

RESOURCE

Sample accountability mechanism: Constituent Voice Magazines

ABOUT THIS RESOURCE

We use paper-based magazines to collect and respond to feedback from students, parents, teachers, and school administrators (a process also known as “Constituent Voice”). The magazines contain program news, articles about our work, and testimonies from students, parents, and school staff. Students can check out magazines to bring home and share with their parents, and a special place for feedback in the magazines enables any reader to send us their comments or suggestions.



About Projet Jeune Leader

PJL is a youth-founded, youth-led, and youth-centered nonprofit organization established in Fianarantsoa, Madagascar. Since 2013, Projet Jeune Leader has delivered comprehensive sexuality education to young and very young adolescents (ages 10-16) in Madagascar's public middle schools, partnering closely with schools and school districts. To do this, we recruit dynamic young adults (aged 18-25) for their positive gender attitudes and potential as role models, train them rigorously over two months, and hire them under a full-time, paid contract if they pass an end-of-training assessment. We then integrate each of them into a partner public school where they teach a year-long, time-tabled CSE course to multiple grades using our age-segmented, gender-transformative, 27-module curricula. When they are not teaching, educators provide a package of other essential services (enrichment activities, counseling, medical referrals, and programs for parents and teachers).

About the Guidance Tool: *CSE We Can Count On*

Projet Jeune Leader has developed “CSE We Can Count On,” a publication sharing strategies, actionable guidance, and tools that we use in our work with tens of thousands of students, parents, teachers, and school officials in Madagascar to build and harness community support for in-school comprehensive sexuality education. This document, which accompanies the guidance tool, shares one of the resources that we use regularly.



Read “CSE We Can Count On” and accompanying resources at www.projetjeuneleader.org/resources/community-support.

The uses and success of this resource are undeniably dependent on the context in which CSE is being delivered. Even so, we hope that it serves as a source of inspiration and creativity for others – civil society organizations, international non-governmental organizations, and even governments – committed to delivering in-school comprehensive sexuality education in their own contexts.

Projet Jeune Leader's Constituent Voice Magazines

Improving awareness and understanding of the CSE program

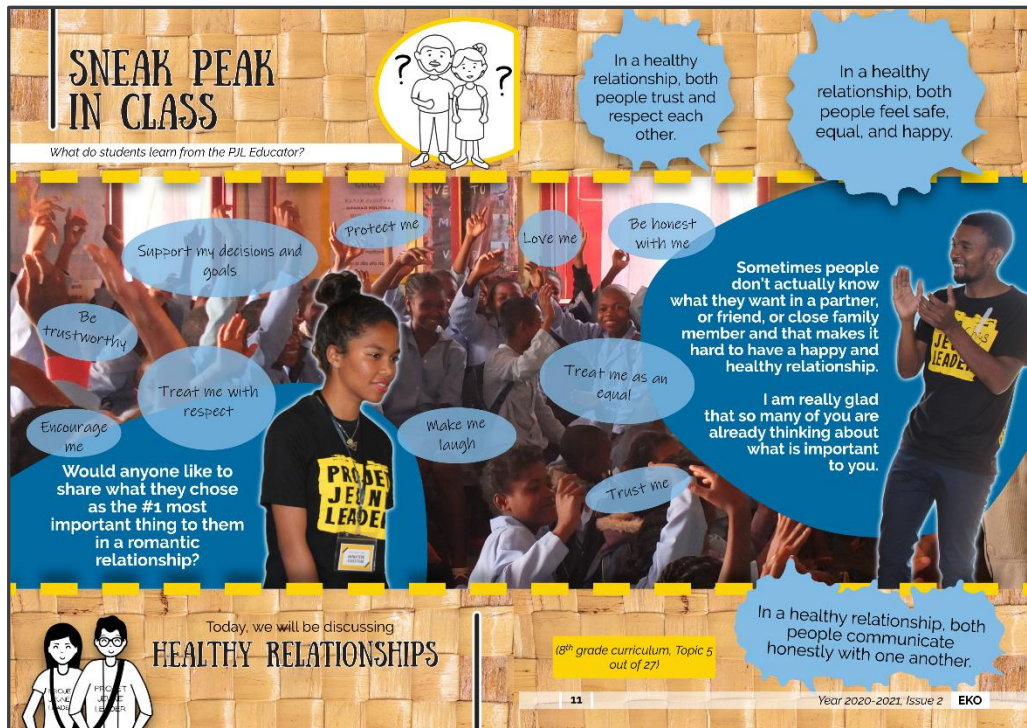
Resistance to CSE is often fueled by misconceptions about its purpose and content. Projet Jeune Leader has found that regularly-issued magazines help increase transparency, awareness, and understanding around CSE in our rural partner communities (where more traditional forms of communication, like social media, TV, or even radio, are hard to come by).

The magazines' specifically-curated and designed content helps achieve this intended goal, while also boosting readers' interest.

