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GLOSSARY OF ABBREVIATIONS

CBD Community-Based Organisation
CDC Community Discussion Class
CEFM Child, Early and Forced Marriage
CHC Children’s Health Committee
CSO Civil Society Organisation
Edutainment Education through the medium of entertainment
ESG Effective School Governance
FGC Female Genital Cutting
GCT Global Coordination Team for the My Rights, My Voice Programme
ICT Information and Communications Technology
INGO International Non-Governmental Organisation
MEAL Monitoring, Evaluation, Accountability and Learning
MRMV My Rights, My Voice
NGO Non-Governmental Organisation
PDO Public Defender’s Office
PTA Parent Teacher Association
SRH Sexual and Reproductive Health
VDC Village Development Committees
YAB Youth Advisory Board
YHC Youth Health Committee
1. EXECUTIVE SUMMARY
Young people can play a vital role in reducing poverty and transforming their societies. Their potential to do so has never been greater, with children and youth now accounting for almost 85 per cent of those living in developing countries. My Rights, My Voice (MRMV) aims to enable young people to fulfil this potential and to shape their own futures.

Oxfam and our partners recognise that to overcome poverty and achieve lasting change, young people not only need free, good-quality education and healthcare; they also need to be able to voice their needs, and demand accountability from those whose duty it is to provide these services. MRMV is giving children and youth the skills and confidence to become active citizens with the power to shape policies, practices and attitudes – so that their health and education needs are met, now and in the future.

The programme works with young people and allies (including NGOs, parents, teachers, and community and religious leaders) in eight countries – Afghanistan, Georgia, Mali, Nepal, Niger, Pakistan, Tanzania and Vietnam. Project activities are tailored to each national context, with a wider global programme that fosters learning, innovation and sharing of experience. Initially conceived as a three-year programme ending in 2014, MRMV has been extended to December 2015; Oxfam affiliates are also developing a global Youth Engagement Framework which will support the organisation to learn from and build on the innovative work of MRMV in the longer term.

This report provides an overview of progress against the MRMV Global Programme Framework, and highlights the key achievements of the programme in its third year (January to December 2014).

**YOUNG PEOPLE TAKING OWNERSHIP**

The stand-out theme of 2014 is of young people taking ownership of MRMV. Youth in many countries took over from Oxfam and partner organisations in designing and delivering their own activities to raise awareness of their needs in health and education among both their peers and decision-makers. In the MRMV countries, as in many others, youth have long been overlooked and not seen as a valid constituency.

The thousands of young people involved in MRMV have shown that they are more than capable of participating in decision-making processes. Their capacity and role is increasingly being recognised, as evidenced by the many examples of duty-bearers not only listening to their demands and inviting youth to engage, but also responding with concrete, structural policy changes that will improve the lives of young people for years to come. This shift in attitudes is a major achievement and one we want to build on – not just in MRMV, but across Oxfam’s global programmes.

The MRMV Mid-Term Review¹ and Strategic Gender Review² of 2013 had a significant impact on the programme’s approach in 2014, which is evident in the progress made on gender equality strategies and youth-led processes in the third year. Women and girls came to the fore, with more young women than young men now leading MRMV groups globally. The Mid-Term Review encouraged Oxfam and partners to rethink and redesign how programmes are run, to ensure that young people are at the heart of MRMV processes. This emphasis on strengthening the capacity of youth to lead their own activities was also in evidence at the MRMV 2014 Annual Learning Event in June, which brought together 30 Oxfam staff, partner representatives and youth campaigners from 10 countries. The seven-day event in The Hague enabled colleagues to reconnect, exchange experiences and learning, and re-energise for the next phase of MRMV.

**PROGRESS AGAINST OBJECTIVES**

With young people increasingly setting the agenda in 2014, and more young women taking MRMV leadership positions, we came several steps closer to achieving our ambitious overall goal of ‘sustainable changes in policies, practices and beliefs to meet the specific health and education needs and aspirations of marginalised children and youth, with a particular focus on the rights of girls and young women, to contribute to achieving the Millennium Development Goals’. Headline achievements of Year Three are highlighted below, under the programme’s four key objectives. MRMV is designed so the outcomes are sequential: achieving Objective 1 enables the achievement of Objective 2 and so on. We are now seeing the impact on Objectives 3 and 4 of the strong foundations laid in the first two years.

‘Before joining the youth group, I just went to school and came home again. Now I know my rights and I can go anywhere. I am a member of the community and can help change it.’

Freshta*, 20, leader of MRMV girls’ youth group, Afghanistan
1. Children, youth and allies (parents, educators, health staff, etc.) are more aware of the specific health and education rights of children and youth and with confidence voice these rights, needs and aspirations in a manner that strengthens equality.

In 2014, the programme reached 182,800 people, of whom 158,672 were children and youth, and 46.2 per cent were female. In 2014, young people increasingly took over from partners in initiating and organising awareness-raising activities, and in doing so built their capacity and confidence to voice their rights, needs and aspirations. In addition, as a result of the impact of the Strategic Gender Review, there was greater articulation than in previous years of the specific rights, needs and aspirations of young women.

While in the first two years, awareness-raising was on general health and education rights, in 2014 countries focused on issues specific to their context, driven by the priorities of young people themselves. For example, in Georgia, at the request of youth groups, a campaign was organised around reproductive health rights; while in Nepal, Mali and Niger, groups set up awareness-raising activities to prevent child, early and forced marriage (CEFM) and female genital cutting (FGC).

The increasingly proactive role of youth was also reflected in the wider range of non-traditional communication channels used, which included blogging, ‘flash mobs’, murals, community theatre, rap, video, photo exhibitions, Facebook, YouTube and Twitter. In Mali, for example, MRMV held roadshows on sexual and reproductive health (SRH), with young people going to schools and cultural events to promote a free SMS advice and information hotline. Gameshow software on child rights increased participation among children in Vietnam, while in Pakistan the first episodes of a TV soap opera addressing SRH issues were broadcast nationwide and watched by approximately eight million families.

2. Children, youth and allies (parents, educators, health staff, CSOs, etc.) successfully apply improved individual and collective skills, confidence, resources and organisational skills to claim their rights to health and/or education in decision-making spaces.

In 2014, with many groups now organised and fully aware of their rights, the focus turned to strengthening effective leadership, networking and coordination skills to enable young people to have a voice in both open and closed
decision-making spaces; and designing shared agendas to increase their influence at local and national levels. More than 530 examples are mentioned in the country monitoring reports of children and youth groups voicing their needs and aspirations directly to allies, religious leaders, policy-makers and politicians.

The number of youth groups grew again, from 563 to 628. This was mainly due to growth in Tanzania, where – with the help of local authorities – the MRMV barazas (student councils) model was introduced to schools. As the number of groups increased, so did the number of shared agendas.

The number of allies also increased, from 252 in 2013 to 497 in 2014. Allies became more vocal in their support for the demands of children and youth, and the number of MRMV-sponsored events almost doubled, from 57 in Year Two to 107 in Year Three. Allies, and particularly influential individuals, continued to be extremely important in championing MRMV; in Pakistan, for example, prominent religious leaders played a crucial role in supporting the campaign against opponents of education on SRH rights.

Young female leadership increased considerably across all the MRMV countries in 2014. We also saw growing evidence of women being nominated and elected to leadership positions in their own communities beyond MRMV. In Nepal, for example, women not only held leadership positions in many of the Community Discussion Classes (CDCs), but 904 of them were also elected to hold positions in local government structures.

Networking was key in Year Three: relationships and connections at local, regional and national levels were built and strengthened throughout the year. In all the countries, youth groups from different localities were brought together or visited each other to share experiences, create a common understanding and develop shared agendas. In Afghanistan, youth groups at district and provincial levels are now linking up with their peers in the universities of Kabul and Balkh, using social networking sites to exchange ideas and support each other’s lobbying and advocacy activities. In Niger, the creation of youth development centres has provided a space for young people to run peer-to-peer learning sessions. The Georgia project built on learning from SRH work in Pakistan to create its own campaign. Oxfam and allies also increasingly networked within their countries, including with other international NGOs (INGOs), to increase leverage: in Afghanistan, MRMV is now working with 130 community-based organisations and NGOs from local to national level; while in Mali, implementing partner One World UK shared its experiences of the project with Save the Children.

This is the most ambitious of MRMV’s objectives, and in the third year of the programme there was significant progress not only in terms of duty-bearers’ willingness to engage with young people; there was also strong evidence of concrete action being taken as a direct result of MRMV lobbying and advocacy in all eight countries. The recognition of youth groups and their invitation to participate in monitoring and policy formulation also indicates a significant shift in practice and belief.

Across the programme, 165 cases were reported of duty-bearers involving children and young people in their fact-finding missions and review processes, up from 65 cases in 2013. The number of children and youth groups recognised by authorities as representatives of their peers almost doubled, from 111 in 2013 to 203 in 2014. This is a hugely significant rise. For example, in Mali, the Info Ado initiative continued to run a vital SRH service with its e-learning platform; this has been adopted by many schools, and the Ministry of Education has established a working group to introduce it into the national curriculum. In Afghanistan, young people contributed to the draft youth policy of the Ministry of Youth Affairs which was ratified in August 2014. In Tanzania, the decision of 66 schools to incorporate MRMV activities (such as election campaigning, training for female leaders, etc.) into the school calendar is an important step in institutionalising democratic, gender-friendly student councils. In Nepal, youth and women visited political parties’ head offices to raise health demands with key decision-makers; as a result, Members of the Assembly, including the Deputy Prime Minister, made public commitments to address the health problems of children, youth and young mothers.

‘MRMV has built our confidence and capacity so much that our Youth Advisory Board has become a formal association and we’ll implement Year Four of MRMV as partners – we are very excited!’

Aissa, 21, Youth Advisory Board member, Mali
While in 2013 the majority of policy recommendations made by MRMV and the resulting actions were local, in 2014 we observed a shift to national-level policy change. In Georgia, the Ministry of Health adapted and improved the state drug-prescription programme as a result of recommendations by MRMV partners and representatives. In Vietnam, MRMV youth were involved in the revision of the national Law on Children, and the MRMV model was used in workshops for the development of the national programme on promoting child participation. In Pakistan, renowned religious scholars of all sects formed a National MRMV Steering Committee to champion the SRH campaign, helping to mediate in the face of opposition.

4. Oxfam, partners and others have strengthened capacity to work on youth agency in country programmes, and Oxfam’s global campaigning force has facilitated youth claiming and accessing better health and education.

This objective aims to join up MRMV’s national-level advocacy with Oxfam’s global campaigns, and to engage young people in the planning and implementation of Oxfam’s work in the MRMV countries. In 2014, as a result of increased capacity among young people at the national level, a number of MRMV youth campaigners took part in international events, conferences and meetings on the rights of young people. In Mali, youth supported by Oxfam and partners became part of national and international policy processes. For example, the chair of Mali’s Youth Advisory Board (YAB) participated in an international workshop on SRH rights in Senegal, and was later elected President of the African Youth Movement at a meeting in Nairobi. In her inaugural speech she acknowledged the contribution of the MRMV programme in her personal development.

MRMV youth also began to be more involved in global Oxfam campaigns. As part of the ‘Even it Up’ campaign on inequality, launched in October 2014, MRMV in Nepal provided a case study on the impact of removing fees for primary healthcare, while in Mali, members of the MRMV YAB mobilised artists and other young people for the campaign launch event. We will build on this momentum in 2015 and work to strengthen youth involvement in Oxfam’s global advocacy work. Youth campaigners from across the eight countries continued to connect through the global MRMV Facebook group, providing each other with advice and information, and supporting each other’s advocacy initiatives. Social media continued to promote MRMV awareness-raising activities and the documenting and sharing of events and experiences.

‘Change will come, slow and steady, and the impact MRMV has had in breaking the silence around sexual and reproductive health is wonderful. We need a safe, healthy and aware future for the young generation in Pakistan.’

Amar*, 27, Vice President of the Youth Advisory Board, Pakistan

*Names have been changed.
2. COUNTRY PROGRESS REVIEWS
**YEAR THREE PROGRESS**

The Afghanistan project continued to support local, district, provincial and university youth groups to demand their rights to health and education. Youth advocacy networks were strengthened, while the project supported the Deputy Ministry of Youth Affairs to better respond to youth issues. Youth groups met with parents, elders and duty-bearers at quarterly events to share achievements and discuss challenges. Youth campaigners from 122 youth committees also facilitated meetings in Kabul and project provinces to voice their concerns and call for better services. Training in public speaking and media skills supported this advocacy work, while youth involvement in volunteering and fundraising initiatives strengthened relations with community members and local officials. Youth groups organised various activities such as a radio show, book-reading competitions and wall-painting sessions to raise awareness among their peers of issues such as lack of school equipment or quality medicine. The radio programme alone reached 150,000 people.

**ACHIEVEMENTS**

- The Afghanistan Youth National Policy was ratified by the Ministry of Councils. MRMV youth advocated for this policy in 2013 and inputted into the drafting process.
- Youth groups increasingly initiated and managed their own projects. In one province, members conducted sessions with parents to encourage them to send their children to school, taught classes to children during the winter months, and visited religious leaders and community elders to discuss violence against children.
- MRMV youth made regular, direct contact with service providers, government offices and other relevant stakeholders.

**CHALLENGES**

- Campaigning during national elections delayed project activities, and made it difficult to arrange meetings with government authorities. Project staff took the opportunity to improve youth participants’ awareness of citizen rights.
- In some areas it is not acceptable for young women and men to participate in mixed youth groups, and girls’ mobility is restricted. Parents are accompanying their daughters to enable their involvement in the project.

**GENDER EQUALITY**

- Female participants and youth group leaders outnumbered their male counterparts in some provinces, and engaged more meaningfully in advocacy initiatives and discussions with peers, parents and government authorities.
- Monitoring shows that most people in project communities now support girls’ education and accept girls as decision-makers in society, while mixed youth groups are now permitted in most areas. This is a result of including community elders and other stakeholders in youth activities and planning processes.

**INNOVATION AND LEARNING**

- Youth groups organised a letter-writing campaign to the Ministries of Education and Health. An MRMV banner was displayed in education and health directorates at provincial and district levels, while a national event allowed government ministers to listen to young people’s opinions and respond to their demands.
- To ensure sustainability and to scale up project activities, youth groups took part in ‘train the trainer’ sessions and received materials to use in future sessions. One youth group has since provided training for over 250 young people.

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**FRESHTA’S STORY**

‘The biggest problem we face here is girls who stop going to school because their families won’t allow them to finish. We only have one school here, so in any case there is not enough room for everyone, and most girls have to walk long distances to reach it. We did advocacy training in our youth group, and after that we met with government ministries, and they agreed to build a school. It was us who convinced them. We are proud that we were able to do this, it’s a big achievement for us.

We also ran awareness-raising sessions for families and their daughters on the importance of education. Now, 15 girls are allowed to go to school, and even more will go once the new school is built. Before joining the youth group, I just went to school and came home again. Now I know my rights, and I can go anywhere. I am a member of the community and can help change it. People have seen that all girls have the power to bring about change, and I feel like I can make an important difference.’

