

# Integrating Youth in USAID Programs



## Objectives

- Strategic Imperative of Youth
- Positive Youth Development (PYD)
- Adolescents and PYD
- Project Design & Youth Engagement
- BFS Commitment



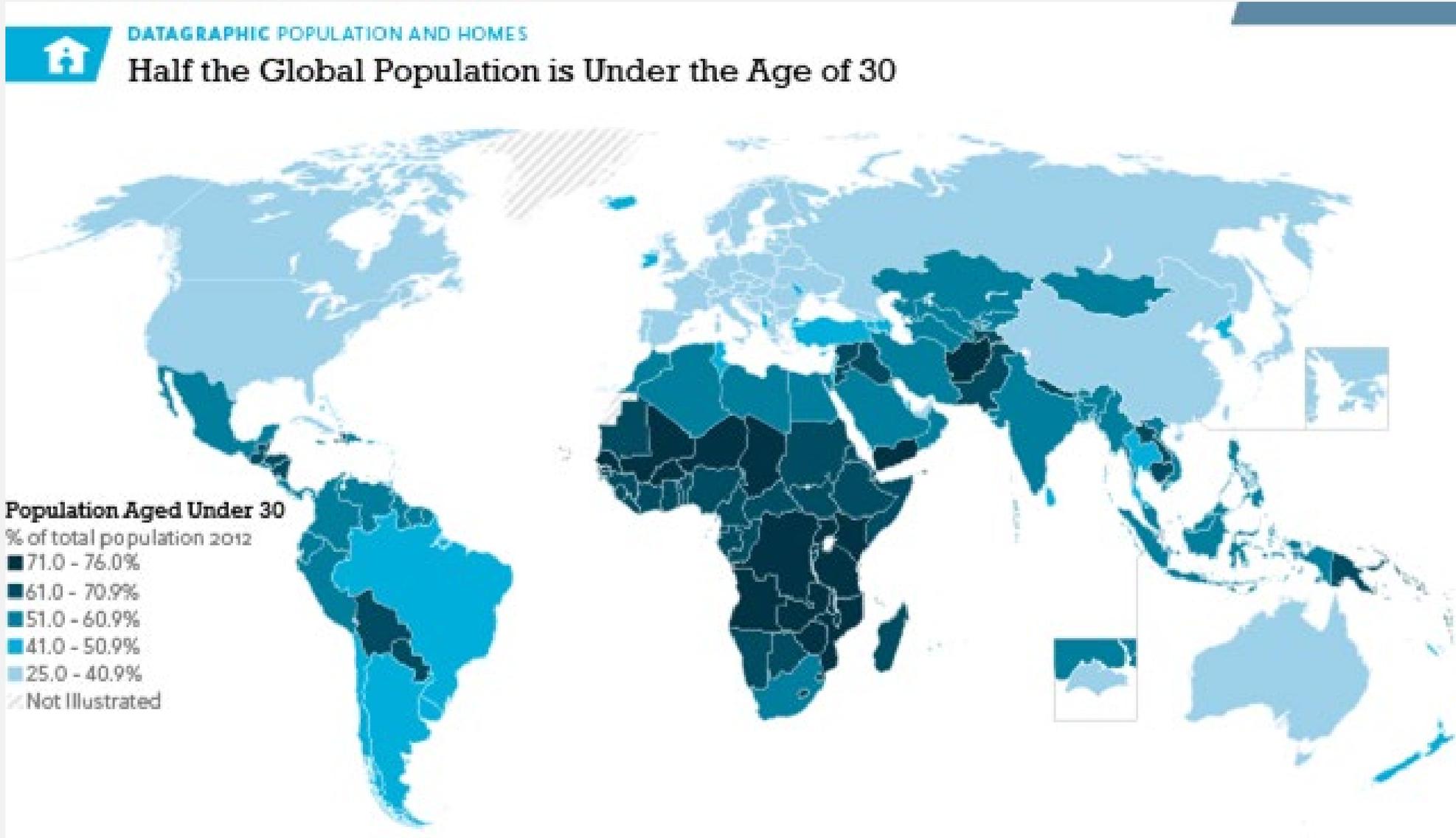
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# THE YOUTH ENGAGEMENT CHALLENGE FOR RESEARCH PROGRAMMING

