

Grassroot Soccer

In partnership with

Vijana Amani Pamoja



Quarterly Report
1st October 2011 – 31st December 2011



Background

Founded by former professional soccer players in 2002, **Grassroot Soccer** (GRS) trains African soccer stars, coaches, teachers, and peer educators in the world's most HIV-affected countries to deliver an interactive HIV prevention and life skills curriculum to youth.

Vijana Amani Pamoja (VAP) is a charitable organization based in Nairobi that integrates social and economic values through soccer by creating a pro-active health environment.

As a Technical Assistance provider, Grassroot Soccer has partnered with VAP to provide support through curriculum/project design, training, and M&E system development. By transferring necessary skills, tools, and content, GRS aims build individual capacity as well as overall organizational capacity within VAP.

GRS began working with VAP in 2004, initially providing the Grassroot Soccer curriculum and delivering 3 days of training for their leadership and volunteer team. Over the last 6 years, GRS and VAP have collaborated informally and GRS provided revised curriculum materials to VAP in 2008. Support from Egmont Trust allows GRS to work closely with VAP to develop program specific and culturally appropriate curriculum materials, deliver evidence based training, tailor a monitoring and evaluation system and specific project tools that will actively measure the impact of VAP programs, and provide ongoing support as necessary.

Activities Undertaken

Skillz Kenya Intervention Delivery:

From 1st September to 24th November 2011 VAP conducted Skillz Kenya program at 6 Primary Schools: Morrison, Jogoo Road, Nairobi River, Our Lady of Mercy, St. Bridgets and Dr. Livingstone. A total of 14 interventions were conducted and 635 participants out of 741 graduated from the Skillz Kenya program. These interventions saw a retention rate of 85%, which indicates the Coaches have done a successful job ensuring participants see the value in attending the entire intervention.

Holidays

During the December holidays, VAP shifted its focus to the community centres and conducted 6 Skillz Kenya programs at: Genesis Soccer Academy, Dallas Streetwise, Black Cats, Victoria Soccer Academy, and Mcedo Primary School, Mcedo High School. A total of 6 interventions were conducted and 177 out of 234 were graduated through the program.



Field Operations:

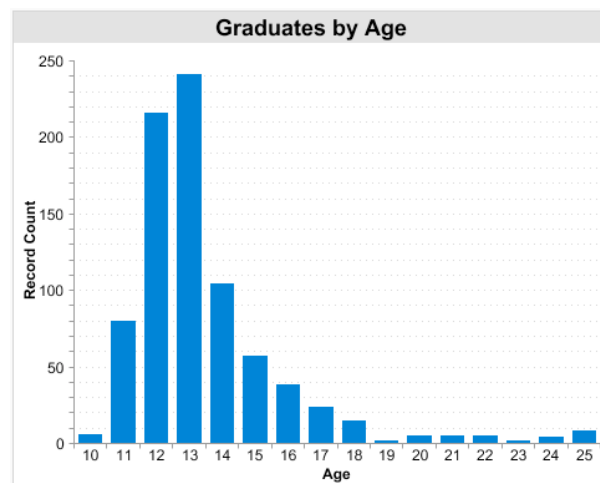
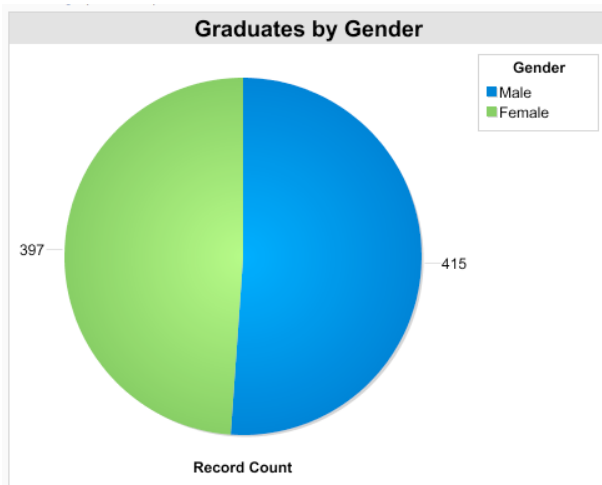
Skillz Coaches continue to enjoy the advantages the ground office provides: easy access to program materials, flexible intervention schedule and adequate space for monthly monitoring and evaluation meetings. External and international volunteers who work with VAP have an opportunity to work from the ground office, which provides them the opportunity to integrate easily with the local community. Additionally, the office space continues to help advance relations with community members and school administration. Community members and school teachers often visit the VAP office to ask questions about HIV prevention, testing, treatment and support. VAP also networks with other like-minded organizations and institutions in the Eastleigh area.