Freshta*, aged 20, MRMV girls’ youth group leader

*Name has been changed. Photo does not depict the country youth representative.*
GEORGIA

GIORGI’S STORY

‘MRMV has really helped us to realise our health rights – each project creates new opportunities, and gives new skills and knowledge. What I like about the programme is that youth from the regions of Georgia are also involved, which is very important because they get a chance to express their opinions and participate in different campaigns and awareness-raising activities at the national level. These young people and children now know about their health rights and can share this information to support others.

My biggest experience with MRMV was when I took part in a Youth Forum dedicated to International Children’s Day, where I presented on health rights and child-friendly health systems. My dream is to become a successful lawyer and, as for any human being, health is a very important issue for me. Health is something that everyone needs and healthcare should be free. I hope that everyone in Georgia and all over the world is able to benefit from their right to health services, particularly children who need special care.’

Giorgi, aged 18, MRMV Youth Advisory Board member

YEAR THREE PROGRESS

In Georgia, youth groups continued to strengthen their advocacy skills and raise awareness of child health issues. Youth campaigners distributed materials on child health rights and disease prevention in their schools and communities on World Health Day and International Children’s Day, and conducted new campaigns on gender justice, reproductive health rights and the prevention of non-communicable diseases. Youth Health Forums focusing on child health rights and gender justice enabled youth to engage with regional authorities and health professionals, and to obtain promises around addressing health rights violations. Youth also presented their recommendations to duty-bearers at a national policy advocacy meeting.

The project continued to build capacity with community-based organisations (CBOs) and family doctors to identify and report child health rights violations; it conducted eight training sessions, leading to 102 reports of violations, 93 of which were resolved. Awareness-raising, media campaigns and training around health issues further increased the capacity of the Public Defender’s Office (PDO), CBOs and family doctors to better perform their duties and advocate effectively for child and youth health rights.

ACHIEVEMENTS

• As a result of monitoring and advocacy activities conducted by youth and partners, the government made improvements to the design and implementation of the state drug-prescription programme.

• A substantial number of MRMV youth campaigners have decided to go into health- and rights-related professions. Almost all of the 30 youth leaders said the project had had a big influence on their career decision.

• Quarterly monitoring showed that youth campaigners’ knowledge and understanding of their health rights have significantly improved, while they also identify health issues and advocate for them with the relevant duty-bearers.

CHALLENGES

• Numerous staff changes at the PDO affected the continuity and effectiveness of project activities. MRMV trained and made connections with new staff members to ensure the PDO’s continued involvement with the programme.

• Demands on family doctors limited their ability to identify health rights violations. Capacity-building activities were adapted to take doctors’ busy schedules into account.

GENDER EQUALITY

• Youth group members ran seminars on gender justice issues in schools across the two project regions, to raise awareness of harmful behaviours such as male dominance in families, sex-selective abortion and gender-based violence.

• Gender justice was one of two main topics for the MRMV National Youth Forum. Youth participants agreed on future activities to tackle gender inequalities, and decided to involve more male youth leaders in gender-related initiatives to ensure their effectiveness.

INNOVATION AND LEARNING

• An extensive monitoring survey of accessibility of child healthcare services was carried out in both project regions. Youth group members were trained to design and conduct the survey, and worked with healthcare professionals to review the data analysis and develop joint recommendations. These were presented at a national policy advocacy meeting with PDO and government officials, who made commitments to integrate them into their work plans.

• The Georgia project built on learning from MRMV work on SRH in Pakistan to create its own campaign on reproductive health issues. Youth groups organised workshops for their peers and distributed brochures to address key concerns among adolescents. A TV talk show was broadcast, during which youth group leaders discussed the campaign.
The Mali project made impressive progress in its work around youth rights to SRH and education in its third year, despite ongoing insecurity in the north. An additional nine youth groups, each of 100 people, were set up in slum areas to extend the project’s reach to out-of-school and vulnerable groups; monthly events were held to raise awareness around education and SRH through music, singing, dancing, poetry and theatre.

At the national level, youth campaigners mobilised around festivals, cultural events and international days, and raised awareness through radio programmes, TV debates and reality TV shows. Info Ado continued to provide a vital SRH service for young people through its e-learning curriculum, SMS service and radio sessions, and alliances were built with education and government stakeholders to support the integration of the e-learning platform into the official curriculum.

Youth received training in advocacy and national education and SRH law, and strengthened their political networks through meetings with ministers, ‘Q&A’ events and joint awareness-raising initiatives with government departments. Training in social media and blogging enabled them to promote their advocacy work online and involve more young people. Links were formed with other youth activists through youth citizenship events in Mali and some other West African countries. Young people were empowered to direct the programme through capacity-building in programme planning, budgeting, proposal development, etc. This has enabled the YAB members to transition into a national youth association which will partner with MRMV in its fourth year.

AchEvements
• Youth campaigners organised an Intergenerational Dialogue attended by almost 200 people, including government officials, parents, teachers, students, NGOs and youth associations. High-level ministers took part, and project representatives were invited to talk about the event on national media.
• There is huge enthusiasm among young people for youth groups to be set up in non-project regions. Existing youth group members are planning to carry out training in neighbouring communities and support their peers to establish similar initiatives.

Challenges
• The delay in project implementation due to the 2012 political coup resulted in a very tight timeframe for project activities in 2014; despite this, all planned activities were completed.
• Ministers were often preoccupied with the crisis in the north; MRMV youth used their political networks to keep pressure on officials to make time for their demands.
• The short Ebola outbreak temporarily threatened the continuation of project activities. MRMV youth participated in door-to-door campaigns to help stop the spread of the disease.

Gender equality
• Info Ado trained telecounsellors for its SMS service on sexual orientation issues, added 50 frequently asked questions on homosexuality to its database and worked with a local NGO to train groups of young sex workers on SRH.
• Young women’s confidence increased: they now talk openly about SRH issues in mixed groups, and have taken on group leadership positions. Young men in the groups are now supporting young women to express their views and working with them to challenge social norms which value boys above girls.

Innovation and learning
• YAB and partner representatives received training (including in participatory video) to capture the impact of MRMV and strengthen programme monitoring systems.
• Facebook pages, which are run by youth campaigners, helped to spread MRMV messages and involve more young people.
• By the end of 2014 the Info Ado SMS service had received 22,065 enquiries relating to SRH since its launch in 2013, as a result of promotion through radio, national TV and roadshows.
The Children’s Health Committees (CHCs), Youth Health Committees (YHCs) and CDCs continued to act as the key vehicles for change in the 91 Nepali communities and 18 schools where MRMV is being implemented. Young people and women are increasingly being elected to decision-making structures. MRMV participants engaged with community- and district-level service providers to secure improvements in community health facilities and services, while awareness on community health rights was raised through theatre performances and a health and nutrition fair for pregnant women. Advocacy work was further strengthened through a youth participatory video project, a briefing paper on the implementation of child rights, and national-level meetings with ministers and legislators. Youth also lobbied major political parties on their election manifestos, and reminded district and national politicians of their commitments to ensuring health rights. Radio programmes and news articles disseminated health information and provided a platform for dialogue between rights-holders and duty-bearers, contributing to an increase in health service users. Best practice was documented through video success stories, ‘wall magazines’ and public hearings to disseminate learning, gather feedback, and ensure programme transparency, accountability and sustainability.

ACHIEVEMENTS
• Following campaigning around the Constituent Assembly elections, the major parties’ manifestos all included commitments to make health services more accessible to service users, and to implement special measures for children and pregnant/breastfeeding women in rural areas.
• CDC facilitators held a National Assembly to coincide with Constituent Assembly discussions on the new constitution. More than 150 women, youth and children shaped a memorandum and visited political party head offices to raise healthcare demands with key decision-makers, who made commitments to address the health problems of children, youth and young mothers.
• The YAB campaigned with CHCs for improvements in school and health facilities. As a result, schools have increased book supplies, provided drinking water stations and constructed separate toilets for female students.

CHALLENGES
• The CDCs and YHCs collected money in their communities through various campaigning projects; however the use and accounting of these funds were not always rigorously monitored. In Year Four, partners will provide financial training for these groups.
• A lack of confidence among some young women elected to decision-making structures was used by male counterparts as evidence that women are not suited to leadership positions. More training will be provided for women in new roles, while sensitisation and orientation events will be organised for male members.

GENDER EQUALITY
• As a result of MRMV influencing work, 1,395 women were elected to previously male-dominated decision-making bodies including School Management Committees, Health Facility Organisation Committees, and Community Forest Users Committees.
• Community attitudes towards girls and young women are changing due to their participation in project activities and their new leadership roles. Door-to-door campaigning also resulted in decreasing discrimination against young women, particularly around menstruation practices and daughters’ schooling.

INNOVATION AND LEARNING
• The MRMV radio programme was effective in raising awareness of healthcare rights and creating dialogue between rights-holders and duty-bearers. It also encouraged users to visit health posts, with the number of users increasing from around 24,089 in 2012 to more than 102,833 in 2014.
• Youth campaigners took part in a participatory video project, making three powerful films on healthcare issues affecting their community. Film screenings, along with awareness-raising on the MRMV radio programme, resulted in solar panels being installed in five health posts to aid night-time births.
In Niger, Oxfam and our partners continued to support 2,500 young people from the 70 espaces (youth confederations) to advocate for their health, education and SRH rights, particularly those of girls and young women. Members organised youth-centred discussions, radio debates and public campaigns to raise awareness and lobby for better access to health and education services. Music and theatre performances were particularly effective in communicating messages to peers, parents and duty-bearers. MRMV youth participants experienced a notable increase in confidence in their public campaigning roles as a result of training in leadership, self-expression, communication, advocacy and community outreach, as well as targeted training sessions for young women.

Youth campaigners also received training in SRH issues to support their awareness-raising and advocacy activities on sensitive areas such as CEFM, early pregnancy, FGC and HIV and AIDS. These newly acquired skills, knowledge and information were shared with other youth associations (with about 250 members in total) through peer-to-peer learning and inter-regional meetings. Parents, local authorities, community and religious leaders are increasingly lending their support to the campaign, and have been included in project planning and activities to ensure their buy-in. Project learning has been captured in films and documents, and workshops throughout the year enabled reflection and planning.

ACHIEVEMENTS
- Youth campaigners took part in an edutainment initiative, ‘J’ai aussi mon mot à dire’ (‘I also have something to say’). Youth and parents worked with famous national artists to develop raps, songs, poems and sketches to raise awareness of and advocate for issues relating to education and SRH. Edutainment methods have now been integrated into ongoing MRMV activities in Niger.
- Fortnightly radio shows continued to raise awareness on youth rights to SRH and education, and youth successfully lobbied local authorities on quality and additional schooling for girls. Young people are increasingly taking ownership of and responsibility for running these events. The radio shows have also helped to reach youth outside the MRMV project.

CHALLENGES
- Youth campaigners experienced difficulties in developing their local and regional campaigning into national-level advocacy. The recent support of the Deputy President of Niger’s Youth Parliament for the MRMV project will provide new opportunities for youth to engage with government authorities in 2015.
- Political sensitivities led to the government suspension of a CSO whose staff supported MRMV activities. Oxfam has taken measures to ensure the continued implementation of these activities.

GENDER EQUALITY
- Project activities supporting young women to express their opinions have led to a huge increase in their self-confidence. These women are now speaking publicly about their rights to education and SRH, both on the radio and in their communities; as result, 12 girls returned to school to finish their education.
- Youth campaigners obtained the support of elected officials (in four municipalities), 25 local imams, 70 village chiefs, and parents on gender equality issues, including giving girls and boys equal access to education, and stopping harmful practices such as FSC and CEFM.

INNOVATION AND LEARNING
- Youth campaigners are using a network of telephones to establish and strengthen links between youth groups, and to facilitate their participation in radio debates.
- The creation of youth development centres has contributed to project sustainability and youth ownership, providing a space for participants to run peer-to-peer learning sessions and hold discussions with community stakeholders.
AMAR’S* STORY

“When I started with MRMV, I found the work on SRH rights in Pakistan challenging. It was difficult to change mindsets. But over the years, the communities we work with and the general public have become more accepting. The YAB has been a strong vehicle for us – the youth – to voice our opinions, connect with policy-makers, and address the attitudes of parents, teachers and duty-bearers. My own confusion, because I didn’t have access to information, has been replaced by confidence. Now I’ve learned a lot and can respond to the fears and doubts of people around me.

I have come across a lot of young people in my community who were previously reluctant to talk about youth issues such as SRH, but now they are now beginning to open up and discuss issues they would have been ashamed of before. This is a great step forward. All they needed was the right information and an encouraging environment, which MRMV provided. MRMV has given so many people like me a very strong and reliable platform to learn and explore. Change will come, slow and steady, and the impact MRMV has had in breaking the silence around SRH is wonderful. We need a safe, healthy and aware future for the young generation in Pakistan.

Amar*, aged 27, MRMV Vice President of the Youth Advisory Board

*Name has been changed.

YEAR THREE PROGRESS

The support of religious figures continued to be integral to the success of project activities, with religious leaders campaigning and raising awareness through religious events, media initiatives and Friday sermons. Crucially, the role of the eight members of the YAB in project initiatives was strengthened in 2014 so that they were involved in the execution and monitoring of all programme activities, increasing young people’s sense of ownership and ensuring that the diversity of youth perspectives was represented.

ACHIEVEMENTS

- By the end of 2014 over 250,000 people had supported the SRH campaign via pledge cards, social media and text messages, and this figure is expected to increase to 800,000 by the end of the soap opera broadcast.
- A National MRMV Steering Committee, comprising renowned religious scholars of all sects, was formed to advocate for the SRH campaign. Members promoted youth issues in the media and provided guidance on campaign messaging to mitigate risk.
- A number of celebrities were recruited for edutainment activities including the soap opera, music concerts, radio dramas and talk shows.

CHALLENGES

- The campaign’s success in promoting SRH rights led to opponents issuing counter-messaging through newspapers and social media. MRMV strengthened its collaboration with supportive stakeholders to build a stronger coalition to advocate for these rights, while ensuring that appropriate safeguarding measures and mitigation strategies are in place.
- Some project activities were delayed due to a number of terrorist attacks in Pakistan. Close monitoring of the security situation will continue to ensure the safety of youth and staff involved in the programme.

GENDER EQUALITY

- Young women’s confidence and awareness were built through street theatre in rural areas. Women-only performances encouraged female audience members to share their thoughts and concerns on the issues raised.
- The active role of fathers as caregivers was emphasised through media stunts and edutainment initiatives.

