




The Young Health Programme Annual Report 2020

AstraZeneca 
Young Health Programme
Better health choices, brighter life chances

unicef 
for every child

 **PLAN**
INTERNATIONAL

 **JOHNS HOPKINS**
BLOOMBERG SCHOOL
of PUBLIC HEALTH

Making a difference

The AstraZeneca Young Health Programme

The Young Health Programme is a core part of AstraZeneca’s sustainability ambition to use our capabilities to make the most meaningful impact where society needs it – health.

In 2010 AstraZeneca launched the [Young Health Programme](#) (YHP) to improve the health and life chances of young people in some of the most under-resourced communities around the world.

Since then, the YHP has reached more than five million youth in dozens of countries and has been recognised both for its award-winning approach and for bringing a greater focus on the issue of disease prevention and youth health into global, national and local discourse.

The YHP aims to address the growing global burden of non-communicable diseases (NCDs) such as heart disease, diabetes, cancers or respiratory diseases

through primary prevention. It promotes education and awareness of the primary NCD risk factors to youth aged 10 to 24 so that young people can make informed choices and protect their health in the future.

The World Health Organisation estimates that 70% of premature deaths among adults are largely due to behaviour initiated during adolescence.¹

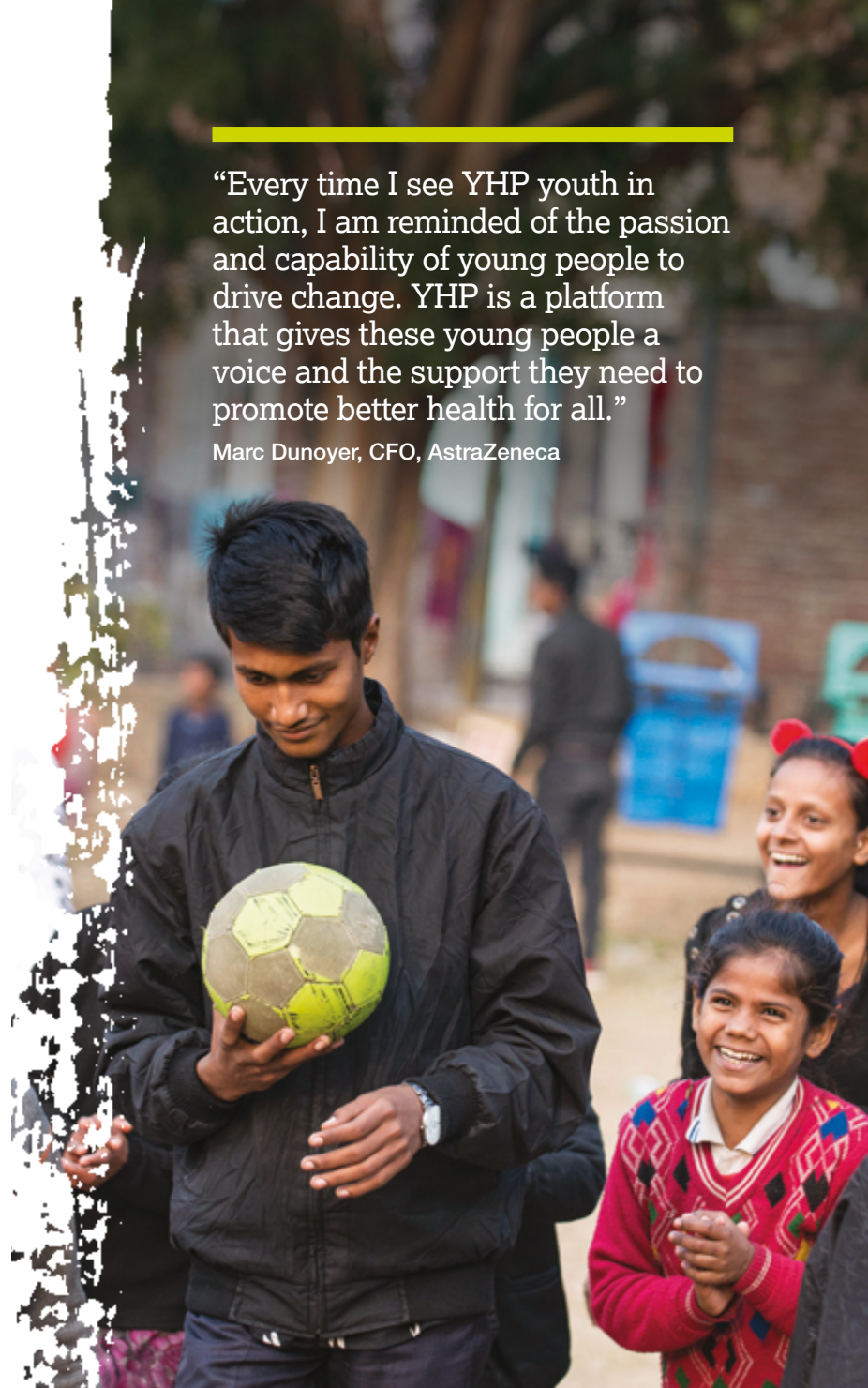
We renewed our commitment to the YHP in 2019 with a pledge of \$35m to continue the programme through 2025. Working with our partners, we hope to reach a further ten million young people over the next five years, helping them to make better health choices for brighter life chances.