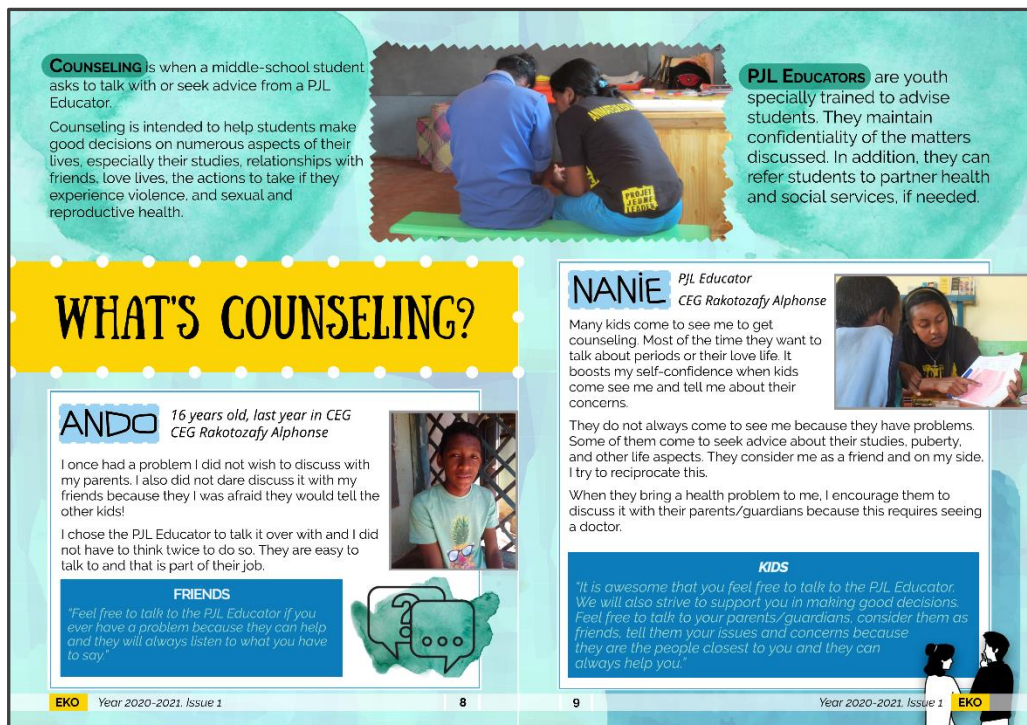
For example, our magazines include:

- **Program and program component descriptions** to highlight the points parents and teachers most often ask about CSE using our own language.
- **Educators' personal stories** to boost their credibility and authenticity in engaging and accessible ways.
- **Stories and testimonies from the youth we serve** to center and emphasize their lived experiences and their experiences with the CSE program.
- **Testimonies from parents, teachers, and school officials** to magnify broader and/or unexpected benefits of the CSE program.
- **Sample excerpts from our CSE curriculum** to avoid misconceptions and increase understanding about what educators are exactly teaching students.

"I have carefully read through the magazine that my child brought home and everything [about the CSE program] is clear to me. Keep it up because it great for young children." – Comment from a Parent, Anjoma middle school



Example magazine article that depicts and highlights one lesson's key messages from CSE curriculum



Example articles that highlights program component description (counseling) and uses a student testimony

Building trust and accountability for the CSE program

The magazines also have dedicated space for collecting and responding to readers' feedback – following a process called “Constituent Voice.” Students, parents, teachers, and school officials can write their thoughts, opinions, experiences, and suggestions through the last page of the magazines, which are collected by the educators, reported to the Projet Jeune Leader office, and sorted, coded, and analyzed by staff.



Constituent Voice™ is a methodology developed by Keystone Accountability.

Keystone's Constituent Voice™ (CV) approach is a rigorous feedback system that monitors the impact of activities from the perspective of those most affected by them. It is a tool that not only allows organizations to manage their performance by collecting valuable feedback data, but also optimize their relationship with constituents in the process. CV is focused on perceptual feedback from constituents. It blends social research and participatory development practice with the relationship and performance focus of the customer service industry. It defines both the relationships an organization holds with those around it, and the impact of its operations.¹

This image shows the five steps of the CV cycle.

