



WORKING
TOGETHER
WITH YOUNG
PEOPLE FOR
A HEALTHY
FUTURE
WORLDWIDE

WHY DANCE4LIFE EXISTS

Unsafe sex has become one of the top and fastest growing health risks for millions of young people globally.

Rising from 13th place in 1990 to 2nd place in 2013¹, it is affecting those most vulnerable and living in the poorest countries

The Dance4Life Empowerment model helps solve this development challenge.

INSPIRE

As a SOCIAL FRANCHISE, we provide an innovative and evidence-based EMPOWERMENT MODEL to organisations globally for greater impact of their programmes targeting youth sexual and reproductive health issues.

IMAGINE all young people being able to make informed decisions about healthy and safe sex because they know the options.

IMAGINE them establishing equal and stable relationships because they have relatable examples of how to achieve one.

WE BELIEVE deeply that real change always starts from within. It starts within every individual discovering their inner power and their own potential. That is the real game changer. Therefore we envision a world where all young people are able to shape the future the way they see it.

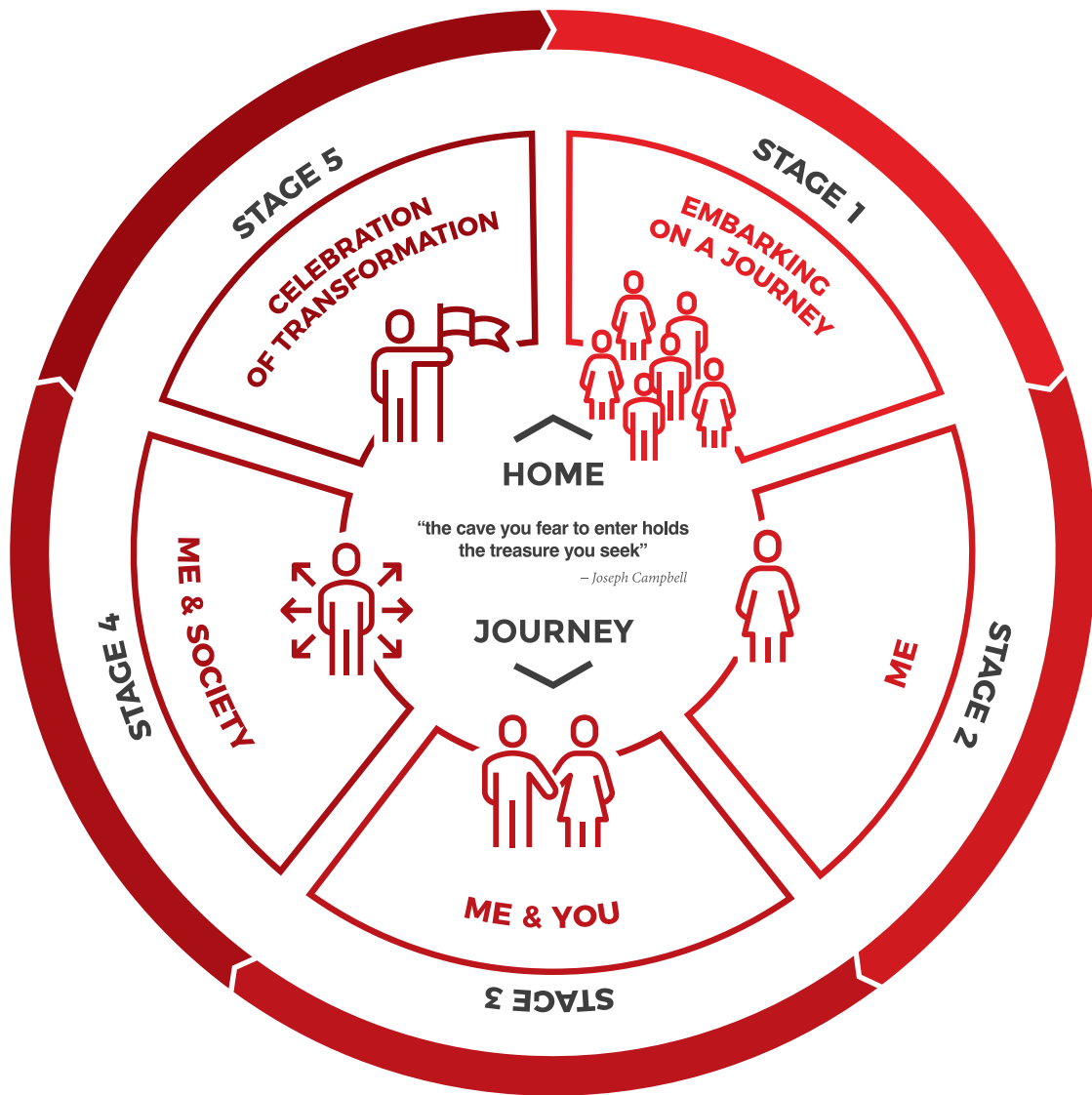
OUR PROMISE TO THE WORLD is to empower young people to take personal leadership in their sexual lives. We use youth culture, music and dance to create dynamic dialogue spaces and engaging awareness environments. We offer young people the tools to build self-esteem and autonomy, to make them courageous and confident.

