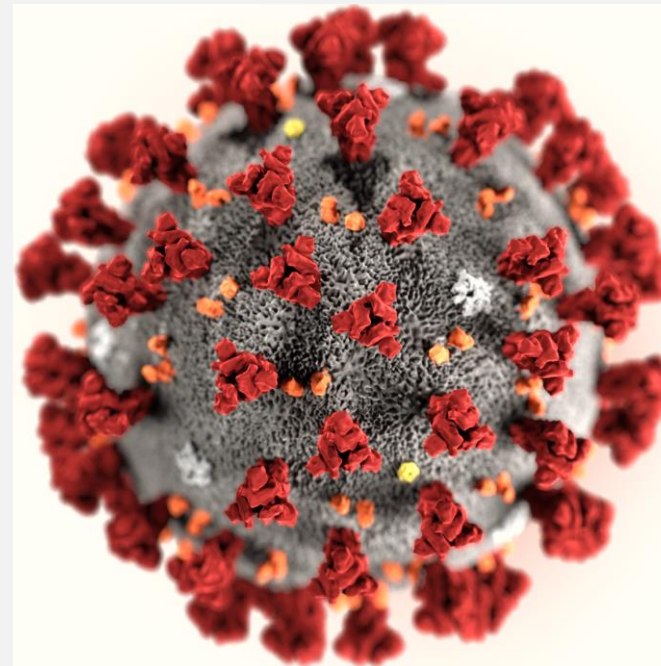


# Powering a COVID-19 ASRHR Response

A Brainstorm hosted by HCD Exchange  
Community of Practice

25<sup>th</sup> March 2020





HCD Exchange at its core, *facilitates learning, innovation and collaboration among stakeholders that are using human-centered design (HCD) to improve the quality of adolescent sexual and reproductive health (ASRH) programming* in sub-Saharan Africa and South Asia.

The coronavirus disease pandemic (COVID-19) is likely to impact greatly on the sexual and reproductive health, rights, futures and lives of adolescents.

Empathizing with what the ASRH/HCD community could be facing during these unprecedented times, we brought together a small team to discuss how COVID-19 is affecting work on ASRHR (currently/in projection), and hear about some initiatives that are place in response.

Most importantly, we wanted to understand how we might synergize, amplify and support solutions and efforts for a COVID-19 ASRHR response.

---

---

**Some few examples of who's doing  
what in response to COVID-19 for  
ASRHR?**

# Shujaaz Inc

IT'S TIME FOR THE (YOUNG) HEROES



Engaging young people is vital  
to the fight against coronavirus.  
But we have to land the right  
message – and in the right way.

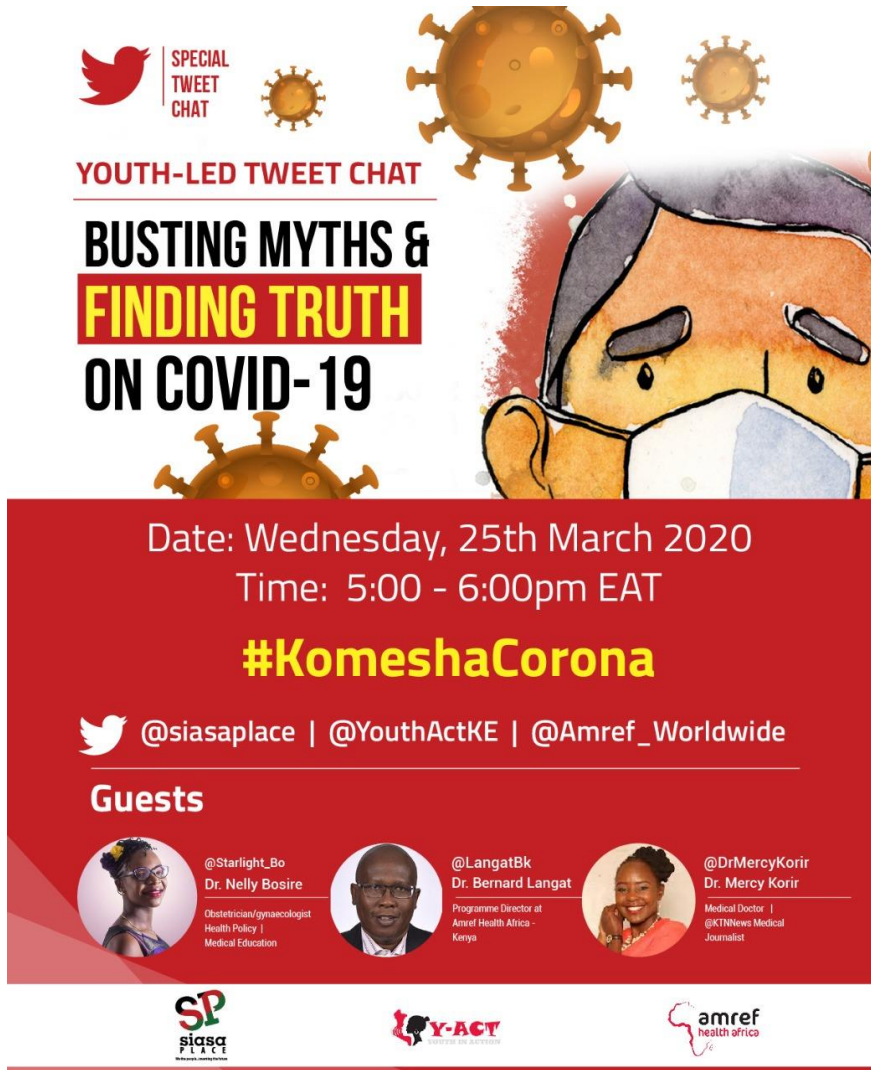
COVID 19


SHUJAAZ  
INC



- Launched #LindaFam (protect Your Family), an urgent live campaign, designed to evolve and adapt in alignment with the changing COVID-19 situation in Kenya and Tanzania.
- #LindaFam informs and activates national network of 3,000 'super fans' distributing 800,000 copies of comic books, while tracking awareness levels, understanding and concerns of young people in the face of the this new crisis.
- Works with local government and a panel of global health experts for accuracy and with young people for relevance of messaging.

