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 <u>LISTEN</u> TO WHAT GIRLS SAY THEY WANT, TO <u>DELIVER</u> 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









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.



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.





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.



GIRLS KNOW

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



Girls across A360 countries

EXPRESS DESIRES
for financial and social stability.



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



INSPIRE HER

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.



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



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



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."



FOCUS ON GIRLS' COMPETING & COMPLIMENTARY JOYS

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



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



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



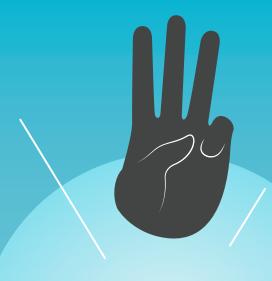
A360 initiates CONTRACEPTIVE COUNSELING built around fulfilling a girls' attainable joys, like assuring girls' that their fertility will be safe.

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.







1

GIRL-DEFINED SERVICE DELIVERY

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



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... <u>SHE DECIDES.</u>

3.

Leverage her most safe influencers (mothers, fathers, religious leaders, etc.) at the right time & place (design-only, combined services, informed but excluded, etc.).

SERVE HER

2

TO CREATE <u>A SUPPORTIVE ENVIRONMENT</u>, SEE CULTURE AS AN ASSET

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

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.



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

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.



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