“Every time I see YHP youth in action, I am reminded of the passion and capability of young people to drive change. YHP is a platform that gives these young people a voice and the support they need to promote better health for all.”

Marc Dunoyer, CFO, AstraZeneca



¹ WHO Department of Child and Adolescent Health and Development, Improving Adolescent Health and Development. Available at https://apps.who.int/iris/bitstream/handle/10665/64320/WHO_FRH_ADH_98.18_Rev.1.pdf accessed January 2021.



Countries with Young Health Programmes





2020 at a glance

20
One Young
World
Scholarships



1.3k
AstraZeneca
Volunteers



11
countries
incorporating
advocacy
programmes



55k
peer educators
and health
professionals
trained



1m
youth reached
directly



20
StepUp! grants
to young health
innovators



2
major research
projects funded



6
new YHP
country
programmes

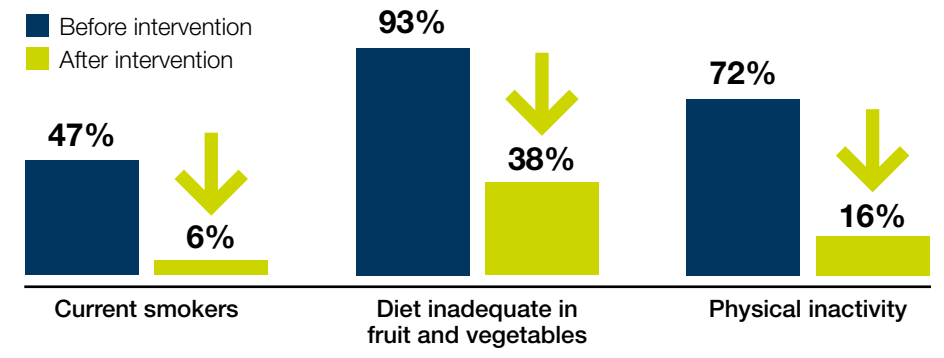


YHP impact

Preliminary findings from the YHP in Kenya show substantive changes between baseline and final evaluation, and illustrate the impact of our partnership programme with [Plan International](#).

These 2016–2020 results have been compiled by the Spectrum African Research and Development Institute and a full summary will be released in early 2021.

