



PACKAGE

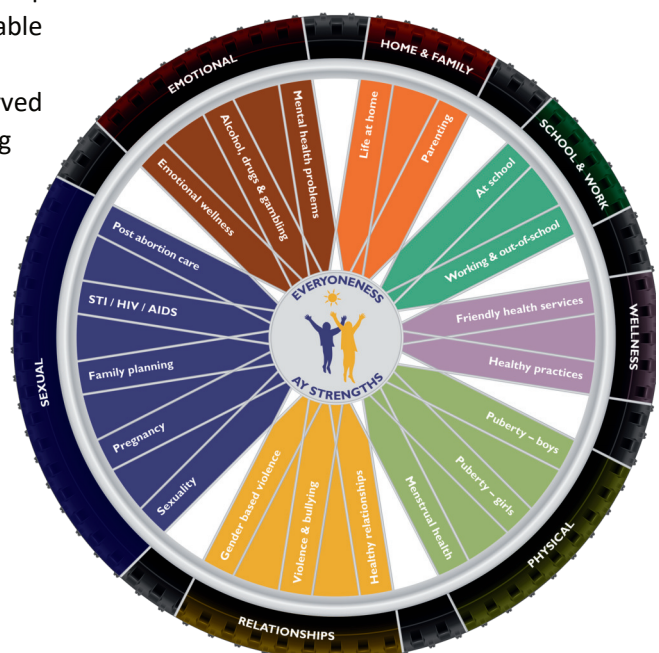
Overview

The HAY! Package includes thoughtfully crafted AY health promotion content shared through orientations, meetings, workshops, one-on-one encounters, mentorship, and multimedia (i.e. radio, video, SMS).

Lacking context-relevant materials at HAY! initiation, technical partners and district leaders worked together to develop a novel curriculum by mapping objectives and content, designing sessions, identifying learner groups and schedules, and producing a variety of participatory training tools. Initial materials and resources aligned with national guidelines and district priorities, integrating available global evidence for best AY health promotion yet keeping concepts, messages, and images simple, consistent, and locally relevant. Products were reviewed with stakeholders, pilot-tested, edited, then translated into Runyankole (vernacular) where appropriate with numerous adjustments for evaluation feedback along the way.

HAY! content is comprehensive, encompassing all aspects of AY wellness. To facilitate meaningful community input, the ‘HAY! Wheel’ was imagined. The wheel visually illustrates core HAY! curriculum content and organization including main content categories (outer tire), topics (spokes), and cross-cutting themes (hub). Each topic has key messages - these are emphasized during all HAY! activities. The Wheel fosters understanding of the interconnectedness of the many important aspects of AY wellness, providing flexible and comfortable dialogue entry points depending on user-group, age, maturity, and circumstances. Communities have observed many interesting interpretations of the wheel including recognizing how each ‘spoke’ (topic) is so important that the wheel only runs well if all areas of AY wellness are intact.

The HAY! package includes community and health provider training content guides, a community job aid, health promotion videos, radio recordings, digital stories, and facilitator guides for interactive sessions tailored to different provider levels. Training sessions vary from one-day general orientations (i.e. community leaders, non-clinical facility staff), to three-day workshops (i.e. VHTs, health providers), to more highly technical skill-based sessions for advanced clinicians).





Success Factors

Comprehensive AY Wellness Curriculum

Comprehensive content coverage ensures that beneficiaries, including VHTs, care providers, families, and youth, are equipped with knowledge spanning all aspects of youth wellness. This facilitates behaviour change and encourages care-seeking across various topics. A broad curriculum recognizes the interconnected nature of youth issues, enabling flexible, adaptable, and comfortable health promotion irrespective of context, age, or specific needs.

Simple, Direct, & Consistent Key Messages

Key messages for each topic are carefully identified, prioritized, and crafted using plain, active, and positive language. Frequent reinforcement emphasizes importance, increase uptake, and build trust among groups (e.g., parents and youth receiving the same messages) while reducing misinterpretation. All HAY! tools are based on these messages, adjusting complexity based on context and participant group.

Highly Participatory Training & Engagement Style

A variety of interactive adult learning techniques are utilized in session formats to reinforce key messages and content. Each session employs diverse participatory methods, such as songs, cases, puzzles, stories, role-plays, digital stories, teamwork, and partner activities, to maintain participant engagement and enhance retention. These techniques avoid slide decks, minimizing reliance on writing, making them suitable for all literacy levels. Use of locally available materials (rice bags, props) and venues (often outdoors) enable practice of information and skills while accommodating low-literacy and low resource setting. Real-life and local examples, images, and language are used throughout.

Skill and Action- Oriented Sessions & Job Aid

Tools, orientations, and training sessions focus on developing both general skills (such as leadership, addressing tricky questions, priority mapping, and action planning) and specific skills related to adolescents and youth (such as parenting, communication, psychosocial assessment, and addressing common health myths). Attendees practice these techniques during sessions, which they later apply to expand health promotion within the community. The Community Job Aid includes action-oriented question prompts to encourage innovation and facilitate change."