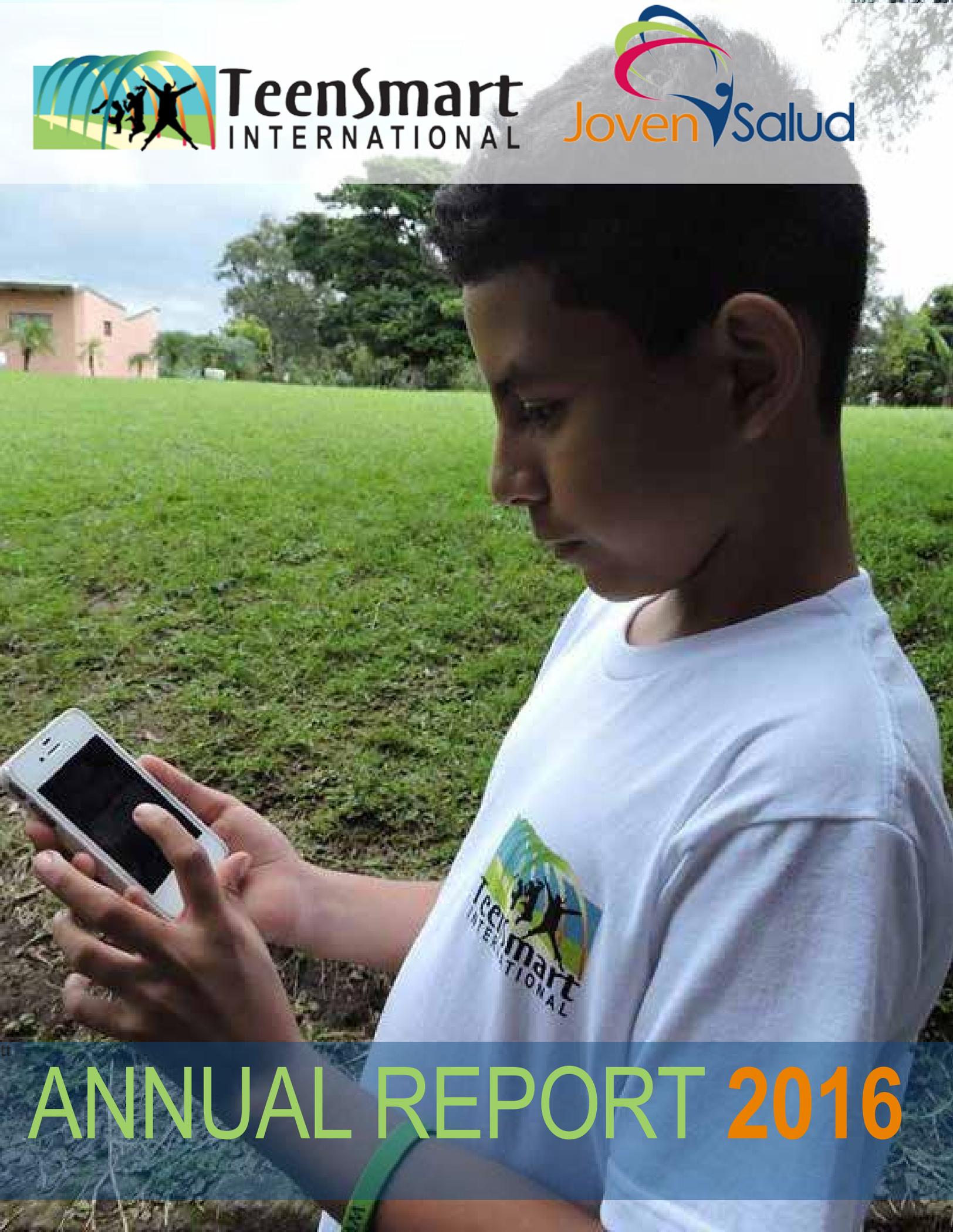




TeenSmart
INTERNATIONAL

Joven Salud



ANNUAL REPORT 2016

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Risky health behaviors cost individuals, families, and society billions of dollars annually. We believe that young people can be empowered to learn about and change these behaviors in their own lives.



