

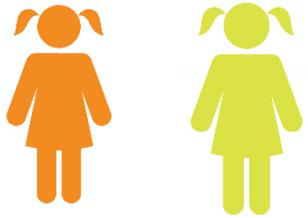


ENGAGING GIRLS WITH KUWA MJANJA

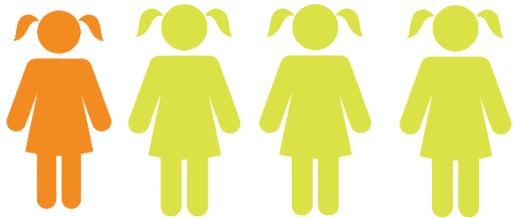


26th March, 2019

In Tanzania there are 2.3 million girls aged 15-19 of which...



HAVE HAD SEX



REPORT UNMET NEED FOR FAMILY PLANNING



HAVE BEGUN CHILD BEARING

Source: Tanzania DHS
2015/2016

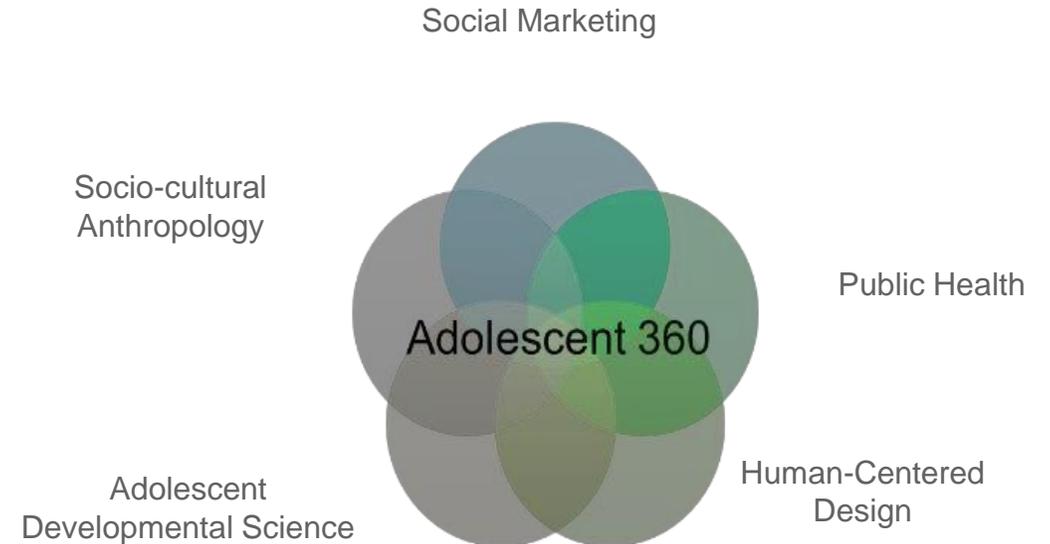


Adolescents 360:

Goal: We aim to increase voluntary, modern contraceptive use and reduce unintended pregnancy among adolescent girls between 15-19-years-old in Ethiopia, Nigeria and Tanzania.



- **Trans-disciplinary**
- Focus on **youth-powered programming** – mandate to make SRH programming relevant for girls
- **Speed and scale** – mandate for cost-effectiveness of A360 designed interventions



A360: At a Glance

Aug - Dec 2016

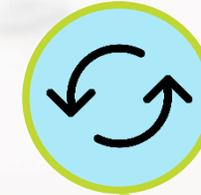
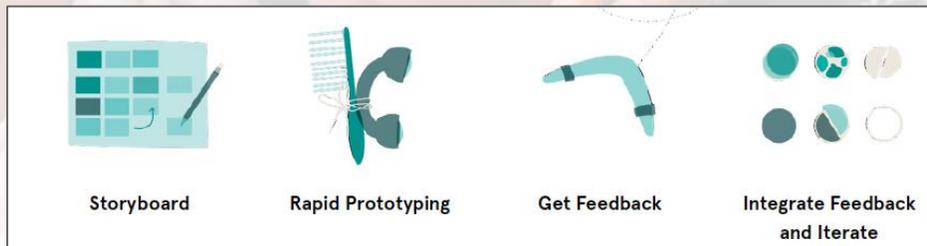


Data collection to inform design



January- Dec 2017

Prototyping, Vetting, & Refinement through the transdisciplinary approach



Jan 2018- present
Evidence-based adaptive implementation as engine for **SCALE (Horizontal and Vertical)**

MAINTAIN AN ADAPTIVE FOOTING
INTERVENTIONS ARE NEVER FULLY OPTIMIZED PRIOR TO IMPLEMENTATION.
Apply structured processes to quickly refine and ensure the intervention responds to the needs of girls, and the health system actors who serve them.



