

# The Adolescents 360 BLUEPRINT FOR CHANGE

360 DEGREES IS ONE TURN OF A REVOLUTION — WITH GIRLS AT THE CENTER

**Together, we're uncovering small ways  
of fundamentally changing how we work with and for girls  
to drive sexual and reproductive health breakthroughs.**

WE LISTEN TO WHAT GIRLS SAY THEY WANT,  
TO DELIVER WHAT GIRLS SAY THEY NEED.



**A360'S PROGRAMMATIC BLUEPRINT PROVIDES  
A PRACTICAL GUIDE FOR REPLICATION—  
WITH THE FLEXIBILITY TO TAILOR TO CONTEXT  
IN PARTNERSHIP WITH YOUNG PEOPLE.**

THAT'S OUR BLUEPRINT TO DELIVERING SOLUTIONS

THAT  DELIGHT,  INSPIRE AND  SERVE HER  
FROM THE GROUND ON UP.



1

TAILOR PROGRAMMING  
TO WHERE GIRLS ARE  
DEVELOPMENTALLY AND SOCIALLY

**Segmenting program interventions  
to account for developmental  
and experiential differences  
better speaks to girls' differing needs  
TODAY.**



CONNECT WITH AND  
DELIGHT HER

3

BEAUTY HAS POWER

**Powerful brands build  
TRUST and CREDIBILITY.  
They communicate: "I am worthy,"  
and motivate girls to not only seek care  
but to also return.**

2

BUILD ON INFLECTION POINTS  
THAT ALIGN WITH GIRLS' LIVES

**Pinpoint community norms  
that influence girls' trajectories and apply  
a positive youth-lens to redefine  
key social and cultural concepts.**

Build on these inflection points  
to reach, inspire, and engage her  
in ways she already knows  
are supported by her community.



# INSPIRE HER

1

## BALANCE THE POWER SCALES

Bringing girls' skills, abilities & influence to program design, delivery, measurement and evaluation redefines what we thought we knew and yields responsive interventions.

**BUILDING AGENCY WITH AND FOR HER**  
elevates the unique skills, assets and competencies she brings to the table.

**INVOLVE HER  
EMPLOY HER  
ELEVATE HER POWER**  
so she owns the health solutions that serve her.



2

## POSITION CONTRACEPTION AS RELEVANT AND VALUABLE

**Introduce contraception as a tool in service of her SELF-DEFINED dreams.**

### INSIGHT

GIRLS KNOW  
their own goals and desires best, that often reach beyond health.

### WHAT THAT MEANS

Girls across A360 countries EXPRESS DESIRES for financial and social stability.

### SOLUTION

Contraception paired with financial planning and/or income generating skills is A CRITICAL ASSET to girls' ability to achieve their dreams for themselves and their future families.

# INSPIRE HER

4

WHERE POSSIBLE,  
DIVORCE CONTRACEPTIVE USE  
FROM SEXUAL ACTIVITY

Identifying as 'sexually active'  
is not something all girls come to easily,  
whether or not they are already engaging in sex.

**GIRLS CAN MOVE QUICKLY**  
from never having been,  
to being fully sexually active.

## INSIGHT

Girls need to see contraceptives as useful  
REGARDLESS of whether they are sexually active.

## WHAT THAT MEANS

When contraceptive use is associated  
with HER VISION for HER FUTURE,  
rather than her sexual activity status,  
it becomes a more easily adopted behavior.

## SOLUTION

Help girls connect contraceptive use  
to images of themselves they already ASPIRE TO TODAY  
—for example, being a girl who is smart, savvy,  
and prepared to achieve in life, being a “Girl with a Plan.”

3

FOCUS ON GIRLS' COMPETING  
& COMPLIMENTARY JOYS

**ATTAINABLE JOYS**  
are a critical intrinsic motivator.  
Solutions should align with and complement  
girls' joys and interests.

