



YIELD Hub

PHASE 2 STRATEGY

2025-2028



FOREWORD

The largest cohort of young people in history are now entering their reproductive years. It is our shared conviction that these young people must be put in charge of their bodies. Without their input and agency, the laws, policies, services and norms that shape their sexual and reproductive health and rights will be ineffective, illegitimate and meaningless. This is why the YIELD Hub exists.

The YIELD Hub is just three years old, but it has already made a significant imprint on the field of Adolescent and Youth Sexual and Reproductive Health and Rights (AYSRRH). It has pioneered a new model of Action Learning and built the capabilities of hundreds of AYSRRH practitioners and advocates. It has helped raise the awareness of youth partnership in AYSRRH

and in the broader health field. It has built practical tools for adolescent and youth participation in AYSRRH and provided a unique focus and convening point for AYSRRH.

The ambition of this Strategy is to fundamentally change attitudes and practises with respect to adolescent and youth partnership in AYSRRH. This task could not be more urgent, as young people across the world seek to assert their voice and leadership in the laws, policies, services and norms that will determine their health and life outcomes. We urge you to join us in this task over the coming years, and in the successful execution of this Strategy.

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EXECUTIVE SUMMARY



BACKGROUND

Young people want and deserve the power to make decisions about their bodies, their lives, and their futures. This requires **adolescent and youth partnership** in policy-making, programme design and implementation in the field of **Adolescent and Youth Sexual and Reproductive Health and Rights** (AYSRHR).

However, while **principles** of meaningful adolescent and youth engagement have been affirmed in several international legal and normative frameworks, the **practice** of meaningful adolescent and youth engagement

in AYSRHR is not widely embraced. Since 2022, the **YIELD Hub** has used 'action learning' – a problem-solving method for generating innovative solutions to complex problems – to develop ways for adolescents and youth to engage in AYSRHR. This core work on action learning has been supported by communication and outreach activities, partner convenings and advocacy.

The mission of the YIELD Hub is to put young people at the heart of decisions and programmes relating to their sexual and reproductive health and rights.

In the pursuit of this mission, the YIELD Hub will be guided by, and model, five core **values**:



The mission of the YIELD Hub will be delivered through four complementary strategic objectives:

ACTION LEARNING & CAPACITY-BUILDING: To develop the capability of individuals and institutions to advance AYSRHR through collective problem solving;

EVIDENCE & KNOWLEDGE MANAGEMENT: To generate and disseminate evidence, tools and new norms to strengthen the field of AYSRHR;

OUTREACH & INFLUENCE: To amplify the reach and influence of youth-centred approaches in AYSRHR through advocacy, digital engagement, and participation in global fora;

STRATEGIC PARTNERSHIPS: To establish and deepen collaborative partnerships that enhance the YIELD Hub's ability to address systemic barriers to AYSRHR.

The achievement of these strategic objectives will contribute to the desired impact of this Strategy: widespread, meaningful adolescent and youth partnership in AYSRHR

supports better AYSRHR policies, services and better AYSRHR outcomes. The YIELD Hub is an independent initiative staffed by a small international team, and **hosted** by Rutgers International, which provides the legal home for the YIELD Hub, as well as back-office functions such as human resource management, procurement and contracting, financial management and auditing. The Team is additionally supported by an **Advisory Board** and by temporary ad hoc working groups, including a **Youth Reference Group** that has guided the development of this Strategy.

The Strategy outlines a number of internal and external **risks**, together with corresponding risk mitigation mechanisms. Risks and risk mitigation mechanisms will be monitored by the YIELD Hub leadership – and periodically with the Advisory Board – with mitigating actions revised accordingly.

The Strategy has a **Results Framework** comprising performance indicators mapped to the Strategy's Theory of Action and tracking performance at output and outcome levels.

1.1 GLOBAL CONTEXT FOR AYSRHR

Young people want and deserve the power to make decisions about their bodies, their lives, and their futures. But this requires adolescent and youth partnership in policy-making, programme design and implementation in Adolescent and Youth Sexual and Reproductive Health and Rights (AYSRHR)¹. This is far from a reality. Moreover, there is an urgency to this task today, as the largest generation of young people in history enter their reproductive years². There are 1.2 billion adolescents (ages 10–19) worldwide, with about 90% living in low- and middle-income countries³. More than 60% of Africa's population is under the age of 25⁴.