Youth Say...



“A few years ago I was feeling depressed and to deal with my feelings, I started smoking. Through JovenSalud, I realized how much damage smoking was doing to my body and that there are healthier ways to improve my mood and well-being. The counseling services helped me to get out of my depression. Now I love life, I’m happy and I stopped smoking!”

“JovenSalud.net has taught me so much – how to take care of my body, how to make better decisions in my life, how to understand sexuality and my rights and responsibilities. Sometimes it can be embarrassing or scary to ask our parents or teachers something and we fear no one can answer our questions, but when I have a concern (which happens all the time) Joven Salud’s professional counselors always respond in ways that are enormously helpful.”



“My favorite pastime is to play sports – especially baseball. Before I started the CRECER-Para-SER course, I smoked cigarettes, but when I learned more about the damaging effects of smoking, I stopped. I also decided to make other positive changes in my life. Now I’m focused on graduating from high school and going to college.”

OUR MISSION:

Empowering youth to take personal leadership to develop healthy lifestyle habits.



As we conclude one year and begin the next, it's important to take a moment to both look back and reflect, and to look forward with anticipation.



2016 marked a season of international recognition and of organizational maturity for TeenSmart. In June, TeenSmart and the JovenSalud Alliance received the Carlos Slim Foundation Award for Exceptional Health Institution of Latin America. This recognition catapulted us into the public eye and into new countries. It also brought us important new challenges in publicity, public relations and service expansion. Our four strategic objectives --technology, scalability, sustainability and evaluation-- guide us in meeting these challenges.



These strategic objectives have also helped us to meet the challenges of organizational maturity. In much the same way as TeenSmart helps young people to continuously develop new knowledge, skills, and motivation to choose strong healthy lifestyle behaviors, our organization is also invested in fine-tuning our knowledge, skills and motivations to provide relevant, engaging and empowering services. As Stephen Covey writes in *The Seven Habits of Highly Effective People*, "it requires courage to face one's own difficult questions." In 2017, we must continue to ask ourselves our difficult questions. *What are the best practices to harness the ever-changing power of technology and engage youth in the most effective and efficient ways? How can we strengthen our monitoring and evaluation systems? How might we continue to scale up and make our online services free and sustainable?*

We hope this Annual Report reflects these challenges as well as TeenSmart's maturing courage, self-awareness, and capacities. We also hope you will find in these pages our dedication to accountability and transparency. Finally, we hope that you – our close friends and supporters – will use this information to celebrate with us and to help us continue to grow. Thank you!

Sincerely,

Adriana Gomez
General Director

Cathy Strachan Lindenberg
President of the Board of Directors

2016 Exceptional Health Institution Award

TeenSmart was honored to receive the **Carlos Slim Foundation Award** as the **2016 Exceptional Health Institution of Latin America!** This annual award is given to the institution that is developing the most innovative, sustainable and replicable model for solving the region's health problems.

“Today we celebrate this opportunity that moves us closer to our vision of empowered, healthy, educated and productive Latin American youth who can count on the support of their community. We ask you to imagine for a moment that all 7 million Central American youth have online access to health promotion information and coaching, and are choosing healthy lifestyle habits. That is our dream! That is TeenSmart's vision!”

- TeenSmart Director Adriana Gómez upon receiving the award



Members of TeenSmart's Board of Directors and Executive staff received the award directly from Carlos Slim in Mexico City on June 29, 2016. TeenSmart staff, youth leaders, and implementing partners also celebrated the recognition.

A Year of Greater Visibility

As a result of the award, TeenSmart was featured in **50 news publications** and the JovenSalud platform received more and more users from across the Americas. From Mexico alone, we registered almost **400 new online youth consultations!**

2016 Empowered Youth, Empowering Youth!

Young people have a lot to say and it is crucial that they are empowered with knowledge, skills and motivation to share their voices. The Carlos Slim Foundation Award reinforced and further empowered TeenSmart's youth leaders to become effective spokespersons and promoters of the importance of personal leadership in choosing healthy lifestyle behaviors.