Kenya programme effectiveness 2016–20 – preliminary results



Source: Evaluation Report for the Young Health Programme Kenya, Spectrum, December 2020 (Independent/External evaluation)

Advocacy in 2020

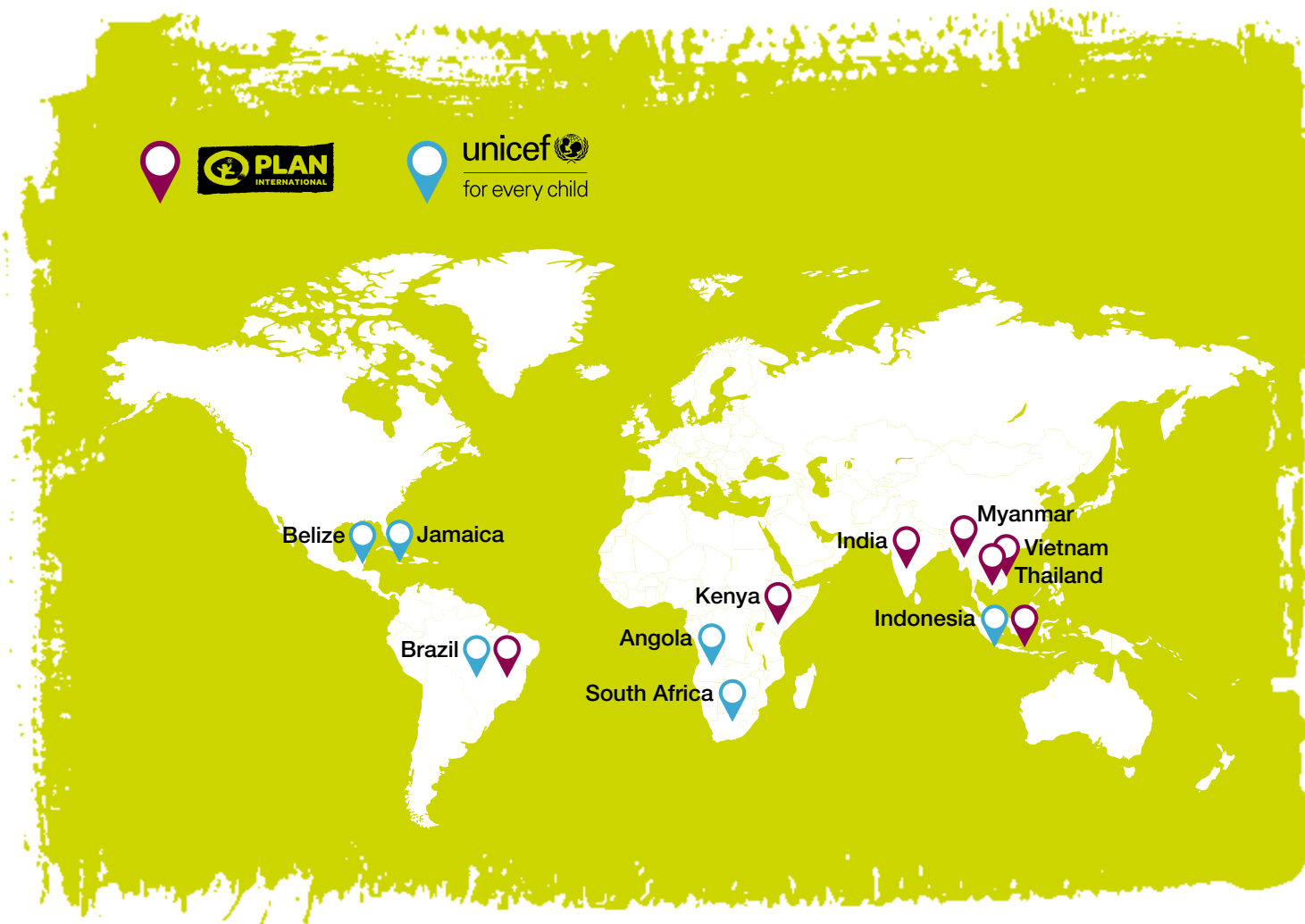
Advocacy

The YHP's new partnership with [UNICEF](#) is centred on advocacy and achieving lasting and meaningful legislative change. It aims to reach more than five million adolescents with NCD prevention messages, train more than 1,000 young advocates and positively shape at least twelve policies and laws by 2025.