USAID/W: Hort-focused Research Projects (Hort Innovation Lab, WorldVeg Center, IPM Lab)

- USAID/W: Other related research projects (Sus. Intensification; SS Irrigation; Food Safety, etc...)
- USAID/W: Global youth support (Youth Power Development)
- Missions: Hort Value Chain Projects (KHCP/Kenya; MnM/Tanzania; KISAN/Nepal; Harvest/Cambodia)
- Missions: Youth Engagement Projects (Advancing Youth/Tanzania; K-YES/Kenya)

**Problem**  
or  
**Opportunity?**



# DO YOUTH ALREADY BENEFIT?

Some youth already benefit implicitly from Feed the Future activities since they are smallholders or micro-business owners, etc.

Many youth work in agriculture on family farms or as laborers but the ***average age of farmers in Africa is about 60. Farmers are also older on average in Asia and Latin America. Thus programs not targeted at youth tend to benefit older farmers more by default.***

Thus approaches that **target youth explicitly** should be developed since they are more likely to impact youth directly.

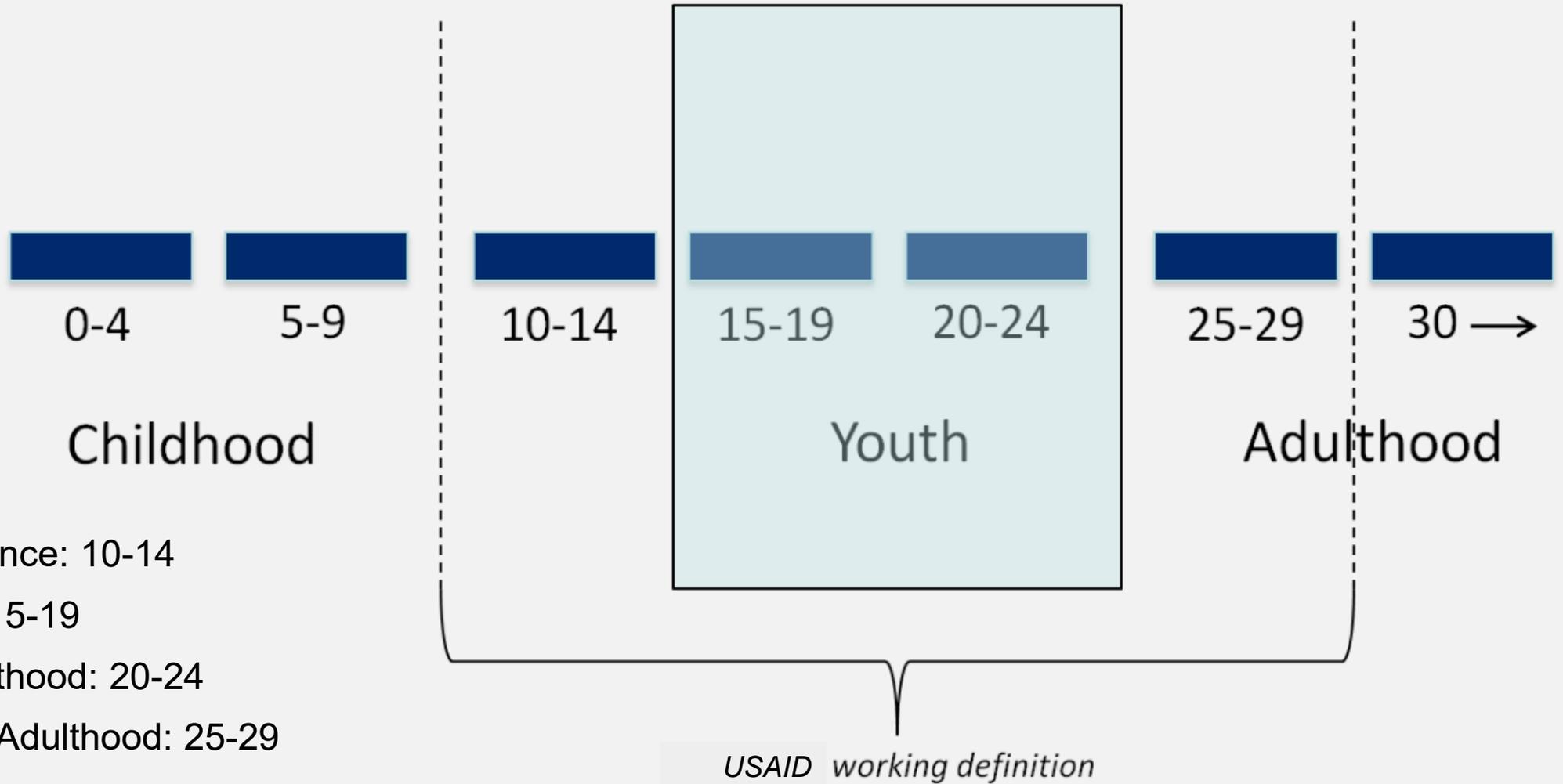
# YouthPower: Definition of PYD

Positive Youth Development (PYD) **engages** youth along with their **families, communities and/or governments** so that youth are **empowered** to reach their full potential. PYD approaches build **skills, assets and competencies**; foster healthy **relationships**; strengthen the **environment**; and transform **systems**.



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# Defining Youth



Early Adolescence: 10-14

Adolescence: 15-19

Emerging Adulthood: 20-24

Transition into Adulthood: 25-29



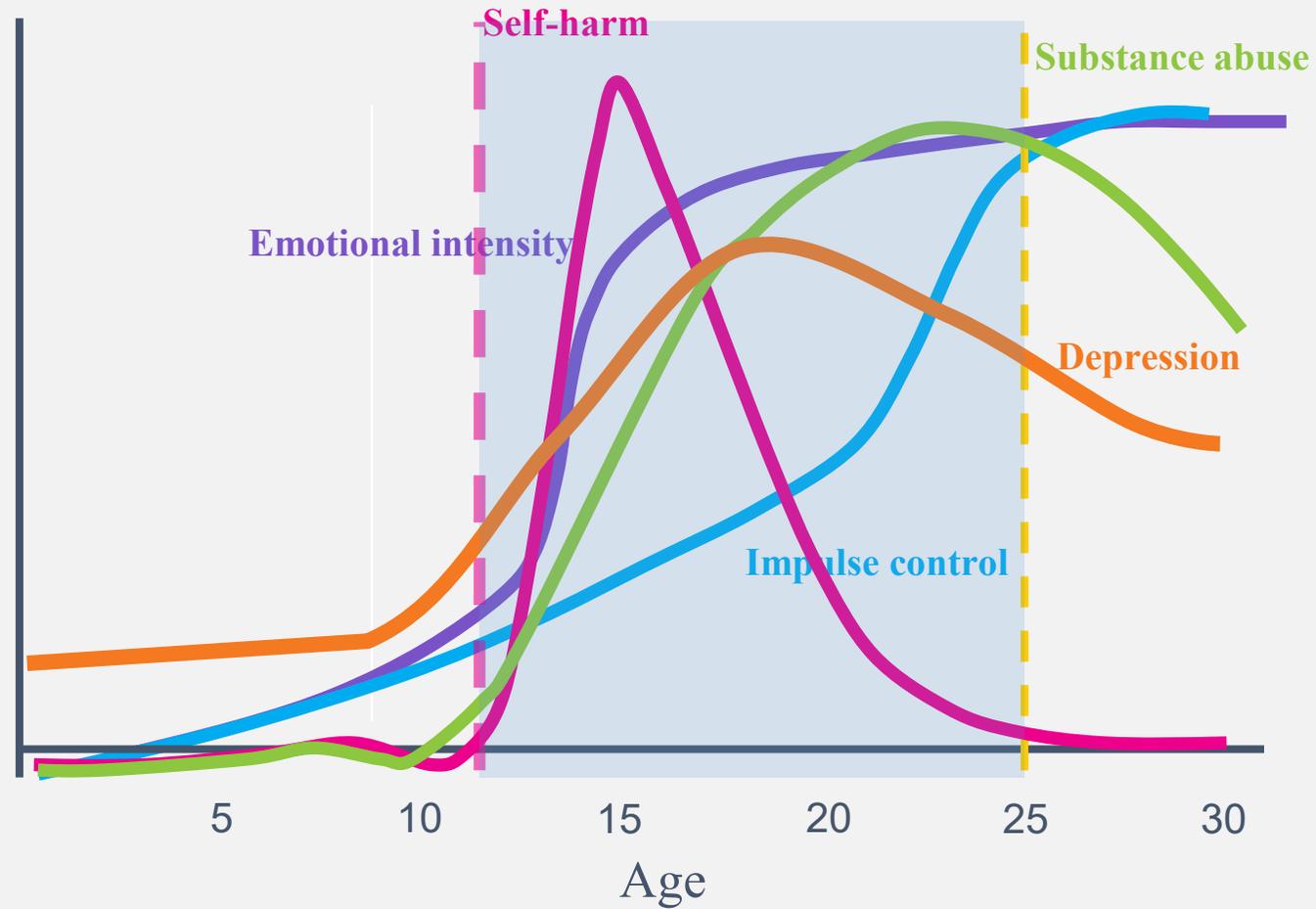
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# Why Adolescent Development?