#InMySquad

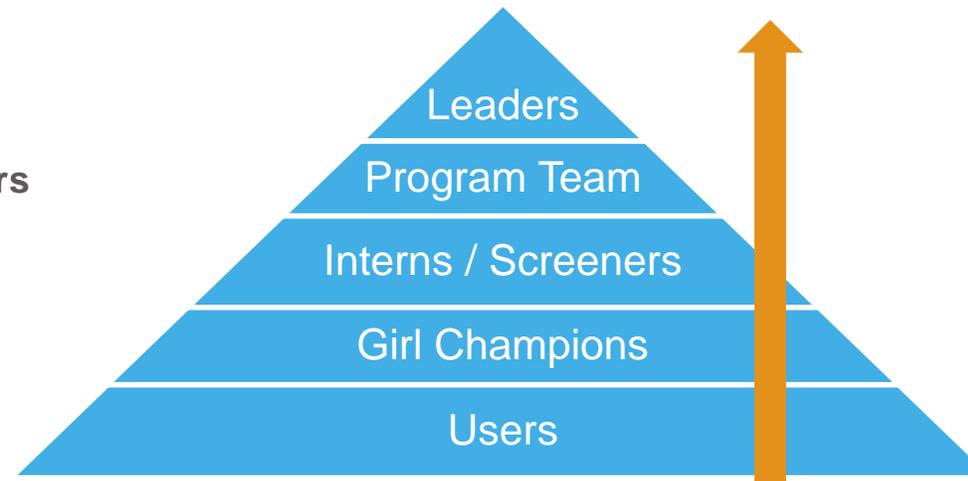
A360: Youth Powered project

We worked with girls throughout as end users and as partners

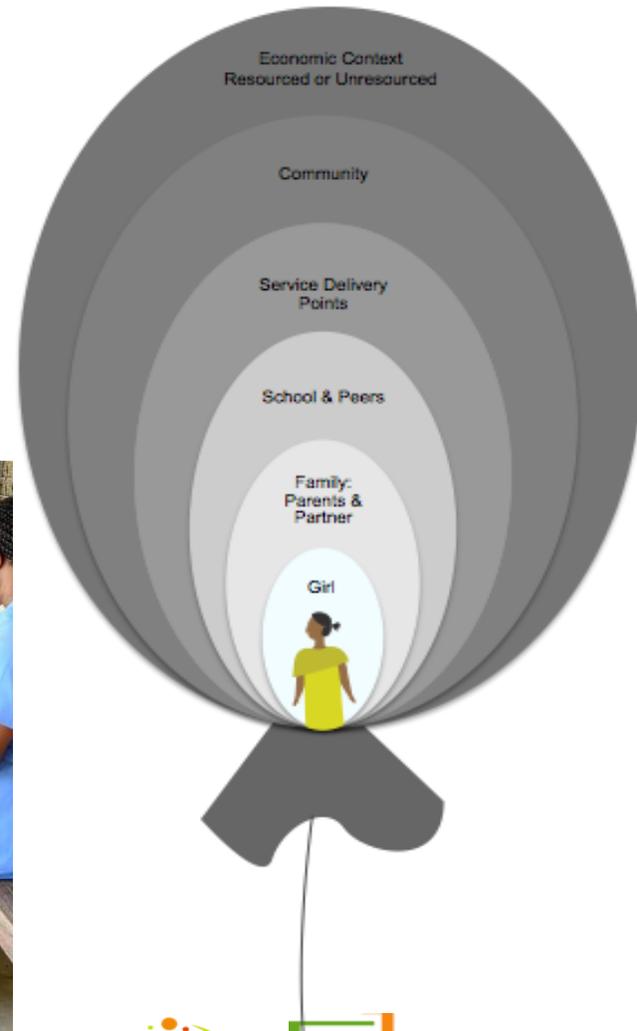


YOUTH ENGAGEMENT STRATEGY

- Youth designers / Innovation coordinators
- Regional Youth Interns
- Girl screeners
- KM Girls (Girl champions)



We learned a lot about girls and their environments

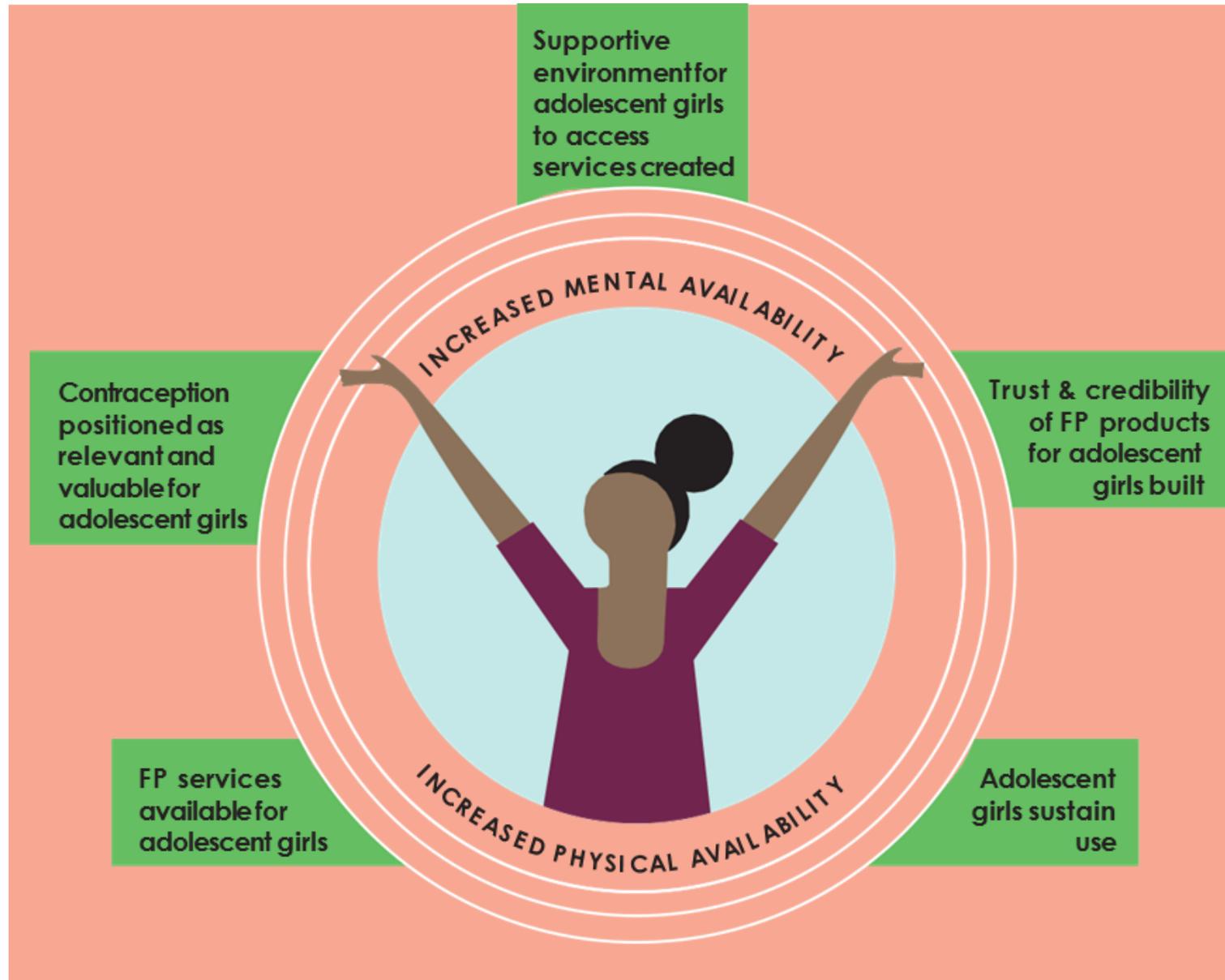


LANDED 17 CORE INSIGHTS

SUPPLY	DEMAND	CROSS-CUTTING
Empathy for girls	Circular Power Play	Contraception not safe
Youth-friendly providers	Traditional Milestones	Cross-cutting lack of agency
Reactive vs proactive	Contraception not Tanzanian	Monumental ask made easier
	Menses as an icebreaker	
	Modernity + Globalization	
	Reason to delay pregnancy	
	Fighting for life	
	Dreams die	
	Financial security	
	Role of husbands	
	Social Isolation	



