

# Peer to Peer Approaches: UYDEL EXPERIENCE

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# Outline of the Presentation

- Definition of peer to peer approaches
- Concept of peer to peer approaches
- Rationale of peer education
- Aims of peer education
- Results of the approach
- Challenges
- Recommendations

# Definition of peer to peer education

- The process of imparting knowledge and practices by a peer educator to people of similar age, interests and social background.
- It involves those of the same or similar societal group or social standing educating each other.
- Education of young people by other young people ( thru MDD, informal group discussions, social events, conversations with friends, etc)

# Delivery of peer education

## Sports and recreation



## Music Dance and Drama



# Background to PPPP

- Initiated in 2003 with support from UNODC and IOGT-NTO.
- Scaled up implementation in 2008- to date with Mentor Foundation Award and regional project. Based on a model to reach out to high risk youths.
- Premised on fact that young people consult, spend more time and respect views of their peers and promotes youth participation.

# Experience sharing group sessions

Group session with young people

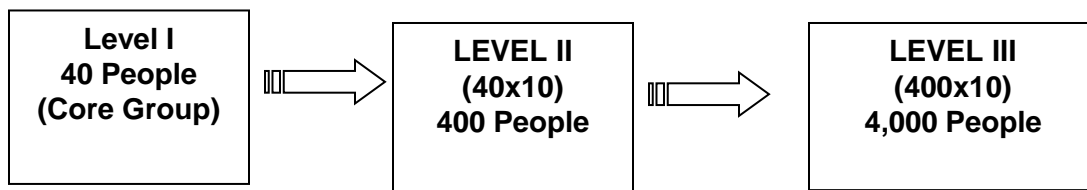


Group session with peer educators



# The Initial programme design....

- Targeted 40 peer educators,
- Trained for 5 days who would reach out to a maximum of 10 youth in 3 months.
- This would have a multiplier effect of 4,000 youth in a period of 6 months.



# Training of peer educators

Trained peer educators at UYDEL



Trained peer educators at UCC





## Rationale for peer education

- Credible – young people trust their peers.
- Decreased threat – due to shared x-tics.
- Role modeling – Young people model and copy behaviors of peers than adults
- On-going contact – Offers widespread and long term impact due to ongoing interaction thus multiplier effect.
- Access to hidden populations – Reaches the hard to reach.

# Aims of peer education

- To promote knowledge on alcohol/drugs: (on social and physical effects, legal and ethical issues, drug related harm and sources of help.
- To promote skills: (to respond to alcohol/drug problems, drug overdose, decision making, resisting peer pressure.
- To promote behavioral change: (prevent or reduce alcohol, delay onset, prevent transition to use more alcohol, minimize risky behaviors and minimize impact of drug use in school, work and personal r/ships.

# Project Results

- Increased health seeking behavior of youth (40% to 70%) seeking psycho social support, counseling and rehabilitation services.
- Increased capacity of 20 partner NGOs in handling alcohol and drug related problems with acquired specialized skills.
- Over 2,000 young people have been completely rehabilitated, provided with vocational skills apprenticeship training.

# Vocational skills training

Young people at  
Graduation day



Young girls in  
tailoring class



# Project Results cont'd

- Comprehensive evaluation of the programme was done.
- Promoted parent-parent dialogues on positive parenting with 15 parent support groups.
- Promoted networking among 16 NGOs working with young people.
- Improved retention in youth programs.
- Cost effective and efficient, reaching more young people at minimum costs.

# Dissemination of peer approaches

Orientation of NGOs in peer led approaches



Peer education in schools



# Challenges

- Some young people have **inadequate education**, information and skills to educate their peers.
- Heavily relies on voluntarism, thus can not hold peer educators accountable for not educating their peers.
- Migration patterns sometimes make it difficult to locate participants for effective monitoring and evaluation.

# Recommendations

- Programme design should **incorporate community** and **target beneficiaries** for ownership and programme sustainability.
- Interventions require long term implementation, apt networking and **effective monitoring** to realize significant impact against the problem.
- An enabling policy framework, **effective enforcement, a rigorous awareness campaign** are critical.



# Conclusions

UYDEL extends its sincere appreciation to;

- Mentor Foundation[International]
- Oak Foundation
- Partner NGOs
- The media
- Peer educators &
- UYDEL Staff



*THANK YOU FOR YOUR TIME &  
ATTENTION*