Advocacy is also a component of our on the ground community-based health promotion programmes with Plan International in seven countries which inform and advocate for policy change, for example through our work with Champion Teachers in Kenya to implement the new school health policy promoting health education on NCD risk behaviours in schools.

“This year, the pandemic has further exposed young people to NCD risks – poorer access to good nutrition, less opportunity for physical activity, and increased vulnerability to substance use. With up to one in five young people experiencing mental ill-health year-on-year, this is particularly worrying.”

Joanna Lai,
Adolescent Health Specialist UNICEF





Community-based programming in 2020

In 2020 we launched programmes in Bulgaria, Colombia, Egypt, France, Slovenia, and the UK and there are currently a total of 25 YHPs running globally.

YHP Founding Partner Plan International used Zoom, Instagram Live, Facebook and radio talk shows to reach youth, and provided internet data bundles to help some to access content. Many programmes were expanded or refocused, for example adding coping skills and help to become more resilient to address the increase in stress and anxiety over the pandemic.

Our YHP 'Girls' Takeovers' are a great example of how the true spirit of the YHP shone through during lockdown. Girls in Indonesia, Kenya and Vietnam staged takeovers of AstraZeneca leadership positions for a day – paving the way for more women in leadership.

YHP Serbia has been working to provide positive and upbeat images to reduce youth smoking rates, and their 'Oxygen' music and dance video featuring local celebrities on YouTube generated over 1.6 million views and almost 4,000 comments.

Over 10,000 students in YHP Canada joined the digital At Your Best At-Home Play Days as part of the programme that reached almost 800,000 students in 2020.

YHP Russia started Virtual Volunteering activities between AstraZeneca employees and children living with foster families and in care centres.

In partnership with [Project Hope](#), YHP Mexico developed a game-based, interactive YHP curriculum which was the only extra-curricular activity authorised for implementation by schools in four municipalities.

“We have to stay thinking positively and keep optimistic... I hope after the end of coronavirus, the community will keep the solidarity, collaboration, helping each other and togetherness.”

Ridho, programme participant, Indonesia

“Never before have we had such an exciting and meaningful experience.”

Girls' Takeover participant, Vietnam



countries in which the YHP is active

Australia Brazil Bulgaria Canada China Colombia Egypt France Germany India Indonesia Kenya Mexico Myanmar Portugal Romania Russia Serbia Slovenia Spain Sweden Thailand Turkey UK Vietnam

Youth leadership in 2020

Young people are at the centre of the YHP and the peer educators who develop and deliver many of our programmes are actively involved with our advocacy. In 2020 we helped them and other young health leaders to build their knowledge, skills and networks by providing 20 scholarships to attend the One Young World Summit. We were also delighted to award \$200,000 in [Step Up!](#) grants to small non-profit, youth-focused organisations to help them to grow in strength and effectiveness through innovation.

This year we launched the YHP Alumni Group for over 100 young leaders with a series of digital events to help them grow their influence and impact. Our Alumni are an inspiring group, from a young entrepreneur in Bangladesh who designed and built a unique tricycle ambulance business, to a young woman who successfully put mental health on the government agenda in Nigeria. Their work supports the health and wellbeing of youth all over the world.

Get to know them [here](#).

“Your [StepUp!] grant led to the Government of Mozambique inviting us to scale our programme nationwide. What a result!”

