

BLUE CROSS SOCIETY OF TANZANIA (BCST)
NEWSLETTER

Level Up and Live Sober



At the heart of all our efforts, BCST looks towards a healthy sober life for every individual. Health is the most precious valued asset one can have to bring massive profit. This quarter, BCST encouraged the community to accept choosing a healthier lifestyle.

Levelling up in life involves making efforts and sacrifices to those things that might look good in the eyes of luxury yet harmful to the future.

LIFE SKILLS EDUCATION IN SCHOOLS

EQUIPPING YOUTH WITH LIFE SKILLS TO LEAD, THRIVE, AND INSPIRE

From April to June 2025, the Blue Cross Society of Tanzania, with unwavering support from our donor, International Blue Cross and other like-minded partners, continued to fuel young minds with crucial life skills.

PARTNER SCHOOLS IN ARUSHA CITY COUNCIL:

- Elerai
- Arusha
- Themi
- Ngarenaro
- Suye
- Felix Mrema
- Lemara
- Sinon

Life skills education sessions were conducted during school hours, helping students grow in areas such as:

- Decision-making
- Problem-solving
- Managing emotions
- Critical and creative thinking
- Assertive communication

After-school clubs deepened learning through:

- Role-plays
- Illustrations
- Storytelling

After-school life skills clubs added an interactive touch, using role-playing, illustrations, and storytelling to help students build resilience and self-awareness.

"I never felt valued at home, but here I've learned that respect doesn't start with others it starts with me. And I am going to change."

Kelvin, 19 years:

"Before joining the club, I thought drugs were just a way to relieve stress. After watching the drama 'The Road to Dependency,' I realized how one small choice can ruin your future. I now feel empowered to say no and share this knowledge with my younger brother. This club is helping me grow not just as a student, but as a responsible person."

Janet L., Form III.



Club members

REACHING OUT-OF-SCHOOL YOUTH
+ PEER EDUCATION

SUPPORTING OUT-OF-SCHOOL YOUTH AT JERICHO CENTER

With the principle of leaving no one behind, recognizing the non- formal school setting, young people at Jericho Center participated in life skills education sessions that opened their eyes on crucial issues such as resisting peer pressure, sexual pressure, and ethics and human dignity. These sessions has sparked a new way of building a foundation of self-awareness and responsibility among marginalized youth population.

YOUTHS LISTEN TO YOUTHS

A dedicated group of students trained into peer-to-peer education approach and the importance of them being good ambassadors of preventing illicit drugs. This led to sense of responsibilities and leadership commitment

Jericho youth engaged in sessions on:

- Peer pressure •
- Sexual pressure •
- Ethics and dignity •

"I never thought saying 'no' to a friend who is trying to pressure me was okay. But through this session, I've learned that protecting myself is a sign of self-respect"

Sophia Bosco (18)

"I used to think I couldn't influence others, but now I realize that with the right skills and a plan, I can lead real change."

Nasri, Arusha Secondary School



Scout Leader Facilitates GBV Prevention Training for Fellow Members.



Scout members joined SGBV prevention training, promoting safe, violence-free schools and strengthening their leadership.

VOCATIONAL PROGRAM + PREVENTION ADVOCACY

EMPOWERING FUTURES: PRE-SURVEY SUCCESS

We are thrilled to share the success of our rigorous pre-survey of new beneficiaries! This vital first step gave us deep insights into the aspirations, skills, and needs of participants going our **Meaningful Occupation camp Vocational Skills Development program**. The results? Clear direction, better engagement, and tailored training paths that truly empower individuals to build brighter futures.

With purpose, passion, and precision we are unlocking potential, one skill at a time!



INVEST IN PREVENTION — BREAK THE CYCLE

BCST stood with the globe in making it clear on the importance of evidence-based prevention education so as to break the cycle of illicit drug initiation. The initiative included influential groups such as the local and political leaders, parents, youth, and all the community members from in and out of vulnerable communities.

There is a great support from the community wanting to break the cycle of illicit drug use initiation and this was seen from different statement given by influential groups such as:

“Take action now for the sake of current and future generations” and “Let’s go together with Blue Cross”

Anonymous

NATIONAL IMPACT, LEADERSHIP & ACKNOWLEDGMENTS

“PROUD TO BE DRUG-FREE” BEYOND BORDERS

Blue Cross expanded its prevention efforts to Dodoma region during the international drug day against illicit trafficking. Through evidence-based prevention educational talks and powerful testimonies, young people learned about the dangers of peer pressure, drug use, and unhealthy coping mechanisms. Furthermore, the BCST team enlightened on the importance of choosing healthy lifestyle for a long-life impact. These efforts sparked personal reflections and motivated many young people to adopt a drug-free lifestyle.



BCST Team raised awareness at International Drug Day.

PROJECT STEERING COMMITTEE: GUIDING OUR WORK

To ensure effective oversight and sustainability, Blue Cross Society of Tanzania formed a Project Steering Committee composed of key stakeholders from local government, partner organizations, and community leaders.



Project Steering Committee

The committee held its first meeting to review project progress, address challenges, and plan strategic approaches, including increased involvement of religious and traditional leaders and stronger support for peer educators. This collaborative leadership will guide BCST's efforts toward lasting impact in prevention and youth empowerment.

Thank You to Our Partners

- International Blue Cross
- Local Government Authority – Arusha
- Elimu Yetu Development Organization
- Jericho Center – WEPA
- Focus Academy College
- Volcano College
- Lukanwa Investment

“Together, we are creating a Tanzania where young people and the community at large whole heartedly accept to live a happy sober life.”



Stay Connected with BCST!

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