Dance4Life's **ULTIMATE GOAL** is to decrease the prevalence of three of the biggest sexual health threats young people face today: HIV, unwanted pregnancies and sexual and gender based violence.

HOW

In 2016 we really took the time to reflect and evaluate on our impact on the SRHR of young people globally. We looked critically at the strengths and weaknesses of our own implementation in the past 12 years, and reviewed insights from scientific evidence, taking into account criticism on SRHR interventions and peer education. Building on these insights we redesigned our model, because we want to truly make the investment count.

¹ Global burden of diseases, injuries, and risk factors for young people's health during 1990-2013. The Lancet. May 9, 2016



Decreasing the sexual health threats young people face can only happen if young people practice healthy and safe sexual behaviour. However, sexuality education cannot be seen as a regular school subject, like biology; it is an integral part of adolescent development and should be approached as such. That's why the Dance4Life empowerment model places empowerment at its core.

The curriculum of the Dance4Life Empowerment model called Journey4Life.

It takes young people on a journey of self-discovery, transforming them into confident individuals with gender egalitarian attitudes, and the ability to critically question and challenge existing social norms.

We enable them to shape their own journey. In this way we tackle the key determinants that influence intentions to change behaviour:

for example delaying sexual debut, practicing contraception and accessing health services.

Journey4Life consists of a minimum of 12 encounters and starts with an inspirational invitation followed by a transformation from ME (building confidence), to ME and YOU (creating gender egalitarian attitudes), to ME and SOCIETY (critically assessing and challenging social norms) and ends with a celebration of transformation.

EMPOWER BUILDING ON THE STRENGTHS OF PEERS YOUNG PEOPLE

Based on our insights from the past 12 years and founded on the most recent evidence and scientific findings, our curriculum is developed by and for young people.

Journey4Life is delivered by trained Champions4Life, who empower young people rather than educate them; they are facilitators of transformation. We build on their core strengths and support them through comprehensive training to deliver Journey4Life according to our 5 key strategies.

1

EXPERIMENTAL LEARNING

Tackling and reflecting on real life problems, making it fun, relevant and meaningful.

2

DEVELOPING PERSONAL LEADERSHIP

Building self-efficacy as the most crucial driver for behavior change, seeing young people as agents for change, rather than victims.

3

ROLE MODELING

Sensitizing and enabling discussion through shared learning, breaking taboos and challenging existing social norms.

4

ENGAGING AND CREATIVE FACILITATION

Not teaching or preaching, but creatively engaging with young people to create a safe, youth-friendly space for sharing personal stories.

5

KNOWLEDGE BROKERSHIP

Referring young people to reliable, rights-based sources of information and youth friendly services.

THE DANCE4LIFE EMPOWERMENT MODEL



LONG-TERM CHANGE

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.