2019 StepUp! Grantee Clare Hanbury,
CEO and Founder, Children for Health

In 2020 YHP programmes benefitted from 5,000 hours of support from 1,310 AZ volunteers and the YHP was recognised internationally at prestigious events:

- Richard Buckley, AstraZeneca’s VP of Global Corporate Affairs, joined the Global Child Forum to address the impact of climate change on children’s health
- Helen Seibel, AstraZeneca’s Global Lead, Community Investment & Philanthropy, presented the YHP at the UNICEF Give2Grow Summit
- YHP was a finalist for the Reuters Global Health Pioneer Award, for the significant improvements we make to the lives of underprivileged groups.

Our support for [NCD Child](#) resulted in a workshop on school health in the context of COVID-19 in Latin America, which brought together almost 120 participants, representing 22 countries.

We also became a founding partner in the [NCD Alliance’s](#) new Solidarity Fund which aims to strengthen civil society’s response to COVID-19. YHP supported fifteen travel grants to enable youth to take part in the Global NCD Alliance Forum, enthusing and challenging delegates with accounts of their experiences and passionate calls to action.



Research in 2020



Research plays a central role in supporting advocacy and informing policy-making. In 2020 the YHP supported two major research studies through our academic partners:

[The Johns Hopkins Bloomberg School of Public Health](#) is investigating the effect of COVID-19 on the physical and mental health of adolescents, as a module in their major Global Early Adolescent Study. The research team is conducting the study across five continents in nine countries to determine the likely longer term effects of their COVID-19 experiences on young peoples' social, economic and health trajectories. This will be used to conduct advocacy work once data collection is complete in each site.

[RTI International](#) conducted what to our knowledge is the first global investment case for adolescent mental health, and the first economic analysis that examines the comorbidity between anxiety and depression among adolescents. This work will quantify the economic burden of adolescent mental health disorders, the potential benefits of intervention and raise awareness of the importance of action. Initial results demonstrate a strong economic case for adolescent-oriented mental health interventions in a broad range of countries. The analysis will be used to support advocacy work across our programmes.

“This 18 month COVID-focused research will look at diverse youth experiences from the pandemic including how families have been impacted; what support youth need; and what the impact will likely be on their long-term mental health and educational and social prospects.”

Dr. Robert Blum, Former Chair and Principal Investigator of the GEAS at Johns Hopkins Bloomberg School of Public Health

The Young Health Programme Partners

AstraZeneca's Young Health Programme (YHP) is a global programme with a unique focus on young people age 10 to 24 and prevention of the most common non-communicable diseases (NCDs): cancer, diabetes, heart disease, respiratory disease and mental ill health. Delivered in partnership with Plan International and UNICEF and informed by research from the Johns Hopkins Bloomberg School of Public Health, YHP aims to support the development of protective environments and empower young people to make informed choices about their health. YHP is part of our sustainability commitment to use our capabilities to make the most meaningful impact where society needs it – health.

The Young Health Programme: Better health choices, brighter life chances.

For more information please visit younghealthprogrammeyhp.com.

UNICEF

UNICEF is the world's leading organisation for children, and the YHP's lead partner for advocacy. UNICEF promotes the rights and wellbeing of every child, in everything they do. The UNICEF partnership centres on advocacy, awareness, and action, ensuring that the movement for promotion of healthier lifestyles is youth-led and that we meet young people where they are. Understanding that young people's lifestyles are largely affected by their environments in addition to their personal choices, UNICEF's goal is to create sustainable and meaningful solutions by highlighting the voices of youth.

For more information please visit unicef.org.

Plan International

Plan International is a global children's charity. They strive to advance children's rights and equality for girls all over the world. Plan International is one of the founding partners of the Young Health Programme and delivers many of the YHP's largest and longest-running community-based programmes.

For more information please visit plan-international.org

Johns Hopkins Bloomberg School of Public Health

JHSPH is a leading international authority on the improvement of health and the prevention of disease and disability and is one of the YHP's founding partners. JHSPH is dedicated to the improvement of health for all people through the discovery, dissemination, and translation of knowledge, and the education of those in positions to advance the public's health. JHSPH supports the YHP with ground-breaking research.

For more information please visit jhsph.edu



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