INNOVATION AND LEARNING

- The first episodes of a soap opera addressing SRH issues were broadcast nationwide. The prime-time slot on a popular TV channel, as well as the involvement of famous directors, actors and singers, ensured viewership of approximately eight million families.
- 10.5 million text messages were sent in nine target districts to raise awareness of SRH issues. Radio listeners sent text messages to voice their opinions during talk shows.
- A famous writer and comedian worked with MRMV to produce a series of skits highlighting issues faced by adolescents, including puberty, sexually-transmitted infections, peer pressure, addiction and sexual abuse. These have been watched over 404,000 times on social media.
TANZANIA

ELIZABETH’S STORY

“This programme has taught students to understand the appropriate way to demand their rights without the use of conflict. The baraza (student council) meetings we hold as a student body are one example – after we were elected we were taught how to carry out our meetings and present our issues. We did not have suggestion boxes before, but after we attended a seminar on how to use them we were able to convince the teachers to introduce them. There have been so many changes as a result. For example, teachers used to hit girls on their feet as a punishment, but through the suggestion boxes we presented the problem to the head teacher and urged him to stop the practice.

MRMV has helped me to gain confidence and raise my voice to fight for youth rights, and to be a good leader among the students at my school. I have undergone a complete change. MRMV should be extended to the whole country because it has brought about immense success, especially for girls. I am very proud to say that we currently have a girl as the new head prefect in our school.”

Elizabeth, aged 18, MRMV student baraza leader

YEAR THREE PROGRESS

The final year of the project in Tanzania focused on student-led advocacy and the implementation of the sustainability plan. Some 130 students used a diverse range of advocacy and awareness-raising tools to express their education priorities. Training was delivered to students on confidence-building, school election campaigning, and advocacy, while teachers were sensitised to support students in their advocacy efforts. Several platforms were set up to enable student engagement with duty-bearers, including suggestion boxes, dialogues and workshops. Students began to build strategic advocacy plans and carry them out outside of the project, unprompted by programme staff. This bodes well for the sustainability of the project and illustrates real transfer of skills. YAB meetings and a workshop for International Women’s Day allowed for collaboration at the national level, while four students who had attended global events shared their learning with fellow students. Partners worked with local government officials to develop a strategic plan for the project end, and implemented an exit and fundraising strategy to ensure the continuation of project activities. A final evaluation and a film outlining some of the successes, challenges and experiences of the MRMV project in Tanzania will disseminate key learning for future youth initiatives.

ACHIEVEMENTS

• Decision-makers responded to student advocacy concerns, particularly on the use of heavy and unlawful corporal punishment, which has now been eradicated from MRMV project schools. Students began the advocacy work completely independently after receiving training at a learning event.

• Working in close collaboration with education officers and government leaders at the village, district and ward levels built duty-bearers’ understanding and appreciation of the benefits of a youth-centred approach. This has increased the project’s sustainability, paving the way for the rollout of the project across local government councils.

CHALLENGES

• Students campaigning on the use of corporal punishment in schools faced some resistance from teachers. To counteract this, students spoke with district education officials and lobbied them to speak to teachers on the laws around corporal punishment.

• Phasing out the MRMV project in Tanzania at the end of Year Three caused some apprehension among young people, and risked demotivating those involved. To ensure sustainability, the programme worked with government stakeholders, who have provided strategic support to continue with programme implementation and will continue to work with youth on issues raised through the suggestion boxes and student barazas.

GENDER EQUALITY

• In Arusha District, girls’ enrolment increased by 47 per cent as a direct result of community sensitisation on the right of marginalised children to go to school, while in Ngorongoro District, the Parents’ Council is now aware of gender-specific barriers to education and is working to minimise these by providing adequate toilets, sanitary facilities and accommodation.

• There was clear evidence of attitudes towards young women changing, as an increasing number of girls contested and won leadership positions in student elections. Teachers, village leaders, parents and education officers promoted the election of female students as leaders, and girls are becoming more aware of their rights and speaking out.

INNOVATION AND LEARNING

• Suggestion boxes have proved to be a powerful tool in raising young people’s voices, particularly for girls and marginalised groups.

• A “My City, My Voice” participatory research project was piloted to build the capacity of 266 urban children and youth to engage in decision-making processes and interact with duty-bearers on issues affecting their access to health and education services.
THUONG’S STORY

“My dream school is friendly, with up-to-date facilities so that I can learn, play and feel confident in my abilities. Before MRMV, I never shared my thoughts like these with anybody because I wasn’t confident enough. Now I’ve taken part in the programme, I’ve become more confident and I don’t feel inferior to other students anymore. I used to rarely take part in class activities, but since being a part of MRMV I’ve learned about my rights, including my right to participate. I share my knowledge about child rights with others in my community, and talk about my wishes and expectations with my parents, teachers and authorities. Now my parents respect and are proud of me, and I have a better relationship with my teachers.

The project has also drawn attention to the needs of ethnic minority students. We have led and taken part in activities, and expressed our opinions to the whole school. In the future, I want to devote myself to my community and be a leader of the next generation to create a more interesting journey for them.”

Thuong, aged 15, involved in MRMV project activities

YEAR THREE PROGRESS

In the third year, the MRMV project in Vietnam made significant progress in the development of its Effective School Governance (ESG) model, creating enabling spaces for promoting the voices and rights of ethnic minority children. In 18 project schools, pupils raised awareness through edutainment initiatives including communication festivals, peer-to-peer training, and student and young journalist clubs. Televised child forums, photography exhibitions and school mailboxes also provided a platform for child consultation on community and education issues.

Teachers and local authorities across the three programme provinces took part in training events on participatory planning, ESG initiatives and child consultation skills to ensure that children were meaningfully engaged in school activities, while a Facebook group was set up to share learning and best practice. Gameshow software on child rights was finalised and disseminated widely to improve child participation and active learning, while a ‘Question Bank’ on child rights proved a valuable resource for teachers, parents, children and partners.

A series of dialogues between schools, local authorities and village-level parents’ groups promoted social accountability in the education sector and led to greater involvement of parents in school and community decision-making processes. The Vietnam team worked with CSOs and government ministries to successfully revise the law on children to include stronger provisions for child rights to participation and to develop a national programme of promoting child participation; these took into consideration Oxfam’s policy research findings and ESG models.

ACHIEVEMENTS

• Ethnic minority children have become more confident in communicating their needs and aspirations to teachers, parents, local authorities and public audiences, while ethnic minority parents have shown increased confidence and skills, and are now engaging in school decision-making processes as active rights-holders.

• Teachers and education managers have shown their commitment to improving social accountability through active engagement with children and parents in school activities.

• The project team has strengthened its relationship with CSOs and media groups through networking and joint advocacy work, which created a strong public presence for the programme in 2014.

CHALLENGES

• Increasing awareness on social accountability among ethnic minority children and parents has led them to demand accountability from government-level MRMV partners as well. In Year Four, Oxfam will ensure these groups work collectively on joint initiatives around social accountability.

• High turnover among members of the local government Project Management Board caused some delay to advocacy processes. The project team ensured that new board members were inducted in the project so that influencing work could continue.

GENDER EQUALITY

• Community Parents’ Group meetings have improved awareness of the risks of sexual violence and harassment faced by adolescent girls, and local authorities’ involvement in reported cases has increased.

• All 18 project schools have created opportunities to increase the number of girls and young women taking part in project activities, and provided leadership training for girls.

INNOVATION AND LEARNING

• Providing small grants to schools for their own initiatives encouraged innovation, ensured that children played a central role in planning and implementation, and developed schools’ autonomy and ownership with limited partner input. This will improve sustainability in Year 4 and beyond.

• The project continued to develop Information and Communications Technology (ICT) and edutainment initiatives, including arts, drama, sports and learning games, to improve children’s participation in school activities and diversify awareness-raising activities on child rights.

• The ‘Photovoice’ digital photography exhibition raised the voices of ethnic minority children among decision-makers and the wider public at local and national levels.
3. PROGRAMME LEARNING AND DEVELOPMENT
OVERVIEW

In Year Three, programme learning and development continued to strengthen the quality and impact of MRMV country project activities, and as a result of these activities the programme witnessed impressive progress against the MRMV Global Programme Framework. In addition, a number of global-level initiatives provided a platform for exchange, integrated activities and collective reflection. As in 2013, cross-programme learning was strengthened through the Global Annual Learning Event which brought together youth, partners and Oxfam staff to share their experiences, ideas and opinions and decide collectively on future initiatives, while online spaces facilitated networking and exchange throughout the year.

Work continued to develop MRMV child safeguarding and accountability mechanisms, and to build on findings and recommendations from the two key learning processes from 2013 – the Mid-Term Review and the Strategic Gender Review. These have pushed MRMV to challenge its practice and thinking, and to develop new, more effective ways of working. The programme’s Innovation and Learning Fund has further encouraged innovation within the programme, with exciting initiatives at the country and global level; and ICT is becoming an increasingly important part of MRMV’s work to amplify youth voice and increase impact. The major developments and highlights from Year Three are outlined below.

MRMV ANNUAL LEARNING EVENT 2014

The MRMV Annual Learning Event 2014 saw 30 Oxfam staff, partner representatives and youth campaigners come together in The Hague in June. The seven-day event allowed MRMV colleagues from 10 countries (Afghanistan, Georgia, Mali, Nepal, Niger, Pakistan, Tanzania, Vietnam, the Netherlands and the UK) to reconnect with each other and reflect on and exchange their experiences of the programme so far. It was also an opportunity to reinvent the programme in response to the richness of learning and experience gathered, and to re-energise and consolidate efforts in preparation for the final 18 months. The theme of the workshop, ‘The MRMV Journey’, encouraged participants to think through what had brought them to this work, what they had learned and achieved along the way, and what hopes and plans they had for the future.

To ensure that MRMV youth representatives were at the forefront of the process, they took part in a two-day participatory video workshop before the event. This enabled them to explore learning from the programme in a ‘safe’ space for young people, which was also creative, fun and helped to build their skills. The resulting film was then shown during the event to communicate their ideas to other participants and ensure that youth voice was central to the process. During the week, participants gained insights into, and a deeper understanding of, the approaches and strategies that enable young people to lead transformational change in their own and others’ lives. The event began by looking at all participants’ journeys as campaigners for social change, then reflected on and celebrated the huge achievements of the programme in just two and a half years.

The vitality and creativity of MRMV’s work with young people has been made possible by a collective commitment to reflect and adapt with changing realities, and learning for change and improvement has been a feature of the programme since its inception. Reviewing the key findings and recommendations from the recent Gender and Mid-Term Reviews of the programme allowed participants to look critically at MRMV’s work by addressing blind spots, examining assumptions and exploring core dilemmas. Teams were then able to develop concrete plans and proposals at the country and global levels around what to adapt or do differently in order to strengthen programme quality over the following six months, and how to sustain MRMV’s impact beyond the end of the programme. Participants also explored the process and scenarios for a future global youth programme, including potential frameworks and fundraising opportunities. A recurring theme was the emphasis on capacity-building to enable youth to design their own activities and processes in future, reconfirming the changing role of Oxfam and partners from one of implementation to one of facilitation and guidance.

As in 2013, the Annual Learning Event greatly benefited from the participation of global and national Oxfam staff, and partner and youth representatives. This brought a diversity and richness of experience, perspective and voice into the learning space, which made for a truly dynamic and innovative exchange.

FOLLOW-UP WORK ON THE MRMV MID-TERM REVIEW AND STRATEGIC GENDER REVIEW

The 2013 MRMV Mid-Term Review and Strategic Gender Review continued to have a significant impact on the programme’s approach in its third year. In early 2014, all country and global MRMV staff took part in two ‘webinars’ to increase their understanding of the reviews. Consultants presented their key findings and recommendations, and engaged with programme staff to address queries and concerns. These webinars provided a forum for teams to feed back on progress so far, share learning and ideas with one another, and receive advice on future strategies. As outlined above, this process continued at the 2014 Annual Learning Event, where youth, partners, and country and global teams reviewed and adapted their work plans to reflect the learning
Forced Marriage gynaecological problems, pregnancy complications, and young women caused by these two practices, which include training to inform them about the health risks for girls and to strengthen their work on CEFM and FGC. Youth received several MRMV country projects worked with young people issues resulting from the Strategic Gender Review, in 2014. As a result of the increased focus on gender equality activities and direction, and this understanding will be at the programme is in trusting our youth campaigners to lead its work. There is also a growing willingness among duty-bearers level decision-making spaces, and in national influencing participation in each country project’s YAB, in community- year, youth have taken greater ownership of MRMV through strategies that young people have brought to the programme have made it stronger, pushed MRMV staff in new directions, and helped drive a real spirit of solidarity. Over the past year, youth have taken greater ownership of MRMV through participation in each country project’s YAB, in community-level decision-making spaces, and in national influencing work. There is also a growing willingness among duty-bearers to engage and create space in processes to meaningfully involve youth. It is increasingly clear that the value of the programme is in trusting our youth campaigners to lead its activities and direction, and this understanding will be at the heart of MRMV in 2015.

Work on Female Genital Cutting and Child, Early and Forced Marriage
As a result of the increased focus on gender equality issues resulting from the Strategic Gender Review, in 2014 several MRMV country projects worked with young people to strengthen their work on CEFM and FGC. Youth received training to inform them about the health risks for girls and young women caused by these two practices, which include gynaecological problems, pregnancy complications, and the increased risk of death for both baby and mother during childbirth. In the areas where MRMV is implemented, CEFM has also been identified as a significant barrier to girls’ continued education.

In Niger and Mali, youth put on performances to raise awareness on CEFM through plays, songs and poetry. In Mali, young people also explored difficulties related to FGC in these performances; this was followed by Q&A sessions to enable young people to engage with communities on the issues raised. The performances were filmed to spread their impact. These edutainment events have been a particularly effective way of reaching vulnerable and marginalised young people as well as parents and local leaders. Theatre also has been a successful communications tool in Nepal and Pakistan, where performances on CEFM have helped to change community attitudes. In Nepal, this work has been further strengthened by door-to-door and classroom campaigning, youth and adult discussion classes, poster and leaflet dissemination, and awareness-raising during festivals and cultural events.

Media and online tools have also supported the widespread dissemination of information concerning the difficulties faced by girls and young women affected by CEFM. In Mali, Niger and Nepal, radio shows helped raise awareness and enabled youth to engage and share their opinions with parents and duty-bearers. In Pakistan, where early-age pregnancies are a leading cause of death for young women aged 15 to 19, youth campaigners produced a compelling photo report on CEFM which was published in several newspapers, reaching millions of readers. Social media has also been an effective platform for advocating on this issue. MRMV worked with Pakistani government institutes to develop online campaigning tools to promote anti-CEFM laws, including the Child Marriage Restraint Act. The Mali project has also raised awareness on CEFM and FGC through its e-learning platform which educates youth, teachers, parents and other stakeholders on SRH issues.

Grassroots-level campaigning has also been key in this work. In Niger and Afghanistan, project staff have run a number of awareness-raising sessions on CEFM with community stakeholders, including youth, parents, teachers, religious and community leaders, and government officials. In Niger, this has been the most effective way of sharing information on and communicating the dangers of FGC, as the topic is perceived to be too sensitive to be discussed during radio debates or public performances. In Tanzania and Afghanistan, information-sharing and awareness-raising efforts are beginning to change attitudes and beliefs, and there have been some reported cases of community
members preventing the marriage of girls to older men. In Vietnam, children and young people are developing their own information events to raise awareness on CEFM in their communities. The issue has also been raised during live televised discussion forums between children and duty-bearers, where government officials spoke out against the practice as a violation of national laws on child rights.