OUTCOME

Decreasing these health threats can only happen if young people practice healthy and safe sexual behaviour, such as buying and using contraceptives, delaying sexual debut, forming healthy relationships, decreasing the number of (irregular) sexual partners and accessing health services.

Young people indirectly contribute to a youth-friendly environment by setting new and challenging existing social norms, and breaking the taboos surrounding their sexual and reproductive health.

INTERMEDIATE OUTCOMES

For young people to practice healthy and safe sexual behaviour, they have to form intentions to change their behavior and take personal leadership over their sexual lives.

The core determinants for these intentions to be formed are:

- Building confidence;
- Creating gender equal attitudes;
- Critically assessing and challenging existing social norms.

PRE-CONDITIONS

In order for our model to work best we have identified 4 pre-conditions. Evidence-based strategies for behaviour change and skills-based learning are provided through a high-dosage, non-formal intervention, delivered by Champions4Life instructed settings. Reaching young people in settings where they can be found on a regular basis enables the model to be sustainable and reach young people in large scale.

SCALE AND IMPACT THROUGH A SOCIAL FRANCHISE AND LOCAL OWNERSHIP

OUR 2030 GOAL

Together with our partners empower more than 5 million young people to lead healthy sexual lives and feel confident about their future, contributing to demonstrable improvement in their sexual health.

HOW

Dance4Life is a social franchise, in which independent local NGOs become franchisees that have full ownership over the model. Our current global network includes 17 local NGOs, and we aim to bring this number to 30 by 2020 and to 60 by 2030.

The efforts of the international office, Dance4Life Amsterdam, are split into 3 main areas of work focusing on proof through research and development, buy-in through engagement and scale through franchising.

The work streams in franchising focus on developing and maintaining a clear value proposition so that the gains on offer to partners outweigh their obligations. This, in turn, allows Dance4Life to recruit and motivate the best local NGOs that share its vision about the future with the Dance4Life model as a vehicle to meet their own goals.

Dance4Life adheres to the philosophy of: recruit hard, train well, manage easy. Along with an intensive set of 3 trainings included into the start-up package, partners receive best practice guidance, tools, templates and ongoing support, and in turn they do light reporting for quality control of the implementation.

This enables partners that become Dance4Life franchisees to focus on the fourth, largest area of work which is achieving real impact by implementing a high quality, localised Dance4Life model within their wider programmes.

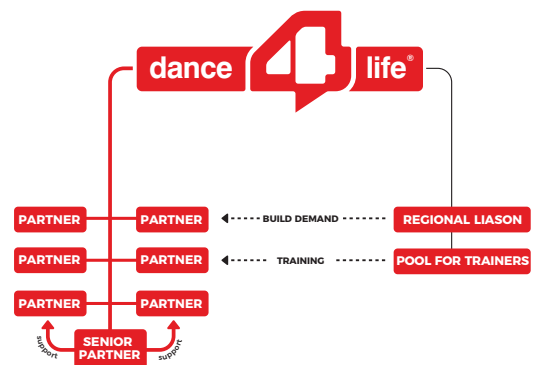
NETWORK STRUCTURE

Dance4Life's scale strategy is achieved through building a coherent network of organisations aligned by similar values; with partners playing an active role in the local and global direction of the network; and regional liaisons identifying areas best suited for growth.

Our local pool of Trainers4Life train the Champions4Life of partners in the Dance4Life model. Senior partners support other partners and quality control. Shared ownership ensures decisions reflect the opinions of all.

Together, collaboration is stimulated and shared learning across the network is achieved.

Partners integrate the Dance4Life Empowerment model in their local theories of change. The localized Dance4Life model, contextualised to the needs of local youth, is then integrated in their local programs. In order to achieve the intended impact, a partner must use a fun, energetic and positive brand when delivering the program to young people.



To ensure the sustainability of local programmes and limit the dependency on Dance4Life, partners are responsible for raising their own funds to operate the model, co-invest in the start up package and pay Dance4Life a symbolic annual license fee.

In this way we want to contribute to changing the current donor-driven landscape to creating local ownership and putting local NGOs in the driver seat of change.

ACHIEVE