Adolescents and young people face a range of health, social and economic challenges. The initiation of sexual activity while they may lack adequate knowledge and skills for protection, places adolescents at a higher risk of unwanted pregnancy, unsafe abortion, sexually transmitted infections and mental health disorders⁵. Young people – both boys and girls – are disproportionately affected by HIV⁶. Many young people face barriers to reproductive health information and services. Despite overall progress on key adolescent SRHR indicators at global, national, and subnational levels, unequal progress is evident both within and between countries. In some locations, the state of AYSRHR has worsened⁷. Moreover, there is a growing movement of 'anti-gender', 'anti-rights' and 'anti-choice' rhetoric and activism

that threatens progress on AYSRHR.

Yet, accompanying these risks are significant opportunities; if properly supported, the demographic dividend of harnessing this generation of young people is almost without measure. In addition to securing the individual rights of adolescents and young people, engaged, educated, healthy, informed and productive adolescents and young people can help break multi-generational poverty and can contribute to the strengthening of their communities and nations⁸.

The right to, and principles of, **meaningful adolescent and youth engagement** have been affirmed in several international legal and normative frameworks⁹. Interviews and Surveys conducted for this Strategy process confirmed that – thanks to the work of multiple organisations and activists – the field of meaningful adolescent and youth engagement has moved forward, including in global health: "15 years ago, youth were not at the table. Now it's more of a norm. More donors are prioritising meaningful adolescent and youth engagement and many INGOs have youth programmes"¹⁰. But they also confirmed that much more work needed to be done: "Meaningful adolescent and youth engagement has often not moved beyond tokenism; it needs practical mechanisms of the sort that the YIELD Hub develops". It is this that provides the core purpose of the YIELD Hub.

1.2 BACKGROUND TO THE YIELD HUB

The YIELD Hub emerged from the 2019 'Youth Investment, Engagement and Leadership Development (YIELD) Project report'¹¹, commissioned by four philanthropic foundations to investigate the status of adolescent and youth participation in SRHR. The report concluded: "More and better investment in adolescent and youth participation and leadership is essential for SRHR programmes – and the young people in them – to realize their potential". The YIELD Hub has pursued this mission since 2022, using 'collective action learning' – a problem-solving method for generating innovative solutions to complex problems – to develop ways for practitioners to enable adolescents and youth to engage in AYSRHR. This core work on action

learning has been supported by communication and outreach activities, partner convenings and advocacy.

As part of this strategy development process, a 'Rapid Review' of Phase 1 of the YIELD Hub (2022–24) was conducted from March to September 2024. The review confirmed the valuable role that the YIELD Hub has played in moving forward the field of AYSRHR. It also exposed areas for improvement, as well as opportunities to expand the functions and impact of the YIELD Hub over the coming Phase 2 strategy period. Many of the findings of this Rapid Review have been incorporated into this Strategy. More detailed findings from the review can be found at Annex 2.

2

VALUES

The YIELD Hub will be guided by, and model, the following **Values** in the execution of this Strategy:



Youth-centeredness

We will apply youth-partnership approaches in our own governance, activities, and operations. Though at the time of writing, all of our staff are under 35 years of age, the YIELD Hub is not by definition a 'youth-led organisation'.



Empowerment & Allyship

We will challenge dominant power dynamics and traditional organisational practices as we seek to be allied with and empower young people and youth-led organisations; we will intentionally support decolonisation, localisation, gender equity and inclusion in all of our work.



Intersectionality

We will address the reality that multiple inequalities combine to disadvantage young people; we will address a broad range of issues influencing AYSRHR outcomes, including climate, education and livelihoods.



Collaboration & Co-creation:

We will work with young people and others to co-create learning solutions; we believe that process is as important as product in the design and activation of youth-serving products and services.



Accountability

We will work to ensure that there is accountability from duty-bearers to ensure the rights of young people and their participation in decisions affecting their well-being; we will hold others and ourselves accountable for what we have promised.

3

THEORY OF ACTION

Figure 1 below shows the 'Theory of Action' for the YIELD Hub Strategy 2025-2028. It operates on the following levels (and is best read bottom-up):

Problem Statements: real-world problems that the YIELD Hub strategy is designed to address;
YIELD Hub Mission: what the YIELD Hub will try to achieve at a high level, and how;
Strategic Objectives & Goals: the distinct but connected things that the YIELD Hub will try to achieve, organised here as programmatic components showing how the

Strategy will be operationalised;

Outputs: the cumulative results of the activities the YIELD will undertake over the four years of the Strategy period to 2028, to deliver each Strategic Objective (YIELD Hub attribution);

Outcomes: the real world changes that Strategy activities and outputs will contribute to and that will move the field forward (YIELD Hub contribution);

Impact: the changes in health and other outcomes that the YIELD Hub Strategy will contribute to.

