

TEENERGIZER!

**Teenergizer
Program Performance and Results**

2024

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RESUME

Teenergizer directly addresses such challenges with its 4-stage engagement process, which includes targeted free peer-to-peer consultations, a referral network, communication campaigns and preventive training sessions on mental health. We empower adolescents and young people to understand themselves, their emotions and rights, relationships, sexual health, bullying, addressing anxiety, depression, including experiences being part of the LGBTQIA+ community, and facing mental health struggles, abuse, trauma, refugees, war trauma.

Teenergizer provides free, critical support and has delivered over **115,000 consultations** since 2021 and the most represented group were teenagers aged 15–17 years (68.59%):

- Teenergizer effectively provides accessible, free peer-to-peer support, addressing **mental health, war-related trauma, and SRH challenges**, particularly for **young women** (89.4% of clients).
- The recruitment, training, and supervision of **577 peer counselors** have been instrumental to program success.
- Counselors reported significant professional growth, with over **75% expressing high satisfaction** with the training and supervision processes.
- The robust network of **67 partner organizations** and **9 memorandums of cooperation** ensures clients with complex needs receive specialized care and support.
- Structured internships and standardized **peer-led training programs** have engaged hundreds of activists annually, building capacity on mental health, SRH, and HIV prevention.
- **Schools, youth centers, and community organizations** have become key touchpoints for expanding the program's outreach and impact.
- With **4.6 million annual views** and a strong presence on Instagram, TikTok, and Facebook, Teenergizer successfully raises awareness, normalizes discussions about mental health, and promotes its services to target audiences.
- Ongoing **professional supervision** ensures peer counselors maintain high service quality, improving their ability to handle complex cases ethically and effectively.
- Teenergizer's sustainability is ensured through its volunteer-driven foundation, **government partnerships**, and **resource mobilisation strategies (e.g. 2024–2025)**, securing long-term financial and operational stability.

Introduction

Teenergizer is a multi-country initiative that supports and empowers adolescents and young people aged 12 to 30 across four countries in Eastern Europe and Central Asia and more recently - Ukrainian clients currently based in other countries of the world, displaced due to the war. The organization addresses key challenges, including mental health issues, sexual and reproductive health (SRH), HIV prevention, human rights and LGBTQIA+ inclusion, through a variety of impactful and sustainable approaches.

The organization's work encompasses a **4-stage engagement strategy**:

- 1. Consultations:** Teenergizer's core mission is to provide free, accessible peer-to-peer mental health consultations. These sessions tackle a wide range of critical issues, including anxiety, depression, loneliness, identity challenges, and, more recently, trauma related to the ongoing war. Additionally, they address topics such as personal relationships, bullying, sexuality, sexual and reproductive health, HIV/AIDS, and other areas of concern. By addressing these diverse issues, Teenergizer positively impacts the mental well-being of thousands of young people each year.
- 2. Referral Mechanisms:** A network of 67 organizations and 9 memorandums of cooperation allow clients with complex needs to be linked to appropriate services to ensure comprehensive care.
- 3. Information Campaigns:** Targeted online and offline campaigns raise awareness and educate, engaging millions of young people annually.
- 4. Training:** Education on mental health, SRH, and HIV prevention for adolescents and youth, equipping them with knowledge and practical skills.

A range of **complementary activities** are carried out to **enhance the impact and sustainability** of the work:

- **Peer Counselors' Capacity Building:** Teenergizer invests in the capacity building of peer counselors by offering comprehensive training, real-life counseling practice, professional supervision, and opportunities for professional development to students of psychological faculties at universities in Ukraine.
- **Supervision Systems:** Professional supervision for peer counselors ensures the highest standards of service delivery.

- **Sustainability Strategies:** The program’s sustainability is built on three pillars: a motivated volunteer base, partnerships with government bodies, and regularly updated resource mobilization strategies.

The aim of this report is to assess the impact of Teeneragizer's 4-stage engagement strategy 2021- 2024 as well as complementary work conducted during the same period for time.

Data Sources

This report integrates findings from the following sources to evaluate Teeneragizer’s performance and impact:

1. **Client and Consultation Data (2021-2024), which includes Supervision Systems:** Number and demographics of individuals served, including age groups, gender, and geographic region, along with the most common issues they face and feedback on the satisfaction with provided service, its outcomes and impact, including longevity of effect.
2. **Volunteer Peer Counselors Data (2021-2024):** Recruitment statistics and the professional development and program participation satisfaction of peer counselors (based on evaluation of 152 participants).
3. **Referral Mechanisms:** Data on partnerships, Teeneragizer referral database for clients with more complex requests includes about 67 organizations.
4. **Training Programs (2022-2024):** Volume and content of training provided.
5. **Information Online Campaign Data (2018–2024):** Teeneragizer social platforms Instagram, Website and Google, Ukraine, Kazakhstan, Kyrgyzstan and Tajikistan outreach statistics and effectiveness of campaigns.

