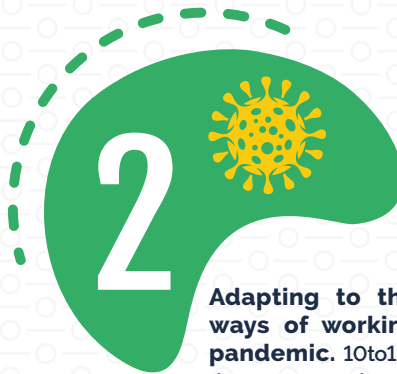


Lessons

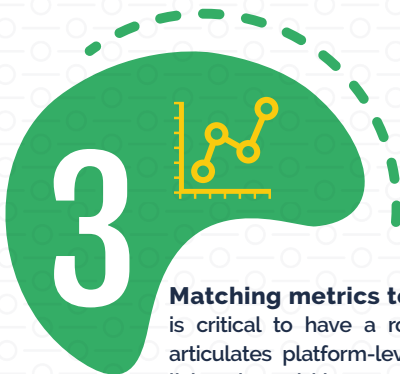
Four years of implementation came with unique experiences and challenges from which 10to19 was able to glean a number of lessons, resulting in clearer next steps and roadmaps.



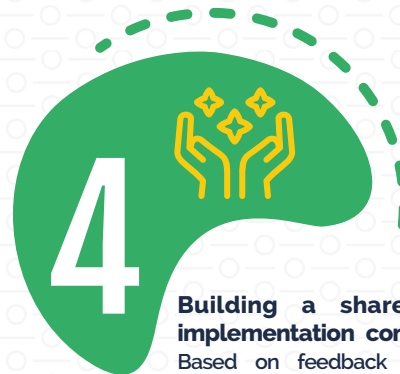
1 Developing a clearer and stronger value proposition for 10to19 to occupy a unique space in the sector as a field facilitator. The initiative is working to ensure that it leverages its strengths to build momentum and further prioritize adolescent health and well-being while continuing the facilitation, not a duplication, of the united impact of collective action.



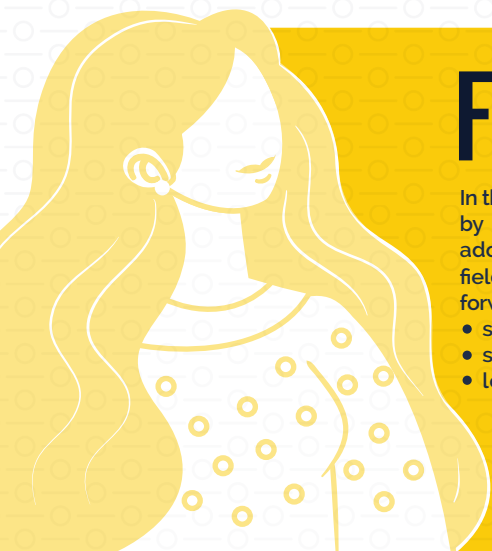
2 Adapting to the new normal: shifting ways of working due to the COVID-19 pandemic. 10to19 created plans that looked at the urgent action required in order to work on priority outcomes. This was to counter the backsliding of progress thus far. In addition, the future strategy ensures that there are mitigation strategies for the long-term effects of the pandemic.



3 Matching metrics to the model of 10to19. It is critical to have a robust set of metrics that articulates platform-level indicators that directly link to the activities to enable tracking systems-level change. This need emerged from the absence of an initial measurement framework for activities such as ecosystem (or sector) building, mobilizing resources, and advocacy.



4 Building a shared understanding of implementation concepts and approaches. Based on feedback received of the different interpretations of comprehensive programming and a collaborative approach, 10to19 now understands the need to align on definitions for an interdependent, actionable agenda. Therefore, it is redefining collaboration by ensuring the convergence of key stakeholders such as funders, CSOs, and young people on collective learning journeys.



Future Focus

In the coming five years, 10to19 will accelerate adolescent-first approaches by key stakeholders in order to engage a critical mass of 15 million adolescents in India, so they thrive and achieve their full potential. As a field catalyst, 10to19 will prioritize three key areas in an effort to propel forward field-level outcomes and targets:

- strengthening knowledge from research and field learning,
- sensitizing key stakeholders for mobilization of resources, and
- leading narrative change and capacity building of adolescents.



For more information, scan the QR code or visit <https://10to19community.in/>