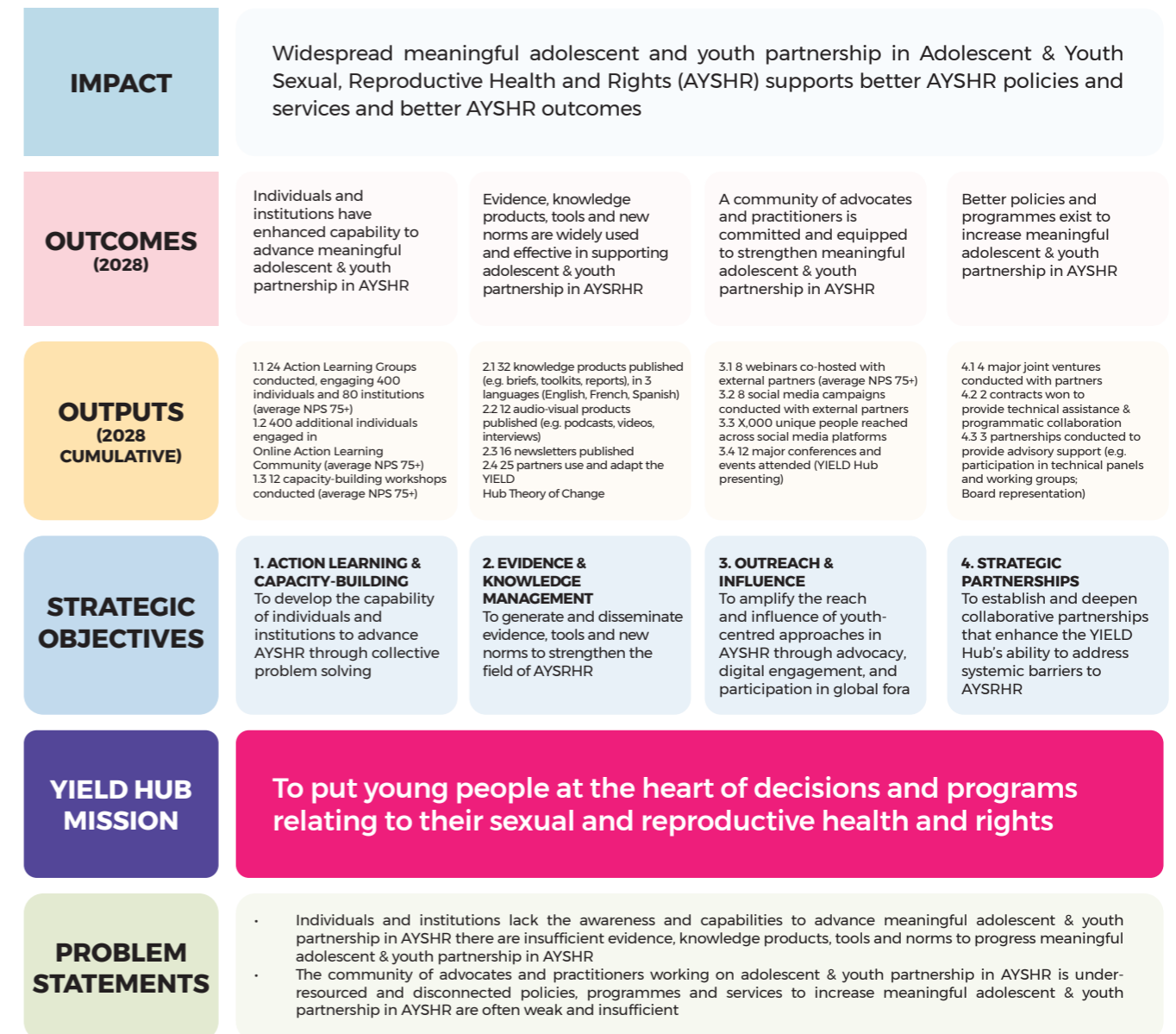


Figure 1. YIELD Hub Strategy 2025-2028: Theory of Action

This **Theory of Action** (describing what the YIELD Hub will deliver and how) can be understood as located within the broader **Theory of Change** for Youth Partnership in AYSRHR (describing pathways for change within the broader field of youth partnership in AYSRHR) that the YIELD Hub has co-developed with partners over the last year (see Annex 3).

The mission of the YIELD Hub is to put young people at the heart of decisions and programmes relating to their

sexual and reproductive health and rights. We will do this by pursuing four strategic objectives: action learning and capacity-building, evidence and knowledge management, outreach and influence, and strategic partnerships. While the work of the YIELD Hub focuses on AYSRHR, we will also work on youth partnership in issues closely related to AYSRHR, such as education, livelihoods and climate change. These **strategic objectives** and corresponding **activities** are further described below.

