

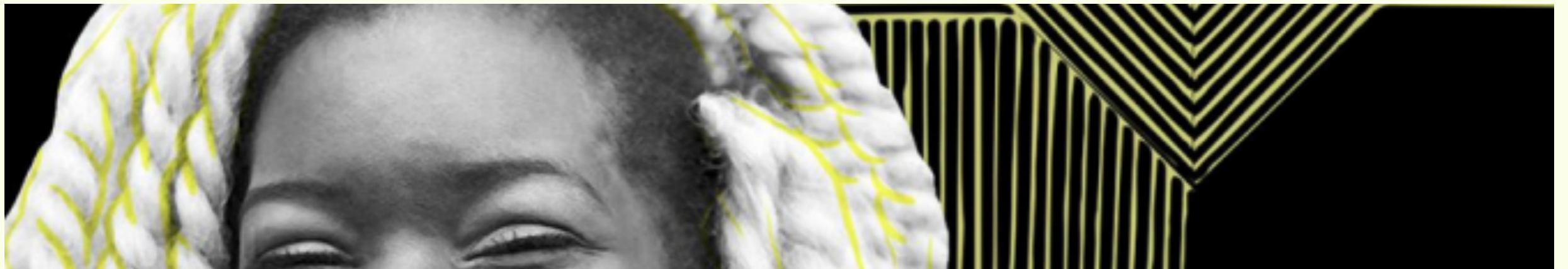
**SCHOOL'S OUT CAMPAIGN - LINKING SCHOOLS TO
SEXUAL REPRODUCTIVE HEALTH SUPPORT AND
SERVICES - AUGUST 2020**



Introduction and background

The Human Sciences Research Council (HSRC) is implementing a two-and-a-half-year project to link schools to sexual and reproductive health (SRH) support and services. Funded by AmplifyChange, the School's Out project responds to existing gaps in the provision of adolescent sexual and reproductive health (ASRH) projects and programmes. Empirical evidence suggests that progress has been made in the last 20 years; however, a myriad of hindrances to effective adolescents' SRHR programmes remain. A significant proportion of adolescents are not adequately reached by the interventions intended for them. Also, interventions shown to be effective have limited effect because they are delivered in a piecemeal approach. Emerging evidence shows that comprehensive sexuality education improves adolescents' SRH knowledge, attitudes, and behaviors when implemented well. This evidence also recommends a need to accelerate proven

approaches and for the development of complementary approaches. The focus on linking schools to SRH support and services is further motivated by the views that adolescents' and young people's SRH status and educational achievements are closely related and that schools have infrastructure and tools to encourage the formation of SHR-healthy behaviour. The ultimate goal of the School's Out project is to develop a model to guide efforts on linking schools to SRH support and services in Eastern and Southern Africa, resulting in schools as safer and inclusive environments. The School's Out project is therefore embarking on two weeks digital campaign to set policy agenda on linking schools to SRH support and services.



The overview of School's Out



The School's Out project seeks to create safer and inclusive environments for learners by linking schools across Eastern and Southern Africa to SRH support and services. This is done through research integration and participatory meetings, at country and regional levels between Civil Society Organisations (CSOs), academic institutions, governments and other key stakeholders. School's Out has forged partnerships with regional and in-country organisations who have developed or are developing knowledge on how best to implement school-based SRH programmes in culturally appropriate and sensitive ways. A key activity of School's Out is capacity strengthening through grant-making and technical support of regional and in-country partners towards robust and coordinated advocacy efforts on linking schools to SRH support and services.

Overview of Human Sciences Research Council

The HSRC is a research organisation that advances social sciences and humanities for public use. The HSRC undertakes and promotes research that is often large-scale, multi-year, and collaborative in nature. It produces high-quality scientific evidence to inform further analysis, debate, advocacy and decision-making by role-players in government, the media, academia, and community-based groupings. The HSRC responds to the needs of vulnerable and marginalised groups in society through research. Through its work, the HSRC aims to inform policy development and good practice, thereby making a difference to the lives of people in South Africa and on the mother continent. The functions of the HSRC are to: initiate, undertake and foster strategic basic and applied research in human sciences; address developmental challenges in South Africa, Africa and globally by gathering, analysing and publishing data relevant to such challenges, by means of projects linked to public sector programmes; inform the effective formulation and monitoring of policy, as well as to evaluate the implementation thereof; stimulate

public debate through the effective dissemination of fact-based research results; help build research capacity and infrastructure for the human sciences; foster research collaboration, networks and institutional linkages; respond to the needs of marginalised groups in society through research and analysis of developmental issues, thus contributing to the improvement of their lives; develop and make available datasets underpinning research, policy development and public discussion of developmental issues; and develop new and improved methods for dataset use.