We identify 5 key design opportunity

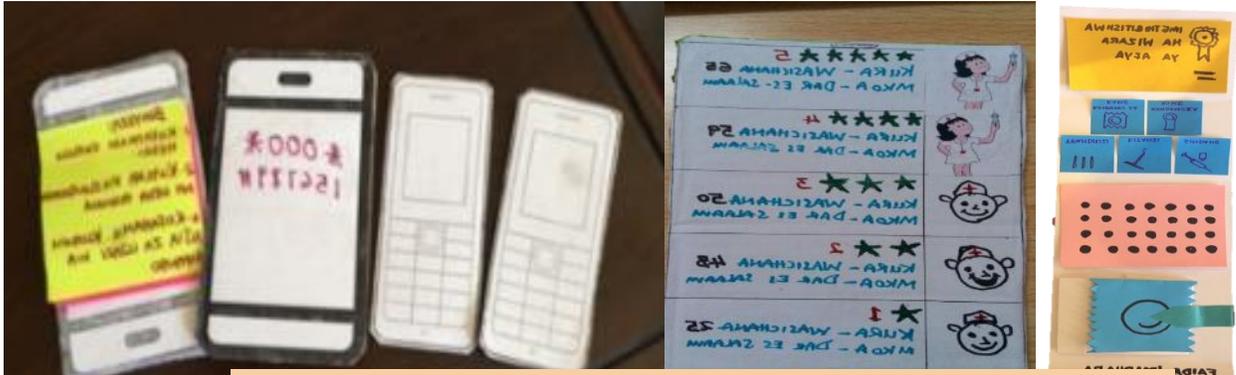


We developed many ideas under the 5 design opportunities

Relevant and valuable	Build credibility	Supportive environment for access	Increase availability	Ensure sustained use			
Test relevant names	Mothers engaged in "Kuwa Mjanja" community economic activities	Design Q&A session during mothers day	Dedicated toll free call line	Design and conduct Kuwa Mjanja clinic day with parents - Mothers	Test best way to improve waiting time in queue - charger, videos etc	Kuwa Mjanja outreach event at the community	Provider certification program
Build and test brand ID and new look	Use Vicoba (Community financial solutions)	Online providers Q&A	Use facebook page to give information	Parents conducting Kuwa Mjanja clinic day	Special pass for Kuwa Mjanja referred clients	Sports bonanza with Kuwa Mjanja services	Provider rating system
Research what to include in the agreed name and how they fit together (tie back to contraceptives uptake)	Develop guide for mothers on easy answers to awkward questions (app, sms, print, web, ?)	Radio spots advocating for contraception (Bwakila style - humorous)	FP methods information point at newspaper stands	Provider session during VICOPA	Providers and Mothers session in/out of clinic	Kuwa Mjanja services on a market day - rural setting	Free products in special events
Develop communication guidelines and delivery mechanism for the new position	Future "FAM" house	Provider debate sessions with aid from specialist (Skype)	Mass Media campaign	Parents rating or certification of sale points - referrals	Condoms available at the reception	Provider in-school session - Kuwa Mjanja	Market day at the village level with booth
Develop and test "new identity" information booth and other identified delivery mechanisms	Orientation program for providers	Promotion/Advertisement on "Kuwa Mjanja"	Facts documentary for the waiting area at the facility	Teachers and students alliance in Kuwa Mjanja campaign	Client e-learning in clinic	Mobile providers (Baja+call)	Provider referring provider
Radio program sponsorship for new position talk	Non monetary incentive scheme for providers	Myth buster games during edutainment events	Girls talks with peer educators (see future planners army)	Education through sports and youth seminars - targeting boys	Destigmatized private moment	Train Mobile services administrators	Increase clinic access points (YFS clinics) - geoplan for spread
Recruit and train "future planners"	Provider ambassador program	Parents become trainers/advocates	Success stories sharing - Past&Present/Future media campaign "I am here today..."	Teach boys on pregnancy and how to prevent	Youth-friendly facility database; mobile access for identifying clinics	Walking/Mobile sellers in residential areas	Support unregistered facilities to register RCH
Use branding from consumer testing (1 above)	Gamification for providers to increase compliance	"Myths buster" newsletter in a newspaper	Youth corner in Shujaaz magazine	Kuwa Mjanja campaign	Leverage traditional milestone events as education opportunities	Order-in through mobile	Youth-oriented outreach days
Identify opportunities to unpack the value proposition to girls (beyond the clinic)	MOH approval of the new position	Create product fact sheet for providers	Financial/entrepreneurship/health skills with peer - can be the role models	Private moment in clinic day	Trade school as entry for contraception	Contraceptives sales in hair saloons	Product availability and branding
Develop a media success as a result (Mjanja program)							
Create the "future (adults? Teens?)							
Develop "future girls							
Create "future pl							
Conduct in clinic test the concept benefits)							
Urban setting ev							
beach with tablet							
Rural setting eve							
market days with							
"Life plan" sms y							
1234 (sms platfor							
Agony aunt							
"Kuwa Mjanja" h							
Mothers and girls day as Kuwa Mjanja" session							
Couples' planning sessions	Expanded branded goods portfolio						