4 STRATEGIC OBJECTIVES & ACTIVITIES

STRATEGIC OBJECTIVE 1: ACTION LEARNING & CAPACITY-BUILDING



To develop the capability of individuals and institutions to advance AYSRHR through collective problem-solving. The 2028 outcome we are seeking is that individuals and institutions have enhanced capability to advance meaningful adolescent & youth partnerships in AYSRHR.

At the core of this Strategic Objective are the YIELD Hub Action Learning Groups, where we convene people with diverse perspectives and skill sets to develop youth-centric solutions to AYSRHR priorities. Action

Learning Groups will be complemented through the curation of Online Action Learning Communities, extending the Action Learning Groups to a broader online community of practitioners and advocates engaged in AYSRHR. Under this Strategic Objective, we will also conduct capacity-building workshops that will support skill development and provide an adaptive approach to addressing ongoing challenges. As in other areas, the quality of our member engagement will be measured by 'Net Promoter Scores' – a measure of customer experience and satisfaction.

Under Strategic Objective 1, we will deliver the following outputs over the period 2025-2028:

- 1.1 24 **Action Learning Groups** conducted, engaging 400 individuals and 80 institutions (average Net Promoter Score (NPS) 75+)
- 1.2 400 additional individuals engaged in **Online Action Learning Community** (average NPS 75+)
- 1.3 12 **capacity-building workshops** conducted (average NPS 75+)

STRATEGIC OBJECTIVE 2: EVIDENCE & KNOWLEDGE MANAGEMENT



To generate and disseminate evidence, tools and new norms to strengthen the field of AYSRHR. The 2028 outcome we are seeking is that **evidence, knowledge products, tools and new norms** are widely used and effective in supporting adolescent & youth partnership in AYSRHR.

This objective will focus on the development of **knowledge products** informed by real-world insights from YIELD Hub's members and partners. These products, ranging from toolkits to policy briefs, will be tailored to the needs of diverse audiences and made available in multiple languages (English,

To generate and disseminate evidence, tools and new norms to strengthen the field of AYSRHR. The 2028 outcome we are seeking is that **evidence, knowledge products, tools and new norms** are widely used and effective in supporting

adolescent & youth partnership in AYSRHR. This objective will focus on the development of **knowledge products** informed by real-world insights from YIELD Hub's members and partners. These products, ranging from toolkits to policy briefs, will be tailored to the needs of diverse audiences and made available in multiple languages (English, French, Spanish). By offering varied formats—including **audio-visual content**—the YIELD Hub aims to reach stakeholders across different regions and sectors, ensuring that the knowledge generated is widely accessible and useful. We will also publish **newsletters** on a quarterly basis. Additionally, as YIELD Hub refines its **Theory of Change for Youth Partnership in AYSRHR** (see Annex 3), this work will guide members and partners in the implementation and measurement of youth engagement strategies, ensuring the field continues to evolve with new norms and practices.

Under Strategic Objective 2, we will deliver the following outputs over the period 2025-2028:

- 2.1 32 **knowledge products** published (e.g. briefs, toolkits, reports), in 3 languages (English, French, Spanish)
- 2.2 12 **audio-visual products** published (e.g. podcasts, videos, interviews)
- 2.3 16 **newsletters** published
- 2.4 25 partners use and adapt the YIELD Hub **Theory of Change**

STRATEGIC OBJECTIVE 3: OUTREACH & INFLUENCE



to amplify the reach and influence of youth-centred approaches in AYSRHR through advocacy, digital engagement, and participation in global fora. The 2028 outcome we are seeking is that a **community of advocates and practitioners** is committed and equipped to strengthen meaningful adolescent & youth partnership in AYSRHR.

Feedback from member consultations, interviews and the survey conducted as part of the Strategy development process indicates appetite to increase the YIELD Hub's work in advocacy and outreach activities. We will conduct

webinars and **media campaigns** jointly with a wide range of advocates and practitioners, creating a dynamic platform for dialogue and action. We will seek to expand our social media presence – with a goal to gain 5 000 new followers across all social media platforms by 2028. The Hub will also strengthen its presence at major global events, providing opportunities for direct interaction between young advocates and key decision-makers. These efforts will contribute to a stronger collective voice advocating for improved youth partnership in policy and programme development.

Under Strategic Objective 3, we will deliver the following outputs over the period 2025-2028:

- 3.1 8 **webinars** co-hosted with external partners (average NPS 75+)
- 3.2 8 social media **campaigns** conducted with external partners
- 3.3 5 000 new followers gained across **social media** platforms
- 3.4 12 major **conferences and events** attended (YIELD Hub presenting)

STRATEGIC OBJECTIVE 4: STRATEGIC PARTNERSHIPS



to establish and deepen collaborative partnerships that enhance the YIELD Hub's ability to address systemic barriers to AYSRHR. The 2028 outcome we are seeking is that **better policies and programmes** exist to increase meaningful adolescent & youth partnership in AYSRHR. Though the YIELD Hub has engaged in some structured partnerships to date - for example, a sub-regional partnership in West Africa with the Ouagadougou Partnership - we will expand these forms of partnerships, conducting **joint ventures** with strategic partners to expand our operational reach and to establish and deepen collaborative partnerships that enhance the YIELD Hub's ability to address systemic barriers to AYSRHR. The 2028 outcome we are seeking is that **better policies and programmes** exist to increase meaningful adolescent & youth partnership in AYSRHR.

