

# 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 May 2018, more than 53,022 girls have participated in A360 activities, resulting in approximately 30,289 girls (57%) adopting a contraceptive method.

*Preliminary data, validation in progress*

## A360 Places Girls at the Centre of Everything

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

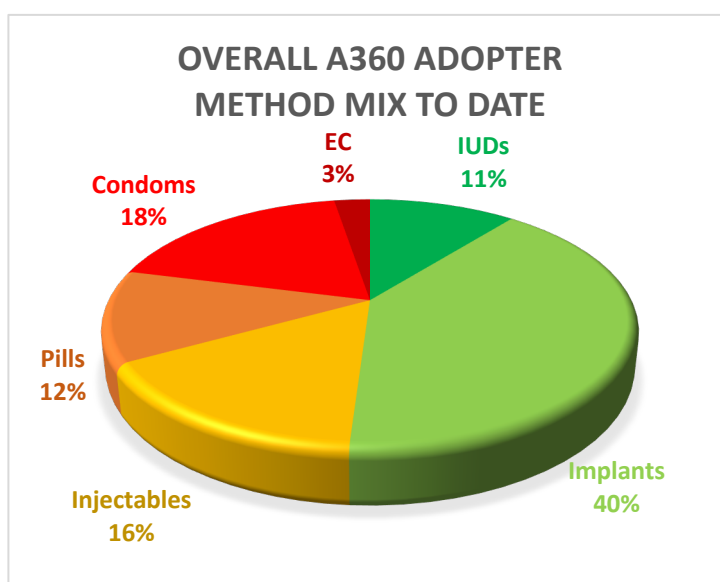
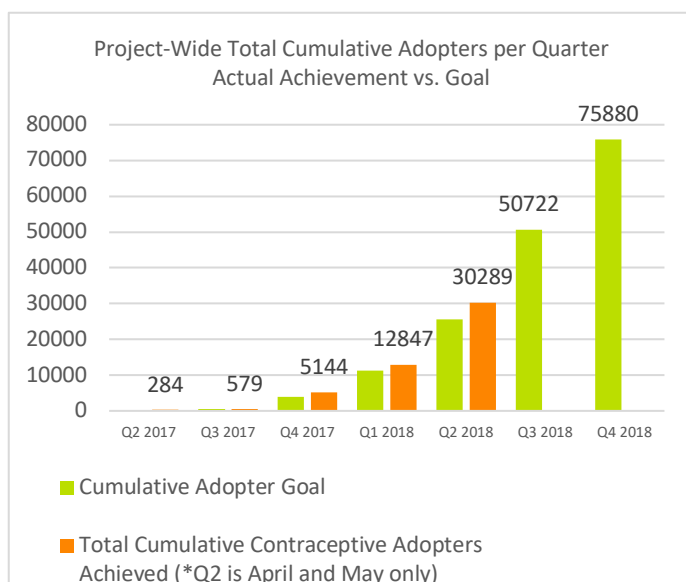
By the end of May 2018, A360 engaged, inspired and served girls across 14 regions in Tanzania, 85 kebeles (sites) in Ethiopia and 9 states in Nigeria.

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

## Cumulative Implementation Results June '17-May '18\*

Country	Number of geographic sites activated	Adopters of Modern Contraceptives	Continuing Users	Adopter Conversion Rate	Adopter CYPs
Tanzania	14 regions holding hundreds of clinic-based outreach and pop-up events	19,291	1,018	64%	44,252
Ethiopia	85 kebeles	3,154	1,276	84%	1,736
Nigeria	30 facilities across 18 sites in 9 states	7,844	782	41%	2,436
<b>TOTAL</b>		<b>30,289</b>	<b>3,076</b>		<b>48,424</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.

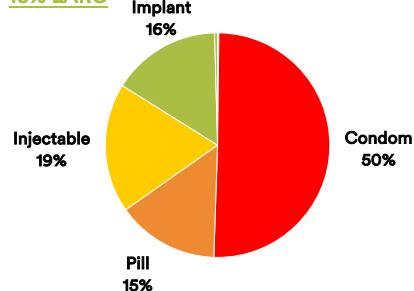


# A360 Country Highlights



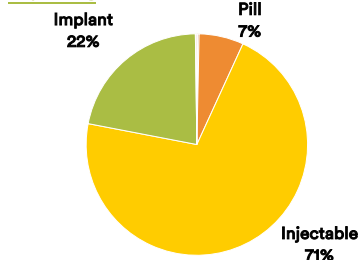
**NIGERIA A360 Method Mix (cumulative)**

**16% LARC**



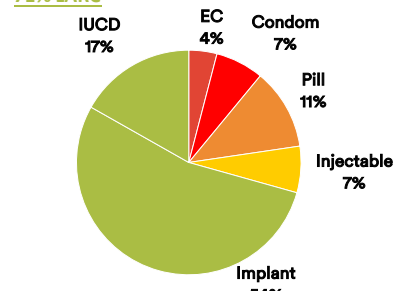
**ETHIOPIA A360 Method Mix (cumulative)**

**22% LARC**



**TANZANIA A360 Method Mix (cumulative)**

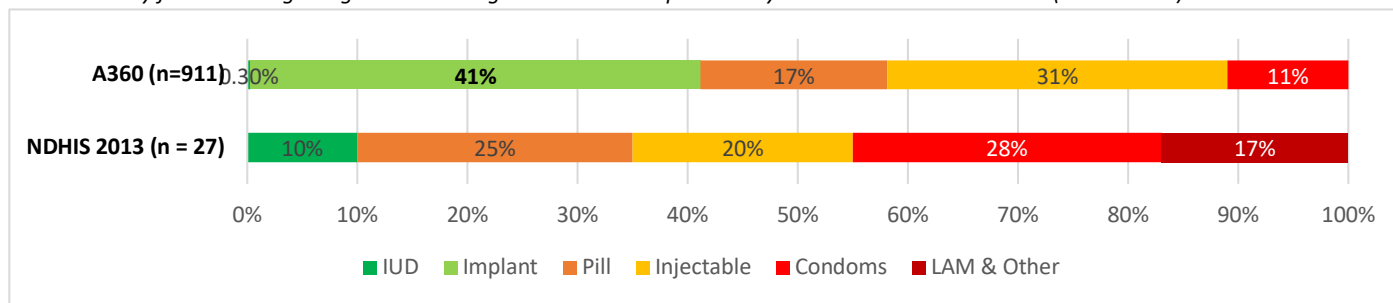
**71% LARC**



## Northern Nigeria Snapshot

Method Mix among married girls aged 15-19 served by A360 vs. Method Mix among married girls aged 15-19, NDHS 2013

\*Note: very few married girls aged 15-19 in Nigeria use contraceptives: only 1.2% use a modern method (NDHS 2013)



## 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 catalysing rapid change: adoption of a contraceptive method through a single, brief contact.

### THE OLD FRAMING

Traditional adolescent and youth SRH research yields meaningful data, yet lacks an emotional connection to the work.



### REFRAMING THE BENEFITS OF CONTRACEPTIVES, WITH AND FOR ADOLESCENTS

Adolescents 360 listens to what girls say they want to deliver sexual and reproductive health (SRH) services when and how they need.



### THE A360 FRAMING

Girls' insights help design resonant SRH solutions responsive to girls' needs and desires.