We tested over 300 ideas with 15-19 year old girls

We then prototyped and iterated



LOW-RES PROTOTYPES

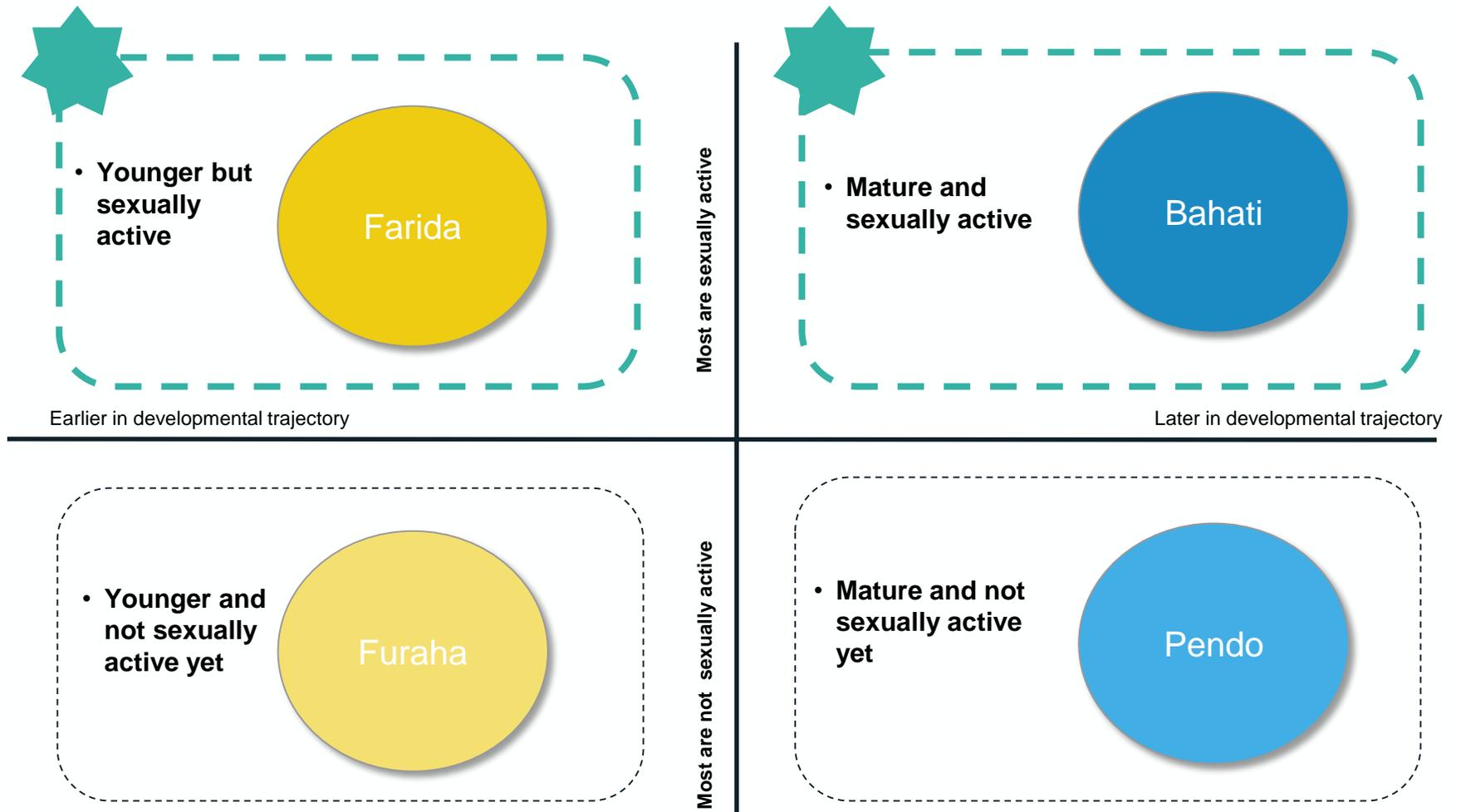


HIGHER-RES PROTOTYPES



Segmentation study insights: Farida, Bahati, Furaha & Pendo

4 segments that generally differ on their psychosocial development were identified



Developmental trajectory jointly defined by: Age, Physical pubertal development, Children, Dating behavior, Financial independence, Autonomy in daily life. Sexually active defined by whether they have had sexual intercourse with someone of the opposite sex and dating status.

Farida



Demographics

- Average age: 16.9 years
- Currently in school: 30%
- 47% Urban vs 53% Rural

SRH status

- Sexually active: 73 %
- Ever dated: 97%
- Begun menstruating: 99%
- Has children: 7%

Targeting

- Personally owns a phone: 25%
- Goes to doctor alone: 56%
- Ever watches TV: 59%

Influencers

- Learned about sex: Husband/boyfriend (52%)
- Learned about family planning: School/teachers (41%)
- Learned about personal hygiene: Mother (48%)

Bahati



Demographics

- Average age: 18.2 years
- Currently in school: 7%
- 39% Urban vs 61% Rural

SRH status

- Sexually active: 100%
- Ever dated: 97%
- Begun menstruating: 99.9%
- Has children: 47%

Targeting

- Personally owns a phone: 41%
- Goes to doctor alone: 79%
- Ever watches TV: 47%

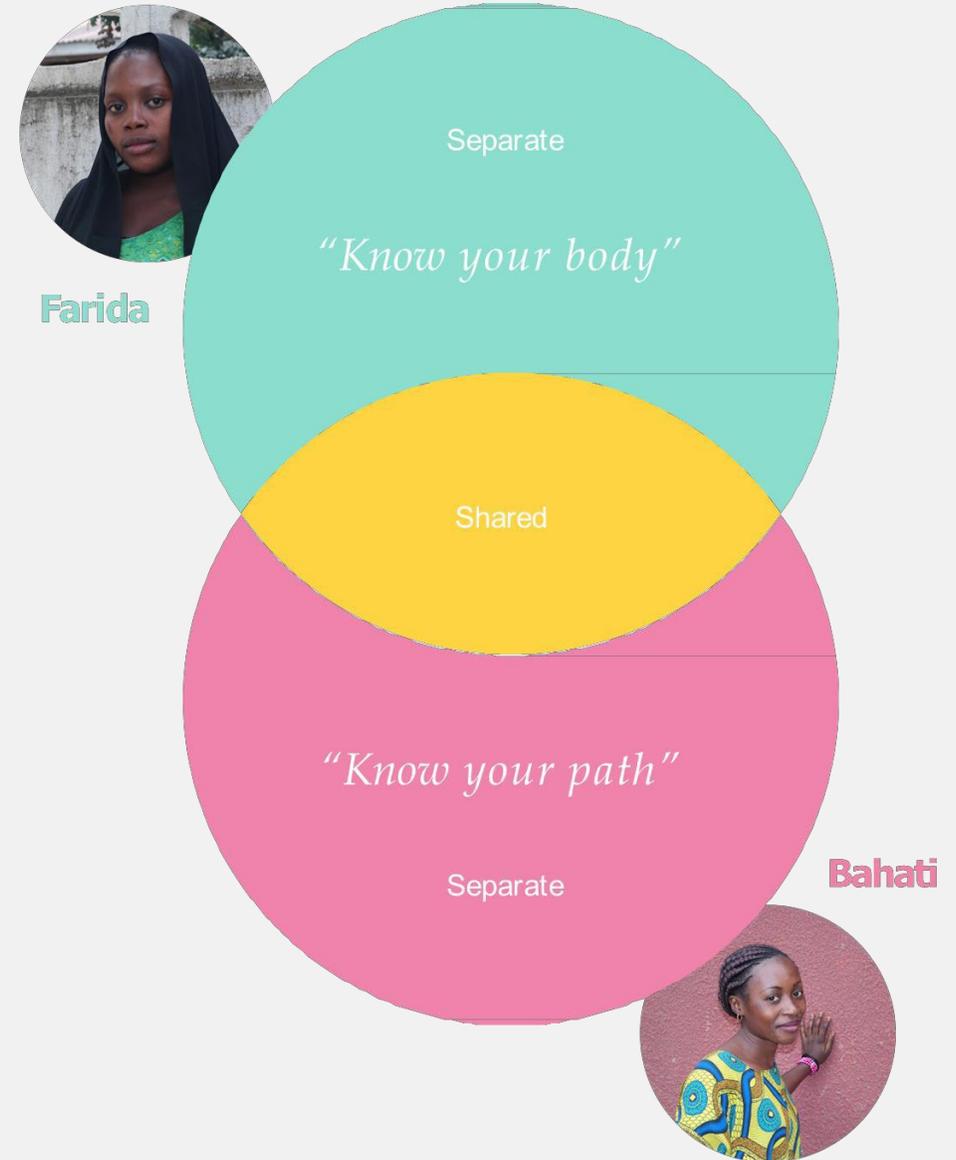
Influencers

- Learned about sex: Husband/boyfriend (63%)
- Learned about family planning: School/teachers (28%)
- Learned about personal hygiene: Mother (44%)

We co-designed a program based on these girls' needs and experiences

To ensure designed program remains relevant as girls move through different life stages, we have created two intersecting experiences which allow us to meet the needs of our two segments— Farida and Bahati— through separate and shared moments.