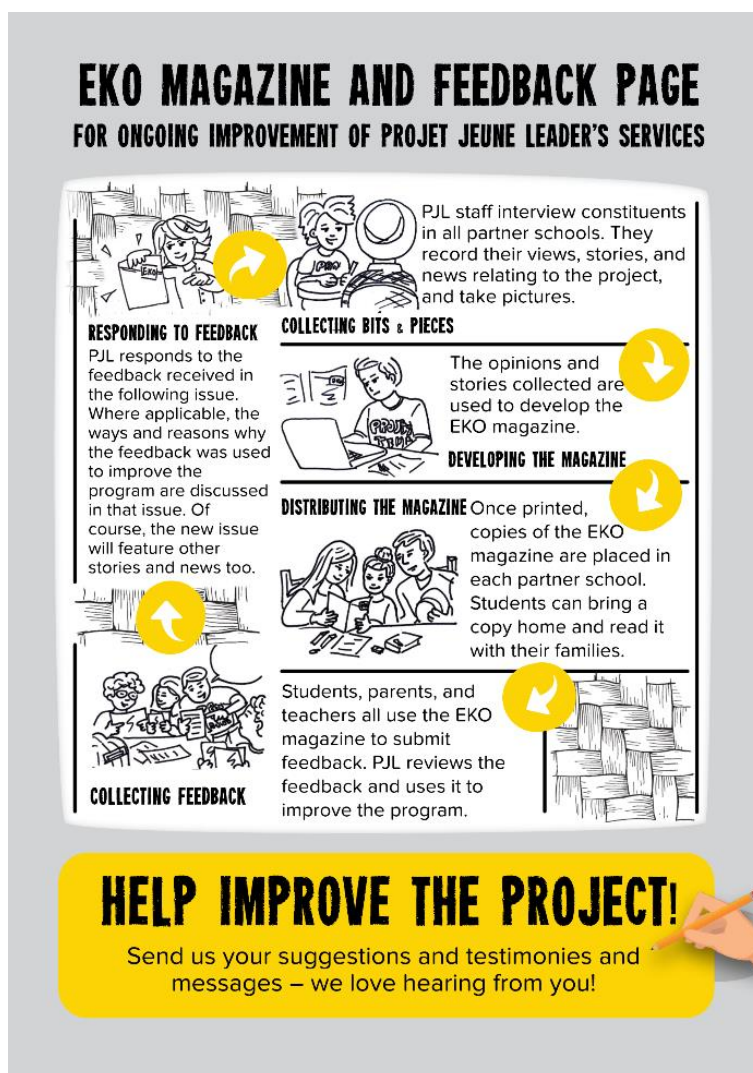


To ensure our partners feel heard, in subsequent issues of the magazines we answer any questions received. We also report back about if and how we used readers' suggestions to make improvements or changes to the CSE program or organization.

¹ Keystone Accountability. (2014). Constituent voice: Technical note 1. Accessed at: <https://keystoneaccountability.org/wp-content/uploads/2009/08/Technical-Note-1.pdf>

This process helps ensure we are engaging in meaningful dialogue and building trust with partner communities.

“The magazine is great, and so is the continual improvement of the program offered by PjL. As a parent, I am content with the explanation in the magazine. Thank you!” – Comment from parent, Fandriana middle school



A diagram explaining how we collect, use, and respond to the feedback readers submit through our magazines. This diagram is included on the last page of every magazine issue.

Message received!

We have received a lot of positive feedback through EKO magazine since the beginning of the year! A few parents have expressed their concerns about the entertainment and games that the PJJ Educator provides at school when students are not in class. Some have asked:

"Does the PJJ Educator teach students how to gamble?"

"What if students become distracted by the games?"




Projet Jeune Leader works hand-in-hand with the education system to ensure students receive a comprehensive education. In addition to the many lessons students receive during their courses with PJJ educators, we also offer extracurricular activities to keep students connected to their school and motivated to learn.

Often, there is a gap in students' timetables due to a lack of teachers or classrooms. During this freetime, students sometimes are exposed to peer pressure and risky behaviors. They may also become discouraged to continue their studies. **To prevent this**, Projet Jeune Leader offers enrichment activities at all of its partner schools. A wide variety of **interesting, engaging, age-appropriate** books and game are available for all to participate in at no cost. The PJJ Educators facilitate and monitor these activities, and with their educational purpose, gambling or using money is not allowed. These games and hobbies enable youth to play - an important children's right - while also helping them feel comfortable and excited going to go school.

WHAT ARE THE BENEFITS OF ENRICHMENT ACTIVITIES, ACCORDING TO PJJ EDUCATORS?



Chess

PJJ Educator GARCIA: "Chess helps develop an inquisitive mindset. It also helps you connect and interact with others."

PJJ Educator LALAINA: "When people play Chess, they become more inquisitive and open-minded. Chess also helps you learn how to strategize. It is one of those games that requires silence and concentration, so you learn how to keep calm and engaged."

Reading



PJJ Educator ANDRY: "Reading improves knowledge, as well as literacy skills."

PJJ Educator LALAINA: "Reading books increases vocabulary and helps us understand the language of others. Reading also expands our knowledge about other cultures."

PJJ Educator ZETTY: "When reading, a person can encounter and imagine a scenario and a solution for a problem they encounter in school or in their everyday lives."

EKO 2020-2021, Issue 4


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2020-2021, Issue 4 EKO

PJJ Educator SANDY: Dominoes is a game that helps people to be creative and learn to do arithmetic faster.


PJJ Educator ANSELME: Dominoes requires you think ahead, and do mathematics.



Dominoes

What are the thoughts of the Anjoma middle school director on all of this?

"The activities make the children happy, and this causes a shift in their mindset when they go to their next class. During the game, their mind becomes activated, and it is well-prepared for learning. They learn more easily. A change happens - they are more open-minded to engage in their next course."



EKO 2020-2021, Issue 4

Example of how we respond to common questions/concerns from readers in a subsequent magazine (Note that we do not only offer an answer/explanation, we also use PJJ Educators' comments to offer a different way of thinking about the issue, as well as a testimonial from a trusted authority figure – such as a School Director.

Exerpt of magazine

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