Currently School's Out is...

- Exploring various angles of the concept to link schools to SRH support and services through Participatory Action Research. The findings will contribute toward responding to a principal question, which is “What are the socio-structural and cultural factors that facilitate or inhibit efforts on linking schools to SRH support and services?”
- Exploring existing models of linking schools to SRH support and services by various stakeholders such as CSOs and governments
- Creating content around the concept of linking schools to SRH support and services, including exploring the relationship between support and services. The conversation thus far indicates that making comprehensive sexuality education part of SRH support increases the demand for SRH services
- Consulting stakeholders in defining the concept of linking schools to SRH support and services. So far, stakeholders agree that the concept can be defined as: *“Creating synergies between ministries mandated for adolescent and youth sexual and reproductive health rights (SRHR) with a focus on comprehensive sexuality education, access to SRH services and psychosocial support in an inclusive and non-stigmatising manner”*



Overview of the School's Out campaign

The School's Out campaign on linking schools to SRH support and services will be a policy campaign, which will form part of School's Out advocacy strategy aimed at addressing imbalances, inequity and disparities to promote human rights and social justice through a human rights approach promoting SRHR for all youth. It will seek to set a policy agenda on linking schools to SRH support and services. This will be achieved by applying the evidence base and knowledge that Schools' Out will be generating. The objectives of the campaign will be to:

- Create awareness on the concept of linking schools to SRH support and services, including creating content around the concept
- Engage stakeholders, including young people, to solicit their input on what to include in efforts to link schools to SRH support and services
- Share best practices on the nature of effective linkages in their context

Participation

A variety of stakeholders, including governments, academics and CSOs are expected to participate in a launch that will take place on digital platforms. School's Out partners will lead other campaign activities across School's Out countries, namely Botswana, Eswatini, South Africa, Malawi, Mozambique, Namibia, Zambia and Uganda.

The campaign structure

The COVID-19 prevention protocols, including social distancing, informed the decision to undertake this campaign on digital platforms. Digital platforms are now becoming effective tools for campaigning as they reach a high number of stakeholders

within a short time and limited budget. The campaign will leverage technology, including email, Facebook, Zoom, YouTube, etc., to enhance the reach at all levels. A two-week campaign will include:

- A campaign launch on the 27th of August 2020 to provide a platform for high-level discourse on linking schools to SRH support and services
- Media activities, including interviews and newspaper articles
- Dialogues with stakeholders, including youth, parents, teachers, and journalists, to solicit their input on the definition of the concept of linking schools to SRH support and services, what effective linkages could entail and best practices to be considered
- Online interactive sessions to engage various stakeholders through conversations around the concept of linking schools to SRH support and services

The campaign's approach

- Creating an enabling environment for change by engaging various stakeholders, including champions
- Viewing adolescents' SRHR as central to the conceptual framework of this campaign and focusing on universality, agency, and accountability in realising the campaign objectives
- Building momentum through interactive engagements that capture campaign learning
- Working in partnership with various stakeholders, including United Nations agencies, governments, academics, communities and School's Out partners