In 2015, work will continue to ensure that CEFM and FGC are recognised as a violation of the education and SRH rights of girls and young women. In Nepal, CEFM will be the primary focus of Year Four awareness-raising and campaigning activities, and will be the central issue of a new participatory video-for-advocacy project led by youth campaigners.

**MRMV Learning and Innovation Fund**

A lack of flexible funding can often be a barrier to the development of new ideas, approaches and technologies during a programme’s lifespan. The MRMV Learning and Innovation Fund was set up in 2012 to foster experimentation in initiatives across the MRMV country projects and wider global programme.

In the past three years, 11 projects have been approved, with a total value of USD 661,505. These projects have experimented with innovative ways to create alternative spaces and channels for children and youth to express their experiences, needs and aspirations in relation to their rights to health and education. In Nepal and Vietnam, project teams carried out participatory video and participatory photography projects respectively, to strengthen advocacy efforts among marginalised youth and support them to claim better health and education services. In Niger, young people experimented with edutainment initiatives, working with famous artists to create raps, songs, poems and plays to raise awareness on youth rights to education and SRH, while also communicating their demands to duty-bearers. In Tanzania, the funding provided an opportunity to broaden the programme’s reach to out-of-school youth in urban areas. The Learning and Innovation Fund has also supported a youth-focused Global Advocacy Workshop, two programme Annual Learning Events and the MRMV Mid-Term Review, allowing youth, partners and Oxfam staff to connect, build capacity, and exchange ideas and experiences in order to strengthen programme quality and learning.
The Learning and Innovation Fund was developed to support the first three years of MRMV, and therefore closed in December 2014. A review of the initiative found that it had been effective in supporting innovative and experimental projects which built on and developed the programme’s learning. It also clarified that these projects would not have been possible without the provision of extra funding specifically for this type of work. In many cases, these projects have acted as pilots for future initiatives, which will build upon and scale up their achievements. The report also made a number of recommendations on how to make the financial and administrative management of the fund more flexible and effective, and these will inform the design of similar funds in the future. The findings from the evaluation have also fed into the creation of a new MRMV Programme Development Fund, which will support new initiatives to strengthen the programme during Year Four and contribute to the design and fundraising of future programmes.

ACCOUNTABILITY AND SAFEGUARDING
Accountability and safeguarding continued to be a key focus for the MRMV programme in its third year. As in the first two years, in 2014 all MRMV countries organised quarterly review meetings with partner organisations to discuss progress and review implementation plans and activities. In some countries, young people also took part in these sessions and gave valuable input. The five YABs continued to be vital in strengthening the programme’s accountability mechanisms, providing a structure for young people involved in MRMV to share their ideas, opinions and concerns with global and country teams. YABs also allowed the programme to integrate youth views into its work and approaches, and carry out activities in partnership. In 2014, YABs participated in the design and planning of events and workshops at the national and global levels, and fed into project work plans. The value of this approach in strengthening youth confidence and capacity is particularly evident in Mali, where the YAB has transitioned
into a youth association and will support programme implementation as a partner in 2015. In Pakistan, the YAB is broadening its mandate to encompass a range of Oxfam’s work in Pakistan beyond that of the MRMV programme.

Country and global teams continued to make use of the safeguarding tools developed by the programme, including a training tool and Child Safeguarding Minimum Standards. Due to unforeseen security issues, a second safeguarding training for MRMV countries was postponed until the fourth year. This training will build on the framework developed in the first three years of the programme. It will include a focus on digital safeguarding, as well as exploring specific country project contexts, such as the implications of safeguarding in religious, conservative or fragile countries. Country projects will also undergo capacity-building at the country level to further build knowledge, skills and awareness. The tools and guidelines developed for these training initiatives will be disseminated to Oxfam’s broader programmes to share best practice and build capacity more widely within the organisation.

**INFORMATION AND COMMUNICATIONS TECHNOLOGY**

Throughout 2014, the innovative use of ICT continued to support young people to raise their voices and spread their messages more widely, both across the eight MRMV countries and at the global level. Mobile phone technology was used more extensively: in Pakistan, a mass SMS communications effort raised awareness and increased support around SRH issues, while in Mali, the project continued to scale up its *Info Ado* SMS service, allowing young people to anonymously receive answers to queries relating to SRH issues. Text messaging also allowed listeners to respond to and take part in MRMV radio shows in both countries. Radio dramas, debates and information shows were an essential part of awareness-raising and campaigning efforts in the majority of MRMV country projects, while television became an important medium to spread youth messaging in 2014, through soap operas, live debates and reality shows.

ICT was used to enhance education systems in Mali, where an e-learning platform to improve knowledge and awareness on SRH issues has been integrated into school curriculums; while in Vietnam, gameshow software is being used in schools to teach children about their rights in a fun and interactive way. Participatory photography has also been a successful means for advocacy in Vietnam, where photo exhibitions have helped to communicate ethnic minority children’s education rights and aspirations. Training was provided for youth participants in all country programmes in blogging, photography, video and digital communications skills, to improve their ability to engage with new technologies and integrate these into their campaigning and awareness-raising work.

Online spaces were also integral to the programme’s work in 2014. The majority of country projects have set up Facebook groups and pages to raise awareness, enhance campaigning efforts, and improve networking between youth. In some countries, these are managed by the young people themselves, who have received training in social media and digital safeguarding to ensure that online spaces are monitored effectively. These efforts have helped to spread the reach of campaign messaging – in Pakistan, for example, comedy skits highlighting youth SRH issues went viral on social media and were watched more than 404,000 times. In Afghanistan and Niger, social media has enabled young people to exchange ideas and experiences with their peers, as the programme has set up internet facilities in youth centres to facilitate networking between distant youth groups. These connections were further strengthened in Niger by a telephone network linking different youth representatives and confederations.

At the global level, MRMV strengthened its digital media strategy to improve connections between programme stakeholders and facilitate the dissemination of communications and learning materials, both internally and externally. The MRMV Ning website and e-newsletter kept programme stakeholders informed, while the Facebook group provided an informal space for staff, partners and youth participants to share information, ideas and experiences. It has proved a particularly successful platform for enabling youth participants to keep in contact following global events and workshops. Skype calls and group chats have also forged deeper connections between youth peers, and between project staff and youth representatives, while webinars have facilitated MRMV training and learning initiatives. Online content-sharing platforms, including Flickr accounts for photos, YouTube channels for vox pops, videos and films, and an Audioboo page for radio shows and podcasts, have allowed the programme to disseminate information and learning from the programme more effectively, while Oxfam’s and partners’ communications channels have been fully used to ensure wide reach of communications and learning materials. In 2015, we will continue to use and develop these tools and channels at the country and global level, in order to improve cross-programme learning and communications, while constantly searching for new ways to support child and youth health and education rights through ICT.

**Participatory Video**

Participatory video has been a key ICT tool facilitating youth-led planning and execution of MRMV advocacy, learning, and monitoring and evaluation projects. The participatory video methodology teaches youth participants video-camera skills through interactive games and a ‘learning-by-doing’ approach, then supports them to direct the planning, filming and editing process. In December 2013, youth activists from the eight country projects took part in a two-day session...
during the Global Advocacy Workshop and made short films outlining their hopes for future change; these videos were then used in campaigning initiatives in their home countries in 2014.

In Year Three, MRMV built on these foundations to carry out three further participatory video projects. In The Hague, a participatory video workshop supported youth representatives from across the MRMV programme to make a video on their ‘MRMV Journey’, outlining their learning, experiences and aspirations around the programme. This video set the agenda for the MRMV 2014 Annual Learning Event with Oxfam staff and partners. The programme also undertook two more extensive participatory video projects: to strengthen programme monitoring systems in Mali, and to improve youth advocacy efforts in Nepal. In Mali, YAB members underwent training in both participatory video and ‘Most Significant Change’ methodology. They then made videos to capture the experiences of those involved in the programme and assess its impact. In Nepal, youth campaigners made three films on community healthcare issues, which were shown to local decision-makers and community members in the following months. As a result, five village authorities committed to providing solar panels in health clinics to ensure that women can be properly assisted during night births, while a local committee pledged money to build a village-level health-post laboratory to improve access to health services.

Integrating participatory video into MRMV events, projects and processes has ensured that they are driven by young people’s experiences and needs, and that they involve young people in a meaningful way. It has also meant that the story of the programme is told in the words of the young people involved in MRMV, and that their experience is at the centre of the programme’s work. At the global level, participatory video has provided a flat, inclusive structure enabling young people of diverse nationalities and ages, working in different contexts, to connect with one another. It has helped them to share their ideas and strategies across countries, and decide collectively on common learning experiences and advocacy goals. The resulting videos are also a quick and engaging way of communicating the necessity of working with and being led by young people on issues which they identify as being important.

The following ‘comic strip’ outlines the process and achievements of the participatory video project in Nepal.
In January 2014 as part of Oxfam’s My Rights, My Voice (MRMV) programme, 12 young people from three districts attended a participatory video workshop in Surkhet, Nepal. The workshop explored access to health care and was facilitated by Oxfam and InsightShare.

Before the training could begin, gifts were exchanged and participants welcomed the guests with vermillion powder.

Straight away the participants got their hands on the cameras.

Through a series of fun exercises they learnt the basic skills.

The process of learning together helped the participants form a strong team. The collaborative learning environment was designed to be supportive and enjoyable.
Participants discussed the key issues around access to healthcare affecting their communities.

They reviewed what they had already achieved as part of their involvement in the MRMV programme.

The workshop used a rights-based approach to identify areas of potential change and relevant stakeholders. The participants split into district groups and after a long debate settled on achievable, time-bound advocacy aims as a basis for their films.

The participants created storyboards to plan their films.

Each district team focused on a different issue: availability of medicines in Dailekh; a demand for solar panels in health centres in Surkhet; and the need for testing laboratories in local health clinics in Banke.
The participants spent four days in their communities filming and collecting interviews around their chosen advocacy goals.

The film-making process stimulated local debate about access to healthcare.

They interviewed local health professionals.

The teams also filmed daily activities in their communities.
The participants filmed the beautiful scenery as part of their films.

Forum theatre events brought the issues to life.

After four days of filming, the participants prepared to return and edit their films before screening them.
They presented the films at screenings back in their communities.

The teams reviewed their footage and made paper edits... before working with the facilitators to craft their messages into powerful films.

Local stakeholders attended and pledged to make changes.

My Rights My Voice

OXFAM

InsightShare

Screenings will continue to take place in all the communities as the films are used as part of the MRMV long-term advocacy work.
4. PROGRESS AGAINST THE GLOBAL PROGRAMME FRAMEWORK
BACKGROUND
This section details MRMV’s progress against its Global Programme Framework indicators at the end of Year Three. Evidence for these results is based on quarterly monitoring reports at country and global levels, and the 2014 Annual Learning Event in The Hague. In line with MRMV’s Monitoring Evaluation Accountability and Learning (MEAL) plan, all countries completed quarterly monitoring reports, with the emphasis placed firmly on outcomes rather than simply measuring activities. Following the 2013 Strategic Gender Review, there is now a much greater focus on raising the specific needs of girls and young women. Each programme also completed a youth audit which measured the prioritisation of young people’s voices within the programme as well as externally. MRMV participants, YABs and Oxfam partners all reported significant progress against both the baseline and 2013 data. This year, for the first time, in light of the Strategic Gender Review, the youth audit also measured gender sensitivity and women’s leadership in the groups and partners.

THE GLOBAL PROGRAMME FRAMEWORK
The overall goal of MRMV is to achieve “sustainable changes in policies, practices and beliefs to meet the specific health and education needs and aspirations of marginalised children and youth, with a particular focus on the rights of girls and young women, to contribute to achieving the Millennium Development Goals”. The programme’s four global objectives sit under this, each with two corresponding outcomes.

The programme’s progress is measured against these outcomes, each of which has specific indicators. MRMV is designed so the outcomes are sequential – achieving Objective 1 enables achieving Objective 2, and so on. In 2014 we began to see the strong impact on Objectives 3 and 4 from the work MRMV had done over the previous two years. We are predominantly reporting on our global impact, but where there are specific examples from implementing countries, these have been included.

Table 1: My Rights, My Voice Global Programme Objectives and Outcomes

<table>
<thead>
<tr>
<th>OBJECTIVE 1</th>
<th>Outcome 1.1</th>
<th>Boys and girls, young women and men, and their allies are more aware and knowledgeable of their rights to health and/or education.</th>
<th>Outcome 1.2</th>
<th>Boys and girls, young women and men articulate their needs and aspirations on health and/or education amongst their peers, allies and other actors.</th>
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<tr>
<td>Children, youth and allies (parents, educators, health staff, etc.) are more aware of the specific health and education rights of children and youth and with confidence voice these rights, needs and aspirations in a manner that strengthens equality.</td>
<td>Outcome 2.1</td>
<td>Through programmes executed by local partner organisations, boys and girls, young women and men, and their allies are organising themselves more effectively to claim their rights to health and education.</td>
<td>Outcome 2.2</td>
<td>Boys and girls, young women and men, and their allies are capable of agreeing and voicing a shared agenda in open and closed decision-making spaces to claim their rights to health and education.</td>
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<td>OBJECTIVE 2</td>
<td>Outcome 3.1</td>
<td>Duty-bearers and influencers (ministries, politicians, donors, international institutions, parents, teachers, health staff, religious leaders, NGOs, etc.) engage directly with marginalised children and youth and as a result take specific actions to deliver better access to and quality of health and education.</td>
<td>Outcome 3.2</td>
<td>Duty-bearers and influencers take specific actions to improve access to and quality of health and/or education services for boys and girls, young women and men.</td>
</tr>
<tr>
<td>Children, youth and allies (parents, educators, health staff, CSOs, etc.) successfully apply improved individual and collective skills, confidence, resources and organisational skills to claim their rights to health and/or education in decision-making spaces.</td>
<td>Outcome 3.1</td>
<td>Duty-bearers and influencers recognise boys and girls, young women and men as a valid constituent with specific health and/or education needs and aspirations and consult with them on issues of health and/or education policy and services.</td>
<td>Outcome 3.2</td>
<td>Duty-bearers and influencers take specific actions to improve access to and quality of health and/or education services for boys and girls, young women and men.</td>
</tr>
<tr>
<td>OBJECTIVE 3</td>
<td>Outcome 4.1</td>
<td>Young women and men have gained experience in relating to each other and in connecting to campaigners at the global level who support their ability to claim their rights to health and education, thanks to the intervention of Oxfam and partners.</td>
<td>Outcome 4.2</td>
<td>Oxfam and partners have the knowledge and tools to better engage youth and children in programmes, campaigning and decision-making spaces.</td>
</tr>
<tr>
<td>Duty-bearers and influencers (ministries, politicians, donors, international institutions, parents, teachers, health staff, religious leaders, NGOs, etc.) engage directly with marginalised children and youth and as a result take specific actions to deliver better access to and quality of health and education.</td>
<td>Outcome 4.1</td>
<td>Young women and men have gained experience in relating to each other and in connecting to campaigners at the global level who support their ability to claim their rights to health and education, thanks to the intervention of Oxfam and partners.</td>
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<td>Oxfam and partners have the knowledge and tools to better engage youth and children in programmes, campaigning and decision-making spaces.</td>
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<td>OBJECTIVE 4</td>
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SUMMARY ASSESSMENT OF PROGRESS TOWARDS OBJECTIVES

2014 was a year of significant progress for MRMV. In many countries, young people themselves took over from Oxfam and partner organisations in designing and delivering activities to raise awareness of their needs in health and education, both among their peers and with decision-makers. In five of the eight countries, national-level policies were changed as a direct result of MRMV inputs. This is a huge leap forward and the result of deliberate capacity-building with young people, who are being empowered to advocate for their own needs. In addition, following the 2013 Strategic Gender Review, women and girls have come to the forefront of the programme. Young women now lead more MRMV groups globally than young men, and are thus better able to represent their specific needs alongside those of men. The programme has moved towards more engagement with duty-bearers on country-specific topics, such as reproductive health rights; CEFM; and FGC. New communication channels have been developed, particularly via social media, which can support the programme to reach out to more targeted groups of young people.

