**Analysis of Adolescent/Youth Engagement**

1. **How are you reaching out to adolescents and which platforms are you using?**

Online mechanisms used to reach out to adolescents, NSS & NYKS volunteers through online trainings, WhatsApp msgs, SMS, group calls in most states. In MP, this is also being done through U-Report and social media.

Odisha is using the platform of Anganwadi workers, SHGs and Biju Yuva Vahini across 18 districts through implementing organisations Action Aid and Aid-Et-action. Rajasthan has mentioned that the adolescents are being also being reached through saathins and youth leaders. While, West Bengal has mentioned the use of the SAG-KP programme to reach out to the adolescents with targeted messages.

In TN and Kerala, online, FM Channels and Community Radio used to reach out to adolescents from round 2

In AP, Karnataka, Telangana the adolescents are reached through NSS, U Report, CSOs networks/partnerships, government CCI institutions, community radio, SHG groups.

In UP, adolescents and youth are reached through NSS, BSG volunteers WhatsApp network, CSOs /Partners network, CCIs and SHG groups.

1. **What is the quality of your engagement focused on a) messaging to them; b) hear their voices; c) engage them actively in amplification of messages?**

Most RAM reports stress on numbers reached and through which means – something along the lines of targeted messages on prevention and protection from COVID 19 are shared with XXX volunteers and adolescents through the above-mentioned mechanisms.

Chhattisgarh and Odisha have explicitly mentioned that the trained volunteers are then taking the message further down to adolescent girls and boys.

It would also be helpful to capture some of the adolescent and young people voices – something as simple as a photo and a quotes from them or even a video messages/testimonials/experience sharing which is less than a 1 min duration for sharing in a web article, social media and possible a digital booklet.

In Tn and Kerala, encouraged and mobilized the adolescents to participate in the media channels and sharing the key messages through social media platforms.

In AP, Karnataka and Telangana, shared the messages, one pagers, posters with NSS platforms, CSOs teams, zoom sessions, U report platforms

In UP, shared messages, video clips with NSS, BSG volunteers, CSOs, partners.

1. **What is the evidence that our engagement is effective?**

Evidence that messages have **reached** adolescents and young people is available through their NGO reports, feedback, online activities, etc.

Evidence on engagement being **effective** is not available – we most have reporting against numbers reached.

In Both states, we have a lead CSO and the team at the state level who is responsible to monitor and build an evidence for our engagement in the program outreach.

***Annexure:***

***Only for your reference from RAM***

**Assam** – 6680 / 716 children (283M, 433F) received targeted messages on prevention and protection from COVID 19 which includes social distancing, taking care of old and infirm, hand-washing with soaps and balanced diet, usage of face masks, UNICEF Quiz on COVID 19 etc.

Means of Verification: WhatsApp, Online training, SMS, Group Call

**Andhra Pradesh** – 6000/ 3250 girls, 2750 boys

Means of Verification: CSOs data

**CG** – 38136 / In partnership with NYKS, 228 volunteers were oriented online training. They in-turn, reached out to 23,249 adolescent boys and girls in 20 districts using WhatsApp. Through the partner JJVS, reached out to 1230 adolescents. Oriented 65 NSS officers, 10,000 NSS volunteers, and 2,364 adolescents

Means of Verification: Zoom training participants list NYKS/NSS - NYKS feedback -NGO reports. SLSA report

**Bihar** – 108728 / District-wise WhatsApp groups are formed with adolescent groups at a ratio of 3:1, to maintain connect in times of social distancing. During this period, a virtual orientation training of NSS Volunteers was held attended by an active 3164 participants - almost equal no of boys and girls attended it.

Means of Verification: Zoom Webinar Report with NSS

**J&K** – 38641/ figures reached by CRS/ARC/ **No progress** updated due to the suspension of internet and mobile phones

Means of Verification**:** From previously mentioned Partner reports

**Gujarat** – 5553/ 34 Child Labor’s rescued by home department an. 800 NYK volunteers engaged in COVID activities.

Means of Verification: NYK programme reports, department of home reports

**Karnataka**– 6000/2500 boys and 3500 girls

Means of Verification: government and CSOs data

**Jharkhand** – 123714/ 111101 adolescents (42348 boys and 68753 girls) and 12613 youths (girls -6200 , boys-6413) reached with COVID 19 related prevention messages.

Means of Verification: NGO reports

**Madhya Pradesh** – 155496 / 155496 (35% F, 65% M) adolescents and youth reached with messages through webinars, zoom calls, online events, face book and Instagram pages, U-Report. Evidence of messages reached among youth and adolescents available from their feedback and online activities.

Means of Verification: IP Report Videos and posters

**Kerala** – 4900 / Data from round 1 and 2 added with new reach of round 3

Means of Verification: WCD report

**Odisha** – 142645 / Adolescents and youth are reached through Anganwadi workers, SHGs and Biju Yuva Vahini across 18 districts through implementing organisations Action Aid and Aid-Et-action. District coordinators placed with DSW office supports in reaching out and monitoring. Technical support given by UNICEF state CP and C4D section

Means of Verification**:** Partners report, DSWO and DCPO reports

**Maharashtra** – 12675 / 12675 adolescents and youth – 11471 adolescents (1502 males, 659 females and 8310 gender not known) and 1204 youth (692 males, 452 females and 60 gender not known) were reached with information on COVID 19 prevention.

Means of Verification**:** Reached through partnerships and networks, digital platforms

**Tamil Nadu** - 4995 / Data from round 1 and 2 is added with new reach of round 3.

Means of Verification**:** Lead agency report

**Rajasthan** – 8025 / or May: Total Adolescents: 1,204 Total Youth: 21 Bharatpur- 700 adolescents reached through NYK during mask distribution, 21 youth leaders Jhalawar- 60 adolescents reached through saathins and volunteers Jaisalmer-150 adolescents reached through saathins and volunteers Bundi- 194 adolescents reached through saathins Karauli- 100 adolescents direct interaction during distribution of ration

Means of Verification: Action Aid and CRY report

**Uttar Pradesh** – 34582 / 34,582 (4,074 new) persons including 3,926 children (F-1,518; M-2,408) and 148 youths (F-45; M-103) reached with messages and information on prevention to COVID 19. Report 16 - 30 April - during the period 4,074 adolescents and youth reached out

Means of Verification: MIS, NSS report partners's MAMTA, RMLNU reports

**Telangana** – 4000/2500 boys and 1500 girls

Means of Verification: government and CSO’s data

**West Bengal** – 45000 / Following the state level training of NYVs in April, 25000 more youth members were reached through online cascade training with key messages on COVID19 prevention and protection of children. Additionally, 20000 adolescent girls under SAG-KP programme reached with targeted messages on prevention on COVID 19 in the 11 priority districts.

Means of Verification: Recorded training sessions, online sharing of posters and songs on risk communication and NGO partner reports.