LINK SCHOOLS TO SEXUAL REPRODUCTIVE HEALTH SUPPORT AND SERVICES

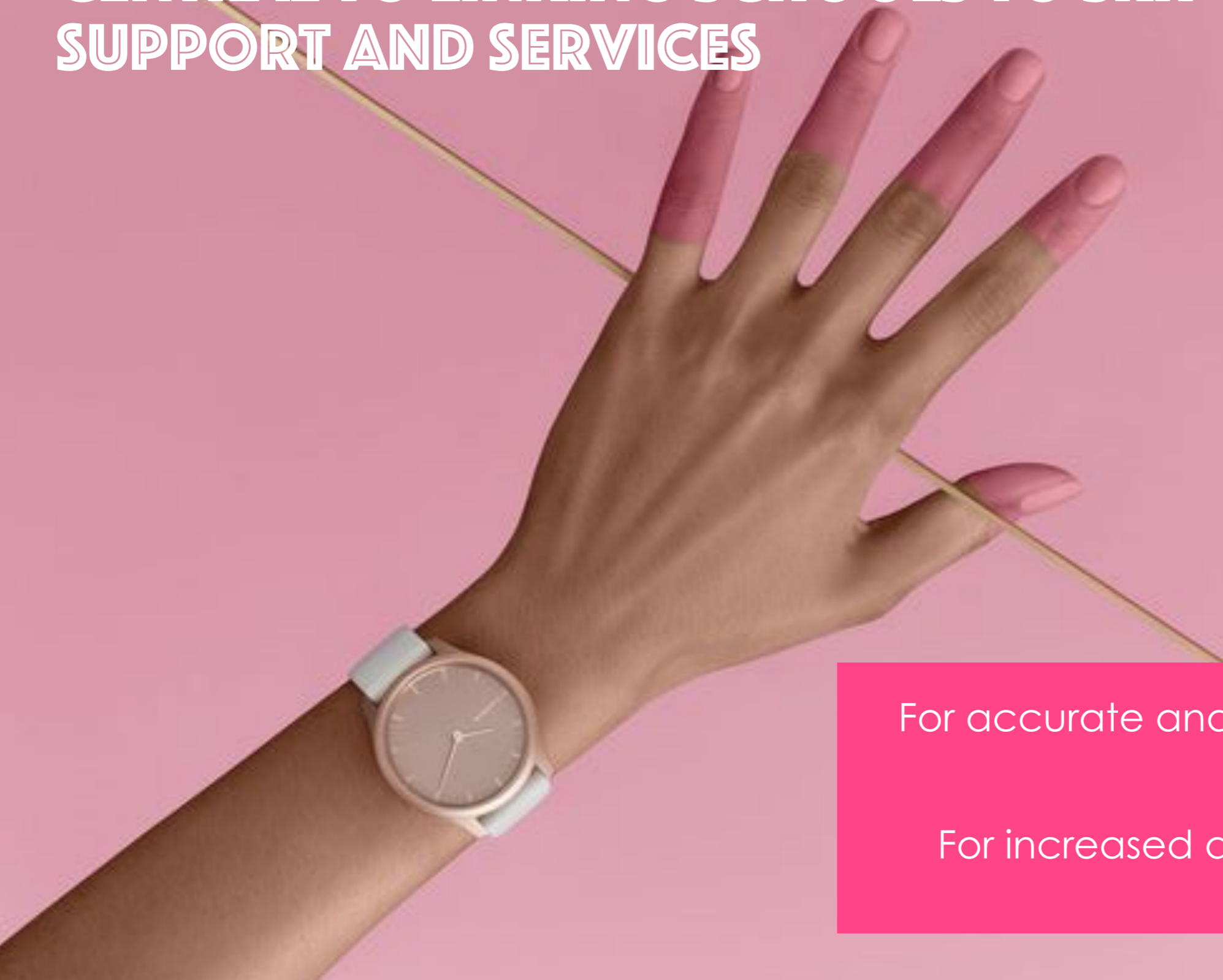


To reduce Gender-Based Violence (GBV)
including homophobic and transphobic
bullying in schools

To reduce teenage pregnancy

To reduce unsafe abortion rate

COMPREHENSIVE SEXUALITY EDUCATION IS CENTRAL TO LINKING SCHOOLS TO SRH SUPPORT AND SERVICES



For accurate and relevant information
on SRH

For increased access to SRH services

EASTERN AND SOUTHERN AFRICA COMMITMENTS ARE CENTRAL TO LINKING SCHOOLS TO SRH SUPPORT AND SERVICES



For increased synergies between ministries mandated for SRHR for adolescents and youth

For acknowledging the role of civil society organisations in the provision of SRHR

LINKING SCHOOLS TO SRHR SUPPORT AND SERVICES ADVANCING ASRHR LEAVING NO ONE BEHIND



To reduce the exclusion of marginalised groups

To promote better access to SRHR

Campaign management

The Soul Providers Collection (SPC) will be responsible for a wide range of campaign management activities including:

- Setting up on-line platforms
- Content production including copyediting social media posts
- Advertising to build online communities and create the content around the concept
- Administration including report writing.

Soul Providers Collection Overview

The SPC is a group of proud African storytellers through cutting edge strategic content marketing, and social media. SPC builds and nurture highly targeted online communities on behalf of various brands. SPC specialises in producing digital content for multiple channels that consumers love to engage with and share. Although SPC is based in Johannesburg, South Africa it has a regional footprint including Soul Providers East, is based in Swaziland. Our partner agency Acoco is our All African Content Collective covering many countries in sub-Saharan Africa.