Nicaraguan Director of Operations Vilma Medrano looks on while William – a youth leader – advocates the JovenSalud model CRECER-Para-SER on Nicaragua's Channel 10 TV morning show.



Youth volunteers help organize and present at community health fairs to promote Joven Salud services.



The Annual Youth Leadership Summits provide an excellent platform for youth to grab the microphone and inspire and motivate their peers.



At the CLARO press conference in Nicaragua during the Carlos Slim Awards, Lester – a TeenSmart graduate and volunteer leader – shared his JovenSalud experience with local news media.

2016 Strengthening Partnerships

TeenSmart is able to broaden and deepen its engagement with youth through financial, technical and implementing partnerships.

2016 was dedicated to strengthening existing partnerships with implementing partners (schools and community organizations). Towards this end, TeenSmart updated its implementation manual, created online tutorial videos, and selected three outstanding institutions in Costa Rica and Nicaragua to study and disseminate best practices in implementing JovenSalud.net. As a result of the new focus, TeenSmart now collaborates with a group of 75 highly committed and autonomous organizations. In addition, two new implementing partners enabled us to expand our services to organizations in **Mexico** and **Honduras**.



Spotlight on Mexico

Founded in 2013 to address issues of education inequality in the border region of Monterrey, Mexico, the **Alfa Foundation** provides supplementary education and professional guidance to urban youth. Their unique service model provides nutritional, psychological, professional and academic support for 900 young people. In 2016, they expanded their curriculum to begin implementing the JovenSalud online courses and have registered almost 400 new users to the JovenSalud platform. Some users have since taken the initiative to form a Health Leadership group guided by TeenSmart's CRECER-Para-SER online course.

Mauricio serves on the leadership team that facilitates JovenSalud at the Alfa Foundation. He believes that one of the most valuable contributions has been the anonymous aggregated health profile data that the platform provides to institutional leadership teams. These automatically generated aggregated reports protect personal privacy while also providing insight into the general risk behaviors. Based on the JovenSalud data, the Alfa Foundation realized they needed to strengthen their sexual health courses – and, as a result, they look forward to improved results in the future.



Spotlight on Honduras

Since its founding 25 years ago by a group of local mothers, the **Mayatan School** has worked to provide a high-quality education to as many children of the Copan, Honduras community as possible. Half of the student body attends Mayatan through its scholarship program and a recent study found that Mayatan graduates have almost twice the job and earning potential as local and national peers.

The Mayatan School learned about TeenSmart through a mutual partner – **The Strachan Family Foundation** – believing that the JovenSalud platform would add a significant extra layer into their curriculum. They were especially attracted to the digital platform which is an engaging medium for youth.



2016 Volunteers in Action

Thanks to TeenSmart's unique virtual telecommuting culture, our volunteer program literally has no boundaries. We rely on **teen leaders**, **institutional leaders**, and **professional volunteers** from different countries, localities, age groups, backgrounds and capacities to strengthen TeenSmart services. Volunteers offer support in the following areas:

- Online counseling services
- Information Technology
- Human Resources
- Public Relations
- Translation
- Content Development
- Online Course Facilitation
- Graphic Design

2016 Volunteer Program in Numbers



224

Number of Teen
Leader Volunteers

100

Number of Professional
Volunteers (includes
college students)

158

Number of Institutional
Leader Volunteers

\$88,650

Estimated monetary
value of volunteer hours

9,850

Volunteer hours logged by
Professional Volunteers



Juan Carlos supports TeenSmart as a **Teen Leader Volunteer**, recruiting other youth to use the JovenSalud.net platform, and participating in local implementing partner trainings. His youthful spirit and ideas motivate the leadership teams to be creative in their activity planning.



