



HCD EXCHANGE

April 8 Webinar  
on COVID-19  
17-18:15 EAT



Join us for an  
**HCDExchange Webinar!**

Supporting adolescent sexual  
reproductive health and rights  
during COVID-19.

April 8, 2020

17:00-18:15 East African Time

**“Supporting ASRH and Rights  
during covid-19”**

**Learning Webinar** hosted by  
the HCD Exchange Community  
of Practice

**8<sup>th</sup> April 2020**



## About The HCD Exchange



The ***HCDExchange*** is an active community committed to improving the quality, learning, and practice in regards to the integration between Human-Centered Design (HCD) and Adolescent Sexual and Reproductive Health (ASRH) in low resource settings.

The *HCDExchange* aims to provide opportunities for learning about HCD/ASRH and link together implementers, designers, youth, evaluators, academic and research institutions, private sector and funders interested in innovating together.

The *HCDExchange* also provides a space for collective advocacy to expand the application of HCD in ASRH by addressing key strategic questions for the sector and catalyzing additional investment.





## Supporting ASRH and Rights during COVID-19 Webinar\_8<sup>th</sup> April 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 low resources settings (Sub Saharan Africa and South Asia Contexts)

*Empathizing* with what the ASRH/HCD community could be facing during these unprecedented times of COVID-19, we brought together the HCD/ASRH community 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. The core of adolescents

**“ How might we, as a global community support Adolescent health during the COVID-19 period...?”**

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**MaqC Eric Gitau – HCD Exchange Director**  
**(Webinar Moderator)**



“As adolescents grow up, there are five Key needs adolescents need as they navigate their second decade: **relationships, autonomy, successful experiences, fun** and **safety**. These are needs that are currently being threatened at the very least, if not totally compromised due to the COVID-19 situation.. ”

- ❑ As a global community, we have an opportunity to process more collaborative efforts to **reflect the urgency** of this season.
- ❑ Now more than ever, it is important to **listen, create responsive solutions** and **collaborate in scaling solutions** to reach even the most vulnerable adolescents
- ❑ **Adaptive programming** has never been more important. We need to continue to innovate and seek insights that would enhance our responsiveness to issues that affect adolescents.



**Matthew Wilson – Director, A360 - PSI**  
**(Technical Lead Speaker)**



“How do we design with and for the most vulnerable adolescents? When it comes to the intersection of COVID-19 and [#SRH](#), we need to be careful that no one is left behind. There needs to be more focus on **the socio-economic impact** including access to education and the potential for school drop outs for adolescents girls...”

- ❑ **Collaboration** is going to be fundamentally important where we have so many information gaps. As a community, we can support each other to understand what is happening on the ground, and leverage each other's capacities towards a shared goal: to be truly, [#user-centered](#).
- ❑ Design for **longevity** in this era of austerity. Consider **adaptations** that have utility beyond the COVID-19 crisis, coupled with adaptive implementation which would be the application of HCD when we move from prototyping to scaling.
- ❑ We also need to think about **safety for our users: Physically** through health commodities such as PPE and psychologically through in person support

Georgina Page – **Global Head of Evidence & Insights, MSI**  
(Technical Lead Speaker)



"Our findings show that the most vulnerable adolescents are the [#Ruralmarriedadolescents](#). Their constraints to access of products and services in this season are more exacerbated. This cohort is faced with many challenges including **social cultural barriers** when it comes to family planning access, they are often **disempowered and isolated**, and where most of their decision making choices is influenced heavily by their networks (husbands, mothers in law, and even sort of wider community norms..."

- ❑ A lot of our HCD efforts/intervention in the Sahel region so far, has been opening up conversations in the community necessary to **increase that acceptance** of family planning among those influencers as well as providing information and support to young women themselves
- ❑ **Community network approach** would be credibly important as we adopt our programming approach in efforts to respond to the needs of adolescents in the Sahel. We need to think how to adopt the approach in this period.
- ❑ Need to consider the **unique needs** of every adolescent, recognizing that the needs and barriers of rural and urban adolescents are different. When compounded by education and financial circumstances, the effects would be very different from one person to the next
- ❑ Making sure our clients know what they can do to protect themselves and what we are doing to keep them safe remains our focus. Ensuring they know that our services are still available and where and how they can access both services and more information

**Ben Bellows – Co Founder, Nivi**  
**(Technical Lead Speaker)**



“Most of the world right now is home- bound but remains connected. #Everyone has questions around Covid-19. For adolescents, these include issues around transmission, relationships, and other aspects that are important to them. The intent in responding to all these questions involved launching a series of conversations whose aim was **twofold**:...”