Though the YIELD Hub has engaged in some structured

partnerships to date - for example, a sub-regional partnership in West Africa with the Ouagadougou Partnership - we will expand these forms of partnerships, conducting **joint ventures** with strategic partners to expand our operational reach and influence. The partnerships will include opportunities for shared learning and mutual capacity-building, ensuring that the collaboration benefits both YIELD Hub and its partners. Moreover, the Hub will aim to foster relationships that continue beyond specific projects, ensuring sustainability and ongoing progress. We will also bid for contracts to provide **technical assistance and programmatic collaborations**, where such work aligns with our mission and our value-add is clear. Finally, we will share what we are learning through providing **advisory support**, such as participation in technical panels and working groups, and Board representation.

Under Strategic Objective 4, we will deliver the following outputs over the period 2025-2028:

- 4.1.4 major **joint ventures** conducted with partners
- 4.2.2 contracts won to provide **technical assistance and programmatic collaborations**
- 4.3.3 partnerships conducted to provide **advisory support** (e.g. participation in technical panels and working groups, Board representation)



Figure 2 below is a graphic representation of cumulative YIELD Hub Outputs for the Strategy period.

MISSION

to increase meaningful adolescent and youth partnership in Adolescent & Youth Sexual, Reproductive Health and Rights (AYSHR), through action learning, evidence and knowledge management, outreach and influence, and programmatic partnerships



Figure 2. YIELD Hub Strategy 2025-2028: quantifying Outputs

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GOVERNANCE AND MANAGEMENT

The YIELD Hub is an **independent initiative** hosted by Rutgers International, which provides the legal home for the YIELD Hub, as well as back-office functions such as human resource management, procurement and contracting, financial management and auditing. The YIELD Hub is staffed by a core team, supplemented by consultants as needed.

The Team is additionally supported by an Advisory Board, which provides strategic and technical inputs to the YIELD Hub. Advisory Board members also act as external ambassadors to support the work of the YIELD Hub. 50% of the Advisory Board will be represented by youth-led organizations, in their own definitions of youth. The full composition will aim for diverse geographical and

gender representation. Members of the Advisory Board will be recruited to cover different areas of expertise such as fundraising, advocacy, implementation and partnerships. Members of the Advisory Board represent their organizations.

The work of the YIELD Hub is additionally supported by temporary working groups. This process of drafting this Strategy was supported by the Advisory Board and a Youth Reference Group, constituted specifically to support the Strategy process. Young people who are involved in the Action Learning Groups or provide support through speaking roles, representation, or other content creation activities will be compensated following the YIELD Hub Compensation guidelines.

6

MONITORING, EVALUATION AND LEARNING

The **Results Framework** for the Strategy is at Annex 4. It focuses on the Outcome and Output levels and proposes indicators, means of verification and targets accordingly. Output targets are cumulative to 2028; progress will be tracked on an annual basis, as well as in 2028. Execution of this Strategy will be supported by an annual work planning and review process. This is an opportunity to track progress against multi-year targets and to adjust activities and resource allocation accordingly.

At the mid-point of the Strategy period (end 2026), we will conduct a formative mid-term review of Strategy implementation. Towards the end-point of the Strategy (in 2028), we will conduct a more summative review (or an evaluation, subject to resourcing) to determine whether the Strategy has met its targets and what we have learnt along the way. This will also help determine whether and how the YIELD Hub continues past its second phase post-2028.

7

RISKS AND RISK MANAGEMENT

Table 1 below outlines principal risks to the successful execution of the strategy; along with corresponding risk mitigation mechanisms. Risks and responses will be monitored by the YIELD Hub leadership – and periodically with the Advisory Board – with mitigating actions revised accordingly. The partnerships will include opportunities for shared learning and mutual capacity-building, ensuring that the collaboration benefits both YIELD Hub and its partners. Moreover, the Hub will aim to

foster relationships that continue beyond specific projects, ensuring sustainability and ongoing progress. We will also bid for contracts to provide technical assistance and programmatic collaborations, where such work aligns with our mission and our value-add is clear. Finally, we will share what we are learning through providing advisory support, such as participation in technical panels and working groups, and Board representation.

