

# A Girl with a Plan!

Reimagining contraceptive services with and for adolescent girls in Ethiopia, Nigeria and Tanzania unlocks hope... and rapid contraceptive uptake.



From June 2017 through September 2018, 131,891 girls participated in A360 activities, resulting in **73,806 girls (56%)** voluntarily adopting a contraceptive method.

*\*Preliminary data, validation in progress*

## A360 Places Girls at the Center of Everything

Adolescents 360 (A360) put **youth voices at the center of research, quality and monitoring**. Program field-testing began in six service delivery points in Ethiopia, Nigeria and Tanzania in mid-June 2017. By January 2018, through real-world testing of concepts and activities, girls led the way to developing four systems of combined demand-generation and service-delivery activities shaped by their insights and powered by delightful, inspiring brands.

Through September 2018, A360 has engaged, inspired and served girls across 58 regions in Tanzania, 295 kebeles (sites) in Ethiopia and 12 states in Nigeria.

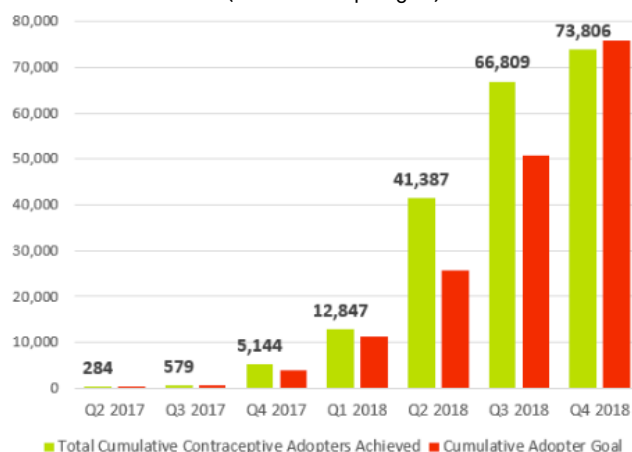
Results from A360's quickly expanding activities are summarized in the table, below.

## Cumulative Implementation Results June 2017-September 2018\*

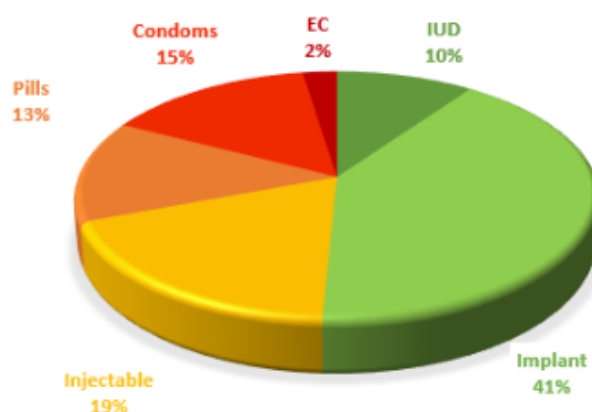
Country	Number of Geographic Sites Activated	Adopters <sup>1</sup> of Modern Contraceptives	Continuing Users Served	Adoption Conversion Rate	LARC Adopters
Tanzania	58 regions holding hundreds of pop-up and clinic events	<b>50,913</b>	2,436	62%	32,608
Ethiopia	295 kebeles (sites)	<b>8,975</b>	4,198	51%	2,221
Southern Nigeria	14 sites across 10 states	<b>13,918</b>	949	42%	2,145
Northern Nigeria	4 sites across 2 states	<b>1,864</b>	41	69%	518
<b>TOTAL</b>		<b>73,806</b>	<b>7,583</b>	<b>56%</b>	<b>37,492</b>

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: Service delivery sites include mobile events, clinic-based events, and ongoing services provided by a mix of government and private providers. \*Preliminary data, validation in progress

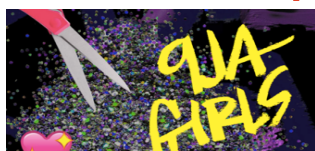
A360 Cumulative Adopters as of Sept. 2018  
(Actual v. Adopter goal)