We also observed increased enthusiasm among partners and YABs for young people to shape their own programme initiatives. Partners across the programme stepped back and created space for young people themselves to take the lead. This enabled young people to set the agenda to respond to their own peer groups’ needs; in Georgia, for example, rather than delivering general health messaging for their peers, youth groups decided to focus on SRH rights. Young people also had significant success in persuading duty-bearers to change health and education policies to reflect youth concerns, moving from the local to the regional and indeed the national level. Year Three has seen far greater ownership by young people of the policy dialogue and priorities, in line with the strong foundations that were laid in the first two years.

OBJECTIVE 1: INCREASED AWARENESS, KNOWLEDGE, CONFIDENCE AND VOICE

OVERVIEW

The first two years of MRMV focused to a large extent on this first objective, as a foundation of the whole programme. It is crucial that not only children and young people understand their specific needs in relation to health and education, but also that parents, teachers, health workers and other allies do so. Children, young people and their allies, with support from partner organisations and Oxfam, have made strong progress in articulating their rights, needs and aspirations to those with a responsibility to provide health and education services. Outcome 1.1 focuses on supporting young people and their allies in developing their understanding of their rights to health and education. Outcome 1.2 aims to help young people voice their needs and aspirations for health and education among their peers, allies and other actors.

Year Two of MRMV witnessed the growing role of children and youth in raising awareness of health and education rights among their peers and allies. In 2014, young people increasingly took over from partners in initiating and organising awareness-raising activities, building their own capacity and confidence in the process. With a majority of girls and young women leading these groups, coupled with increased attention to gender issues in response to the 2013 Strategic Gender Review, there was greater articulation of the specific concerns and experiences of girls and young women. Analysing the combined results of Years One to Three, a substantial number of children, youth and their allies are now more aware of the specific health and education rights of children and youth, and have the confidence to voice these in a manner that strengthens equality. The necessary first steps to becoming a worldwide network of organised young people and their allies have been taken.

PROGRESS TOWARDS OUTCOME 1.1: BOYS AND GIRLS, YOUNG WOMEN AND MEN, AND THEIR ALLIES ARE MORE AWARE AND KNOWLEDGEABLE OF THEIR RIGHTS TO HEALTH AND/OR EDUCATION

In 2014, the programme reached 182,600 people, of whom 158,672 were children and youth, and 46.2 per cent were female. The increasing focus of the programme is to build on previous years by enabling young people themselves to design and deliver activities, including increasingly reaching out to duty-bearers. The programme saw a large increase in activities in Mali, due to the establishment of nine new youth groups and the promotional activities around the free SMS number for advice on SRH. There were also increases in all the other countries with the exception of Nepal, which shifted its emphasis to more strategic advocacy objectives. Increasingly, MRMV is expecting to see less emphasis on setting up new groups and more on strengthening existing groups and enabling them to engage in strategic influencing.

In Year Three, there was also a notable difference in terms of awareness-raising topics. While in previous years awareness-raising was on general health and education rights, in 2014 we saw countries focusing more on issues specific to their context. For example in Georgia, at the request of the youth groups, a campaign was organised around reproductive health rights, a topic not previously included on their advocacy agenda. In Nepal, Mali and Niger, groups set up awareness-raising activities to prevent CEFM and FGC.
In 2014, we recorded more examples of allies that were aware of the specific rights, needs and aspirations of girls and young women. As a follow-up to the Strategic Gender Review, specific measures were taken to further focus attention on gender issues in the programme. A webinar on gender was organised for project staff, and an interactive session on gender took place at the 2014 Annual Learning Event. In addition, specific gender indicators were included in the quarterly monitoring template.

In the third and fourth quarters of 2014, there was an increase in MRMV activities prioritising young women and girls. In Afghanistan for example, dialogue programmes were conducted with partners, traditional elders and young people. At the start, girls were not able to participate but after careful negotiation, young women and girls are now included. Youth group members, many of them girls, were supported by their community members to conduct advocacy sessions with duty-bearers. In Georgia, following the youth forum on gender equality in schools, teachers facilitated seminars delivered by young people to their peers, and these were deemed to be much more influential than those run by adults. In Mali, a consultation was held with teachers in which the SRH rights of girls and young women were discussed.

In 2014 we also saw an increase in the variety of communication channels used for awareness-raising, as groups became more focused on their influencing objectives. In addition to the more traditional methods such as leaflets, brochures, newspapers, TV and radio, a wide variety of other media channels were used to reach target groups. These included blogging, flash mobs, murals, magazines, community theatre, poetry, rap, video, street plays, photo exhibitions, comic skits, Facebook, YouTube and Twitter.

The Info Ado digital platform in Mali, which enables youth to access information on SRH in the classroom, has been a great success. In Nepal, CDCs, CHCs and YHCs have been very successful in developing awareness and confidence among young people, and ensuring support for those facing specific issues such as domestic violence or health problems.
Progress towards Outcome 1.2: Boys and girls, young women and men articulate their needs and aspirations on health and/or education amongst their peers, allies and other actors.

In Year Two, we observed that children and youth groups became increasingly prominent in raising awareness and discussing health and education rights with their peers and allies. In a further development in Year Three, partners stepped back in the majority of countries, and youth took the lead in raising awareness and discussing education and health rights (see Objective 2), thereby showing their increased capacity and confidence to articulate their needs and aspirations. In many groups, girls and young women have a leading role and therefore their specific needs and aspirations are also the subject of discussion. The leading role played by youth groups in 2014 may also explain the proliferation and diversity of communication channels used, as mentioned under Outcome 1.1.

In Mali for example, MRMV created SRH awareness-raising roadshows. These involve groups of young people putting on interactive theatre performances at cultural events, and going into schools to promote the free SMS information service and answer questions about SRH rights. In Niger, youth representatives from the 350 networked youth groups came together and held a capacity-building workshop, then returned to their communities and shared their learning on SRH rights. They also organised local radio debates on SRH and on the quality of education, in a phone-in radio show. In Georgia, a huge campaign was held in December 2014, where youth in the two target regions ran SRH awareness-raising workshops for peers in their schools and communities, and designed and distributed a brochure. Youth leaders also appeared on local television talking about the project’s activities. In Afghanistan, some 50,000 individuals were reached with youth and child rights messaging through radio programmes, all run by the young people themselves.
MRMV demonstrated the value of ‘peer educators’ in delivering messages that young people would not necessarily receive readily from adults. The programme also saw the huge benefit of allowing young people the space and resources to create their own ways of communicating with their peers. The support of allies – such as traditional leaders, teachers and other power-holders in the community – was crucial in empowering young people to create and deliver messaging themselves, which had a huge impact across the programme.

Table 3: Progress against Outcome 1.2 – confidence and voice

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<td>A. By December 2014, percentage increase in the number of peers, allies and other actors that indicate that they have discussed education and health rights, needs and aspirations with girls, boys and young women and men. Disaggregated by gender.</td>
<td>Indicative evidence shows that young people involved in MRMV rights training and child/youth groups are articulating their needs and aspirations on health and education with their peers, allies and other actors.</td>
<td>Ample evidence that boys, girls, young women and men reached with awareness-raising messages have discussed their rights and needs with their peers and allies. Allies have discussed the rights of children and youth to health and education amongst themselves and with their children.</td>
<td>A growing number of examples indicate that youth groups are leading in awareness-raising and discussing education and health rights with their peers and allies. The specific needs and aspirations of girls and young women have increasingly become part of these discussions. (See for example the activities around the prevention of CEFM in Nepal, Mali and Niger.)</td>
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**Objective 2: Improved Skills, Organisation and a United Voice to Claim Rights**

**Overview**

MRMV’s second objective follows on from the initial steps of raising children and young people’s awareness of their rights to health and education and voicing these rights, to a deeper strategic focus. Outcome 2.1 focuses on young people and their allies organising themselves more effectively, and Outcome 2.2 focuses on the same groups being able to agree and voice a shared agenda in open and closed decision-making spaces, which is vital in formulating collective action and participation. In 2014, there was an emphasis on strengthening effective leadership, designing shared agendas, and improving networking and coordination skills within and across groups.

In the first two years of MRMV, children, youth and allies were informed about their rights and country-specific laws in health (including SRH) and education. In addition, groups were formed and members trained to articulate their needs and aspirations and to express themselves. Opportunities were also created for young people to practise their newly learned skills and gain confidence in speaking to traditional leaders, policy-makers and politicians. In 2014, the programme adapted its capacity-building activities to further strengthen the functioning of the groups. This included stepping back and creating space for children, youth and their allies to set up their own activities and events in which they could voice their demands. The results are visible in Objective 2, where we see evidence of more effective organisation and networking, resulting in a proliferation of instances where children, youth and their allies addressed duty-bearers about their rights, needs and aspirations with regard to health and education.

**Progress towards Outcome 2.1: Effective Organisation and Networking**

While in 2013 there was a focus on building the capacity of established youth groups in agenda-setting and peer education, training in 2014 was more geared towards lobbying, advocacy, networking, and deepening knowledge on specific topics. The number of youth groups increased again, from 563 in 2013 to 628 in 2014. This was mainly due to growth in Tanzania, where, with the help of local authorities, the MRMV baraza (student council) model was introduced to schools. A total of 140 MRMV groups are now established in Tanzania.

The number of allies (NGOs, CSOs and influential individuals) increased, from 252 in 2013 to 497 in 2014. The role of influential individuals remains very important in the programme, and examples of allies speaking in favour of child and youth rights in Year Three relate almost entirely to individuals. For example, in Tanzania, Community Champions played a crucial role in creating spaces for student leaders to speak out in community meetings. In Pakistan, prominent
Progress towards outcome 2.2: Shared agenda and collective voice

As the number of groups increased, so did the number of shared agendas. Increased attention was given to the specific issues of girls and young women. This focus on gender was also encouraged under the global programme for country staff in 2014, in light of the Strategic Gender Review; a gender webinar was held and there was a special session on gender at the 2014 Annual Learning Event. As a result, Year 4 country proposals have a much stronger focus on gender equality issues.

In 2014, networking was key. In all eight countries, youth groups from different localities were brought together to share experiences, create a common understanding of the problems facing children and youth, and develop a shared agenda. In Afghanistan, community youth groups and their representatives at district and provincial levels networked with their peers in the universities of Kabul and Balkh, and exchanged experiences on lobbying and advocacy activities through social networking sites. There are now 60 female-only groups in Afghanistan to specifically support confidence-building and awareness-raising among girls and young women. In Niger, group leaders from different parts of the country were brought together to share their experiences. In Tanzania, inter-district meetings were organised for baraza leaders and YAB members, while in Vietnam, MRMV members took part in study tours. In Mali, the YAB visited five national youth organisations to share their vision on education and SRH rights, and created a

Table 4: Progress against Outcome 2.1 – increased skills, confidence and effective organisation

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<td>By December 2014, percentage increase in organised groups (youth clubs, CSOs, parent associations, health committees, etc.) actively pursuing youth and child rights to health and/or education.</td>
<td>410 child and youth groups worked under MRMV in target communities (in all countries except for Mali and Pakistan). The programme worked through 204 CB Os (including PTAs) and NGOs.</td>
<td>An additional 153 children and youth groups were established, bringing the total number of groups supported by MRMV to 563. This figure also includes 10 YABs. The programme worked through 252 CB Os (including PTAs) and NGOs.</td>
<td>The number of children and youth groups increased to 628. MRMV worked with 497 CB Os, NGOs and individuals including 182 Community Champions in Tanzania and 80 family doctors in Georgia.</td>
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<td>By December 2014, percentage increase in the number of girls and young women participating in these groups and taking up leadership roles.</td>
<td>200 girls and young women had taken up leadership positions in MRMV-established groups in Afghanistan, Tanzania, Georgia, Nepal and Niger.</td>
<td>2,161 girls and young women had taken up positions of leadership in these groups or in their communities in all countries.</td>
<td>A total of 2,992 girls and young women have taken up positions of leadership. This is a moderate increase in most countries. High increase in Nepal because of number of young women from CDCs elected to village committees.</td>
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The emphasis in 2014 was on capacity-building, lobbying and advocacy skills for young people to support them to raise their voices in open and closed decision-making spaces. The huge increase in the number of examples of public decision-making processes in which children and youth shared their thoughts and opinions is evidence of young people’s increasing confidence to assert their needs. More than 530 examples are mentioned in the country monitoring reports of children and youth groups voicing their needs and aspirations in front of allies, religious leaders, policy-makers and politicians. In Niger, the main platform for debating youth needs and rights with duty-bearers continues to be community radio. However, while in previous years partners set up these debates, it is now the youth groups themselves who determine the agenda and organise the radio shows. In Afghanistan, there are indications that meetings between youth and community elders, and between youth and district- and provincial-level authorities, are becoming institutionalised.

In 2014, allies themselves became more vocal in their support for the demands of children and youth. The number of examples of MRMV-sponsored events nearly doubled, from 57 in 2013 to 107 instances recorded in 2014. In Pakistan, the MRMV project mobilised religious leaders, actors, journalists and singers to speak out in favour of basic life-skills education for young people. In Vietnam, parents’ associations became more vocal in defending the rights of their children.

strong alliance of youth around the project. It was agreed that these organisations would participate in strengthening the advocacy and influence of youth towards authorities. The YAB in Mali also engaged with young people from slum communities to form youth groups for out-of-school youth.

In Vietnam, 23 parents’ associations began a deliberate programme focusing on the promotion of comprehensive child-development education in schools. They also held monthly meetings with school authorities to monitor progress. An innovative ‘Photovoice’ project supported ethnic minority children to take photos documenting their everyday lives. The resulting exhibition of photos and their stories was taken to Hanoi and shared with duty-bearers and politicians, challenging perceptions about the lives of both children and ethnic minorities.