RISKS	RISK MITIGATION MECHANISMS
EXTERNAL RISKS	
1. Rise of regressive public sentiment, political leadership and policies constrain space for progressive work on AYSRHR	Monitor shifts in political and popular sentiment; form strategic alliances with progressives; advocate for progressive policies
2. The YIELD Hub operating environment is curtailed by limitations due to infectious diseases such as COVID	Expand YIELD Hub's online products and services
3. Financing for AYSRHR is deprioritized by Governments & major development partners	Advocate for domestic and international financing for AYSRHR; refresh AYSRHR narrative framing
INTERNAL RISKS	
4. The YIELD Hub fails to raise sufficient funding	Retain existing funders and seek to diversify funding base
5. The YIELD Hub fails to identify a distinct and additive role for itself relative to other AYSRHR actors	Use this Strategy and annual work-planning to define and refine a clear and additive role; continually seek feedback
6. The Action Learning Group model is resource-intensive (both for participants and for YH as provider)	Mitigated in future cycles through adjustments like improving efficiency, integrating more digital tools, growing regional groups and diversifying participant profiles
7. The YIELD Hub takes on too much and is spread too thinly to execute effectively	Use annual work-planning to assess workload, capacity and prioritisation
8. The YIELD Hub works only in a global orbit, reducing its relevance and excluding local actors	Work with and through local actors; collaborate with regional networks and national partners
9. The YIELD Hub only preaches to the converted , failing to engage new and partially aligned actors	Be intentional about reaching new audiences, and creating and exploiting common ground where interests are not fully aligned
10. The YIELD takes us space (voice, funding) from the youth-led organisations it seeks to empower	Be intentional in amplifying the work of YLOs and in putting their needs and opportunities first
11. The YIELD Hub fails in its financial management obligations	Follow Rutgers International's financial management and audit procedures; with Rutgers monitoring compliance
12. The YIELD Hub fails in its safeguarding obligations	Follow Rutgers International's 'Integrity Framework'; with Rutgers monitoring compliance
13. The YIELD Hub fails to define credible impact measures and results	Monitor outputs; track outcomes and validate whether the YIELD Hub has made meaningful contributions to the outcomes

Table 1. Risks and risk mitigation mechanisms

ANNEXURE 1 DEFINITIONS

TERM	DEFINITION
Action Learning	A group approach to real time problem solving or goal achieving that consists of learning and change through cycles of collective action and reflection.
Adolescents and Youth	The United Nations defines 'Adolescents' as those between the ages of 10 and 19 years of age; and 'Youth' as those between 15 and 24. However, the meaning of youth can vary depending on context, and can range up to 35 years in some cases.
Adolescent and Youth Partnership	Engaging adolescents and young people in equitable, mutually respectful and beneficial relationships between all actors.
Adolescent and Youth Sexual and Reproductive Health and Rights (AYSRRH)	The physical, emotional, and social wellbeing of adolescents and young people, achieved through universal access to high-quality, comprehensive sexuality education and youth-friendly services (including those devoted to counselling, contraception, safe abortion, maternity care, and the prevention and treatment of HIV/AIDS and other sexually transmitted infections), under conditions that fully respect privacy, confidentiality, and human rights.
Decolonisation	A process that involves challenging the structures of power that have been shaped by colonial actors, and freeing an institution or sphere of activity from the economic, social or cultural effects of colonisation.
Intersectionality	A sociological framework describing how multiple compounding forms of inequality - e.g. race, gender, class, sexuality, ability - combine to shape people's experiences and opportunities.
Localisation	Locating funding and decision-making powers with local actors and institutions; as an explicit response to the historical imbalance of power residing with international actors and institutions.
Norms	Norms - including social and gender norms - are the perceived informal, mostly unwritten, rules that define acceptable and appropriate actions within a given group or community. They are situated at the interplay between behaviour, beliefs and expectations.

ANNEXURE 2 LESSONS LEARNT FROM PHASE 1 OF THE YIELD HUB (2022-24)