Teen Leaders organize leadership clubs in their schools and plan a range of activities to promote healthy lifestyles, from health fairs to sports. They work in partnership with their teachers and support staff from TeenSmart.



Arley M. is an **Institutional Leader Volunteer** from the Fundación Rahab who provides education and counseling to children of sex workers with the belief that “investing in prevention effects two or three generations”. At TeenSmart training sessions, Arley and his peers learn how best to implement TeenSmart services in their schools and institutions. Arley says that with such services, “We’ve seen our youth change their world vision and establish life goals for themselves.”



All of JovenSalud’s implementing partners have a team of trained institutional leader volunteers made up of teachers, principals, and parents to lead their JovenSalud.net activities.



Gina R. is working towards a psychology degree at the Universidad Central in Nicaragua and also serves TeenSmart as a **Professional Volunteer**. After seeing risky health behaviors among adolescents in her community of Rivas, Nicaragua, she volunteered to promote TeenSmart’s services in a local public school with 272 students. These students now have access to information, life skills-training, and health empowerment.



Professional Volunteers are typically retirees or university students with backgrounds in fields such as social work, psychology, medicine, and nutrition. They provide translation services, offer online courses and online counseling, and facilitate activities at schools and organizations.

2016 BY THE NUMBERS

TeenSmart continues to increase its user base, and this year more people took TeenSmart’s online courses and completed health profiles than ever before. Lifestyle behavioral change is slow and incremental, but as TeenSmart reaches more youth, there are more opportunities to affect change.

Annual Trends in Service Delivery and Processes

	2013	2014	2015	2016	Cumulative
Total Registered Users	5,676	7,530	4,243	5,513	37,767
Health Profiles Completed	5,676	7,530	6,609	9,295	
Online Courses Completed	716	769	1,000	1,132	
Online Consultations Made	17,379	19,000**	15,243	13,417	
Organizations Served	60	90	90	75*	
Actual Expenses (USD)	224,589	289,933	293,296	286,190	

Table 1: Trends in services delivered, 2013-2016. Includes users from all countries and age groups.

* In 2016 the focus was on autonomous partner building. See page 8.

** Prior to 2015, consultation topics were classified in a more expansive way which has since been updated based on smarter measuring indicators.

Online courses are one of TeenSmart’s strongest services, resulting in positive and important behavior improvements. TeenSmart promotes five courses that speak to the different areas of a youth’s life: nutrition, exercise, girls’ health, violence prevention, and prevention of early alcohol consumption. Keeping youth engaged in these multi-week courses is always a challenge primarily due to users’ lack of access to computers, tablets, and smartphones, as well as lack of consistent internet connectivity. Another continuing and central challenge given the everchanging and costly technology landscape is providing technological solutions and content that are engaging for youth through adaptive learning technology services. However, **of the 1,309 youth who registered for online courses in 2016, 1,132 completed the entire course resulting in 86% retention.**



Positive changes in behavior are possible with smart interventions that promote self-empowerment. Graduates of TeenSmart’s CRECER-Para-SER online course consistently report improved healthy behaviors based on the knowledge and empowerment they obtained through the course. **Pre- and post-test results in 2016 were consistent with past years: there are more positive changes in the users who took the CRECER-Para-SER course than users who did not take the course.**