# Y-ACT and Amref




 SPECIAL TWEET CHAT

YOUTH-LED TWEET CHAT



**BUSTING MYTHS &  
FINDING TRUTH  
ON COVID-19**




Date: Wednesday, 25th March 2020  
Time: 5:00 - 6:00pm EAT

**#KomeshaCorona**

 @siasaplace | @YouthActKE | @Amref\_Worldwide

**Guests**

	<p>@Starlight_Bo Dr. Nelly Bosire Obstetrician/gynaecologist Health Policy   Medical Education</p>		<p>@LangatBk Dr. Bernard Langat Programme Director at Amref Health Africa - Kenya</p>		<p>@DrMercyKorir Dr. Mercy Korir Medical Doctor   @KTNNews Medical Journalist</p>
---	--	---	---	---	---

- In support of Government of Kenya's efforts towards #KomeshaCorona (Stop/End Corona), Youth in Action (Y-ACT), a Pan-African youth advocacy movement hosted by Amref Health Africa and Siasa Place are hosting a weekly series of youth led tweet chats. Also working with influencers, training young people using digital platforms.
- Amref Health Africa are hosting the COVID-19 Africa Information Centre, a one stop hub/news room with confirmed cases, free downloadable resources for community sensitization, country travel restrictions, national guidelines, etc. <https://amref.org/coronavirus>

# A360



- A360 works through public sector and with girls to design & meet adolescents' need for contraception in Nigeria, Tanzania and Ethiopia.
- Due to COVID-19, **Kuwa Mjanja** in Tanzania has stopped activities. Awaiting donors to approve repurposing towards WASH.
- 9ja girls in Nigeria and Smart Start in Ethiopia continue for now. They may be significant changes soon.
- Maintaining the trust of the girls being served and harnessing the available tools to understand their experience and respond is also part of the strategy.
- Quick adaptation amid the limited mobility and in some cases limited access to technology is key during this time, in order to ensure a sustainable response in supporting SRHR now.



# IDEO.ORG



## openIDEO

- **Billion Girls Co Lab** – utilizes collective problem solving to address systemic ASRHR challenges. Have a great design infrastructure (planned Nairobi sprint in March on hold/discussions to apply it digitally/remotely, and include COVID-19 response to it.
- Open innovation to collect experiences on COVID-19 information and inspiration that leads to behavior change. – solutions phase following soon.

---

**How might we synergize and collaborate as a community during this time?**



## Guiding principles

- Consider the collective frustrations, surrounding circumstances, realities and experiences of adolescents with the COVID-19 – **including the hard to reach.**
- **Redesigning the design process** – to make it inclusive, timely, and relevant – despite the distancing challenges.
- Identify a design challenge around COVID-19/ASRHR and put infrastructure around it.
- Rapidly bring solutions to market through **collaboration, not competition.**  
Adolescents truly at the center.
- **Partnerships for access**, for instance with Facebook, Google.





# Possible Design Challenge



- Solutions that will enable adolescents get (trusted) information/sources on SRH/R & COVID-19 intersection
- Solutions that enable adolescents to access SRH services (contraceptive method mix, HIV testing and treatment, GBV/STI screening) safely, without disruption, especially for those without access to technology – self-care?
- Solutions that enable adolescents mental health be at the center of the COVID-19 response

---

## **Next Steps**

# Together we will,

- Convene a series of learning/sharing forum(s) – to harvest and record insights on adolescents' experiences during this COVID-19. Details to follow.
  - Conduct a COVID-19 ASRHR design challenge. Details to follow.
-

# Participants

1. Matthew Wilson, A360/PSI
  2. Courtney Chang, Billion Girls Co Lab, Lead/ ideo.org
  3. Michelle Kreger, ideo.org
  4. Larrissa Muthoni, ideo.org
  5. Ridhi Arun, ideo.org
  6. Anastasia Mirzoyants, Shujaaz Inc
  7. Natasha Kiamni, Shujaaz Inc
  8. Evalin Karijo, Y-ACT/Amref Health Africa
  9. Jenny Njuki, Y-ACT/Amref Health Africa
  10. Gabriel Makali, Youth Advisory Panel, UNFPA
  11. Yasmin Chandani, inSupply Health
  12. Kehinde Bademose, Nigerian Designer
  13. MaryAnne Wangari, Kenyan Designer
  14. Joram Kibigo, HCD Exchange
  15. Vicky Aridi, HCD Exchange
  16. MaqC Eric Gitau, HCD Exchange
-



A photograph of two young Black women outdoors. The woman in the foreground is smiling broadly, showing her teeth, and has her arms around the woman behind her. She has short, curly red hair and is wearing a green watch. The woman in the background is looking off to the side with a serious expression. She has short, dark hair and is wearing a black and white striped shirt. The background is a blurred outdoor setting with green foliage and a wooden fence.

# Thank you!

Please send inquiries to:  
[MaqC@HCDEXchange.org](mailto:MaqC@HCDEXchange.org)