And the program was named...



Welcome to...

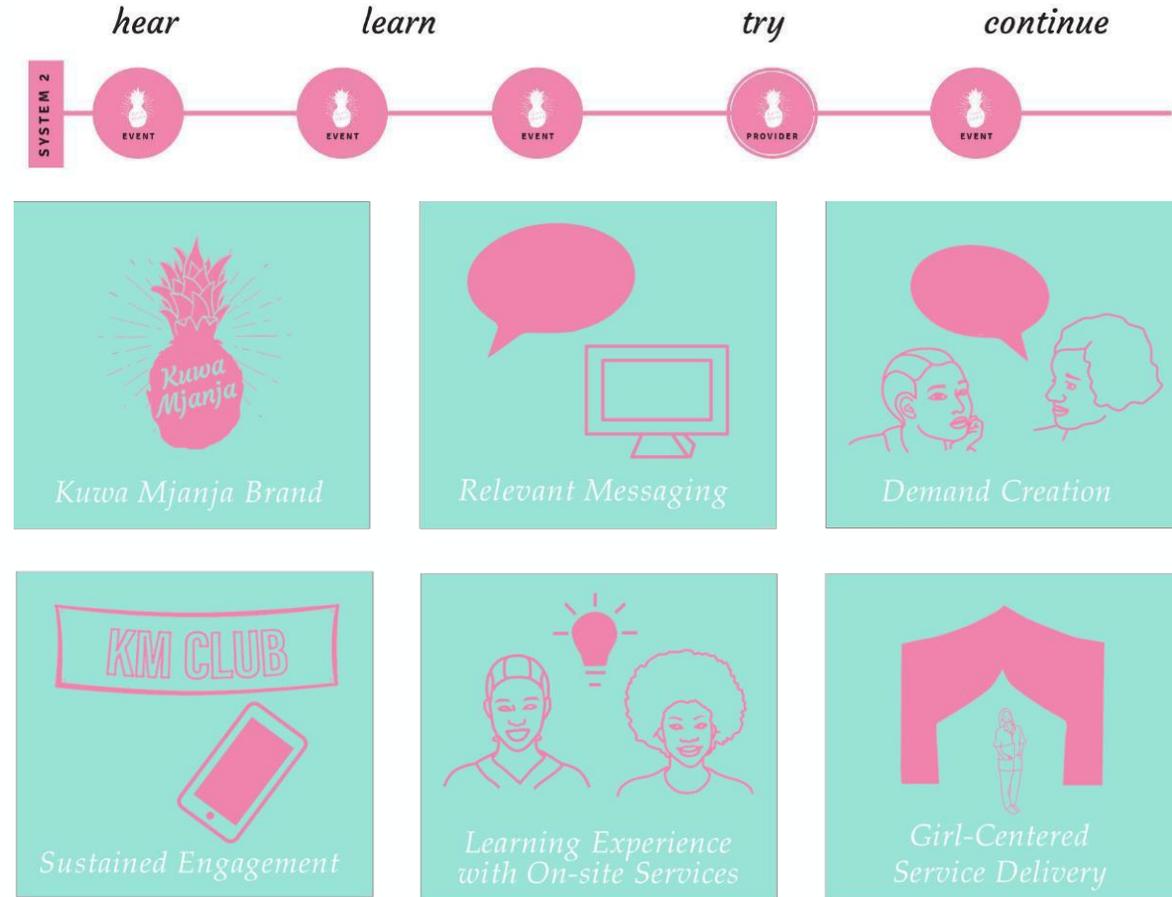


There are some key program elements

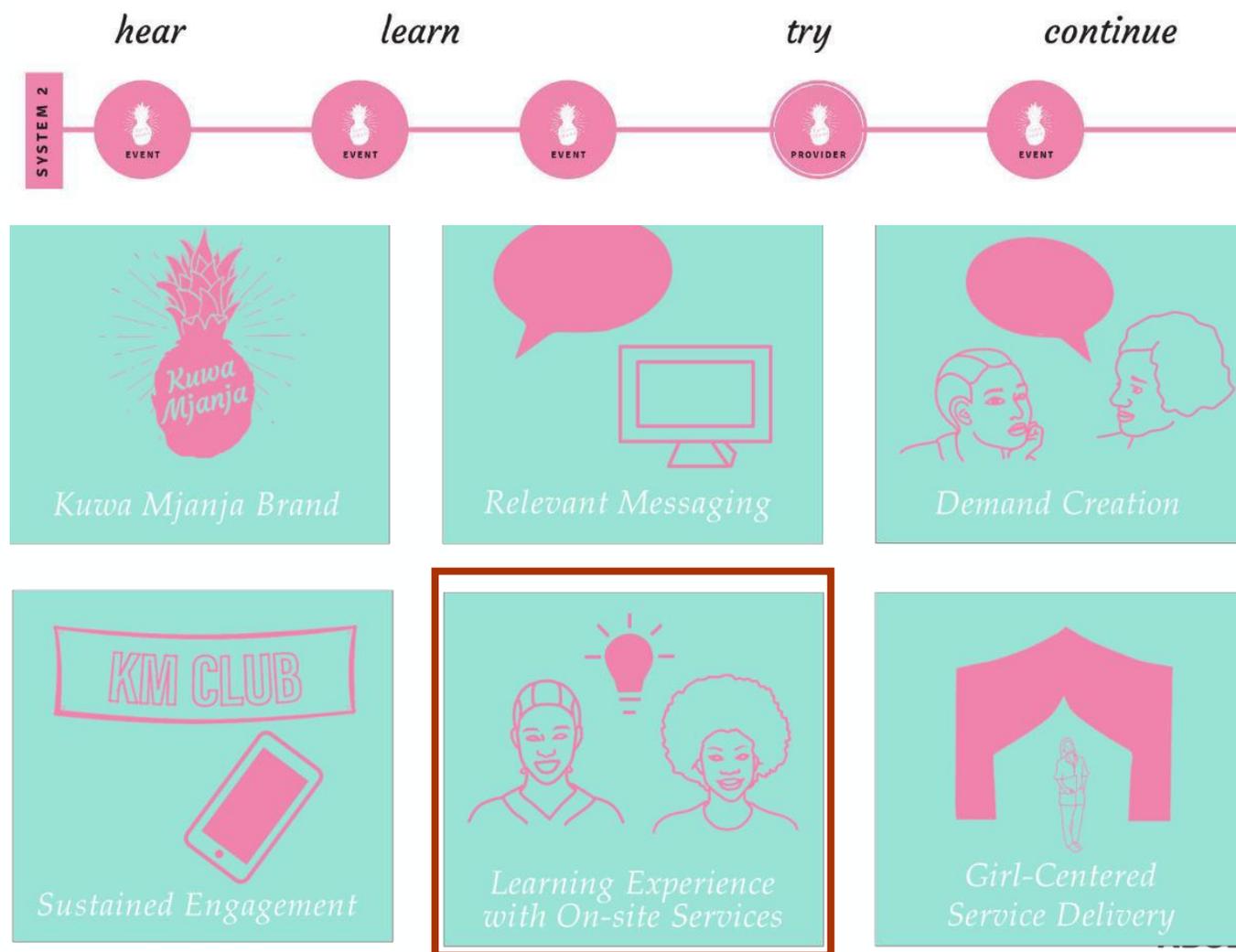
Kuwa Mjanja comes to life through 6 key service elements.