- ***Needs and characteristics of adolescents and youth change at different points of their lives***
- Design development strategies that can meet adolescent and youth needs
- Know when within the life cycle and how to target adolescents and youth



# The Big Picture



Source: George Patton,  
University of Melbourne



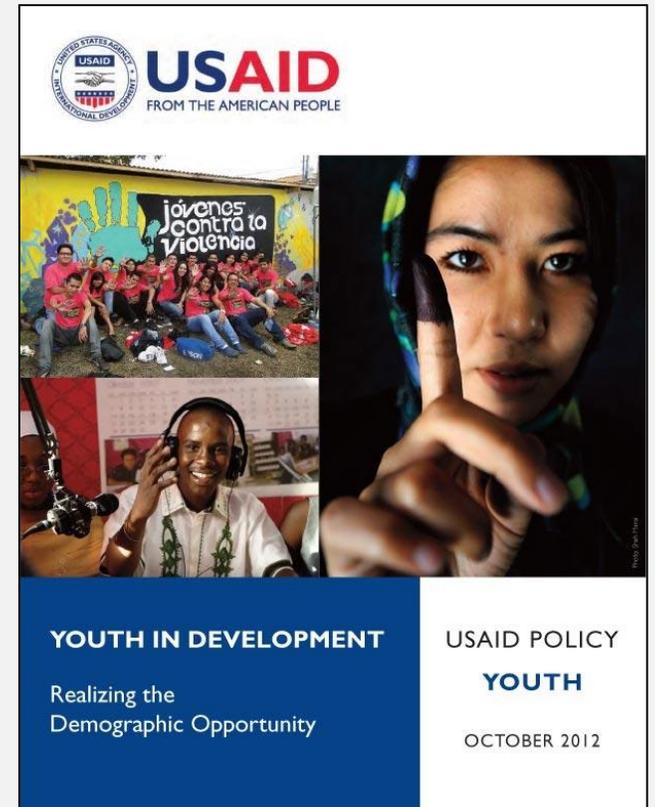
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# USAID's Response. Youth in Development Policy, Realizing the Demographic Opportunity

