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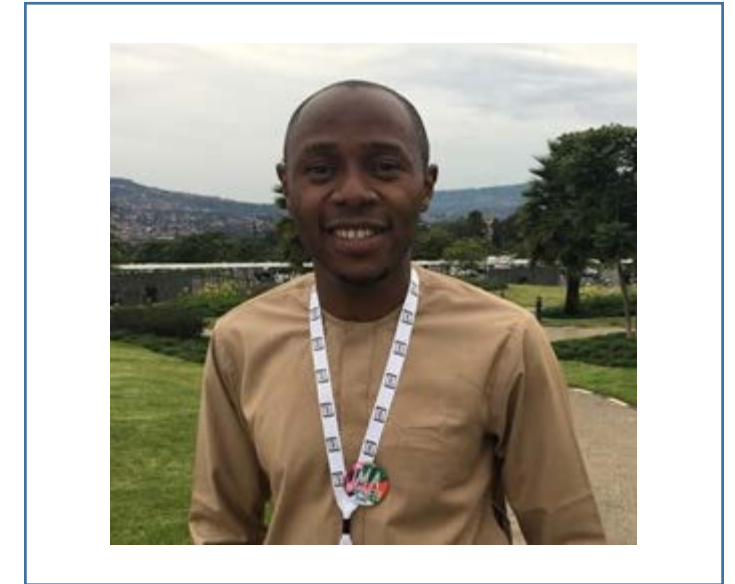
Influencing Behaviour Change for Increased AYSRH Service Uptake Among Ugandan Youth using Human Centered Design

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The PSI logo consists of the lowercase letters 'psi' in a bold, black, sans-serif font. The text is enclosed within a stylized frame made of thick lines in green, orange, and blue.

Presenter Bio & Picture

- Name: Christopher Meraiyebu
- Country of origin: Nigeria
- Education: B. Pharm, Mph
- Work experience: SFH Nigeria, PSI Uganda, PSI Somaliland.
120 Under 40 FP Leader
- If you were an animal, which animal would you be?
 - A Stallion



Introduction

- AYSRH is a government priority in Uganda where 70% of the population is below age 24.
- One quarter of Ugandan young women have their first child before 19, increasing risk for perpetuating cycles of poverty.
 - Total mCPR: 35%
 - mCPR 15- 19: 20.7%
 - Unmet need 15-19: 30.4%
 - Unmet need 20-24: 29.3%.
- Factors affecting mCPR uptake among young women include:
 - Misinformation
 - Lack of information on where to access quality services
 - High cost of services
 - Provider bias
 - Lack of service privacy and confidentiality
 - Influence of parents and other community members
 - Distance
 - Poor commodity security
 - Gender inequality.



Program Description

- The evaluation focused on the Pfizer Youth Intervention, where a portfolio of prototypes were developed to address key themes related to adolescent pregnancy and barriers to contraceptive use.



The themes, synthesized from formative research include:

- Ignorance
- Fear
- Stigma
- Peer pressure
- Trust/Provider Bias
- Access
- Non-supportive parents
- Sexual abuse.

Insights and Ideation

Ideation

Youth Friendly Service training and PBCC for Network Facilities.

An all-inclusive community dialogue (Youth, Parents, Teachers, Providers, Community Leaders)

“Edutainment,” and sports-gala-themed outreaches

The youth brand (YO-SPACE)

INSIGHTS

“Some service providers announce our problems everywhere, so we do not feel safe going to seek counselling at health centers”

“Some service providers share these myths and misconceptions with us especially on some family planning methods”

“I was raped at a tender age by my uncle. I told my mother but she couldn't tell my father because she did not want to cause family problems. I got lots of complications but till today no one else knows.”

“SRH issues for youth should be communicated in a fun loving way!”

“We need a cool form of identification that we can relate with and easily identify youth friendly facilities”

Intervention Prototypes

- Prototyped interventions included:
 1. The youth brand (YO-SPACE)
 2. Youth Friendly Service training and PBCC for Network Facilities.
 3. Voucher system
 4. An all-inclusive community dialogue (Youth, Parents, Teachers, Providers, Community Leaders)
 5. “Edutainment,” and sports-gala-themed outreaches



Study Methodology

- A quasi-experimental evaluation design was used to determine the effectiveness of the intervention, by comparing what happened as a result of a program and what would have happened in its absence.
- To evaluate the effectiveness of the design two population groups were studied:
 - A test group in (i.e. those exposed to the intervention) in Buikwe, Mukono, Kampala, and Wakiso
 - A control group – those who were not.
- The second level was within the intervention districts to compare health seeking behaviour among young people exposed to the project activities (SRH messages, peer-to-peer, youth group meetings the voucher system) with those who were not.

Results

- Propensity score matching found that exposure to the Pfizer intervention resulted in 2.7 percentage point significant increase in the likelihood of youth utilizing AYSRH services.
- Similarly, intervention exposure significantly improved ($p < 0.05$) the chances of young people adopting behaviors of interest:
 - Accessing contraception - 5%
 - Condoms - 5.9%
 - HIV testing - 0.8%
 - AYSRH counseling - 15.
- The evaluation also showed that sexually transmitted infections and contraception are the dominant reasons for young people's health seeking behavior.
- The youth associated the The YO Space brand with assurance of private, confidential, and comprehensive contraceptive counseling and service provision.
- Young people also reported a strong preference for health facilities that have youthful providers.



We Get Sexual Reproductive Health

Lessons Learnt

- This study supports the body of evidence that HCD process can result in effective behavior change interventions for AYSRH.
- Irrespective of the short intervention period, impact could still be measured and attributed to these HCD-derived prototypes.
- Intervention communities benefitted from the synergistic effects of simultaneously rolling out a package of interventions over the 6 months period.
- Edutainment played a major role in attracting and engaging youth. They were applied for outreaches, on mass and social media, within health facilities and in the communities.
- The Yo-Space brand is still being kept alive on social media and with edutainment activities.

Recommendations

- The need to uphold a primary theory of HCD that requires the participation of the target population in every step of the discovery, design, and implementation to ensure ownership.
- Ensuring **Commitment to Ethics** in Youth-Powered Program Design. There are 21 principles organized into three categories:
 - **Respect:** Valuing young people and the lives they live.
 - **Justice:** Refers to the inherent power imbalance between young people and adults. We ensure justice by bringing young people into the HCD process as equals in program design and delivery.
 - **Beneficence (Do No Harm):** Maintaining the well-being of young people when conducting HCD.
- To enable sustained behaviour change among populations, it is important for interventions such as this to last for several years.

Questions, Comments

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