The program is designed to ensure every touchpoint feels uniquely *Kuwa Mjanja*.

Farida and Bahati will experience each of these slightly differently.



Key program elements



Bahati's experience: Know Your Path



- A **community-based** approach designed around Kuwa Mjanja branded pop-up events.
- Events inspire girls to **dream**, help them **discover** and learn what's possible, and **take action**.
- Girls access vocational and financial skills classes alongside health information, life-planning and **contraceptive services**.

Farida's experience: Know Your Body



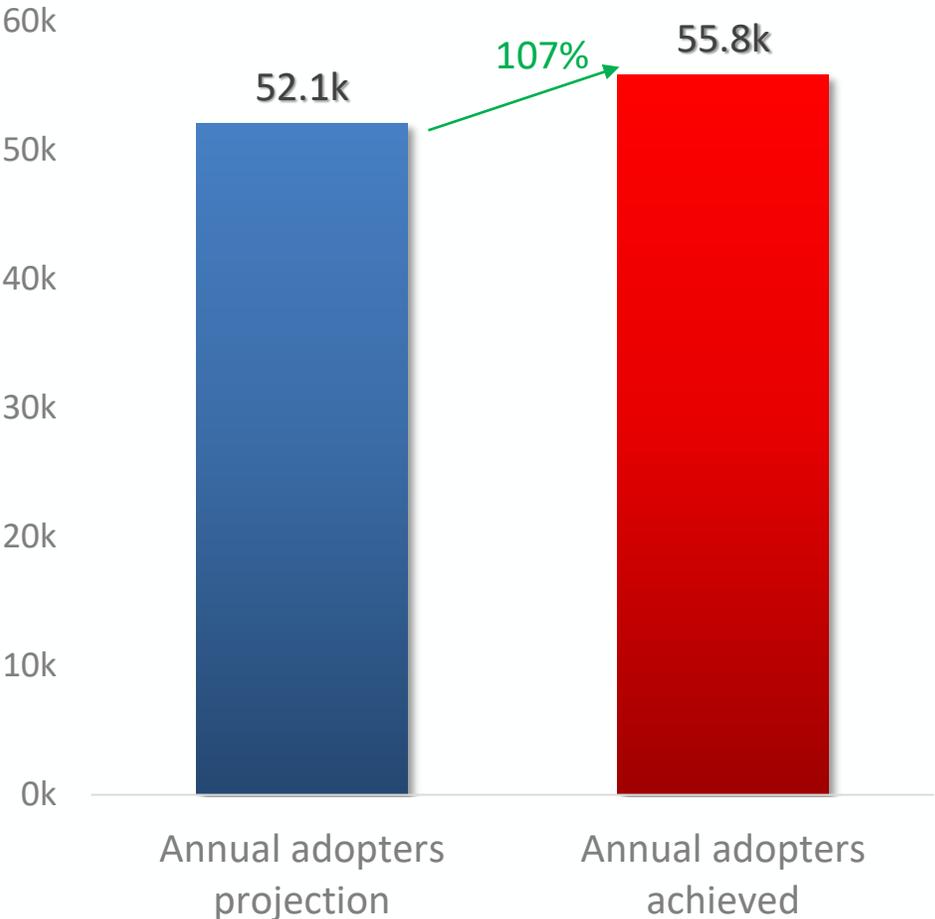
- A **clinic-based** learning and service delivery experience using **menarche and puberty** as an entry-point to discussing contraception with girls.
- This system **engages parents** and allows girls to build trust with providers.
- Events include an **opt-out private moment** with a KM provider for judgment-free counseling and services.

Engaging parents in this way turns many from *barriers* to *advocates*.

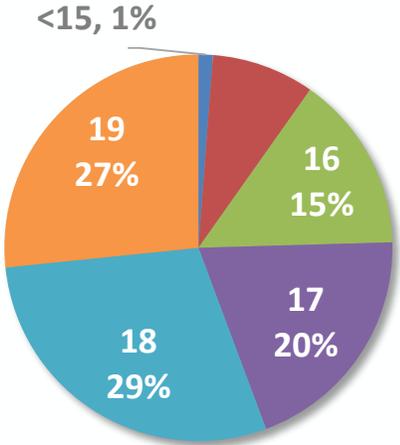


2018 Results

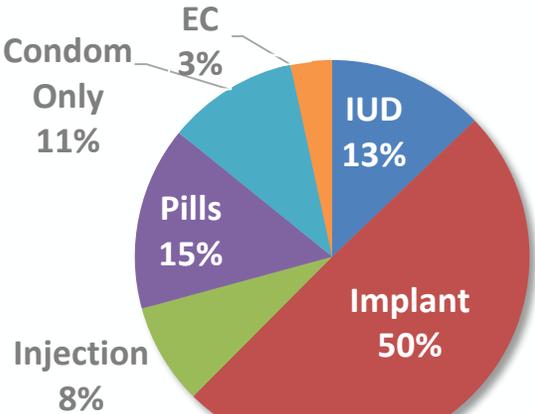
2018 A360 TZ Annual Adopters Projection vs Achievement