OVERALL A360 ADOPTER METHOD MIX TO DATE

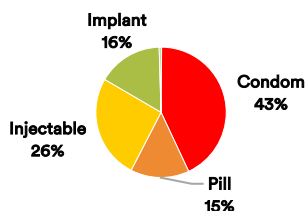


# A360 Country Highlights



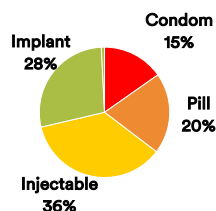
## SOUTHERN NIGERIA

A360 Method Mix: **16% LARC**



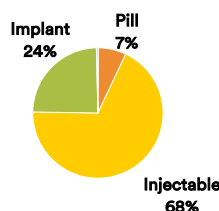
## NORTHERN NIGERIA

A360 Method Mix: **28% LARC**



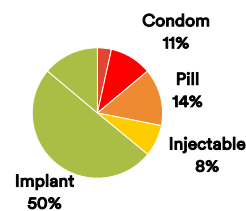
## ETHIOPIA

A360 Method Mix: **24% LARC**



## TANZANIA

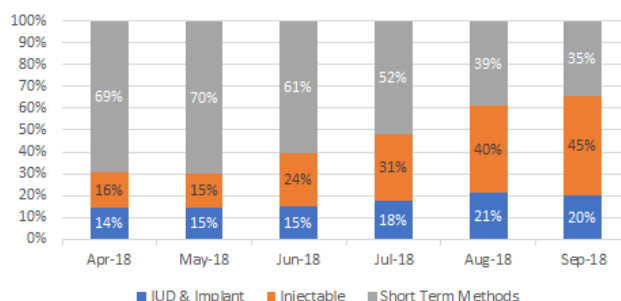
A360 Method Mix: **64% LARC**



## Southern Nigeria Snapshot: Contraceptive Counselling that Leads with What Matters to Girls

To strengthen method mix and address provider bias, 9ja Girls integrated the “Choice Book Method” into contraceptive counselling. The approach leads with topics that matter to girls, including side effects and changes in menses. Since incorporation in June 2018, voluntary uptake of LARCs and injectables has increased.

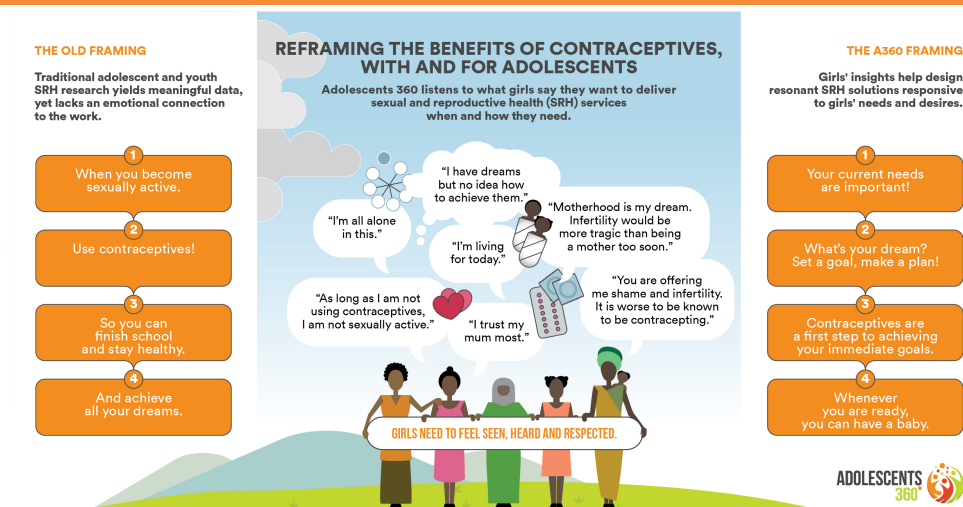
METHOD MIX A360 NIGERIA (9JA GIRLS)  
APRIL-SEPTEMBER 2018



## A Blueprint for Rapid Change:

### Reframe Contraceptives, Reassure Fertility is Safe, Rethink Referral

A360 used insights gleaned from a human-centred design process, adolescent developmental science, public health evidence and socio-cultural anthropology to frame contraceptives differently for young people. 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 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 catalyzing rapid change: adoption of a contraceptive method through a single, brief contact.



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