Findings

1. Clients and Consultations

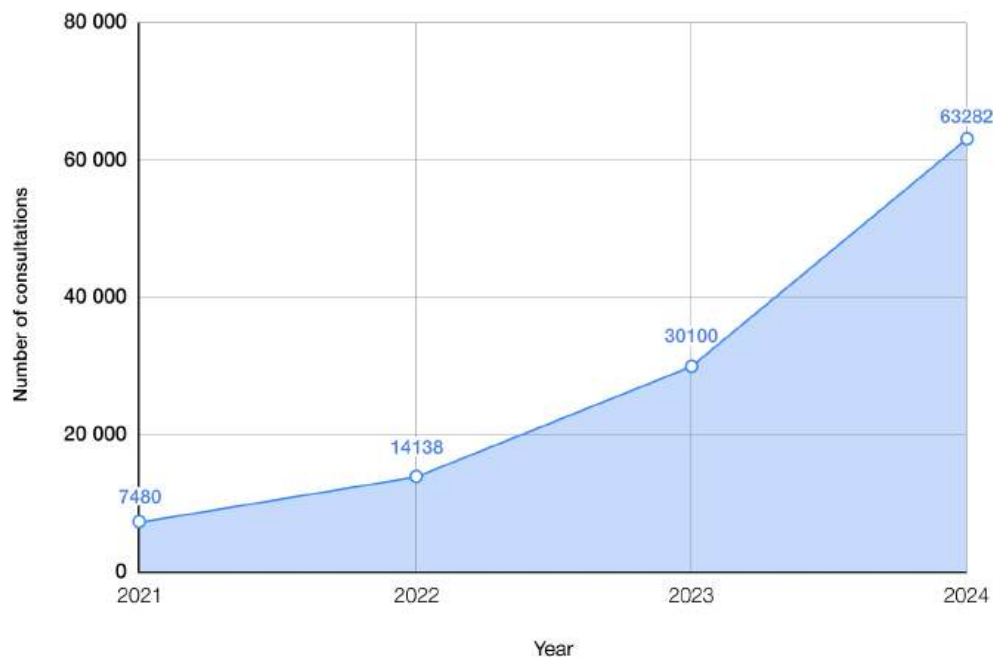
Teeneragizer’s core activity is delivering accessible peer-to-peer mental health consultations, addressing issues such as anxiety, depressive manifestations, war-related stress and trauma, and SRH. The program ensures that thousands of young people

receive essential support. Established in 2018, Teenergizer's free peer-to-peer online psychological service initially received ~30 requests for support per month that were addressed through 15 peer counselors. In 2024, they provide ~ 5000 consultations monthly delivered by 400 trained counselors.

Engagement Statistics:

- Total number of consultations - 115 000

Number of provided consultations (2021-2024)



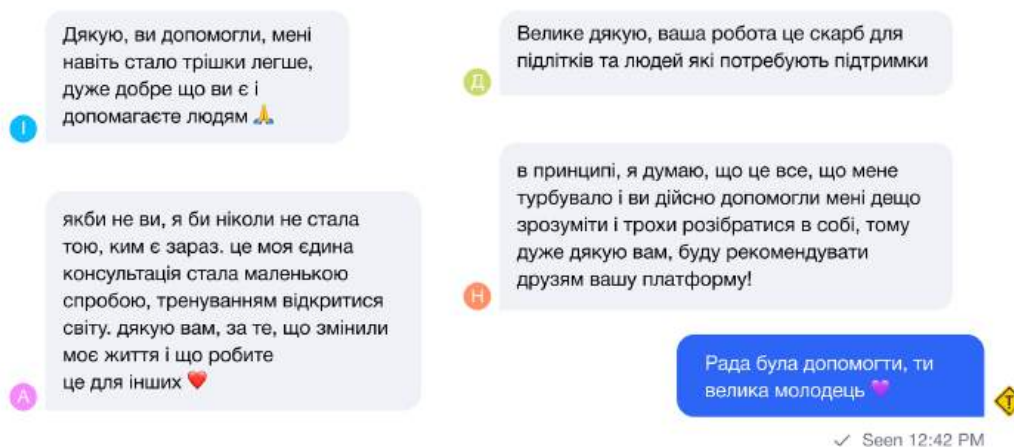
- Adolescents aged 14-17 accounted for 73.94% (110,516 consultations) of all consultations, while young people aged 25-30 for only 3.00% (4,484 consultations).
- Gender Distribution:
 - Females: 99,740 consultations (86.73%)
 - Males: 14,915 consultations (12.97%)
 - Other (LGBTQIA+): 345 consultations (0.30%)
- Geographic Coverage:

Overall Teenergizer focuses on providing consultations to clients from Eastern Europe and Central Asia (mainly four countries - Ukraine, Kazakhstan and Kyrgyzstan), though due to displacement of Ukrainians in relation to war, the requests come from over 40 countries around the world, where Ukrainian youth is currently based. Yet, around 90% of consultations come from Ukraine or Ukrainians currently based in Poland and Germany.

Feedback

On several instances throughout the years, Teenergizer has intensified the client feedback collection processes and has been able to obtain enough data that allowed for analysing their impact and coming to a conclusion that their work is really influencing the lives of teenagers and adolescents they work for. 55.59% of clients who have left feedback are returning clients, who have received 2 or more consultations, with 11.69% returning 5 and more times. 33.89% of clients turn to peer counselors with more than one request per consultation; 44.40% report that their issue was totally resolved as a result of the consultation, while 36.88% state that the issue was partially solved. 68.28% of respondents report that the effect of the support provided had a medium or long term effect, 19.53% - short term effect and only 12.02% report having felt no evident effect. Only 7.35% stated they will not or are not likely to come back and 92.65% of respondents will or are likely to recommend Teenergizer's service to friends. Besides, 74.5% of clients gained better insights into their situations, 78.4% reduced anxiety, 72.91% improved emotionally, 80.6% felt better overall, with one client stating, "everything has been figured out for me".

Feedback about Teenergizer



Supervision Systems

Teenergizer ensures the quality and effectiveness of its peer-to-peer counseling services through a well-structured supervision system led by qualified psychologists. Peer counselors participate in at least three online supervision sessions per month, designed to enhance their skills, provide professional guidance, and uphold ethical and professional standards. These sessions are vital for maintaining high-quality service delivery and fostering the continuous development of peer counselors.

Each supervision session follows a structured agenda, beginning with a warm welcome and sharing updates from participants. Peer counselors discuss their experiences, challenges, and successes from recent consultations. Supervisors provide constructive feedback, guide discussions on complex client cases, and offer strategies to address difficulties. For example, a recent session included analyzing five client cases, modeling effective dialogue approaches for challenging scenarios, and a comprehensive theoretical segment on accentuations in client behavior.

Supervisors emphasize active engagement, encouraging participants to share perspectives and propose solutions for the cases discussed. These sessions not only help refine counseling techniques but also build a supportive community among peer counselors, ensuring they feel equipped and confident in their roles.

2. Peer Counselor Engagement and Feedback

Teenergizer's peer counselors, who are students of psychology at Ukrainian universities, play a critical role in service delivery, providing counseling while gaining professional experience and skills that they can use in their future work.

Recruitment Trends:

- 577 peer counselors recruited between 2021 and 2024
- Growth from 21 counselors in 2021 to up to 400 in 2024

Professional Development (Survey of 152 Counselors):

Demographics of Peer Counselors:

- Participants: 151 peer counselors.
- Gender: 92.7% female, 7.3% male.
- Age Range: 19–27 years.
- Geographic Distribution:
 - 78% reside in Ukraine.

- Others are located in other countries (Kazakhstan, Kyrgyzstan, Tajikistan, Poland, Germany, and Sweden).
- Education Levels:
 - 62.3% pursuing bachelor's degrees.
 - 20.4% pursuing master's degrees.
 - 17.3% have completed higher education (bachelor's or master's degrees)

There are 12 universities located in all parts of Ukraine, including west of the country (Lviv, Ivano-Frankivsk), east (Kharkiv), center, south as well as Kyiv.

Professional Growth:

- 75% of counselors rated Teenergizer's support as excellent or satisfactory.
- Frequently applied skills include active listening (mentioned by 78.9% of respondents), anxiety management techniques (47.4%), and stress reduction techniques (36.8%), highlighting the necessity of having these skills and being able to put them to work, as well as the areas that clients most often need help with.
- Counselors noted significant improvements in confidence and professional knowledge after participating in training programs. For example, 62.3% of respondents reported feeling "very confident" in their role, while 28.4% felt "moderately confident," showcasing the program's positive impact on their professional growth.