Oxfam and allies also increasingly networked within their countries, including with other INGOs, to increase leverage: in Afghanistan, MRMV is now working with 130 community-based organisations and NGOs from local to national level; while in Mali, implementing partner One World UK shared its experiences of the project with Save the Children. In Vietnam, where Oxfam is a key member of the National Child Rights Working Group, the team shared its experiences of MRMV with the National Programme on Promoting Child Participation. In Georgia, young people organised campaigns against gender-based violence, as well as seminars on gender in schools.
Outcome 2.2 Boys and girls, young women and men, and their allies, are capable of agreeing and voicing a shared agenda in open and closed decision-making spaces to claim their rights to health and education.

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<td>By December 2014, percentage of above groups with documented shared agendas (policy recommendations, agreed activities and purpose, etc.)</td>
<td>All of the 410 child and youth groups established by MRMV in Year One were individually working towards developing a shared agenda for their group. Nepal and Georgia both reported examples.</td>
<td>All 563 child and youth groups – including YABs – organised themselves around a shared agenda. In addition, in Afghanistan and Georgia, local youth groups were also represented at regional and/or national levels. Youth involved in MRMV developed a shared international agenda, and country groups developed national-level agendas at the Global Advocacy Workshop. 252 CBOs and NGOs adopted the objectives of MRMV.</td>
<td>All 618 youth groups have shared agendas. There was increased networking between youth groups. 497 allies are partnering with the youth groups to support them in voicing their rights, needs and aspirations.</td>
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<td>By December 2014, percentage of above groups with documented shared agendas (as above) where the specific rights and issues of girls and young women are mentioned.</td>
<td>Not applicable in Year One.</td>
<td>181 youth groups had shared agendas on specific rights for girls and young women. Considerable progress had been made in Nepal and Tanzania. In Tanzania, barazas addressed gender barriers hindering girls from completing their schooling by raising these issues with decision-makers and school authorities.</td>
<td>266 youth groups have shared agendas on specific rights for girls and young women. Youth groups in Mali have made great progress in addressing the specific needs and aspirations of girls and young women. Afghanistan has 60 single-sex girls’ groups.</td>
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<td>By December 2014, percentage increase (compared to Year One) in the number of key formal/public decision-making events/processes (defined as relevant in each country) with children and young people raising their voice to claim their rights to health and/or education, disaggregated by gender.</td>
<td>56 recorded MRMV-sponsored events involving children and youth in formal/public decision-making events and/or processes reported.</td>
<td>113 MRMV-sponsored events involving children and youth in formal/public decision-making events and/or processes reported.</td>
<td>534 MRMV-sponsored events involving children and youth in formal/public decision-making events and/or processes reported – a substantial increase.</td>
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<td>By December 2014, percentage increase (compared to Year One) in the number of key formal/public decision-making events/processes (defined as relevant in each country) with people other than youth (i.e., allies of children and youth) raising their voice to claim the rights of boys and girls, young women and men to health and/or education.</td>
<td>50 recorded MRMV-sponsored events took place.</td>
<td>A total number of 57 MRMV-sponsored events were recorded which involved allies who publicly voiced support for child and youth rights to health and/or education.</td>
<td>107 examples of MRMV-sponsored events recorded, more than double the baseline figure. The increase was mainly accounted for by the projects in which allies are the main actors (Vietnam, Pakistan).</td>
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Objective 3: Duty-bearers and ‘influencers’ recognise and consult marginalised children and youth, and take action.

Overview
The most ambitious of MRMV’s objectives is this: that duty-bearers engage directly with marginalised children and young people, and that this engagement results in real change. Outcome 3.1 anticipates duty-bearers and influencers recognising, listening to and involving empowered children and young people in their activities and policy formulation relating to health and education. Outcome 3.2 measures the action taken in formulating these policies to meet children’s and young people’s needs and aspirations.

In 2014, the strengthened capacity of children and youth to advocate and lobby for their rights did indeed result in increased networking and frequency of contact between youth groups and duty-bearers and influencers. Duty-bearers started to recognise children and youth groups as a valid constituency, and began taking action in favour of their rights. The work of youth groups in raising their demands in open and closed decision-making spaces resulted in young people being invited to participate in monitoring and policy formulation. This resulted in policy changes in five of the eight MRMV countries.

Traditionally in the MRMV countries, youth, and especially girls, are deemed inexperienced, immature and too young to be taken seriously. The young people involved in the MRMV programme have shown themselves to be extremely capable of articulating their needs and concerns, and participating in decision-making processes. This capacity is increasingly being recognised by adults, whether as allies or duty-bearers. This change in attitudes and active involvement of young people in policy formulation is a major achievement of the MRMV programme.

Progress towards Outcome 3.1: Recognition and Consultation
At all levels, duty-bearers are appreciating and recognising the increased activism of children and young people. In 2014, there were 165 cases of duty-bearers including children and youth in their fact-finding missions and review processes, up from 100 cases in 2013. The number of children and youth groups recognised by authorities as representatives of their peers almost doubled, from 111 in 2013 to 203 in 2014. This is a hugely significant increase.

For example, in Mali, the Info Ako e-learning platform has been adopted by many schools. In a groundbreaking move, the Ministry of Education established a working group to validate this curriculum at the national level. Schools in Mali are among the first to recognise and work with youth groups and peer educators as representatives of student populations. In Afghanistan, provincial-level authorities now regularly invite youth representatives to meetings to discuss policy issues. Young people contributed to the draft youth policy of the Ministry of Youth Affairs, which was ratified in August 2014. Formal approval was given by the Ministry of Higher Education to allow project activities to be implemented through the established youth groups, and 600 community elders recognised the importance of youth participation and allowed young people to form groups. Representatives of youth groups will be invited by the provincial government to future meetings on education and health issues. Youth group members trained by the project in data collection are helping the education authorities to monitor enrolment and retention in their schools.

In Tanzania, the number of formally recognised groups grew most with the increase in democratic barazas established under the project. The decision of 66 schools in Tanzania to incorporate MRMV activities into the school calendar, including election campaigning and training for female leaders, was a big step in institutionalising democratic, gender-sensitive student councils. Young people from MRMV are not only recognised, but have been invited to work with local authorities in monitoring the accessibility and quality of health and education services. For example, in Nepal, CDC leaders who were actively monitoring schools were subsequently elected to School Management Committees. CDC facilitators also held a National Assembly in Kathmandu to coincide with Constituent Assembly discussions on the new constitution. A delegation of 150 women, youth and children shaped a memorandum and visited political-party head offices to raise healthcare demands with key decision-makers, including legislators and high-level government officials. As a result, Members of the Assembly, including the Deputy Prime Minister and Nepali Congress Party Leader, made commitments to address the health problems of children, youth and young mothers.
Table 6: Progress against Outcome 3.1 – recognition and consultation

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<td>By December 2014, local and national policy-makers in target countries create, recognise, and/or formalise spaces for young people’s voices (e.g. youth parliaments, child caucuses and youth fora).</td>
<td>Initial meetings/events bringing together youth, children and allies with duty-bearers (local- and national-level policy-makers) in all countries, except Pakistan.</td>
<td>Local, regional and national duty-bearers recognised, invited and/or created, and/or formalised spaces for young people’s participation and voice in 111 instances.</td>
<td>203 cases of local, regional and national duty-bearers officially recognising MRMV youth groups. 140 of these cases were in Tanzania, where barazas are recognised by law.</td>
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<td>Number of cases that bring evidence that duty-bearers include young people and/or children as a panel in their fact-finding and M&amp;E systems relating to health and/or education policy and services in the project area.</td>
<td>Not yet applicable.</td>
<td>100 cases of duty-bearers including children and youth in their fact-finding missions and review processes.</td>
<td>165 cases of duty-bearers including children and youth in their fact-finding missions and review processes.</td>
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**PROGRESS TOWARDS OUTCOME 3.2: DUTY-BEARERS AND INFLUENCERS TAKING ACTION**

There is strong evidence of duty-bearers taking action as a direct result of MRMV lobbying and advocacy in all eight countries. Instances of children, youth and their allies meeting with duty-bearers increased considerably in 2014 (see also Objective 2). In 2013, most of the resulting policy recommendations were made at local level, but in 2014 we observed a shift to national-level policy recommendations. The recognition of the rights and capacity of children and young people to take part in such dialogue increased alongside this. We saw an enormous increase, from five to 83, in the number of overall policy recommendations made by children and youth within the context of MRMV projects that were taken into account and implemented by duty-bearers, directly improving health and education services for young people. While positive action, of which we saw 68 examples this year, is often a one-time event which can be reversed at any time, policy changes are structural.

For example, in Georgia, partners and youth representatives made recommendations to the Ministry of Health following the presentation of a health survey related to new prescription practices for drugs. The particular problem related to children is the high rate of antibiotics prescribed even for minor illnesses, often resulting in serious long-term complications. As a result of MRMV inputs, the Ministry of Health adapted and improved the state drug-prescription programme.

In Vietnam, MRMV youth were involved in the revision of the National Law on Children, and MRMV models of child participation were used in workshops developing the National Programme on Promoting Child Participation. In Nepal, following campaigning around the Constituent Assembly elections, the major parties’ manifestos included commitments to make health services more accessible to users, and to implement special measures for children and pregnant and breastfeeding women in rural areas. As a direct result, more users, including more women and girls, are visiting health facilities. In Pakistan, despite some opposition, religious leaders formed a national committee to support the MRMV campaign, and a number of imams gave lectures on the support and guidance parents should give to their children.

The ability of children and young people to articulate their needs and demand changes in legislation to meet these needs is a critical impact of MRMV activities. Relationships and connections at local, regional and even national levels were built and strengthened throughout 2014, leading to the positive results outlined in this year’s report. We have seen that duty-bearers are receptive to information and suggestions put forward by young people and backed up with evidence. These examples have led to actual policy changes – and it is our aspiration that youth and their allies will build upon these successes in coming years.
### Table 7: Progress against Outcome 3.2 – duty-bearers and influencers taking action

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<td>By December 2014, number of documented country actions by duty-bearers on health and/or education in favour of youth and child rights enacted and/or implemented as a result of MRMV’s advocacy and campaigning actions.</td>
<td>Four examples were identified in 2012.</td>
<td>98 cases, in all eight countries, were reported where duty-bearers took action as a result of MRMV lobbying and advocacy.</td>
<td>68 cases, in all eight countries, were reported where duty-bearers took action as a result of MRMV lobbying and advocacy.</td>
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<tr>
<td>By December 2014, number of policy recommendations made by children and youth within the context of the MRMV projects that are taken into account and implemented by duty-bearers.</td>
<td>Two country examples (Vietnam and Nepal).</td>
<td>Five examples of policy recommendations recorded.</td>
<td>83 examples of policy recommendations recorded.</td>
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OBJECTIVE 4: OXFAM, PARTNERS AND OTHERS SUPPORTING YOUTH AGENCY AND CONNECTING THEM TO GLOBAL CAMPAIGNS AND PROGRAMMES

OVERVIEW
This objective seeks to build the capacity of Oxfam and partners to meaningfully involve children and youth in the MRMV programme. It also focuses on joining the young people involved in MRMV with Oxfam and others as a global campaigning movement. Outcome 4.1 aims to connect youth involved in national-level advocacy with Oxfam’s global campaigns. Outcome 4.2 measures MRMV’s engagement of young people in planning and implementing programme activities, as well as the documentation and sharing of MRMV’s work beyond country programmes to a wider group of peers, allies and duty-bearers. Youth experiences of awareness-raising, group building, various training sessions and creation of spaces to voice youth needs to duty-bearers have developed a cadre of young leaders who are ready to take up their role in the implementation of country projects.

In addition, MRMV has encouraged Oxfam and partners to give youth a meaningful role in the planning and monitoring of country projects; to listen to them and take their views seriously; and, in the third year especially, to trust youth groups to initiate and implement activities of their own within the MRMV framework. This has helped build the confidence of young people to raise their voices and to take responsibility for shaping projects together with Oxfam and partners. It has enabled them to hold policy-makers and influential people to account for their duty to provide quality health and education services that meet the needs and aspirations of young people.

PROGRESS TOWARDS OUTCOME 4.1: YOUTH NETWORKING, CAPACITY-BUILDING AND ADVOCACY
In the MRMV country projects, young people participated in policy processes and took part in a total of 13 events held to support them. This was in large part a result of the increased visibility of youth in public events (Objective 2), the increased recognition of their voice by duty-bearers (Objective 3), and the capacity of Oxfam and partners to involve youth in their activities (Objective 4). Most of the events took place in MRMV countries at the national level. For example, young people in Georgia took part in the national Child Rights Forum, and in Mali, MRMV youth participated in a national youth citizenship campaign as well as an Intergenerational Dialogue with government, INGOs and the UN. In Niger, one MRMV youth leader is now a member of the Youth Parliament.

A strong example of national-level advocacy is the Vietnamese ethnic minority young people travelling to national and provincial capitals to raise awareness of their rights. In Nepal, MRMV facilitated an interactive workshop with young political leaders from the six political parties on International Youth Day. This was attended by 126 participants, including ministers, professors, CSOs and others working on health issues. MRMV also led delegations to ministers and chairpersons of the constitutional committee and the Deputy Prime Minister, to remind them of their commitments to children’s and mothers’ health rights. In Pakistan, the YAB co-designed a radio soap opera on SRH issues and was involved throughout the project, from developing the script, to recording the shows, creating promotional materials and monitoring progress. Provincial youth were also involved in monitoring a training session for journalists.

As a result of increased capacity among young people at the national level, in 2014 a number of MRMV youth campaigners took part in international events, conferences and meetings on the rights of young people. In Mali, youth were supported by Oxfam and partners to become involved in national and international policy processes. For example, the chair of the YAB in Mali participated in an international workshop on SRH rights in Senegal, and was later elected President of the African Youth Movement at a meeting in Nairobi. In her inaugural speech, she acknowledged the contribution of the MRMV programme to her development.

Young people across MRMV countries devised advocacy strategies, including a ‘Five-Point National Action’ plan in the light of the advocacy workshop held in 2013, with support from partners and Oxfam. They also developed and agreed a global vision of health and education rights. MRMV held its 2014 Annual Learning Event in The Hague, attended by youth representatives, delegates from Oxfam affiliates and partner organisations, as well as global team members. Here, youth produced a participatory video on their collective experience of the MRMV programme, and established strong connections with young people from other MRMV countries. On their return home, participants shared their film and the skills learned with their peers, and continued to use the film in national campaigning efforts.

MRMV youth also began to be more involved in Oxfam’s global campaigns. For example, as part of ‘Even It Up’ (Oxfam’s global campaign to end extreme inequality), MRMV in Nepal provided a case study on the impact of removing fees for primary healthcare. In Pakistan, the campaign focuses on taxation to provide health and education services – a key concern of MRMV campaigns. In Mali, YAB members and other young people participated in the preparation and launch of the campaign, and led on mobilising artists and youth for the event. In 2015, the new youth association formed by the MRMV YAB will be a partner in the inequality campaign in Mali, and will lobby for the funding of essential services through changes to unfair global taxation systems.
In 2015, youth involvement in MRMV global programme initiatives will be increased. Young people will plan and lead sessions at the global 2015 Annual Learning Event, and will take an active role in the planning and design of the programme’s second phase. MRMV youth will also be included in a new Oxfam Confederation-wide group on youth active citizenship, which will share learning and opportunities to improve youth programming. A new global Oxfam Youth Engagement Framework has built on the learning from the MRMV programme, and youth will take part in its programme development workshop in 2015. The aim of future Oxfam youth work, including that of MRMV, will be to forge stronger links with Oxfam’s global campaigning work, to ensure a coherent and more powerful voice for change.