Pre- and Post-Test Results from CRECER-Para-SER Course

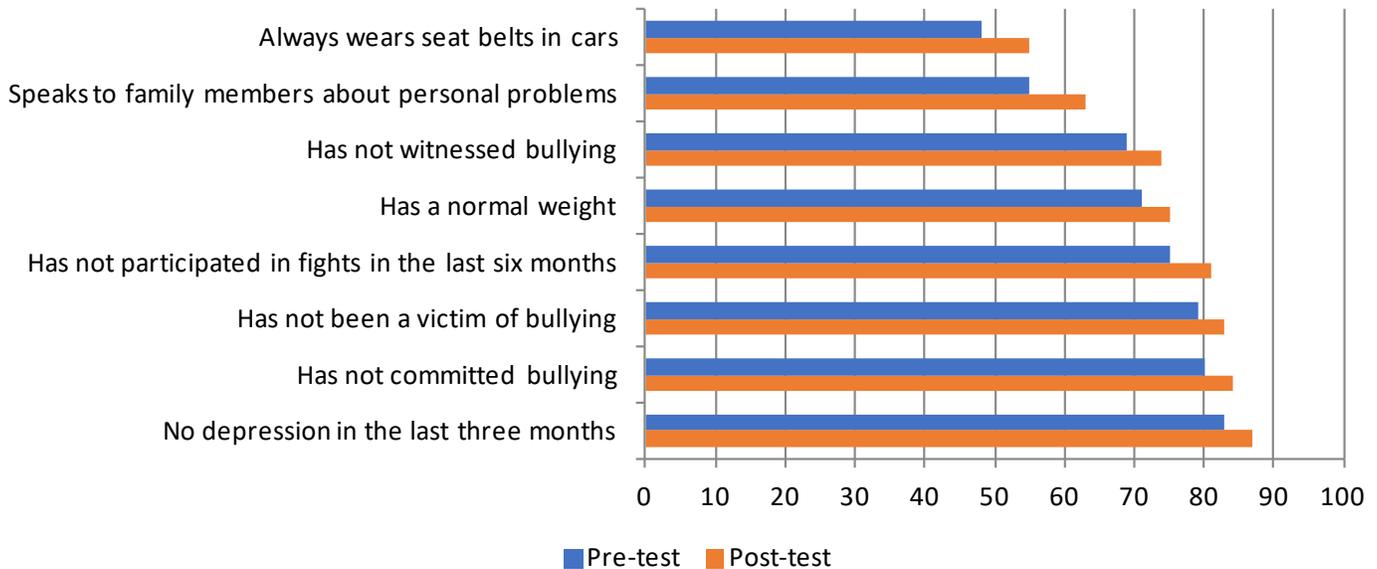


Fig. 1: Results from 907 people, ages 10-24, who took the CRECER-Para-SER online course in 2016. Users completed a test before and after the three-month course.

The JovenSalud.net platform received 20,101 visits from 18 countries in 2016.

The great majority of visits were from Costa Rica (51%) and Nicaragua (42%). Other users visited JovenSalud from countries such as Mexico, Honduras, Argentina, Chile, Ecuador, and USA. **The most frequently consulted topics were Sexual Health (27%), Violence (21%), and Alcohol/Drugs (12%), followed by Nutrition (7%), Employment/Education (6%), and the following categories, which all account for 5% or less of the topics: Personal Growth, Road Safety, Interpersonal Relationships, Romantic Relationships, Family Relationships, Exercise, Tobacco Use, Planning, Social Responsibility, & General Health/Other Topics. The average satisfaction rating of online consultations is 90.3%.**