Challenges Identified:

- Working with younger teenagers and addressing sensitive topics such as relationships and family dynamics.
- Suggestions included advanced training in associative techniques and deeper psychological support.

3. Trainings

Teenergizer's training programs equip youth with critical knowledge on mental health, SRH, and HIV prevention while fostering a team of engaged activists. The key aim of this direction of work is prevention of mental health issues and human rights violations. By educating young people on essential areas related to their health and well being, as well as their rights, regardless of their gender or sexual identity, Teenergizer helps build a more informed, equipped, protected and healthy population.

Structure/approach:

- Two 2-month internships annually with 120 willing applicants per cycle.
- Teams of 40 activists are chosen and trained (ToT) to deliver peer-led training sessions.

Topics:

- Mental health awareness and self-care.
- Sexual and reproductive health (SRH).
- HIV prevention.

Outreach/participant engagement:

- Conducted in schools, youth centers, and community organizations.
- Online announcements via Telegram and Instagram increase engagement.
- Some requests for trainings come to Teenergizer from interested groups

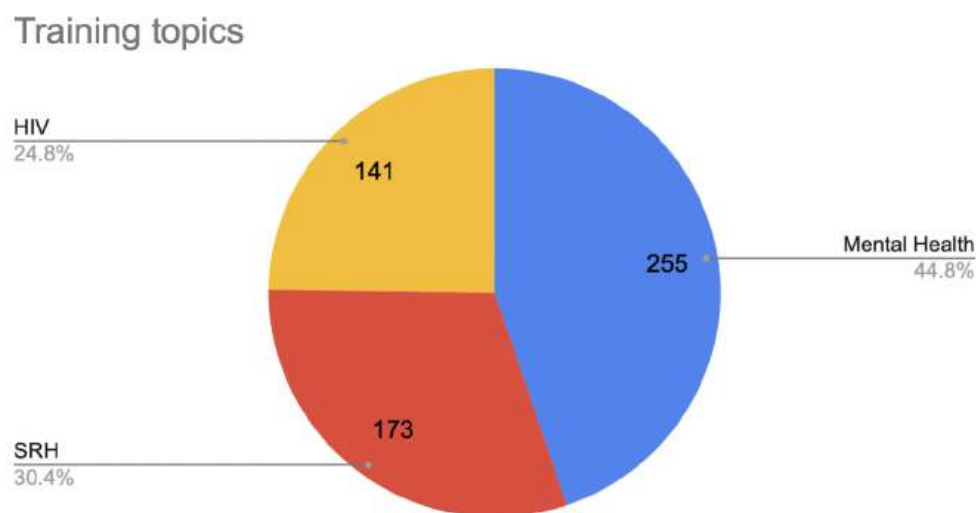
Practice:

- After completing comprehensive training, interns begin their practice, namely, conducting trainings, events, HIV-parties, under the supervision of the coordinator.

Coverage:

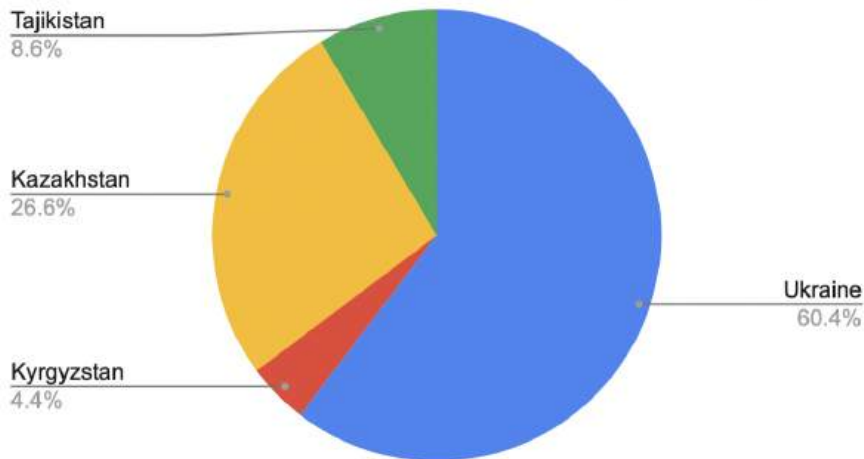
- An overall of 596 trainings for 19 326 teenagers has been provided:

The training focuses on one of three topics - mental health, sexual and reproductive health and HIV. Mental health trainings are in highest demand, accounting for 44.8% of the overall number of training provided, followed by 30.4% for SRH and 24.8% for HIV.