**Table 8: Progress against Outcome 4.1 – youth networking, capacity-building and advocacy**

<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>OUTPUT 2012</th>
<th>OUTPUT 2013</th>
<th>OUTPUT 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>By December 2014, number of youth and advocates supported by Oxfam and partners to engage in policy processes at national, regional and/or international levels. (Target: M/F 40/60.)</td>
<td>Not applicable in year one.</td>
<td>Two international events organised by Oxfam in which youth were actively involved: The Learning Event with eight youth representatives (five girls) and Global Advocacy workshop with 16 youth leaders (10 girls; six boys).</td>
<td>Youth involved in the MRMV programme participated in 13 policy processes at national and international levels.</td>
</tr>
<tr>
<td>By December 2014, evidence demonstrates that international/global advocacy by Oxfam and its partners has significantly contributed to national-level policy changes in favour of children and youth rights to health and/or education in at least two MRMV countries.</td>
<td>Four country power analyses and three advocacy strategies developed. MRMV staff part of Oxfam Essential Services Campaigns Groups.</td>
<td>Four country advocacy strategies developed. At least two MRMV countries will feature in an impact assessment study on Financial Flows to Essential Services to analyse impact of Oxfam Essential Services campaign on national-level public expenditure on health and/or education.</td>
<td>Capacity-building from the Global Advocacy Workshop in 2013 was shared with peers to strengthen national campaigning. MRMV youth and country staff contributed to the development of Oxfam’s global inequality campaign.</td>
</tr>
</tbody>
</table>
PROGRESS TOWARDS OUTCOME 4.2: KNOWLEDGE AND TOOLS TO ENGAGE CHILDREN AND YOUTH

In Year Three, the increased capacity of Oxfam and partners to meaningfully involve young people in their projects was evident in the many instances in which children and youth took the lead in initiating and implementing activities. The growing role of young people in all phases of the project cycle means that Oxfam and partners have enough trust and confidence in them to step back. It is also a clear indication that youth have the confidence to take responsibility, a result of the activities under Objectives 1 and 2.

In all MRMV countries, youth representatives are part of the regular planning and/or monitoring of activities. On many occasions, youth groups advised on the training needs of their peers, and in many countries youth are taking it upon themselves to train other young people.

In Tanzania, students organised peer training on using suggestion boxes in schools, while in Afghanistan, youth group members trained others on their health and education rights. Peer-to-peer learning was also given in Mali to help young people set up their own youth groups; and in Georgia, training was given on gender-sensitive approaches and SRH rights. Oxfam Pakistan is looking for ways to broaden the mandate of the YAB, and to include members’ advice in more Oxfam country programmes and projects. The same holds true for Mali, where YAB members decided to establish their own NGO which is now supported by Oxfam.

This increased capacity of young people to reach out to their peers is reflected in the youth audit forms. The survey includes questions on the involvement of young people in designing their organisation’s youth policy, the activities of young people as decision-makers, and their organisation’s youth empowerment policies. The overall score on the youth audit increased by almost two per cent between 2013 and 2014, to 81.7 per cent. Vietnam’s scores in particular increased across all aspects of the survey, and Niger and Mali’s youth audit results also showed significant progress. Mali recorded the highest overall score, of 92.3 per cent – which is particularly impressive given the challenging start-up experienced by the programme. As a result of the Strategic Gender Review, in Year Three the youth audit contained questions relating to gender equality. The initial results will serve as a baseline for next year.

At the global level, youth campaigners continued to connect with each other through the global MRMV Facebook group, sharing advice and information, and supporting each other’s advocacy initiatives. Most of the country Facebook pages are initiated and managed by the youth groups, and a number of youth have administrative rights for the global MRMV Facebook page. All countries used YouTube, Flickr or Picasa to publish videos and photos of MRMV events, as well as testimonies and other MRMV materials.
### Table 9: Progress against Outcome 4.2 – knowledge and tools to engage children and youth

<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>OUTPUT 2012</th>
<th>OUTPUT 2013</th>
<th>OUTPUT 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>By December 2014, MRMV country teams and partners improve performance on annual youth audit.</td>
<td>27 youth audits completed by Oxfam staff and partners in all countries except Mali.</td>
<td>39 youth audits received. Seven youth leaders completed the forms.</td>
<td>30 youth audits received, including three from YABs.</td>
</tr>
<tr>
<td>Number of local and international partners working on child and youth rights to health and/or education have the resources and capacity to document their experiences and to publicise them beyond the national level.</td>
<td>One desk study and one field research on youth involvement conducted.</td>
<td>Nine MRMV Facebook pages. One for each country, one global. Mali and Pakistan provided regular updates on events through Twitter, Vietnam via YouTube and Flickr. Annual Report 2012 published, Learning Event report published. Seven MRMV countries posted one or more blogs on the MRMV Ning site. Eight country descriptions and one global programme description developed and published.</td>
<td>MRMV Facebook pages provide regular updates. All countries posted blogs (total 20) on the MRMV Ning site. All countries used YouTube, Flickr or Picasa to publish videos and photos of MRMV events, testimonies and other materials. MRMV Annual Report 2013 published. Accountability Review MRMV Georgia published.</td>
</tr>
<tr>
<td>Number of young women and men involved in decision-making structure of MRMV and Essential Services campaign.</td>
<td>Guidelines for the establishment of YABs shared across the MRMV programme; two MRMV YABs established (in Georgia and Pakistan).</td>
<td>47 girls and 38 boys were members of YABs. In total, 10 YABs were established. Georgia had two YABs and Tanzania had four (one national and three district). Vietnam, Afghanistan and Nepal did not have official YABs but had informal youth groups that were consulted in the programme. 25 girls and nine boys participated in international events organised by MRMV to plan and monitor MRMV activities (MRMV Learning Event and MRMV Global Advocacy Workshop). Global Advocacy Workshop was initiated by the GCT but fully planned, organised and implemented by youth at HO and country level.</td>
<td>In 44 instances children and youth were involved in decision-making structures of the MRMV programme. YABs and other youth groups (in Nepal, Mali and Afghanistan) were involved in project planning and monitoring meetings in the countries. In a number of cases, youth groups took the lead in project activities.</td>
</tr>
</tbody>
</table>
5. PROGRAMME MANAGEMENT
OVERVIEW
Year Three was a period of intense activity, both for country teams and the Global Coordination Team (GCT). A good balance was struck between fostering stable relationships with existing partners and working with new strategic partners; there was also strong risk management of staff and partner turnover. Oxfam Confederation-wide procedures were adopted in financial and procurement systems, leading to better alignment and effectiveness at national and global levels.

FINANCIAL MANAGEMENT
The MRMV global programme budget for Year Three was USD 4,782,929. Total spend across the entire programme was USD 3,778,563. Of this, partner organisations received USD 1,694,640 and spent USD 2,025,431. Full details of expenditure against the global budget are available in the audited MRMV Annual Financial Report 2014.

PROCUREMENT
A common procurement policy for the Oxfam Confederation enabled coherent procurement practices with a strong emphasis on transparency and accountability. ‘The Oxfam Guide to Mandatory Processes’ was approved by Oxfam Confederation Executive Directors in September 2013, and adopted by all country programmes. It includes mandatory agreements on code of conduct, planning and reporting, supply and logistics, and financial management. In 2014, audited procurement included equipment and services (such as computers, motorcycles, printing, research/consultants), with a minimum of three quotes received for all goods and services.

COST-EFFECTIVENESS
In 2014, MRMV continued to work hard to achieve cost-effectiveness throughout the programme. As evidenced during the Annual Learning Event in June 2014, and in the country and objectives reviews in this report, collective knowledge and experience enabled countries to expand their reach and impact beyond expectations.

The move towards ‘One Oxfam’ led to continued rationalisation of programme management. Towards the end of 2014, it was decided that the Afghanistan programme would move under Oxfam Novib as the lead affiliate. An inter-affiliate agreement was signed to ensure strong accountability mechanisms and efficient management of transferred funds.

Overall in 2014, staff turnover and costs related to new recruitment and inductions were limited (see below). Our activities and results were in line with our budget estimate in Year Three, with spend against the programme budget coming at 79 per cent. Strong coordination with other agencies and the recruitment of new partners strengthened synergies at the country level. With two years of teamwork behind it, the GCT was more effective in coordinating roles and responsibilities, leading to greater consistency and efficiency in global programme management.

PROGRAMME GOVERNANCE AND STAFF
The MRMV Steering Committee continued to meet quarterly to review progress, provide guidance and support the GCT. With the approval of extension of funding to a fourth year, the role of the Global Programme and Communications Officer was extended, allowing the programme to fully reap the benefits of investing in that role in Year Two. This post provided substantial support to youth involved in the Global Advocacy Workshop and Annual Learning Event, ensuring they leveraged their newly acquired skills. A new role was created and recruitment prepared for a Global Partnership Adviser, as part of plans to support MRMV countries and others to develop and strengthen their youth-focused programme work and fully leverage funds set aside for that purpose in Year Four, thereby expanding Oxfam’s work on youth active citizenship globally.

At country level, a clear trend was the increasing involvement of young people and YABs in project management. A small number of staffing changes took place. In Niger, two staff members of a government-suspended partner were redeployed within Oxfam to run the project until the end of 2014. The MEAL Officer was replaced by two monitors, and Oxfam Quebec’s role was transferred to Oxfam Novib. In Tanzania, the Programme Manager and Programme Officer left before the project was phased out at the end of the year. Their roles were immediately covered by other Oxfam staff. In Afghanistan, MEAL work was taken over by the Oxfam GB Monitoring Evaluation Coordinator, and there were two staffing changes (Project Coordinator and Project Officer).

PARTNERSHIP
In Year Three we worked with 29 partner organisations across eight countries. However, due to financial mismanagement, partnership agreements were ended with three partners in Tanzania, Afghanistan and Nepal; and in Niger, one of the implementing partners was suspended by the government. In Vietnam, a new partnership was established with youth-led NGO, Live and Learn for Environment and Community. All country teams continued monitoring partnerships in accordance with the monitoring plans.

An Oxfam Youth Active Citizenship group was started in December 2014 in key Oxfam affiliates with youth programmes, with the intent to launch a broad learning community in 2015.
6. SUSTAINABILITY
The key vision underpinning MRMV’s theory of change began to emerge as a reality in the programme’s third year – that stronger youth agency will ensure more sustained access to health and education services, as well as better responsiveness among duty-bearers to the specific asks and needs of young people. In 2014, country teams increasingly involved young people in the design and implementation of activities. This not only fostered a sense of ownership of the programme among young people, but has also given them the confidence to create their own initiatives and networks, ensuring that the progress made by the programme will continue beyond its lifespan. For instance, a youth group initially facilitated by MRMV in Mali is now a registered entity, while the Tanzania baraza model has been adopted by the government. Many similar examples demonstrate the deep commitment to the MRMV theory of change of all actors involved over the last three years.

In the third year of the programme, we have also seen many more young people engaging with decision-makers – with or without the support of Oxfam and partners. This is clearly demonstrated in Chapter 4, ‘Progress Against the Global Programme Framework’, which has multiple examples of young people advocating powerfully for their own needs. New partners working specifically with young people in Vietnam and Nepal, for instance, will also ensure that the practices of engagement, and new ways of working for Oxfam and other partner staff, will be sustained and replicated beyond the life of the programme.

In Year Three, the Oxfam Confederation’s commitment to MRMV’s vision and work strengthened and materialised into practical collaboration beyond those affiliates directly involved in MRMV. Oxfam’s key affiliates created a Youth Active Citizens Learning Group; an initial face-to-face meeting was held in December 2014 in Oxford with colleagues from Oxfam Australia, Oxfam Quebec, Oxfam Novib and Oxfam GB as well as youth-led agency Restless Development. The group agreed on a Terms of Reference and began work to co-create a joint Youth Engagement Framework, predominantly based on the MRMV model, which various countries and regions will use to develop future youth programmes.

The Development Fund set aside for the programme’s extension into a fourth year will fund a Global Partnership Adviser role and various programme-design workshops, to ensure that country teams and partners have strong building blocks in place for their youth active citizenship programmes, and can present their plans to donors. This will enable learning and best practice to be transferred to the 15 plus countries that have so far been identified for peer learning around youth-focused programmes during 2015, and will also ensure continuity of MRMV objectives as they evolve over the years.

Finally, two new members have joined the Steering Committee for Year Four: the Oxfam GB Fundraising Director and the Head of the National Influencing Team. They will work closely with other members to explore opportunities for further funding as well as new avenues to leverage MRMV to influence national- and global-level policies and practices, in Year Four and beyond the end of the programme in 2015.
6. RISK ANALYSIS
OVERVIEW
The strong risk analysis and mitigation strategy developed at MRMV’s inception has remained relevant in Years One, Two and Three, and additional risks were identified by the GCT each year (see Annex I). In 2014, three further risks were recognised: staff turnover towards the end of project implementation, meeting the project’s ambition for global-level change, and conflicts between young people’s involvement in MRMV and their education or work commitments. Country teams also monitored and revised their national-level risk management strategies alongside this overarching risk analysis.

RISK MANAGEMENT
The Year Two risk mitigation strategy (presented in the 2013 Annual Progress Report) was applied at the programme- and project-level during 2014, so that the majority of activities planned were successfully implemented. In Mali, an outbreak of Ebola temporarily threatened programme activities, but as this was rapidly brought under control there was no lasting impact on the programme. The security situation in Pakistan remained volatile, and an attack on a primary school in the north led to the temporary postponement of some activities. MRMV staff were able to resume and complete all activities by the end of the year. The Pakistan project also came under threat from opponents to education on SRH; however, the project’s strong connections with media groups and religious leaders helped ensure that activities could continue as planned. In Afghanistan, the withdrawal of troops has not yet had a serious impact on the programme, and elections, while causing a slight delay in programme implementation, passed without major incident.

In 2014, the programme experienced three cases of partner fund mismanagement, in Tanzania, Nepal and Afghanistan. This led to some delays in project implementation, but as these cases were identified at an early stage, the majority of activities were carried out by the end of Year Three. In Niger, an MRMV partner was suspended by the government. Two partner staff members were recruited directly by Oxfam to ensure the continuation of Year Three work plans. In both Mali and Tanzania the project expanded beyond the original planned areas, running the risk of spreading financial and human resources too thinly. However, in Mali the sustainability of activities was ensured through the development of peer-to-peer learning strategies, while in Tanzania the expansion was supported by local authorities, ensuring that the programme will have an ongoing, widespread positive impact.

