

# A Girl with a Plan!

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



## 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 October 2018, A360 has engaged, inspired and served girls across 15 regions (71 districts) in Tanzania, 342 kebeles (sites) in Ethiopia and 12 states in Nigeria.

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

From June 2017 through October 2018, 152,287 girls participated in A360 activities, resulting in **84,345 girls (55%)** voluntarily adopting a contraceptive method.

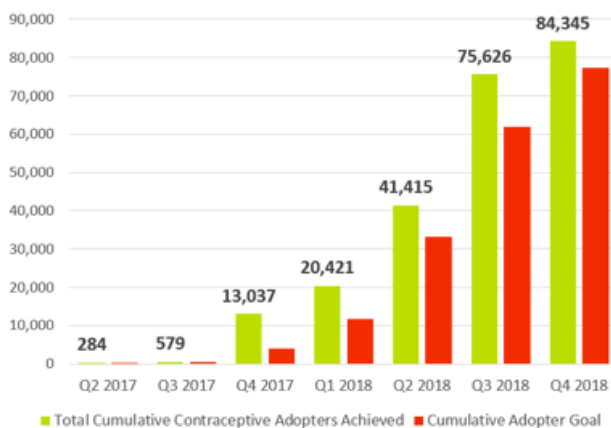
*\*Preliminary data, validation in progress*

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

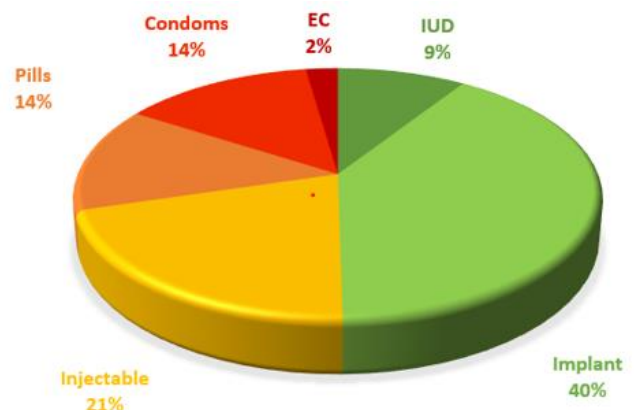
Country	Number of Geographic Sites Activated	Adopters <sup>1</sup> of Modern Contraceptives	Continuing Users Served	Adoption Conversion Rate	LARC Adopters
Tanzania	71 districts holding hundreds of pop-up and clinic events	<b>55,963</b>	2,499	63%	35,615
Ethiopia	342 kebeles (sites)	<b>11,024</b>	5,496	50%	2,685
S. Nigeria	14 sites across 10 states	<b>15,356</b>	1,549	40%	2,571
N. Nigeria	4 sites across 2 states	<b>2,020</b>	24	71%	554
<b>TOTAL</b>		<b>84,345</b>	<b>9,568</b>	<b>55%</b>	<b>41,425</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 October 2018 (Actual v. Adopter goal)



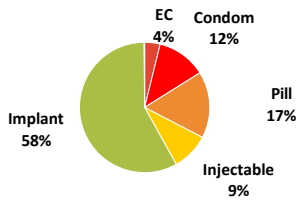
A360 Cumulative Method Mix as of October 2018



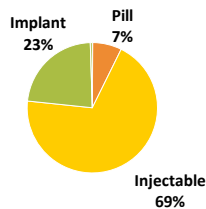
# A360 Country Highlights



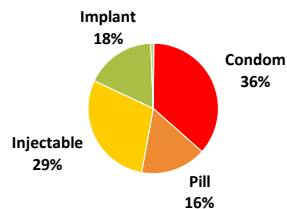
**TANZANIA**  
A360 Method Mix: **64% LARC**



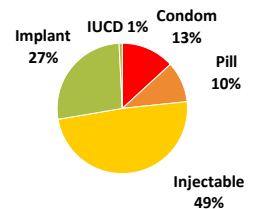
**ETHIOPIA**  
A360 Method Mix: **24% LARC**



**SOUTHERN NIGERIA**  
A360 Method Mix: **17% LARC**



**NORTHERN NIGERIA**  
A360 Method Mix: **28% LARC**

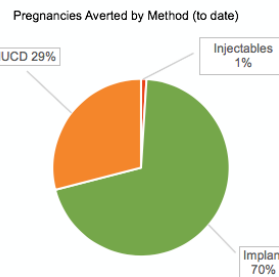


## A360 Project Impact to Date

**120,368 Couple years of protection against unintended pregnancies**

**41,941 Unintended Pregnancies Averted to Date**

**74,503 Disability Adjusted Life Years Averted**



\*This is an underestimation based on methods distributed, and not factoring in method continuation. Therefore if a woman has received one short term method (e.g. 1 condom, 1 pill pack) the additional condoms or pills she may use are not factored in as we do not know what her continuation on methods will be

## 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.

- When you become sexually active.
- Use contraceptives!
- So you can finish school and stay healthy.
- And achieve all your dreams.

**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.

"I have dreams but no idea how to achieve them."

"I'm all alone in this."

"I'm living for today."

"As long as I am not using contraceptives, I am not sexually active."

"I trust my mum most."

"Motherhood is my dream. Infertility would be more tragic than being a mother too soon."

"You are offering me shame and infertility. It is worse to be known to be contracepting."

**GIRLS NEED TO FEEL SEEN, HEARD AND RESPECTED.**

**THE A360 FRAMING**

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

- Your current needs are important!
- What's your dream? Set a goal, make a plan!
- Contraceptives are a first step to achieving your immediate goals.
- Whenever you are ready, you can have a baby.

**ADOLESCENTS 360**