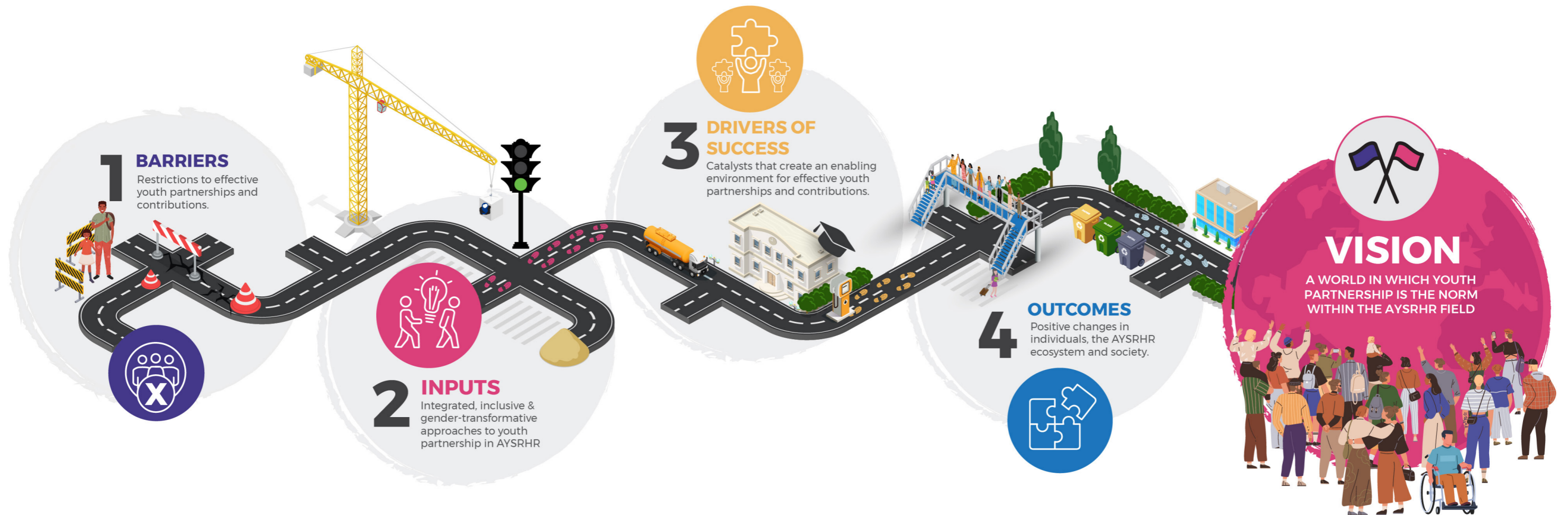
The lessons below come from a 'Rapid Review' of Phase 1 of the YIELD Hub (2022-24), conducted from March to September 2024. Lessons were drawn from the following sources: literature review; staff interviews; interviews with 19 external stakeholders; survey to the YIELD Hub's mailing

list eliciting 53 responses in three languages; meetings and a two-day workshop with the YIELD Hub Advisory Board and the Youth Reference Group established to support the strategy development process.



ANNEXURE 3

YIELD HUB'S 'THEORY OF CHANGE FOR YOUTH PARTNERSHIP IN AYSRHR'



ANNEXURE 4

RESULTS FRAMEWORK

OUTCOME 1.

INDIVIDUALS AND INSTITUTIONS HAVE ENHANCED CAPABILITY TO ADVANCE MEANINGFUL ADOLESCENT & YOUTH PARTNERSHIP IN AYSRHR

Outcome 1

80% of YIELD Hub partners report enhanced capability to advance meaningful adolescent & youth partnership in AYSRHR

- **MEANS OF VERIFICATION:** Partner Survey; Case Studies; Interviews
- **TARGET (2028):** 80% partners surveyed

1

Output 1.1

24 Action Learning Groups conducted, engaging 400 individuals and 80 institutions (average NPS 75+)

- **MEANS OF VERIFICATION:** Annual reports; NPS scores; Surveys
- **TARGET (2028):** 24 ALGs; NPS 75+

2

Output 1.2

400 additional individuals engaged in Online Action Learning Community (average NPS 75+)

- **MEANS OF VERIFICATION:** Annual reports; NPS scores; Surveys
- **TARGET (2028):** 400 participants; NPS 75+

3

Output 1.3

12 capacity-building workshops conducted (average NPS 75+)

- **MEANS OF VERIFICATION:** Annual reports; NPS scores; Surveys
- **TARGET (2028):** 12 workshops+

OUTCOME 2.

EVIDENCE, KNOWLEDGE PRODUCTS, TOOLS AND NEW NORMS ARE WIDELY USED AND EFFECTIVE IN SUPPORTING ADOLESCENT & YOUTH PARTNERSHIP IN AYSRHR

Outcome 2

80% of YIELD Hub partners report that evidence, knowledge products, tools and new norms are more widely used and effective in supporting adolescent & youth partnership in AYSRHR

- **MEANS OF VERIFICATION:** Partner Survey; Case Studies; Interviews
- **TARGET (2028):** 80% partners surveyed

1

Output 2.1

32 knowledge products published (e.g. briefs, toolkits, reports), in 3 languages (English, French, Spanish)

- **MEANS OF VERIFICATION:** Annual reports
- **TARGET (2028):** 32 knowledge products

2

Output 2.2

12 audio-visual products published (e.g. podcasts, videos, interviews)

- **MEANS OF VERIFICATION:** Annual reports
- **TARGET (2028):** 12 audio-visual products

3

Output 2.3

16 newsletters published

- **MEANS OF VERIFICATION:** Annual reports
- **TARGET (2028):** 16 newsletters

4

Output 2.4

25 partners use and adapt the YIELD Hub Theory of Change

- **MEANS OF VERIFICATION:** Partner Survey
- **TARGET (2028):** 25 partners

OUTCOME 3.