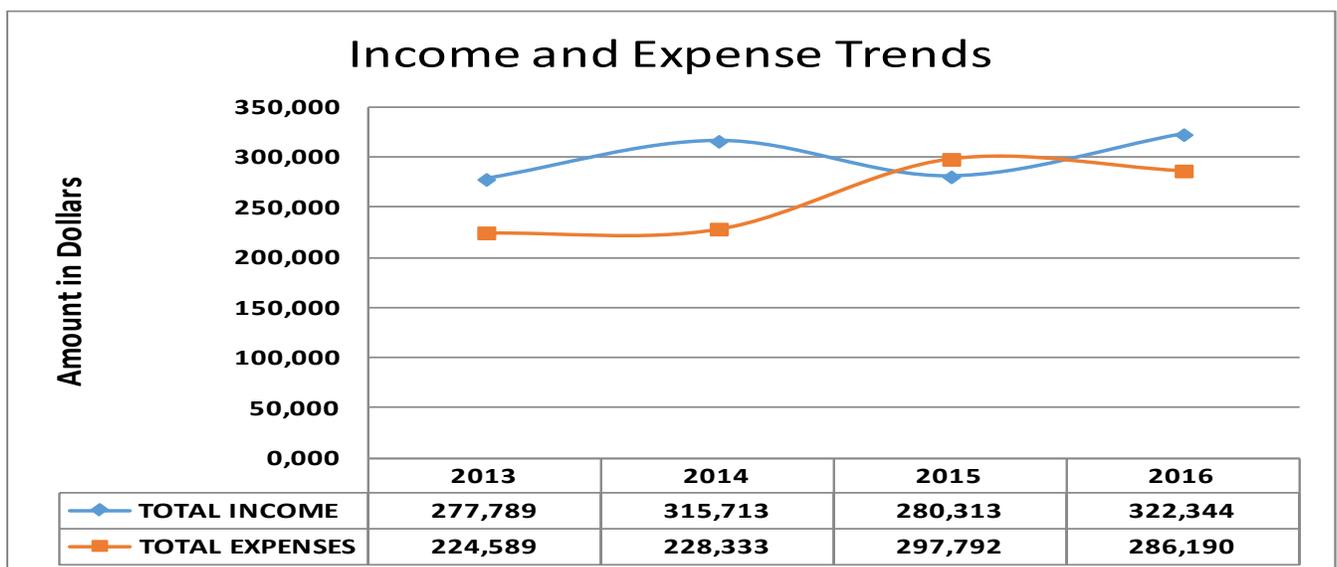
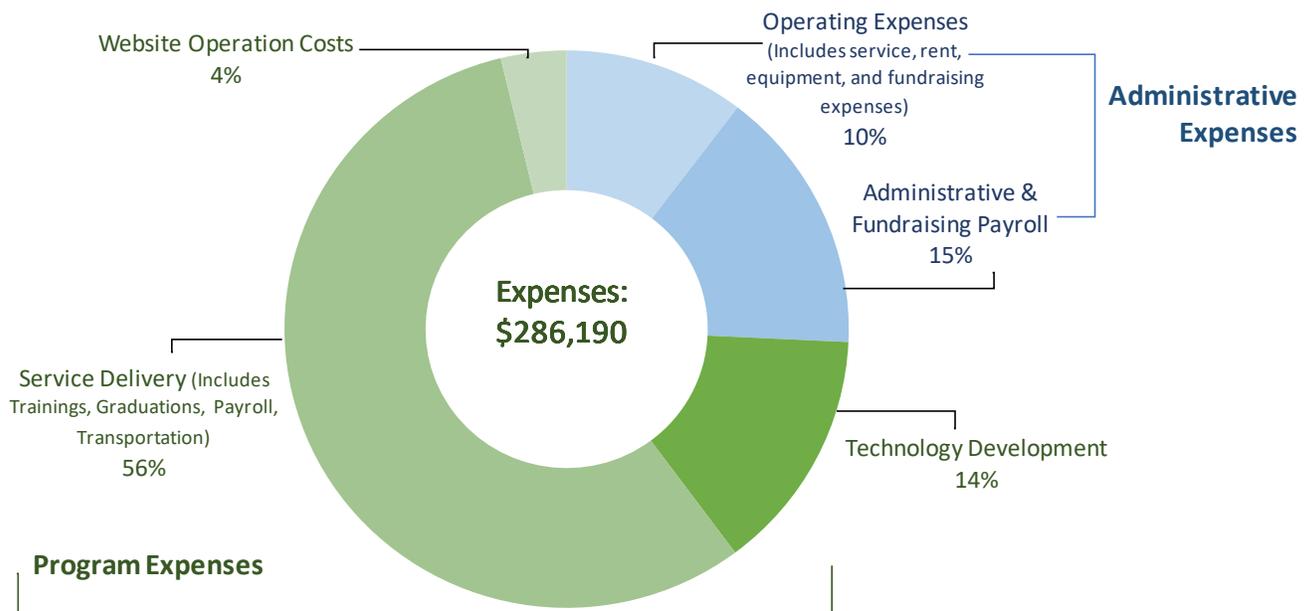
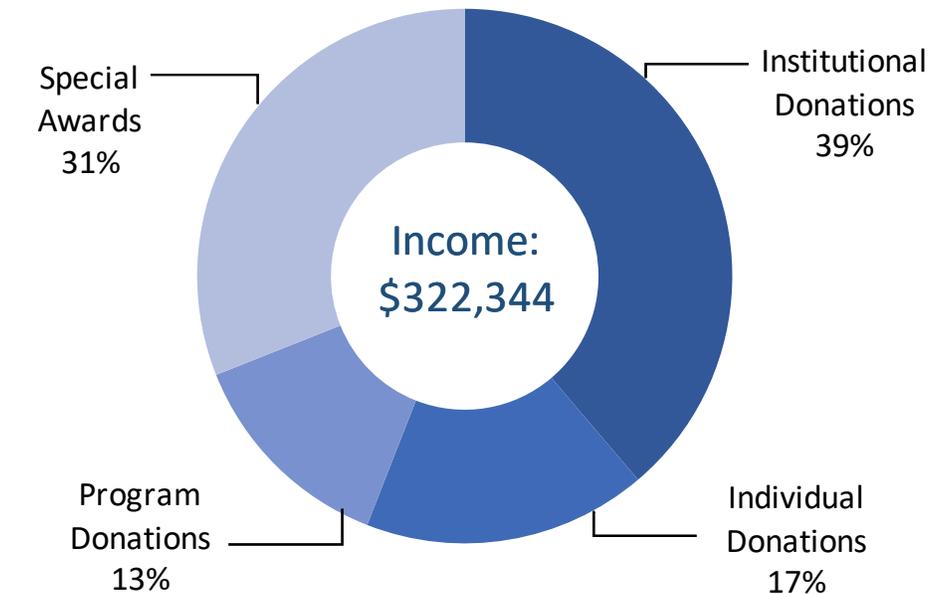
LOOKING FORWARD: 2017