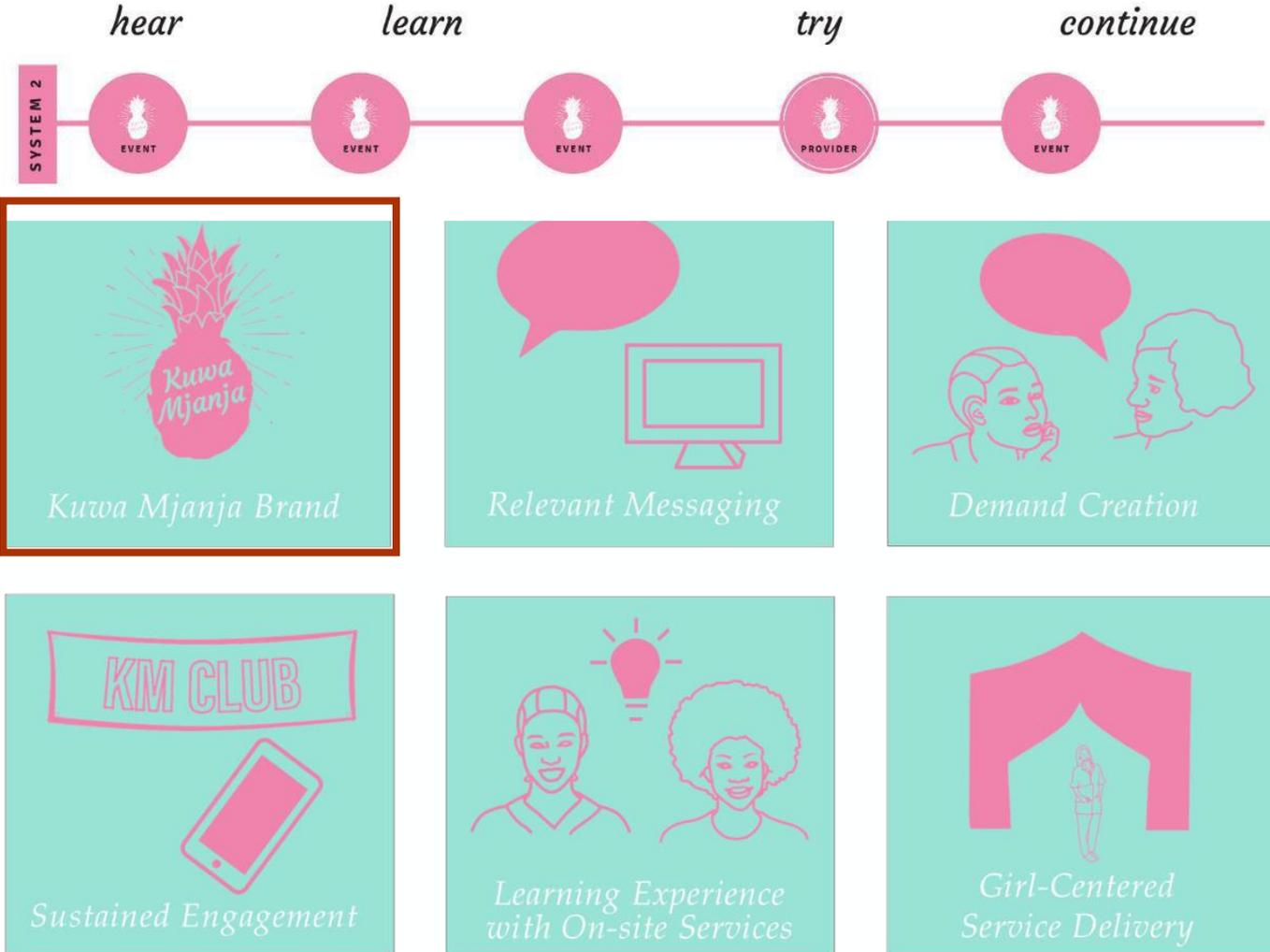
2018 A360 TZ Adopter Age Split



2018 A360 TZ Adopter Method Mix Split



Key program elements





be the girl
WHO DECIDES
to dream



Kuwa Mjanja (Be Smart), a brand that inspire girls to dream, help them discover and learn what's possible, and take action

SHARABLE

From the Kuwa Mjanja talk, to the easily communicated symbols and visuals, to the activities at events, it's built in a way that's easy to share.

TANZANIAN

Pulls on imagery from Tanzania's natural beauty and leverages Tanzanian cultural frameworks and storytelling norms.

FAMILIAR

Leverage familiar imagery and vocabulary that girls will hear or see throughout their day and life and be reminded of its story and symbolic meaning.



ACCESSIBLE

While the brand is targeted at girls, it was designed to be adaptable and accessible to boys and other key influencers.

BEAUTIFUL

Delivers a uniquely beautiful experience through Kuwa Mjanja for our users to feel special and loved.

SYMBOLIC

As well as 'Kuwa Mjanja' being used in traditional teachings, Fruit is often used as a symbol of youth, vitality and fertility. The pineapple is also an iconic image.

Why girls love Kuwa Mjanja brand because...!

“Kuwa Mjanja is the person who can trust herself and who can believe in her life.”

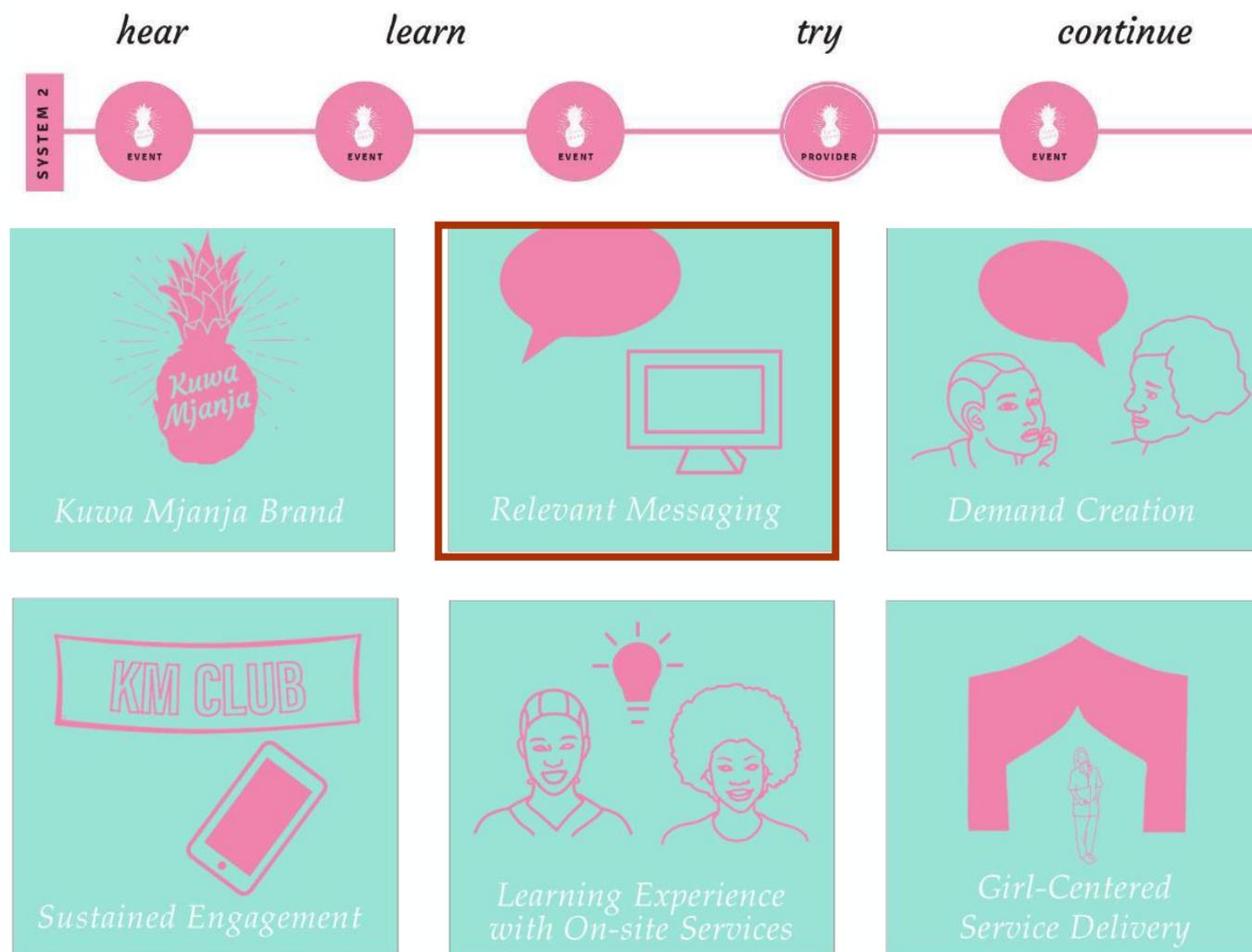
“Pineapples are strong, this means if I am a pineapple my dreams will be achieved.”