A COMMUNITY OF ADVOCATES AND PRACTITIONERS IS COMMITTED AND EQUIPPED TO STRENGTHEN MEANINGFUL ADOLESCENT & YOUTH PARTNERSHIP IN AYSRHR

Outcome 3

80% of YIELD Hub partners report that there is a more committed and equipped community of advocates and practitioners to strengthen meaningful adolescent & youth partnership in AYSRHR

- **MEANS OF VERIFICATION:** Partner Survey; Case Studies; Interviews
- **TARGET (2028):** 80% partners surveyed

1

Output 3.1

8 webinars co-hosted with external partners (average NPS 75+)

- **MEANS OF VERIFICATION:** Annual reports
- **TARGET (2028):** 8 webinars

2

Output 3.2

8 social media campaigns conducted with external partners

- **MEANS OF VERIFICATION:** Annual reports
- **TARGET (2028):** 8 social media campaigns

3

Output 3.3

5,000 new followers reached across social media platforms

- **MEANS OF VERIFICATION:** Social media reports
- **TARGET (2028):** 5,000 new followers

4

Output 3.4

12 major conferences and events attended (YIELD Hub presenting)

- **MEANS OF VERIFICATION:** Annual reports
- **TARGET (2028):** 12 conferences / events

OUTCOME 4.

BETTER POLICIES AND PROGRAMMES EXIST TO INCREASE MEANINGFUL ADOLESCENT & YOUTH PARTNERSHIP IN AYSRHR

Outcome 4

80% of YIELD Hub partners report that the YIELD Hub has contributed to better policies and programmes exist to increase meaningful adolescent & youth partnership in AYSRHR

- **MEANS OF VERIFICATION:** Partner Survey; Case Studies; Interviews
- **TARGET (2028):** 80% partners surveyed

1

Output 4.1

4 major joint ventures conducted with partners

- **MEANS OF VERIFICATION:** Annual reports
- **TARGET (2028):** 4 joint ventures

2

Output 4.2

2 contracts won to provide technical assistance & programmatic collaboration

- **MEANS OF VERIFICATION:** Annual reports
- **TARGET (2028):** 2 contracts

3

Output 4.3

3 partnerships conducted to provide advisory support (e.g. participation in technical panels and working groups; Board representation)

- **MEANS OF VERIFICATION:** Annual reports
- **TARGET (2028):** 3 partnerships

ENDNOTES

1. See Annex 1 for definitions.
2. 'Young People Advancing Sexual and Reproductive Health: Toward a New Normal', YIELD Project, 2019
3. <https://www.exemplars.health/topics/adolescent-sexual-and-reproductive-health-and-rights>
4. Why Africa's youth hold the key to its development potential | World Economic Forum (weforum.org)
5. <https://www.who.int/southeastasia/activities/adolescent-sexual-reproductive-health>
6. <https://www.unfpa.org/hiv-aids>
7. Starrs, A. M., et al. (2018). Accelerate progress—sexual and reproductive health and rights for all: report of the Guttmacher–Lancet Commission. *The Lancet*, 391(10140), 2642–2692. [https://doi.org/10.1016/s0140-6736\(18\)30293-9](https://doi.org/10.1016/s0140-6736(18)30293-9); Liang, M., et al. (2019). The State of Adolescent Sexual and Reproductive Health. *Journal of Adolescent Health*, 65(6), S3–S15. <https://doi.org/10.1016/j.jadohealth.2019.09.015>
8. https://www.unfpa.org/sites/default/files/resource-pdf/UNFPA-MBMLMW_MOD1-EN.pdf
9. For example: Convention on the Rights of the Child (CRC), Article 12; 1994 International Conference on Population and Development (ICPD), Action 6.15; 2016 Political Declaration on HIV and AIDS, Paragraphs 21, 30, 64(b); 2006 African Youth Charter, Article; 2012 Bali Global Youth Forum Declaration; 2013 Montevideo Consensus on Population and Development, Chapter B, Priority 8.
10. Quotations are from Interviews and Surveys conducted for this Strategy process (see Annex 2 for more details).
11. 'Young People Advancing Sexual and Reproductive Health: Toward a New Normal', YIELD Project, 2019