- Training was carried out for young people and adolescents of 4 EECA countries - Ukraine, Kyrgyzstan, Kazakhstan and Tajikistan. The majority of training (60.4% were for Ukraine and the least (4.4%) - for Kyrgyzstan, at the same time it is still a significant amount of 49 training sessions that covered 1085 participants.

Distribution of training participants by country



4. Referral Mechanisms

Teenergizer has built a robust and comprehensive referral and collaboration network, working with 67 organizations and formalizing partnerships through 9 memorandums to ensure specialized support for its clients. These partnerships include key institutions such as the Public Health Center of Ukraine, La Strada Ukraine, Insight, and others.

Moreover, Teenergizer benefits from official support from the Ministry of Youth and Sports of Ukraine, State institution "Public Health Center of the Ministry of Health of Ukraine" and the State Institution "All-Ukrainian Youth Center" for its peer-to-peer counseling and informational training initiatives.

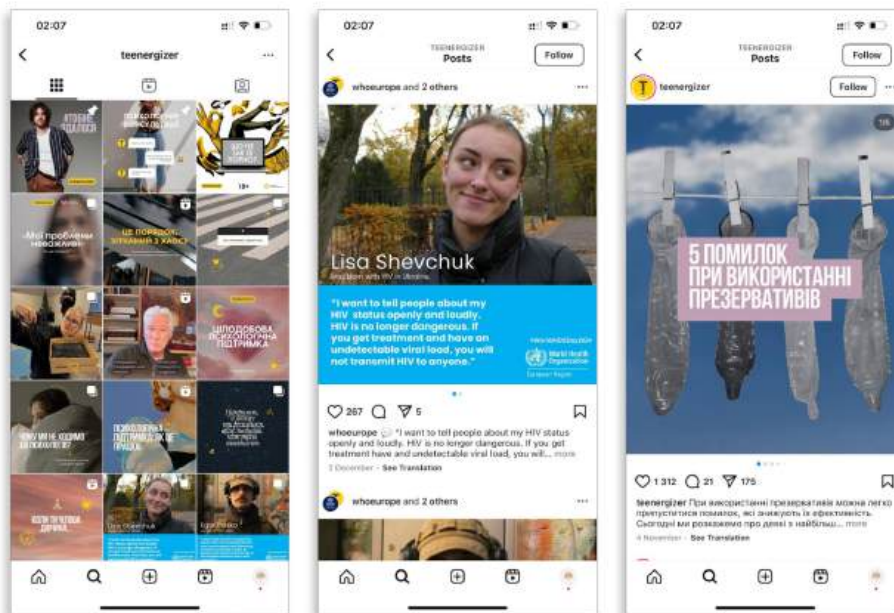
This extensive network, combined with institutional and academic collaboration, enhances Teenergizer's ability to address the diverse and complex needs of its clients effectively.

5. Information Online Campaigns

Teenergizer's targeted campaigns leverage social media to raise awareness and engage youth:

- Annual campaign reach: 4.6 million views.
- Instagram: 24,600 followers.
- TikTok: 5,400 followers.
- Facebook: 5,600 followers.

Examples of Teenergizer information campaigns



6. Sustainability Strategies

Teenergizer ensures long-term sustainability through several key approaches:

1. Volunteer-Based Model

- A strong foundation is built on a large and motivated team of peer counselors volunteers who are students of psychology and social work.
- Peer counselors are trained to provide high-quality support, creating a self-sustaining network of skilled individuals who will bring their valuable

knowledge, experience and practical skills into their professional career as mental health specialists.

2. Government and Institutional Partnerships

- Collaborations with the Ministry of Youth and Sports, State institution "Public Health Center of the Ministry of Health of Ukraine" and the All-Ukrainian Youth Center as well as a number of other national, regional and international institutions, enhance the program's credibility and ensure integration into state-supported and globally recognised initiatives.
- Partnerships facilitate the organization of training and outreach programs in schools, youth centers, Pan-European Mental Health Coalition of the WHO European Region, UNICEF Youth Council, Mental Health Innovation Network created by the Centre of Global Mental Health in a collaboration with King's Health Partners and community settings, ensuring long-term adoption and relevance.