“If you persevere and stand tall like a pineapple you will go far!”





Key program elements



Mjanja Connect



Mjanja Connect is a **technology platform** that leverages A360 program investments and **insights**, in order to increase the number of adolescent girls successfully referred for Family Planning Services by Community Health Educators (primarily) through the WHP program **infrastructure**.

GOAL:

15,000 adolescent girls successfully referred to PSI FP clinics
Increase in the number of adolescent friendly service providers

Mjanja Connect has three key components

1

A tablet based job aid for improving behaviour change communication

Community educator delivers targeted, personalized counselling to adolescent client



2

A mobile system for referring, tracking, and supporting clients to FP services and beyond

Community educator electronically registers & refers client to a provider or activity



Client receives SMS with unique referral number



Client attend a Kuwa Mjanja activity and meets provider for FP info and services



Provider redeems client for specific service using client unique code



3

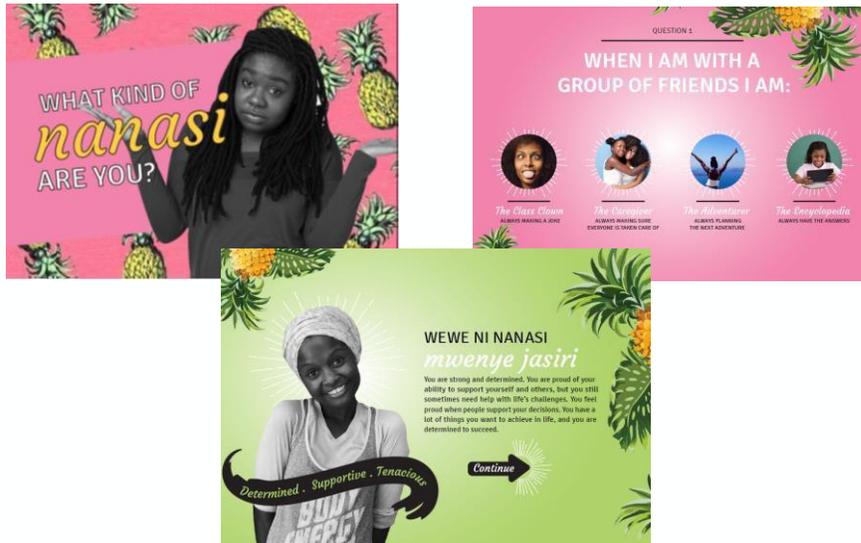
A mobile system for gathering client feedback on providers and services

PSI continues to engage with client to track quality, support continuity, and connect to other services



Job Aid Key Elements

Segmentation to deliver targeted messaging



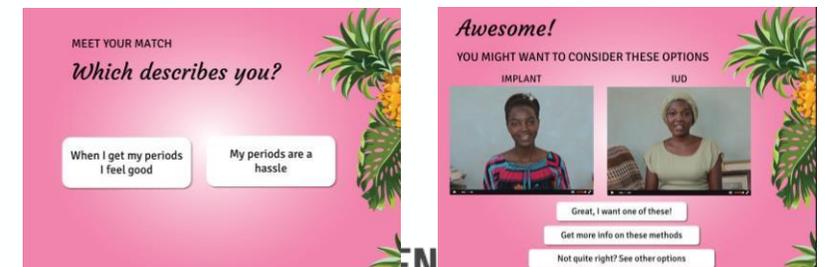
Videos and stories to share relevant info



Games & humor to tackle tough subjects



Personalized counseling for better decision-making

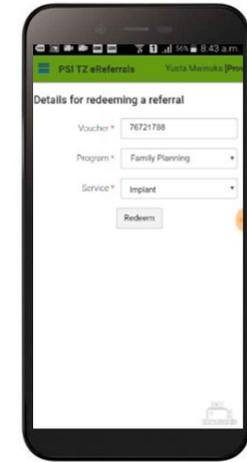
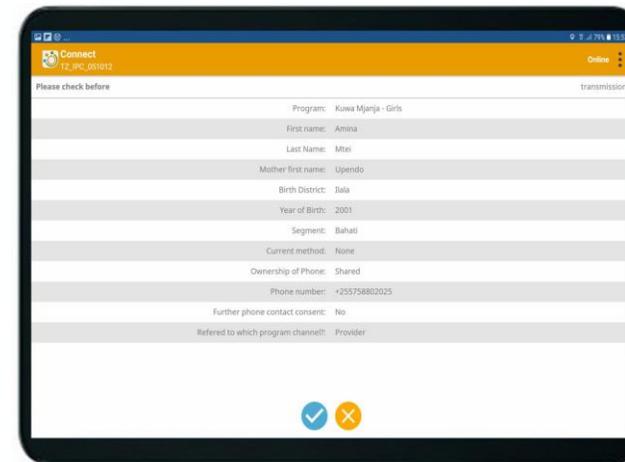


Mjanja Connect uses two integrated systems

Mjanja Connect Counseling App
Girl-centric & personalized
counseling



Connecting with Sara (CwS)
Referral tracking and
redemption



COME AND EXPERIENCE A REAL-LIFE POP UP EVENT

When: Wednesday, 27th March 2019

Where: Kijitonyama Ward Office grounds near
Salma Kikwete Secondary school

What time: 10:00am – 4:00pm

Contact: 0763 246441 – Edwin Mtei

To learn more about Kuwa Mjanja visit:

www.a360learninghub.org/countries/tanzania/



THANK YOU!