

YOUTH AS AGENTS OF BEHAVIOURAL CHANGE (YABC)

"Be the change you want to see in the world"

2015 - Key achievements

1st National YABC training (14-20 December)

TIME AND FINANCIAL INVESTMENT



7 Days | 2,990 Hours
Time Investment

Rs. 8,31,705 | CHF 12,795
Total Investment (IFRC) 

*3 trained YABC Facilitators

PARTICIPATION



23 Peer Educators
12 State branches

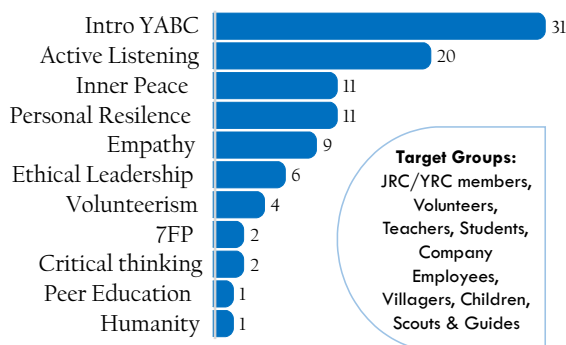
8 Female, 15 Male
35% Gender balance

2016 - Key results on the investments

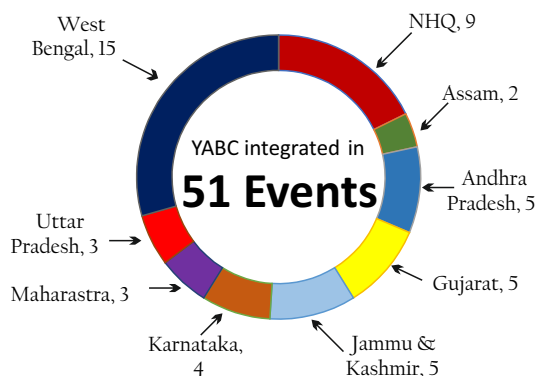
* 8 state branches (out of 12) reported integrating YABC, i.e. 67%


* 11 peer educators (out of 23) reported practicing YABC tool, i.e. 48%

Trends in use of YABC tools as reported by branches



 4,506 people benefited (43% gender balance)

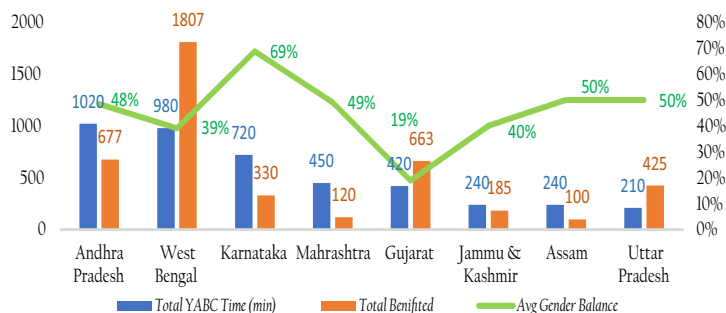


 4,910 min - Total time for YABC sessions

YABC was integrated in :

- J/YRC
- FNS
- Follow up
- FA/FMR
- DM
- Safe Access
- WASH
- NSS
- Dengue Campaign
- Camp
- Scouts
- Day celebrations
- VCA
- Health Care

State-wise performance using YABC tool





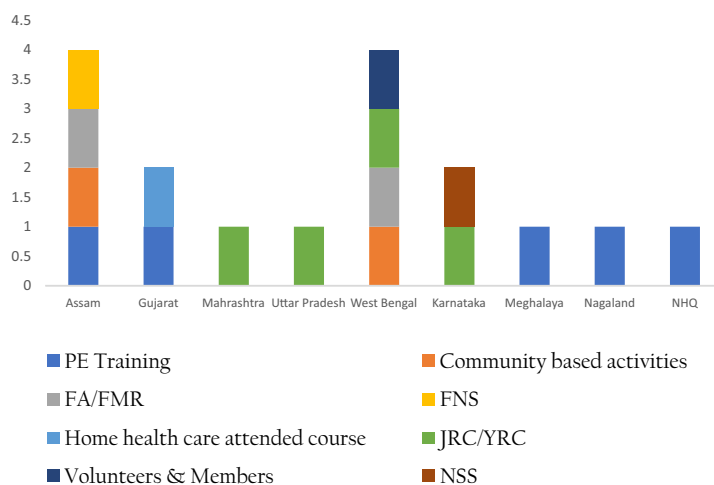
(Visit our facebook page: <https://www.facebook.com/indiaABC/?ref=bookmarks>)

- Local newspapers in Jammu and Kashmir highlighted YABC workshop and its importance on the youth
- Local TV channel showed video by the Pune District branch highlighted about YABC
- Karnataka State branch produced a video for highlighting the importance of YABC



Looking ahead 2017

Activities planned for YABC integration by branches in 2017



Testimonials

"YABC is very important tool for our youth, volunteers and staff who can bring positive and lasting changes of mindsets, attitudes and behaviours. Some of the skills such as active listening, empathy, critical thinking, non-violent communication can help our responders for our communities as well as crucial for today's young generation." -Dr. Veer Bhushan, Acting SG and Joint Secretary, IRCS



The YABC toolkit activities are intended to spark off a self-owned process of reflection and inner change, as a prior step to becoming an agent of change in one's community through ethical leadership, trust and freedom of choice. I congratulate the Indian Red Cross Society and its branches for a successful integration of YABC into their key programmes and congratulations to the YABC peer educators for their hard work."
- Leon Prop, Head of IFRC Country Cluster - New Delhi

"The non-cognitive methodology and materials of the YABC toolkit enable young people to motivate and encourage to first bring change into them and then to the others. Thus, YABC brings the long-lasting impact and added value at the community level programmes. A very useful toolkit for the entire nation to bring the positive change." - Dr. Vanshree Singh, Youth focal point & Director Blood Bank, IRCS."



"After completion of the YABC training, my confidence level become high and I have started overcoming from the obstacles in life and in society. YABC is a scope to develop the leadership in a positive way. We have ample scope in IRCS to integrate YABC in our ongoing programmes, such as JRC/YRC trainings / Camps, DM trainings, awareness campaigns on Health & Hygiene." - Anjana Patra, YABC Peer Educator (West Bengal Branch, IRCS)

YABC is a very powerful tool to improve the impact of all our activities at community level because. We need more and more YABC peer educators to develop our society and our nation by focusing on behavioural change. This tool is very important for today's youth to engage for promoting non-violence and peace in the community as well as among youth."
Tushar Thacker, YABC Peer Educator (Gujarat State Branch, IRCS)

