

NYU SOCIAL ENTREPRENEURSHIP PROGRAM/D-PRIZE GLOBAL SOCIAL VENTURE COMPETITION CONSORTIUM



2017-2018 Academic Year

Scale Up “Sugar Daddy Awareness” Classes

10 percent of teenage girls in sub-Saharan Africa will become pregnant while still in school, and have virtually no chance at climbing out of poverty. With a simple one-hour “sugar daddy awareness” training, countless girls could avoid this future and build a better life. Teach this class to 5,000 girls in three months with a “sugar daddy” awareness class, and then scale up nationally to 250,000 girls over two years. A successful model will be evidence-based, will include continuous monitoring and testing, and a commitment to change if evidence suggests your approach is not working.

The Problem: In sub-Saharan Africa, an unwanted pregnancy or HIV infection can quickly erase a young girl’s chance out of poverty. An unwanted pregnancy often results in girls dropping out of school.¹ This is the future for a shocking 10 percent of teenage women in sub-Saharan Africa.²

A root cause is cross-generational relationships. Teenage girls are commonly preyed upon by older men known as “sugar daddies,” who give money and gifts in exchange for sex. Older men have been sexually active longer and with more partners, and thus are a high risk group to transmit HIV. This is why HIV rates are

¹ https://www.guttmacher.org/sites/default/files/report_pdf/ib_unsafeabortionkenya.pdf

² Dupas, Pascaline. “Relative Risks and the Market for Sex: Teenagers, Sugar Daddies, and HIV in Kenya.” Munich Personal RePEc Archive. October 2005. <https://mpra.ub.uni-muenchen.de/248/>

5x higher among 15-19 year-old girls compared to boys.³ Girls are also less able to insist on abstinence or safe sex practices when partnered with an older adult man, which increases the risk of unplanned pregnancy.⁴

The Proven Solution: A proven solution exists in the form of “sugar daddy awareness” classes. With this intervention, a field worker visits a classroom of 8th grade girls and facilitates a discussion on the relative risks of dating older men. Classes are accompanied by a 20-minute educational DVD, in-class activities, and a short lecture.⁵ This one-hour class taught to 8th grade girls was shown in a randomized controlled trial to reduce the likelihood of pregnancy and HIV infection by 28 percent in the subsequent year.⁶

This class does not pass judgment—it simply provides teenagers with knowledge about the relative risk of partnering with older men. Results from recent training programs show that a majority of students often do not know that older men are a high-risk group.⁷ Knowledge on behavioral risk is a powerful way to change behavior. For example, one 2005 South African study on condom use found that “a woman's perceived risk of HIV infection from her partner was the most powerful predictor of condom use.”⁸

Your Challenge: We will award up to \$15,000 to a social entrepreneur who can run a pilot program and teach “sugar daddy awareness” classes to at least 5,000 girls in three-months. A winning entrepreneur will also have a plan to grow to reach 250,000 girls within two years.

Because the effectiveness of this intervention depends on external variables, you must have a localized plan that can manage uncertainty, including:

- An evidence-based model which identifies the strongest factors encouraging high-risk sexual behavior, and matching these to the solutions provided through the sugar daddy awareness class intervention
- A plan for continuous testing and evaluation of the program
- A commitment to change the plan if the evidence suggests that the approach isn't working

Market Information:

- This intervention is appropriate in the African context and for Grade 8 girls. It has been tested most intensively in Kenya, Uganda, and South Africa - where sugar daddy relationships are widespread. In Kenya, the average age difference between non-married sexual partners is greater than five years, and 75 percent of the relationships studied involved some sort of material assistance.⁹ Recently, sugar daddy awareness classes have been expanded into Botswana, by Young Love, and Rwanda, by J-PAL.¹⁰
- This intervention is successful because it teaches just one core message: that sexually partnering with older men is risky behavior. Proposals that deviate from this one core message or include other messages

³ Ibid.

⁴ Ibid.

⁵ Curriculum Guide. www.d-prize.org/sugar-daddy

⁶ Ibid.

⁷ <http://www.younglove.org/#!results/c22xm>

⁸ <http://www.guttmacher.org/pubs/journals/3102405.html>

⁹ <http://www.guttmacher.org/media/nr/2005/04/21/index.html>

¹⁰ <http://www.povertyactionlab.org/doc/rwanda-health-evidence-paul-gertler-may-21-2013>

are not likely to be funded. To help get started a sample curriculum, video, and other helpful resources are available here: www.d-prize.org/sugar-daddy

- The specific field worker who teaches the class may also influence effectiveness. Original trials relied on a small handful of high-quality teachers. Using a large number of teachers who do not receive quality training may not result in the same level of impact, and in fact it is possible to teach tens of thousands of students with just a small number of teachers. Another concern is that male teachers are sometimes involved in cross-generational relationships themselves, and may not be in a position to discuss the issue freely.¹¹
- Past winners of this challenge include [Young Love](#) (Botswana), [Power2Girls](#) (Ghana), and [Jeunes Braves](#) (Togo).

Ready To Apply?

Download a Round 1 Application Packet available at <http://bit.ly/dprizeinfo>

Questions? Email socialentrepreneurship@nyu.edu

¹¹ Dupas, Pascaline. "Relative Risks and the Market for Sex: Teenagers, Sugar Daddies, and HIV in Kenya." Munich Personal RePEc Archive. October 2005. Page 2.