## Objectives:

1. Strengthening programming, participation, partnership
2. Integrating and engaging youth across USAID initiatives.

***Support, Protect, Prepare!! then Engage...***



# Obstacles to employment in horticulture

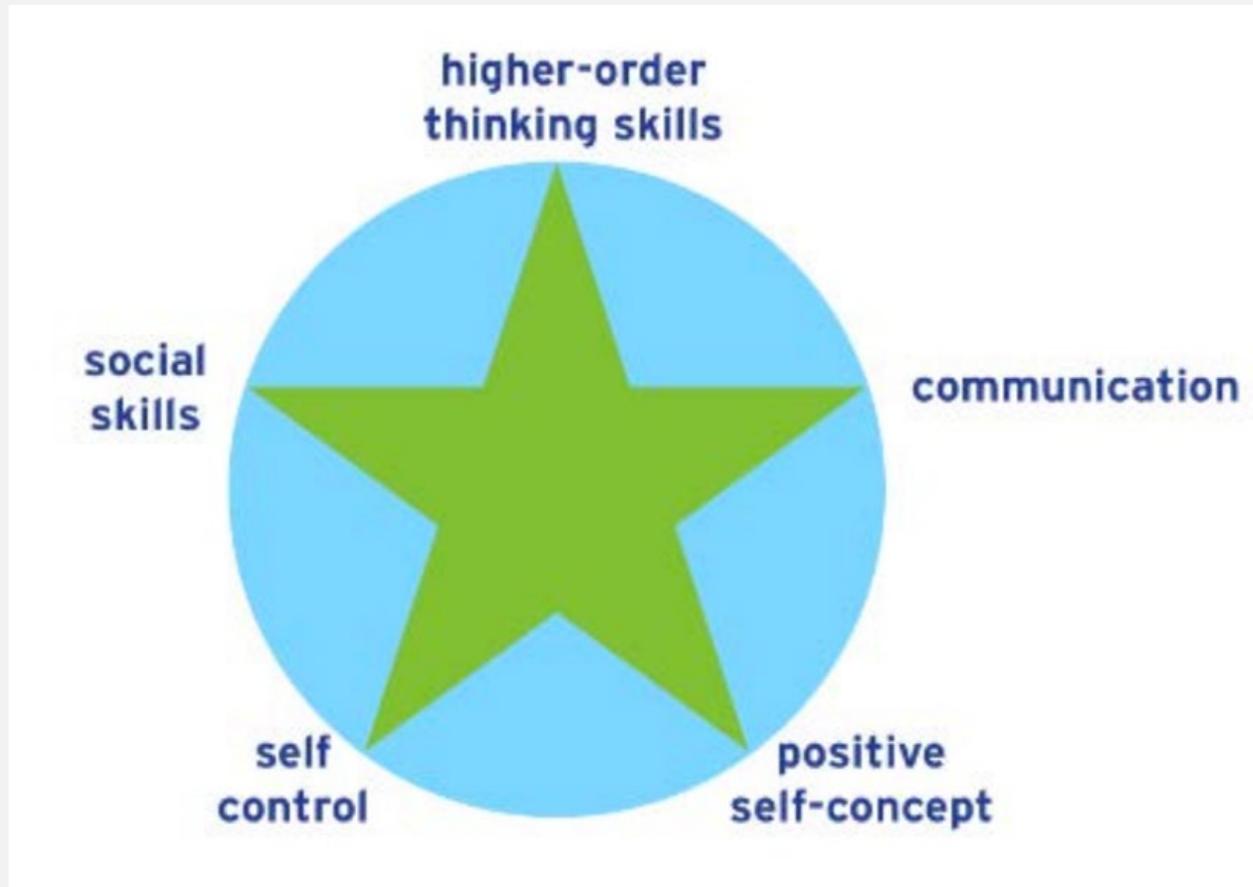
- Start own new farm

- 52% of world's remaining arable land is in Africa, but concentrated in just 8 countries; 1% of rural land contains 21% of the rural population (Jayne et al. 2014)
- Very high population density in South Asia
- Median farm size is declining
- New farms face same constraints to productivity as existing farms

- Start non farm household enterprise

- Credit constraints, yes, but money alone often isn't enough (Banerjee et al. 2015)
  - Credit increases business profits for a subset of microcredit borrowers
  - Training can help but effects are small (McKenzie and Woodruff 2013)
  - 60% of adults might take up training programs (McKenzie and Woodruff 2014); active labor market programs only work well when there is a market imperfection they overcome
- Creating a new business is challenging even for experienced entrepreneurs
  - Hard to predict who will be a successful entrepreneur
  - Microfranchising increases self employment for young women, but only a small fraction succeed (Brudevold-Newman, Honorati, Jakiela, and Ozier 2017)
  - Programmatic complexity (Microfranchising) isn't statistically different from small grants.