- ❑ Empowering implementing organizations to be able to engage and draw insights from especially adolescents on both SRH and Covid-19 issues.
- ❑ Promoting awareness and responsible behaviour at scale allowing implementing partners to motivate behavior change amongst their audiences. The amplified voices of verified information can lead to tremendous change.
- ❑ What we have learnt, is that in the process of engagement and interactions around the topics of interests, that is where #learning takes place allowing us to address topics that adolescents are digging through in the messenger platforms. You can explore more from the development generated
- ❑ The idea is to surface insights about what is happening, why it is relevant to the adolescents and do responses from an evidence based data informed points that is relevant and can continue to drive these engagements with the targeted audiences.



Courtney Chang– **Senior Programme Lead, IDEO.Org**  
(Design Lead Speaker)



"What does it mean when we have to be **physically distant** with each other but still get meaningful insights and learnings when applying Human-centered design in ASRH programming..? At IDEO.org, we see this as real opportunity to find local champions to lead creatively with questions and not methods, and to act together. We can achieve so much more by sharing our insights..."

- ❑ HCD as a flexible, adaptive, and #empathetic approach does have tremendous value in this time to help us creatively connect to users and rapidly build or reprogram solutions.
- ❑ With new methods and activities and tools that we are trying, like digital diaries, photo diaries, voice recordings among others, we've found users to be **more forthcoming** because an extra wall provides safety that isn't there when we're face to face.
- ❑ With **new methodologies**, we are seeing different insights that would not be possible previously. This is because of the **autonomy** the user has compared to our previous approach"
- ❑ Tips as we consider new designs: **Find local champions to design with, Lead with questions, not your methods** and **act now, and act together**. These responses need quick actions and working together, to be generous with our learnings and our solutions in fighting this global pandemic.

## Maja Hansen – Programme Specialist -Adolescents and Youth, UNFPA (Technical Lead Speaker)



"An ongoing (**Have your Say**) survey launched in partnership with UNESCO, UNAIDS, Restless Development and AfriYAN targeting adolescents and young people, aims to explore young people experiences, challenges, learnings and actions they are taking in response to the coronavirus (COVID-19) in East and Southern Africa region seem to suggests that:

- ❑ Adolescents are not just concerned with what is happening now in terms of the partial or full lockdown, but what it **means for their future**- their school, their relationships and overall well-being.
- ❑ The **#risk perception** of adolescents in relation to Covid-19 is still **low**. It is still perceived as low risk for the younger demographic and compounded by the low incidences in Africa. However, trends registered so far suggests **lack of availability** of factual data on the COVID-19 pandemic both in general and about youth specifically.
- ❑ There is a gap on where to **access appropriate and relevant information** that is not limited to infection of young people, but demand for access to information; age appropriate information, youth friendly information that is not too technocratic, but speaks to my specific needs and capacities and availability of communication channels.
- ❑ In terms of health, **the limited access to service provision points**, especially in areas that have been locked down, continues to be a looming concern.
- ❑ The issue of psychosocial and **mental health and well being** registered as a major concern where adolescents reported incidents of sadness, frustration, anxiety over and over through out the survey.
- ❑ Despite the challenges that the season poses, young people can be part of the solution. **They are willing to be the agents of change and hope through various platforms including in risk communication.**

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# Learning Summary and Next steps...

Supporting ASRH and Rights during COVID-19 Webinar\_8<sup>th</sup> April, 2020



# Learning Summary...



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- A yellow emoji with a thinking expression, its hand on its chin, is enclosed within a red circular border. Above the emoji is a blue thought bubble with three small circles leading to it.
- ❑ As a global community, we are presented with an opportunity to **collaborate more**. In areas where the process to collaborate would have taken longer, there is now more opportunities to collaborate in providing and leveraging solutions that can be accessed faster.
  - ❑ There is need to **listen more** and keep our ears on the ground on what young people really want. The ongoing survey by UNFPA is such an interesting way and opportunity to ensure that young people have an opportunity to **participate** in curating solutions that better responds to their needs
  - ❑ Embrace **adaptive programming** that does not only involve repurposing resources, but also ensures a collective thought process among the HCD/ASRH community to redefine and rethink ASRH programming in responding to the diverse needs of adolescents in the specific contexts (urban vs rural contexts,

## Next Steps...



- ❑ Similar **Learning fora** to be held **once every month** by the HCD Exchange community as an opportunity to connect, coordinate and catalyze innovations and best practices around the shared domains of interests in the field of Adolescent and Sexual Reproductive Health.



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