TeenSmart continues to pursue the vision of bringing quality health education to all Central American youth. Here's what we're looking forward to in 2017...

1. Implementing **smart technology improvements** such as a Joven Salud App, wider use of SMS personalized text messaging, and migrating our interactive platform to the cloud. Our newly hired IT Director, our senior consultants, and the Board of Directors will all help to ensure success.
2. Working with invested partners to **scale up TeenSmart's services** into more remote areas such as Limon in Costa Rica, the coffee-growing region in Nicaragua and border-towns in Mexico and the Northern Triangle region.
3. Strengthening our capacity to **evaluate and measure our 2016-2020 Strategic Objective indicators** with the support of a team of experts in strategic design.
4. **Diversifying our fundraising model** with in-kind donations for graduations and other events to promote youth involvement, and expand the Joven-a-Joven approach. Communicating and disseminating our successes with the community through events and personal engagements will be key in 2017.

FINANCIAL SUMMARY 2016



FINANCIAL STATEMENT

Available Funds (USD)	2016
Available funds at beginning of year	168,744
Income	
Institutional donations during year	125,000
Individual donations during year	55,296
Program donations during year	42,000
Special Awards: Carlos Slim Prize	100,000
Miscellaneous income	48
Total income during year	322,344
Expenses	2016
Administrative (total)	73,663
Operative (services, rent, equipment, etc.)	21,078
Payroll Administrative	27,651
Payroll Fundraising	16,304
General Marketing/Fundraising	8,630
Programs (total)	212,528
Website Development	40,208
Transportation	5,244
Payroll	136,222
Trainings and Graduations	20,076
Website Operation Cost	10,777
Total expenses	286,190
Net addition to / subtraction from funds during the year	(36,154)
Available funds at end of year	204,898

STAFF AND BOARD OF DIRECTORS



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Administrative and Program Assistant

Administrative & Program Development

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To make a donation please visit:

www.teensmart.org

TeenSmart is a 501(c)(3) tax-exempt organization

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