3. Resource Mobilization and Financial Planning

- Teenergizer develops and regularly updates comprehensive resource mobilization strategies (latest being the 2024–2025 Strategy) to set goals, objectives and plan particular activities to secure funding for its programs.
- Active fundraising efforts ensure program continuity and growth, providing financial resilience.
- A 2024 investment case by Genesis Analytics, commissioned by UNICEF, projects that investments in Teenergizer will yield a fivefold return by 2030, highlighting the financial sustainability of the initiative¹.

4. Engagement in National and Global Coalitions

Active involvement in influential coalitions and initiatives strengthens Teenergizer's impact and credibility. Key partnerships include:

- All-Ukrainian mental health program initiated by Olena Zelenska «How are you?»;
- UNICEF Youth Council in Ukraine;
- Taras Shevchenko National University of Kyiv
- Global HIV Prevention Coalition;
- SCALE Initiative Steering Committee PEPFAR;

¹ UNICEF Ukraine investment case study (27 Sep 2024): "A Brighter Future: An Investment Case for Youth in Ukraine". https://www.unicef.org/ukraine/en/media/47826/file/Youth%20Investment%20Case_EN.pdf.pdf

- Pan-European Mental Health Coalition of the WHO European Region, we are working on directions (work packages):
 - mental health leadership;
 - supporting the mental health and well-being of children, adolescents and young people;
- ICPD 30 Youth Advisory Committee, UNFPA Global Office;
- Mental Health Innovation Network created by the Centre of Global Mental Health (a collaboration between the London School of Hygiene and Tropical Medicine and King's Health Partners) and the World Health Organization.
- Community of practice: Working with LGBTQI+ Children and Families in Humanitarian Emergencies at global platform «Changemakers for children».
- Taras Shevchenko National University of Kyiv - Teenegizer is a base for practice for students of the university.
- State institution "Public Health Center of the Ministry of Health of Ukraine".
- University of California, Berkeley

These partnerships ensure a steady exchange of knowledge, resources, and best practices, bolstering the program's effectiveness and sustainability.

5. Program Integration and Community Adoption

- The program's integration into local schools, youth centers, and communities ensures relevance and long-term interest.
- With continued support from local stakeholders, communities are empowered to take ownership of initiatives, fostering sustainability at the grassroots level.

Conclusions

Teenergizer has emerged as a vital support system for adolescents and young people, providing accessible, high-quality mental health consultations and empowering peer counselors with practical skills. Its integrated approach—combining direct support, education, partnerships, and community engagement—has created a robust foundation for addressing mental health, SRH, and HIV prevention challenges across the region. The program's emphasis on inclusivity, innovation, and sustainability ensures it remains relevant and impactful, even in the face of ongoing socio-economic and geopolitical challenges.

By fostering professional growth among peer counselors and establishing a reliable network of partnerships, Teenergizer not only addresses immediate needs but also builds capacity for long-term resilience in communities. Its targeted outreach, strong

referral mechanisms, and forward-thinking sustainability strategies position it as a leader in adolescent mental health and empowerment in Eastern Europe and Central Asia.

Recommendations

To further strengthen Teenergizer's impact, scalability, and sustainability, the following actions are recommended:

1. Enhance Peer Counselor Training

- Develop advanced training modules in trauma-informed care, crisis management together with global institutions.
- Implement tools to track long-term skill application and peer counselor progress.

2. Expand and Formalize Referral Networks

- Further grow and strengthen partnerships to provide diverse and specialized support.
- Introduce tracking systems to measure client outcomes post-referral for improved accountability.

3. Strengthen Supervision Systems

- Provide targeted support for counselors managing complex cases.
- Increase the frequency and availability of supervision for peer counselors to ensure they receive continuous support and guidance.
- Explore group supervision sessions and peer-sharing practices to build collective counselor resilience.

4. Scale Digital Accessibility

- Enhance the digital platform to handle higher consultation volumes and improve follow-up systems.

5. Broaden Resource Mobilization

- Further diversify funding streams through private sector partnerships, international grants
- Explore opportunities for community-driven fundraising to foster local ownership and support

6. Amplify Awareness Campaigns

- Introduce fresh themes to address evolving youth needs and leverage influencers for credibility and reach.

7. Promote Inclusivity and Advocacy

- Ensure campaigns and services are inclusive, particularly for marginalized groups.
- Advocate for mental health prioritization at national and global levels to drive systemic change.

These recommendations aim to ensure that Teenergizer continues to grow, reach more young people, and remain a beacon of support and empowerment in the region.