

A Girl with a Plan!

Reimagining Contraceptive Services with and for Adolescent Girls in Ethiopia, Nigeria and Tanzania unlocks hope... and rapid contraceptive uptake



A360 Places Girls at the Centre of Everything

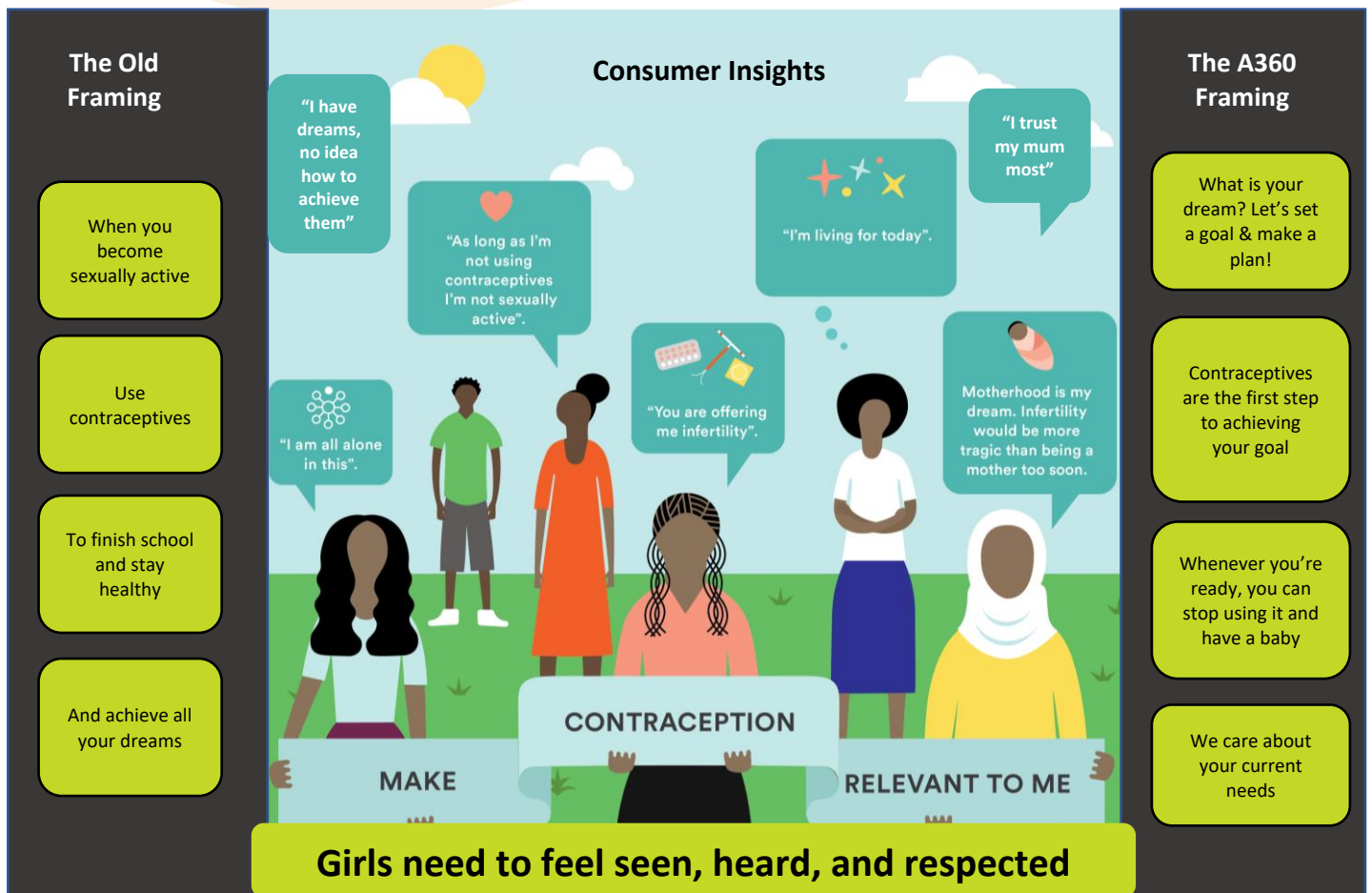
Adolescents 360 (A360) turns the traditional model of boardroom-based program design inside-out, putting **youth voices at the centre** of research, activity design, quality, and monitoring. In 2017, through real-world testing of concepts and activities, girls led the way to developing three systems of combined demand-generation and service-delivery activities shaped by their insights and powered by delightful, inspiring brands.

Program field-testing began in approximately six service delivery points in Ethiopia, Nigeria and Tanzania in mid-June 2017. By the end of January 2018, A360 expanded to a cumulative ~88 service delivery points. So far, through January 2018, A360's bespoke activities have resulted in 11,630 girls (15-19 years old) receiving relevant Sexual and Reproductive Health information and the opportunity for an opt-out counselling moment with a provider. 4,813 of these girls took up a modern contraceptive method, 55% of which were a long-acting reversible method (LARC). Results from these activities are summarized in the table, reverse.*

A Blueprint for Rapid Change: Reframe Contraceptives, Reassure Fertility is Safe, Rethink Referral

A360's research and discovery activities revealed that girls across our target markets see contraceptives as **irrelevant, possibly harmful, and at odds with their identity and dreams of motherhood**. This insight delivered a blueprint to reframe the benefits of contraceptives for young people. A360's activities work synergistically to support the emotional decision to use contraceptives as a **first step to achieving immediate goals, and feel less anxious about the future today**, while offering **friction-free, youth-sensitive service on-the-spot**. In all three countries, the new blueprint is catalysing **rapid change: adoption of a contraceptive method through a single, brief contact**.