Monitoring and Evaluation:

Scorecard

Since the addition of the Scorecard as a monitoring and evaluation tool, VAP has been using the data to evaluate its interventions and programming in all the schools and community centres. The VAP M&E team has been working with GRS Technical team to ensure they accurately submit scorecards on a quarterly basis to GRS in South Africa where it is then uploaded into the Salesforce online database. The information captured on this scorecard includes: attendance, program sites, and pre and post survey data.

The scorecard also captures personnel information for all of the Skillz Staff, Coaches, and volunteers. The entire system of monitoring and evaluation has been of great impact to VAP's program that has generated a lot of interests from other like-minded organizations that network with VAP.



Pre / post survey

VAP management has trained all Skillz Coaches on how to deliver pre/post surveys during their interventions. As a result of this training, Coaches have been effectively supporting participants to make sure they understand the questionnaires and answer them to the best of their knowledge. Once they are done with the questionnaires, they are

normally collected by the coaches and taken to the ground office to be uploaded into Scorecard, where they are then linked with intervention data to provide a complete look at the impact of VAP's programming.

Data Analysis

VAP Skillz Coaches held 19 interventions and graduated 812 participants from October through December 2011. There were 397 female graduates and 415 male graduates, the majority of which were between the ages of 11 to 17. The overall graduation rate was 86%, with seven interventions having a 100% graduation rate.

One intervention, held at Nairobi River Primary School that began on September 21, had 169 participants. It was facilitated by two skilled coaches, Opo and Oti, until practice five, at which time the entire VAP Skillz Coach team became involved.

Programme Name	Intervention Name	Online Graduates
Country: Kenya (19 records)		812
<u>CASL / VAP</u>	<u>Victoria Soccer Academy F.C. 9/2/2011</u>	32
<u>CASL / VAP</u>	<u>Black cats F.C 12/5/2011</u>	23
<u>CASL / VAP</u>	<u>Dallas Street Wise Sportiff F.C. 12/6/2011</u>	46
<u>CASL / VAP</u>	<u>Genesis Soccer Academy F.C. 12/5/2011</u>	26
<u>CASL / VAP</u>	<u>MCEDO Beijing High School Health Club 12/5/2011</u>	29
<u>CASL / VAP</u>	<u>MCEDO Beijing Primary School Health club 12/5/2011</u>	21
<u>CASL / VAP</u>	<u>Morrison Primary School 8east 9/22/2011</u>	25
<u>CASL / VAP</u>	<u>Morrison Primary School Std 7 9/22/2011</u>	45
<u>CASL / VAP</u>	<u>St. Bridgets Primary School Health Club 9/21/2011</u>	55
<u>CASL / VAP</u>	<u>Dr. Livingstone Primary School Health Club 9/15/2011</u>	55
<u>CASL / VAP</u>	<u>Zawadi Primary School STD 6 9/15/2011</u>	52
<u>CASL / VAP</u>	<u>Our lady of Mercy 6GREEN 9/15/2011</u>	39
<u>CASL / VAP</u>	<u>Our lady of Mercy 6YELLOW 9/15/2011</u>	39
<u>CASL / VAP</u>	<u>Our lady of Mercy 6RED 9/15/2011</u>	36
<u>CASL / VAP</u>	<u>Nairobi River Primary School STD 7 9/21/2011</u>	169
<u>CASL / VAP</u>	<u>Jogoo Road Primary School std 5 10/17/2011</u>	24
<u>CASL / VAP</u>	<u>Jogoo Road Primary School std 6 10/17/2011</u>	27
<u>CASL / VAP</u>	<u>Jogoo Road Primary School std 7 10/17/2011</u>	33
<u>CASL / VAP</u>	<u>Morrison Primary School 8west 9/22/2011</u>	36
Grand Totals (19 records)		812