## INSIGHT

Some girls view motherhood  
as one of the greatest attainable joys.

## WHAT THAT MEANS

Traditional messaging and services  
will not gain footing if girls feel  
that their attainable joy is at risk  
(i.e. fertility fears).

## SOLUTION

A360 initiates CONTRACEPTIVE COUNSELING  
built around fulfilling a girls' attainable joys,  
like assuring girls' that their fertility will be safe.

We work with girls to IDENTIFY HER DREAMS  
and equip her with the resources to drive forward those goals.  
For example, girls discuss ways to actualize their life plan  
(e.g. start a small business or own an ox)  
and recognize delaying/spacing of pregnancy  
as a complement to the joy of becoming  
a strong and prepared mother... **WHENEVER SHE IS READY.**

Here, contraception is squarely in line  
with her other competing joys.





# SERVE HER

1

## GIRL-DEFINED SERVICE DELIVERY

**Find and leverage girls' self-identified safe spaces —physically, emotionally, and on- and offline.**

2

**TO CREATE  
A SUPPORTIVE ENVIRONMENT,  
SEE CULTURE AS AN ASSET**

**Capitalize on social norms to root your message in the narratives communities have been exposed and accustomed to.**

### WHAT THAT MEANS

1. Seeking the right digital inputs, including low- to no-technology interface.
2. Gender-sensitivity: bring her husband/partner into the dialogue or offer girl-only spaces... SHE DECIDES.
3. Leverage her most safe influencers (mothers, fathers, religious leaders, etc.) at the right time & place (design-only, combined services, informed but excluded, etc.).

### IN ETHIOPIA

**Smart Start** builds on the national dialogue of progressing beyond development needs. **Smart Start's** financial planning orientation builds on a lens that girls and their communities not only understand —but embrace. Here, individual actions fold into the narrative of national success.

### IN TANZANIA

girls have redefined the traditional Swahili phrase *Kuwa Mjanja* (“Be Smart”) —transforming it into a girl-centered call-to-action to focus on girls' self-driven success, where contraception is key.



3

BUILD TRUST BY CULTIVATING  
PROVIDER AND STAFF EMPATHY  
& THEIR INTRINSIC MOTIVATION TO SERVE GIRLS

**Bringing providers and staff  
together with girls outside of counseling  
builds empathy as equals,  
not just as clients.**

#### IN TANZANIA

girls serve as mystery clients  
to identify youth-friendly  
health providers.  
This ensures provider accountability  
and program monitoring  
and evaluation.

Engaging on topics  
broader than contraception  
during and immediately after  
provider training  
decreases provider bias  
and increases  
their long-term motivation.

• Reward providers'  
who meet youth-friendly  
quality standards.

# SERVE HER

5

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.**



4

DELIVER SERVICES WHERE, AND WHEN,  
A GIRL SAYS SHE NEEDS THEM

- Remove stigma by offering opt-out service provision
- Be willing to rearrange counseling to meet girls' self-identified concerns

→ Start with privacy or return to fertility rather than effectiveness

- Reduce access barriers by increasing service delivery opportunities

→ **THINK** roaming pop-up events, community-based interventions, hub & spoke clinic services

- Build trust to encourage return visits and continuation

→ Girls can exchange phone numbers with staff for questions outside of the counseling session



 @Adolescents360 [www.a360learninghub.org](http://www.a360learninghub.org)

Adolescents 360 (A360) is a four-and-a-half year initiative co-funded by the Bill & Melinda Gates Foundation and the Children's Investment Fund Foundation (CIFF).

The project is led by Population Services International (PSI) together with IDEO.org, University of California at Berkeley Center on the Developing Adolescent, the Society for Family Health Nigeria, and Triggerise.

The project is being delivered in Ethiopia, Nigeria and Tanzania, in partnership with local governments, local organizations, and local technology and marketing firms. In Tanzania, A360 is building on an investment and talent from philanthropist and design thinker Pam Scott.