A360's interdisciplinary Human-Centred Discovery and Design Process Changed the Narrative



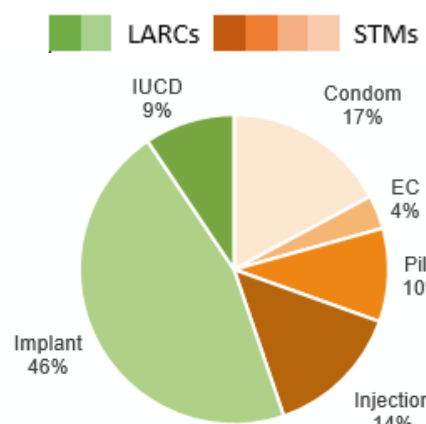
A360 Leads with Empathy to Drive Results

A360's blueprint engages youth to ensure our solutions serve them, while accounting for their unique life experiences. These efforts are leading to **high conversion rates in a single contact, and delivering strong method mix**. Across the three countries, A360 is engaging and inspiring the hardest-to-reach girls aged 15-19, then serving them with modern contraceptives. A360's activities are effective across a spectrum of girls: married and unmarried, ranging from low to high education, with and without children, and across urban, peri-urban, and rural settings.

Initial Cumulative Implementation Results June '17-Jan '18*

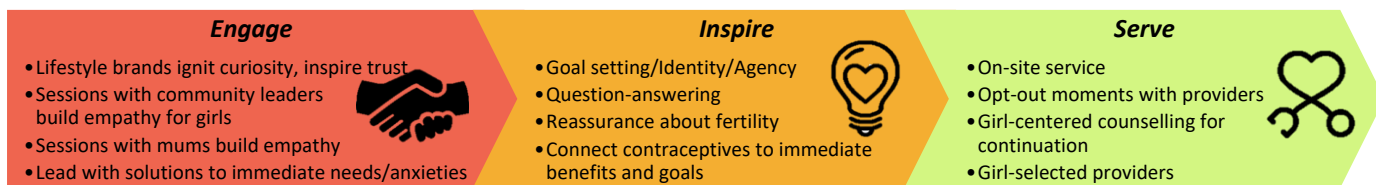
Country	Girls attending program activities	Adopters ¹ of Modern Contraceptives	Conversion Rate	Unmet need satisfied ²	Adopter CYPs
Tanzania	7,025	3,289	47%	79%	9,290
Ethiopia	1,041	444	43%	78%	619
Nigeria	5,652	1,080	19%	28%	557
Total	11,630	4,813			10,466

Notes: 1. Adopters: Girls not currently (as of yesterday) using a contraceptive method who take up a method at the time of visit with the provider. 2. Unmet need satisfied: Adopters divided by All girls who are not currently (as of yesterday) using a contraceptive method and are not pregnant. *Scope: These data were generated through approximately 88 service delivery sites in 9 regions across ET, NI, and TZ. Service delivery sites include mobile events, clinic-based events, and ongoing services provided by a mix of government and private providers. The number of Service delivery sites expanded from 6 in mid-June to ~88 by the end of January 2018. Sites are continuing to expand.

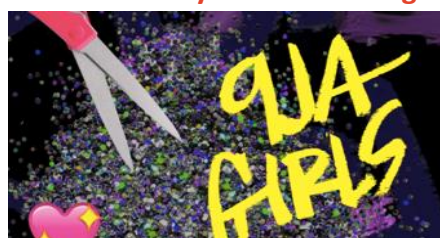


A360 Method Mix: All Countries

A360's Demand-Generation Pathway Can Guide Other Programs



A360's Country Activities: Insight-Driven, Built off the Blueprint, Tailored to Context



Nigeria: 9ja Girls

Target market: Southern Nigeria: Unmarried, peri/urban. Northern Nigeria: Married, rural.

Immediate need: Unmarried: Financial independence, help turning dream into goal, info from a trusted source. Married: "side hustle", child health advice, social connection.

Engage: 9ja Girls Brand, income-generating activity (e.g. soap-making) mini-life coaching, Sessions with moms & community leaders, happy client youth mobilisers.

Inspire: 9ja Girls brand/anthem, "Spicy talk," Contraceptives as first step to financial independence; safe, girls-only space to talk to trusted mentors, Reassurance fertility is safe.

Serve: Public clinic "takeovers" during off-hours, integration during regular hours. Private, on-site counselling with a trained young and youth-friendly provider. Strengthens local system.



Ethiopia: Smart Start

Target market: Rural married girls/couples

Immediate need: Financial planning, help communicating with husband about future goals and contraceptives.

Engage: Smart Start sessions with community leaders build empathy for couples struggling in changing times, reduce pressure to have children now.

Inspire: Smart Start session, discussion of goal, baby-calculator simulating cost of a baby in culturally relevant terms (e.g. sacks of grain), facilitated conversation with partner

Serve: Smart Start pairs local youth with government Health Extension Workers to identify, reach, and serve young couples. Smart Start supports government to saturate all young married couples in a community, leaving behind a health system capable of continuing coverage.



Tanzania: Kuwa Mjanja

Target market: Urban and Peri-Urban girls, with and without children.

Immediate need: Help turning dreams into achievable goals; Mum's permission; info from a trusted source. Girls who are not yet sexually active: info about menses/changing body.

Engage: Kuwa Mjanja ("Be Smart") lifestyle brand, mass media, Kuwa Mjanja Queens: satisfied user mobilisers; event promotion; mum's sessions-mums invite girls for service. Branded KM girl-run clubs.

Inspire: KM anthem, help setting goal and immediate actions, reassurance about fertility." Contraceptives are for girls who have plans (identity, agency).

Serve: Branded pop-up outreach events and clinic takeovers ('In-reach') of public and private health clinics. Girls invited for opt-out private, on-site moment with a youth-selected provider using Counselling for Continuation.