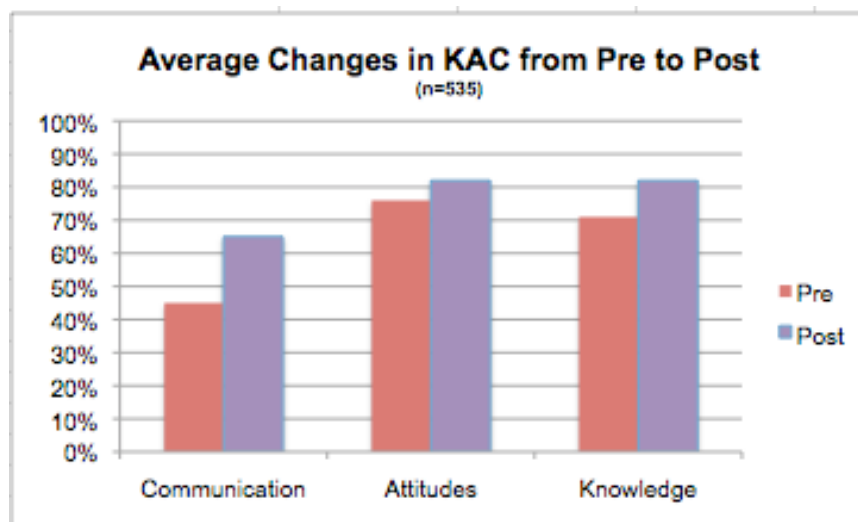
Screen shot from Salesforce showing VAP's interventions from Q4

Pre and Post Challenges were completed by a sample size of 535, or 60%, of the Q4 graduates. The average overall score rose 14 percentage points, from 68% correct on the pre Challenge to 82% correct on the post Challenge. In some interventions, the score change was nearly 30 percentage points.

The data shows that participation in the programme leads to **increased communication about HIV/AIDS**. After the GRS Skillz intervention, **31** percent more participants (**68** percent total) indicated that they had talked with a parent or guardian about HIV in the past two months and **24** percent more participants (**72** percent total) indicated that they had talked with a friend (outside of Skillz) about HIV in the past two months.

The pre and post data shows significant positive changes in an individual's attitudes. **Self-efficacy** increased: After the GRS Skillz intervention, **20** percent more participants (**84** percent total) believed that they could resist peer pressure. **HIV-related stigma** decreased: After the GRS Skillz intervention, **13** percent more participants (**95** percent total) disagreed with the statement, "I would stay away with a classmate with HIV." Finally, recognition of **gender-based violence** increased: After the GRS Skillz intervention, **12** percent more participants (**64** percent total) disagreed with the statement, "There are times when it is ok for a man to hit his girlfriend."

The pre and post data shows significant positive changes in an individual's **knowledge of HIV**. After the GRS Skillz intervention, **21** percent more participants (**64** percent total) recognized that having sex with an older partner increases your risk of getting HIV, **19** percent more (**82** percent total) recognized that having only one faithful partner was a prevention method of getting HIV, and **12** percent more (**89** percent total) recognized that a it is possible for a healthy-looking person to have HIV.



Other Activities:

VAP Media Team Attends a Practical Workshop

Led by Coach David Oduor, who is also a trained journalist, the VAP media team was invited by A24 Media House for a one-day workshop that took place at Mohamed Amin Foundation. In February 1998, two years after the tragic death of the African Journalist, Mohamed Mo Amin, his son, Salim Amin, (Kenya) together with David Johnson (U.S.A) and Christel de Wit (South Africa), founded The Mohamed Amin Foundation in Nairobi, Kenya. The Foundation is focused on fostering a dedicated and discerning breed of young men and women with solid abilities, to help raise the standards of communication on the African continent and face the technological challenges of the 21st century.

The workshop was conducted by Daniel Furnad, Senior Executive Producer at A24 and Marc Maxson from Global Giving. Both practical and theoretical lessons were delivered, covering video and photo shooting, and news writing. VAP formed a networking partnership with A24 media to feature its activities and photos in the African Journal Program. "I have learnt a lot that I will take back to my daily duties with VAP especially that am in charge of VAP media group," said David Oduor.

Adidas Exchange Programme

A strong strategic plan is an important factor for success for any organization, and organizations active in the field of Development through Football are no exception. The Adidas Exchange Programme aims to provide organizations active in development through football with a unique opportunity to exchange and develop key expertise and capacities that are vital for an effective programme delivery and their overall operations. The Adidas Exchange Programme is part of the FIFA Partners' Corporate Social Responsibility (CSR) Programme and Football for Hope, a strategic alliance between streetfootballworld and FIFA.

With this in mind, the latest edition of the Adidas Exchange Programme brought together 18 organizations from across East Africa, including VAP, for a three-day workshop on strategic planning. The workshop was held 21-23 October 2011 at MYSA headquarters in Nairobi. Enouce and Charles "Oti" Otieno represented VAP at the workshop.