# Key Soft Skills for Youth Workforce Success



Source: USAID Workforce Connections Publication Implemented by ChildTrends

# Healthy Relationships

## Developmental relationships

- Express care
- Challenge growth
- Provide support
- **Share power (respect, give voice, listen)**
- Expand possibilities



# Safe Spaces

- Physical safety
- Emotional safety

 **Youth mapping to identify safe and unsafe spaces**

 Physical and virtual safe spaces

 Promoting safe peer group interaction (anti-bullying)

 Parent and youth worker education on creating emotionally safe environment

 **Policies and laws protect youth; support structure for youth exposed to violence**

Adapted from National Resource Council of  
the National Academies of Science

# Belonging

- **Belief one is recognized and valued in community**
- Social inclusion
- Support for cross-cultural competencies

**Creating sense of community within youth programs,** vocational programs, youth activities



Opportunities to reach and include marginalized and vulnerable youth



Anti-bullying programs; building tolerance and respect



Adapted from National Resource Council of  
the National Academies of Science



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# Hart's Ladder: Quality of YE Project Delivery



**RUNG 8 - Youth initiated shared decisions with adults:** Youth-led activities, in which decision making is shared between youth and adults working as equal partners.

**RUNG 7 - Youth initiated and directed:** Youth-led activities with little input from adults.

**RUNG 6 - Adult initiated shared decisions with youth:** Adult-led activities, in which **decision** making is shared with youth.

**RUNG 5 - Consulted and informed:** Adult-led activities, in which youth are consulted and informed about how their input will be used and the outcomes of adult decisions.

**RUNG 4 - Assigned, but informed:** Adult-led activities, in which youth understand purpose, decision-making process, and have a role.

**RUNG 3 - Tokenism:** Adult-led activities, in which youth may be consulted with minimal opportunities for feedback.

**RUNG 2 - Decoration:** Adult-led activities, in which youth understand purpose, but have no input in how they are planned.

**RUNG 1 - Manipulation:** Adult-led activities, in which youth do as directed without understanding of the purpose for the activities.



# NEXT STEPS FOR FTF



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# RESOURCES TO SUPPORT YOUTH MAINSTREAMING

## USAID/Washington Support

- Agency Youth Coordinator: Mike McCabe [mimcabe@usaid.gov](mailto:mimcabe@usaid.gov)
- ***USAID YOUTH POWER LEARNING Global Task Order (Making Cents Int'l, ICRW)***  
<https://www.makingcents.com/youthengagementinagriculture>
- Agency Youth Corps (cross-sectoral youth working group) – field and virtual support.
- Bureau for Food Security Senior Youth Advisor: Jane Lowicki-Zucca [jlowickizucca@usaid.gov](mailto:jlowickizucca@usaid.gov)

# RESOURCES TO SUPPORT YOUTH MAINSTREAMING

- **Intranet** site on Youth in Development with samples and tools
- **PYD Agency Training** available on request
- **Indicators for PYD** programming developed by Youthpower
- **Youthpower website:** [www.youthpower.org](http://www.youthpower.org) contains a growing document base and will soon add agriculture and food security, incorporating Feed the Future's annotated bibliography on youth and food security.

# RESOURCES TO SUPPORT YOUTH MAINSTREAMING

- See the new Leveraging Economic Opportunities **(LEO) Report #46: “Youth Engagement in Agricultural Value Chains across Feed the Future: A Synthesis Report** (on Microlinks)
- Review the Feed the Future **Annotated Bibliography** that recommends 20 documents as references on youth and agriculture. This will be updated regularly.

# SAMPLE YOUTH EFFORTS IN BFS RESEARCH PROJECTS

***Soybean Lab*** – Youth Mapping program (Ghana buy-in); Youth-run SMART farm (Ghana); Pan-African variety trials; Mechanization effort, jobs

***Horticulture Lab*** – Youth Training Center (USAID/Guinea)

***World Veg Center*** – Youth Agribusiness Hub (Tanzania)

***SIIL*** – Cambodia (CeSAIN, high school techno parks), Senegal, Peace Corps

***Peanut Lab, Legume Lab*** – recently awarded, committed

# SAMPLE RESEARCH QUESTIONS

- Does evidence confirm that explicit youth targeting can yield improved results in horticulture projects?
- Which types of youth targeting yield the best results and why?
- Are there risks related to youth targeting?
- Can youth-targeting help motivate youth to remain in or return to farming? If yes, what types of targeting work best in horticulture?
- What issues affect female youth in farming and along those in the value chains? How can they be addressed best?



YOUTHPower

# CHANGING THE WORLD BY UNLOCKING THE POWER OF YOUNG PEOPLE

[www.youthpower.org](http://www.youthpower.org)



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