The experience gained in the first two years increased the capacity of Oxfam and partner staff to identify risks and respond rapidly to mitigate their effect on project activities and participants. The ‘My Rights, My Voice Risk Analysis’ (Annex I) reflects this strengthened capacity, showing that the potential impact of identified risks has reduced (excluding risks outside the programme’s control, such as political instability).

ADDITIONAL RISKS
Three additional risks were identified in 2014. First, uncertainty about the extension of the programme into a fourth year resulted in some Oxfam and partner staff leaving. In some instances, this led to delays in implementation of work plans. The programme may experience similar problems in 2015 without secure funding for the continuation of an Oxfam programme on youth empowerment. The GCT will prioritise the securing of new funds in Year Four, and involve country teams in broader programme development efforts with other affiliates and countries. The recruitment of a Global Partnerships Adviser will be crucial to offer support with potential new sources of funding. Global workshops will also be run throughout the year to allow MRMV staff and youth to develop a Youth Engagement Framework with others across the Oxfam Confederation.

Second, there are concerns that the ambitious goal of global-level change outlined in the programme’s fourth objective will not be fully reached. While there have been huge advocacy successes at the local and national levels, youth involvement in global events and initiatives is more limited. Going forward, the GCT will work with country project teams and global-level campaigners in Oxfam and more broadly to identify opportunities for youth involvement. Country teams will also support youth to engage in non-Oxfam campaigns of their choice.

Third, some country projects noted that youth engagement in MRMV is being affected by competing priorities such as school, university or work commitments. In Tanzania, this was mitigated by the inclusion of MRMV activities, such as campaigning and awareness-raising, in the school calendar. This strategy will be integrated into other MRMV countries in 2015 where appropriate. In other cases, the timing of activities will be adapted to ensure that young people’s involvement in the programme does not adversely impact on their education or employment needs.
## ANNEX I: MY RIGHTS, MY VOICE RISK ANALYSIS

<table>
<thead>
<tr>
<th>Nature of Risk</th>
<th>Mitigation</th>
<th>Impact</th>
<th>Probability</th>
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</thead>
<tbody>
<tr>
<td>Norms and culture (of society, of NGOs) hinder children and youth from claiming their rights.</td>
<td>Involve key stakeholders identified as potential blockers (community leaders, teachers, etc.) from the outset to ensure their buy-in. Build on existing relationships with communities and organisations to generate support for empowerment of children and youth.</td>
<td>Medium</td>
<td>High</td>
</tr>
<tr>
<td>Diversity of children and youth leads to conflicting agendas (e.g. rural and urban, age-based, girls and boys).</td>
<td>Capacity-building of children and youth to identify allies and build effective networks across different groups/organisations. Foster spaces where a plurality of voices can be heard and the diverse needs of children and youth can be taken into account by duty-bearers. Use a gender-sensitive approach to improve understanding and communication of the different agendas between girls and boys, as well as young men and women.</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Children and youth mobilisation leads to political or societal backlash, including gender-based violence.</td>
<td>Programme will work closely with children and youth to develop effective means of communicating their demands and claiming their rights. Creation of new spaces or revitalising existing spaces for children and youth to claim their health and education rights so that they do not have to resort to illegal/unpopular methods. Engaging duty-bearers from the outset to ensure their support for children and youth to claim their health and education rights and manage their concerns.</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>A lack of actions or commitment of resources by duty-bearers.</td>
<td>Power analysis will be conducted at the beginning of the programme. Partners and allies have the capacity and knowledge to monitor commitments and decisions made by duty-bearers.</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Changes take longer than three years to manifest, depending on context.</td>
<td>Country analyses will identify specific changes (policies, actions) that are achievable and realistic within the programme’s lifetime. Programme recognises that in addition to immediate changes, activities and strategies will lead to transformative changes in individuals and groups (especially of youth) that may result in changes beyond the scope of this programme.</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Oxfam and partner staff lack sufficient knowledge and/or skills to work on child and youth rights.</td>
<td>Countries selected for this programme have demonstrated experience of working with children and youth and are committed to deepening their understanding of best practices around child and youth rights. Child and youth rights, specifically around gender-sensitive youth agency, will be a key area for learning in this programme.</td>
<td>High</td>
<td>Medium</td>
</tr>
<tr>
<td>Oxfam or partner staff abuse their position of power.</td>
<td>Oxfam GB has well established and clearly defined policies and guidelines on Preventing Sexual Abuse and Exploitation, Child Protection, and Staff Malpractice. Oxfam GB’s complaints procedure and other reporting mechanisms actively promote the reporting and investigation of all and any behaviour which may be inconsistent with our primary duty of care to the recipients of Oxfam’s programmes. Oxfam and partner staff are required to sign up to Oxfam’s Code of Conduct, which includes specific commitments around sexual exploitation and abuse, including child abuse. Ongoing training will be provided.</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>Staff turnover in Oxfam and partner offices.</td>
<td>Oxfam and partners will ensure that more than one staff member is trained on programme activities. Succession plans will be supplemented by documentation and knowledge management of programme information.</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Political and social instability disrupts programme activities.</td>
<td>Early discussion with partners and other stakeholders to manage expectations. Early focus on strengthening local groups and planning activities that can be continued or implemented during unstable periods.</td>
<td>Medium</td>
<td>High</td>
</tr>
<tr>
<td>Programme creates and/or raises expectations among partners, in particular new organisations (e.g. youth groups).</td>
<td>Countries will develop clear exit strategies with partners that outline roles and responsibilities leading up to the end date and beyond (including securing alternative funding if necessary). Expectations of partners and key stakeholders will be discussed and managed from the outset of the programme (through inception meetings).</td>
<td>Medium</td>
<td>Medium</td>
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</table>
### Additional Risks Identified in 2012:

<table>
<thead>
<tr>
<th>Nature of Risk</th>
<th>Mitigation</th>
<th>Impact</th>
<th>Probability</th>
</tr>
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<tbody>
<tr>
<td>Changes in governments will hamper establishment of stable relations with key politicians and decision-makers.</td>
<td>The election processes will be continuously monitored in the countries with elections, including an assessment of the possible people in power. They will be approached immediately after the elections. Country-level power analyses should also identify long-standing civil servants in key ministries with whom Oxfam teams, partners and young people can strengthen working relationships.</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Youth manipulated for political purposes and/or gains during times of political campaigning and electioneering.</td>
<td>Awareness-raising on this issue amongst youth. Creating a safe and open environment where such issues can be discussed, i.e. youth groups.</td>
<td>Medium</td>
<td>Low</td>
</tr>
<tr>
<td>Shrinking of civil society space and impact on youth voice (the ability of young people to speak up and out, and via social media which also might be ‘closed’).</td>
<td>Socio-political change and ‘mood’ will be continuously monitored through power, political economy and risk analyses in the countries, especially those with upcoming elections. Awareness-raising on this issue amongst youth. Creating a safe and open environment where such issues can be discussed, i.e. youth groups.</td>
<td>Medium</td>
<td>High</td>
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</table>

### Additional Risks Identified in 2013:

<table>
<thead>
<tr>
<th>Nature of Risk</th>
<th>Mitigation</th>
<th>Impact</th>
<th>Probability</th>
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</thead>
<tbody>
<tr>
<td>Because of harsh climate (drought or excessive rain/snow) project areas cannot be reached and families are prioritising income and food above project activities. Children and youth (especially girls and young women) cannot participate in project activities.</td>
<td>Countries will strengthen contact with duty-bearers to initiate, for example, school feeding programmes. Countries will increase information, education and campaigning to parents on importance of child rights even in difficult circumstances. Countries will take accessibility of project areas better into consideration when planning project activities.</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Pressure from neighbouring communities and schools to be included in the project will stretch capacity of Oxfam and partners and erode quality of project activities and empowerment processes.</td>
<td>GCT will engage in a critical dialogue with the country offices and partners to hear their views. If country teams have compelling reasons to continue broadening the project (for example creating a critical mass for advocacy purposes), the GCT will in principle support, but will also discuss, this with the Steering Committee for advice. GCT will inventorise training needs necessary for Oxfam and partners to take up the different roles necessary for deepening the project activities.</td>
<td>Medium</td>
<td>High</td>
</tr>
<tr>
<td>Mismangement of funds by partners with weak financial management systems, resulting in change of partners and disruption of activities.</td>
<td>Oxfam has well established internal auditing systems and protocols for follow-up action to minimise the damage in case of mismanagement of funds. Cases will be quickly identified.</td>
<td>Medium</td>
<td>Low</td>
</tr>
<tr>
<td>Restructuring processes within Oxfam may cause unrest and demotivation amongst Oxfam staff and increase turnover rates.</td>
<td>Ensuring timely informing of staff in countries about developments within Oxfam including an analysis of possible repercussions/opportunities for the MRMV programme.</td>
<td>High</td>
<td>Medium</td>
</tr>
</tbody>
</table>

### Additional Risks Identified in 2014:

<table>
<thead>
<tr>
<th>Nature of Risk</th>
<th>Mitigation</th>
<th>Impact</th>
<th>Probability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff turnover towards the end of programme implementation may affect the continuity of activities.</td>
<td>GCT will prioritise securing new funds in Year Four. Country teams will get involved in broader programme development efforts with other affiliates and countries. Recruitment of a Global Partnerships Adviser to support with new sources of funding. Global workshops throughout the year to allow MRMV staff and youth to develop a Youth Engagement Framework with others across the Oxfam Confederation.</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>The project may not be able to meet its ambition for global-level change.</td>
<td>GCT will work with country project teams and global-level campaigners in Oxfam and more broadly to identify opportunities for youth involvement. Country teams will support youth to engage in non-Oxfam campaigns of their choice.</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Conflicts between young people’s involvement in MRMV and education or work commitments has an impact on their wellbeing and/or involvement in the programme.</td>
<td>Advocate integrating MRMV activities in school calendars so that youth can continue to participate. Ensure flexibility in timing for MRMV activities to accommodate children and young people’s commitments.</td>
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<td>Medium</td>
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<tr>
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<td>33.3%</td>
<td>90.5%</td>
<td>17.5%</td>
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</table>
OVERALL GOAL:
Sustainable changes in policies, practices and beliefs to meet the specific health and education needs of marginalised children and youth, with a particular focus on the rights of girls and young women, to contribute to achieving the Millennium Development Goals.

IMPACT INDICATORS*: By December 2015, in project areas percentage increase in the number of youth and children accessing quality healthcare and/or education. By December 2015, in project areas percentage increase of girls and young women accessing free quality healthcare and/or education. By December 2015, percentage increase in the number of informed children and youth able to make decisions on their SRH, disaggregated by gender.

ANNEX III: MY RIGHTS, MY VOICE GLOBAL PROGRAMME FRAMEWORK

<table>
<thead>
<tr>
<th>OBJECTIVE</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBJECTIVE 1: Children, youth and allies (parents, educators, health staff, etc.) are more aware of the specific health and education rights of children and youth and with confidence voice these rights, needs and aspirations in a manner that strengthens equality.</td>
<td>1.1: Boys and girls, young women and men, and their allies are more aware and knowledgeable of their rights to health and/or education.</td>
</tr>
<tr>
<td>OBJECTIVE 2: Children, youth and allies (parents, educators, health staff, CSOs, etc.) successfully apply improved individual and collective skills, confidence, resources and organisational skills to claim their rights to health and/or education in decision-making spaces.</td>
<td>2.1: Through programmes executed by local partner organisations, boys and girls, young women and men, and their allies are more aware and knowledgeable of their rights to health and/or education.</td>
</tr>
<tr>
<td>OBJECTIVE 3: Duty-bearers and influencers (ministries, politicians, donors, international institutions, parents, teachers, health staff, religious leaders, NGOs, etc.) engage directly with marginalised children and youth and as a result take specific actions to deliver better access to and quality of health and education.</td>
<td>3.1: Duty-bearers and influencers recognise boys and girls, young women and men as a valid constituent with specific health and/or education needs and aspirations and consult with them on issues of health and/or education policy and services.</td>
</tr>
<tr>
<td>OBJECTIVE 4: Oxfam, partners and others have strengthened capacity to work on youth agency in country programmes, and Oxfam’s global campaigning force has facilitated youth claiming and accessing better health and education.</td>
<td>4.1: Young women and men have gained experience in relating to each other and in connecting to campaigning at local level who support their ability to claim their rights to health and education, thanks to the intervention of Oxfam and partners.</td>
</tr>
</tbody>
</table>

*Obviously there are many factors contributing to realising the overall goal of the MRMV programme. It is, therefore, difficult to attribute positive changes in the impact indicators to the results of the programme. To assess the programme’s contribution to the overall goal, Oxfam proposes to organise a Randomised Controlled Trial (RCT) or use other innovative instruments that allow us to make a judgement on the programme’s contribution to the overall goal at the end of the programme period.*

A. By December 2015, percentage increase in boys and girls, young women and men that can verbalise examples of country-specific laws, policies and/or services on health and/or education (age specific) as provided by the government (disaggregated by gender).

B. By December 2015, percentage increase in all girls that can verbalise examples of country specific laws, policies and/or services on health and/or education as provided by the government.

C. By December 2015, percentage increase in all girls that can verbalise examples of specific rights, issues and/or services of girls and young women on health and/or education.

A. By December 2015, local and national policy-makers in target countries create, recognise, and/or formalise spaces for young people’s voices (e.g. youth parliament, child caucuses and youth fora). B. Number of cases that bring evidence that duty-bearers include young people and/or children as a panel in their fact-finding and MEAL systems relating to health and/or education policy and services in the project area.

A. By December 2015, number of youth and advocates supported by Oxfam and partners to engage in policy processes at national, regional and/or international levels. (Target: M/F 40/60).

B. By December 2015, evidence demonstrates that international/global advocacy by Oxfam and its partners has significantly contributed to national-level policy changes in favour of child and youth rights to health and/or education in at least two MRMV countries.

A. By December 2015, percentage increase in the number of peers, allies and other actors that indicate that they have discussed education and health rights, needs and aspirations with girls, boys and young women and men. Disaggregated by gender.

A. By December 2015, percentage above groups with documented shared agendas (policy recommendations, agreed activities and purpose, etc.). B. By December 2015, percentage above groups with documented shared agendas as above) where the specific rights and issues of girls and young women are mentioned. C. By December 2015, percentage increase (compared to project Year One) in the number of key formal/public decision-making events/processes (as defined relevant in each country) with children and young people raising their voice to claim their rights to health and/or education, disaggregated by gender.

A. By December 2015, percentage increase (compared to project Year One) in the number of key formal/public decision-making events/processes (as defined relevant in each country) with people other than youth (i.e. allies of children and youth) raising their voice to claim the rights of boys and girls, young women and men to health and/or education.

A. By December 2015, number of documented country actions by duty-bearers on health and/or education in favour of youth and child rights enacted and/or implemented as a result of the MRMV’s advocacy and campaigning actions.

B. By December 2015, number of policy recommendations made by children and youth within the context of the MRMV projects that are taken into account and implemented by duty-bearers.
NOTES