VAP Coach Attends YDF Training in South Africa

Through YDF/GIZ, the German Government's youth development and sports initiative, Skillz Coach Elizabeth Atieno had an opportunity to attend a 3-day Youth Development Football (YDF) workshop held from Oct 9th-11th 2011 in Port Elizabeth South Africa. The workshop also brought together various youth leaders, coaches and representatives from the South African government and experts on the field of sports and development who focused mainly on HIV prevention.



Skillz Coach, Mathew Malusi facilitates a Skillz intervention

New Partnership with 2Way Development

VAP recently established a new partnership with 2Way development, a UK based organization, which works to bring about equal exchange of ideas, skills and benefits between international volunteers and local communities. The partnership will see VAP gaining from long-term skilled and experienced volunteers who will be working towards strengthening VAP's ongoing and new programs.

VAP will receive it's first volunteer in March, and this individual will be placed for a duration of 6 months. This extended time period will allow the volunteer to understand

VAP's community work, and make a significant impact in the field.

Football For Hope Funding & Equipment

For the fifth time, since 2007 world football governing body FIFA, through its Corporate Social Responsibility program Football For Hope, granted VAP with funding to boost its Skillz Kenya HIV/AIDS project. The Football for Hope initiative is a strategic alliance between streetfootballworld (www.streetfootballworld.org) and FIFA, which is geared towards supporting the Millennium Development Goals. The two have been using football as an instrument for social development for many years in a variety of ways, and have been a catalyst for bringing funding to the sport for development industry. VAP received \$30,000 of FFH funding, which will be used to support general programming, including Skillz interventions.

VAP received a shipment of Adidas equipment via the Football For Hope sponsorship. Equipment included bags, t/shirts, and training materials and has been given to Coaches as incentives for continued good work.

Beyond Football and Beyond Sports Summit in Cape Town

VAP's Executive Director, Enouce Ndeche, attended the Beyond Sport Summit (www.beyondsport.org) held in Cape Town from 4th-8th December 2011. The meeting brought together like-minded organizations, corporates, individual personalities, governments, national sports bodies from all over the globe to share one common interest of using sport for social change.

The summit launched with the inaugural one-day Beyond Football workshop, which was orchestrated by streetfootballworld to bring together projects that use football to launch positive social change. Given the immense global passion and investment that football commands, it has a responsibility to be at the cutting edge of social change through sport. Beyond Sport partnered with streetfootballworld, Adidas and Impact International, to

create the Beyond Football workshop. VAP attended several practical workshops, learning from, and sharing best practices with, other similar organizations.

Beyond Sport has been celebrating and supporting projects, people and organizations that bring social change through sport. The Summit celebrates By providing funding and business support to enable successful projects grow, while facilitating partnerships between practioners, governing bodies, corporates, professional teams and governments: Beyond Sport has been tackling social problems faced by some of the most deprived and isolated communities in various countries.

While in Cape Town, Enouce met with many key partners, including the extended GRS team. This was a great opportunity to connect in person and chat about strategic support and specific technical assistance.

Skillz Coach of the Year!

Skillz Coach of the year award was given to Robert Mokon. Robert was superb in his duties as a Skillz coach throughout 2011. Robert facilitated a successful HIV/AIDS session during the YDF/GIZ sponsored workshop that was held at VAP's ground office in Kiambio. In addition, he was the only male Coach running Skillz Kenya program at the girls' school, Our Lady of Mercy Primary. While assisted by two female coaches, Elizabeth and Dorcas, Robert was received very positively and did a fantastic job.

Challenges

VAP faced a slight challenge with reaching the targeted number of program participants during the December holidays as most of the kids had travelled upcountry for the holidays. Often these youth will start Skillz programs, and then leave abruptly in the middle of the intervention to travel rurally with their families. Despite these interruptions, we did manage to work with a sizeable and manageable number of youth participants from different community centers during this season.

Successes

Due to the initial success of Skillz Kenya program in the schools that we've been involved in, there has been an increased demand from these schools for the continuation of this innovative HIV prevention methodology. Based on these strong partnerships, we are working to launch additional interventions at schools that we have already worked at. Additionally, we have been able to move on to new schools and create more community partnerships, expanding our reach in Nairobi.

The Beyond Sport Summit was a fantastic networking opportunity, and we met with many key stakeholders that VAP often only connects with via email. There were lots of lessons learning and key findings shared which VAP will take back to our work in Nairobi.