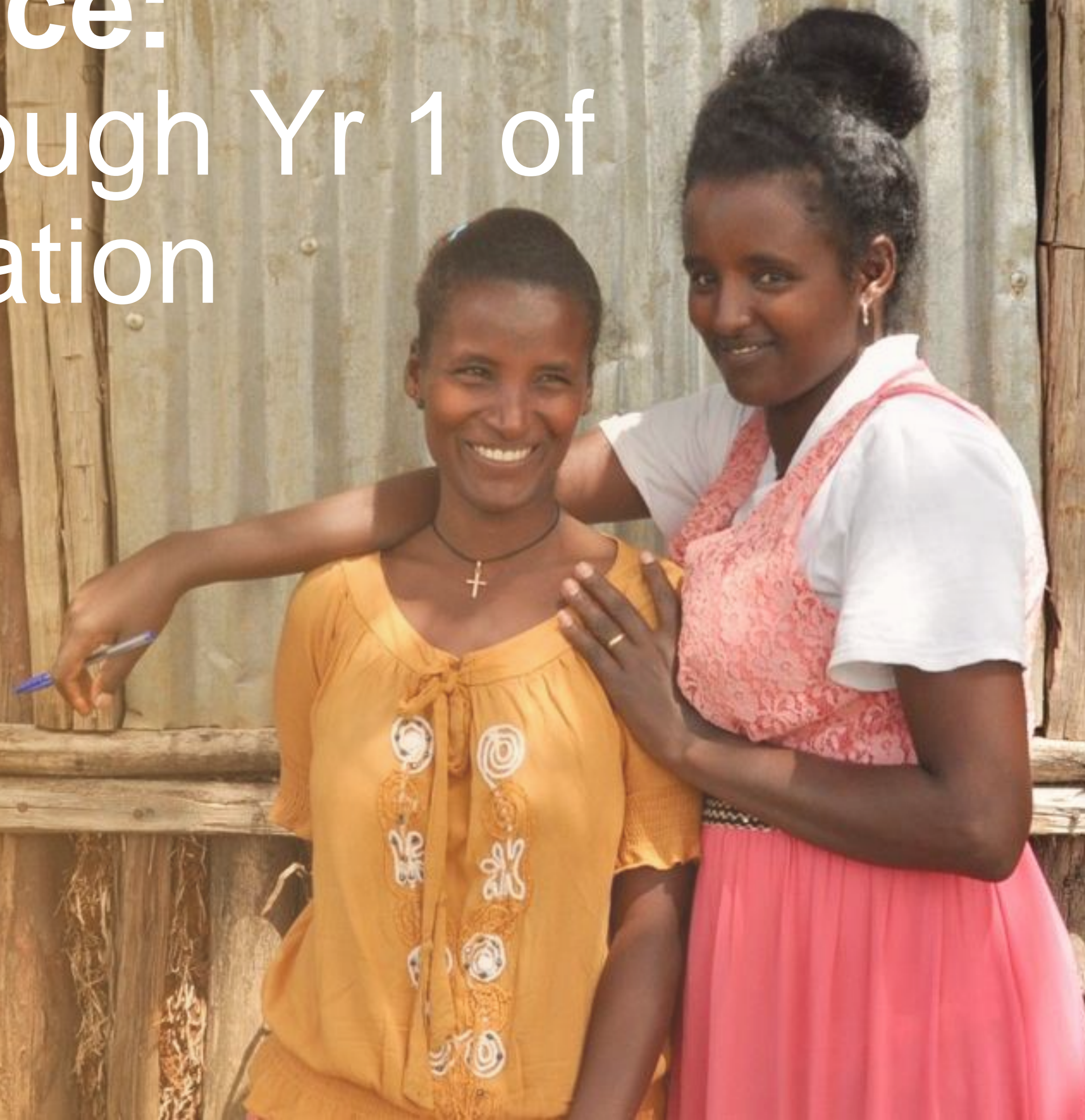


A360 Intervention Performance: Design through Yr 1 of Implementation

Jan. - Dec. '18

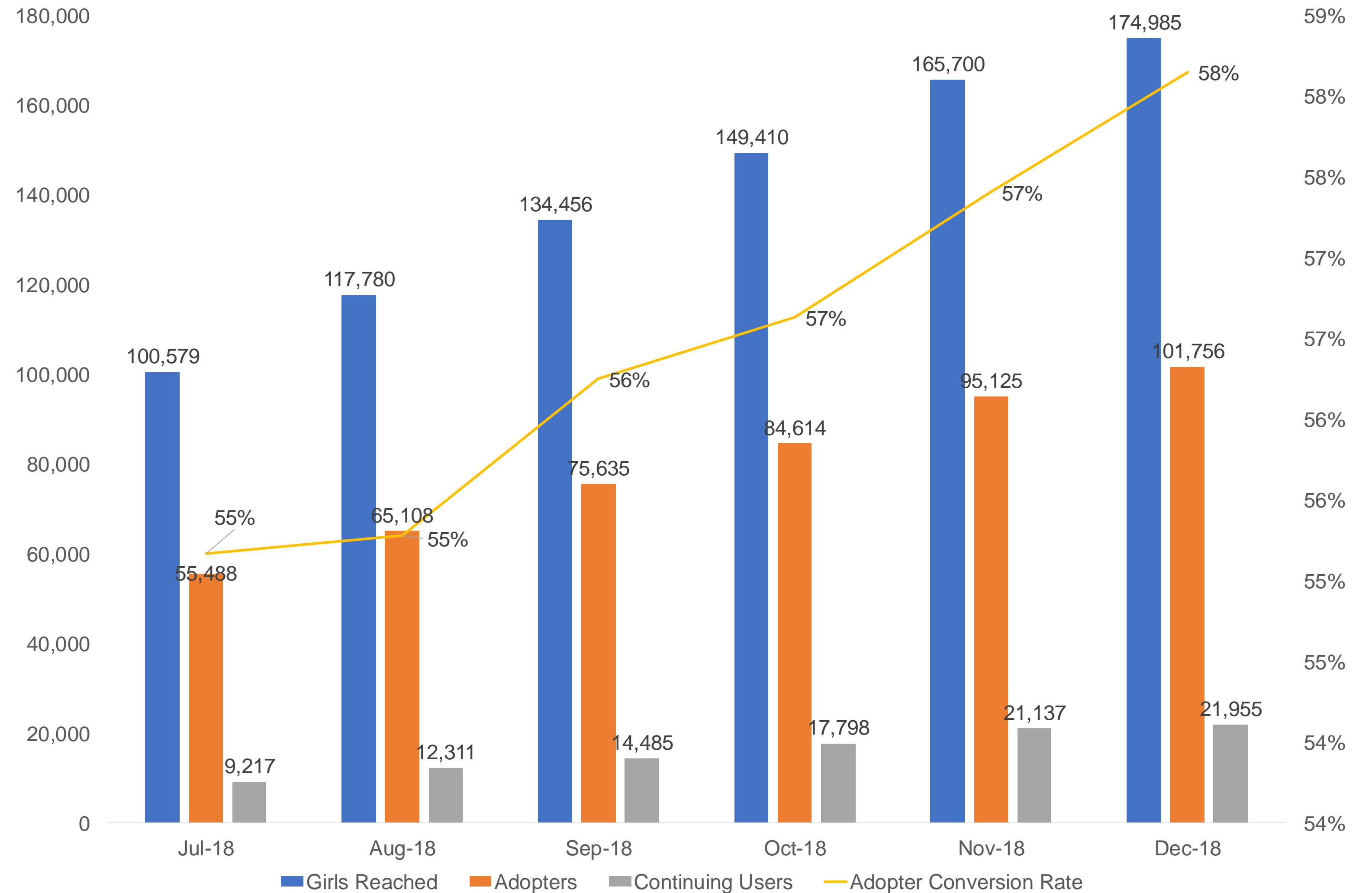


4 programs. 3 countries. 1 Blueprint for AYSRH Change.

Across all three countries, A360 programming is driven by girls' self-defined desires for financial independence and quest for identity.

A360 Global Performance

- A360 leads with what matters to girls. And it works. From Jan. 2018 – Jan. 2019, A360’s programs served 100,000+ adopters of modern contraception. A360 remains on track to achieve, or exceed its adopter goal of 257,674 by June 2020.
- Across all countries, A360’s method mix exceeds and/or matches national averages for LARC uptake. Take Tanzania; 64% of girls who engage with A360 Tanzania’s program voluntarily opt-for a LARC. That’s in comparison to Tanzania’s national 20% average for LARC uptake among girls aged 15-19.



9ja Girls

9ja Girls makes contraceptives immediately relevant to what a girl wants now by using vocational skills classes a safe entry point for conversations about contraceptives. 9ja Girls works primarily with unmarried 15-19 year old girls in Southern Nigeria.

As of Q4 2018...

24,411

Girls aged 15-19 adopted a modern method of contraception as a result of 9ja Girls events

57%

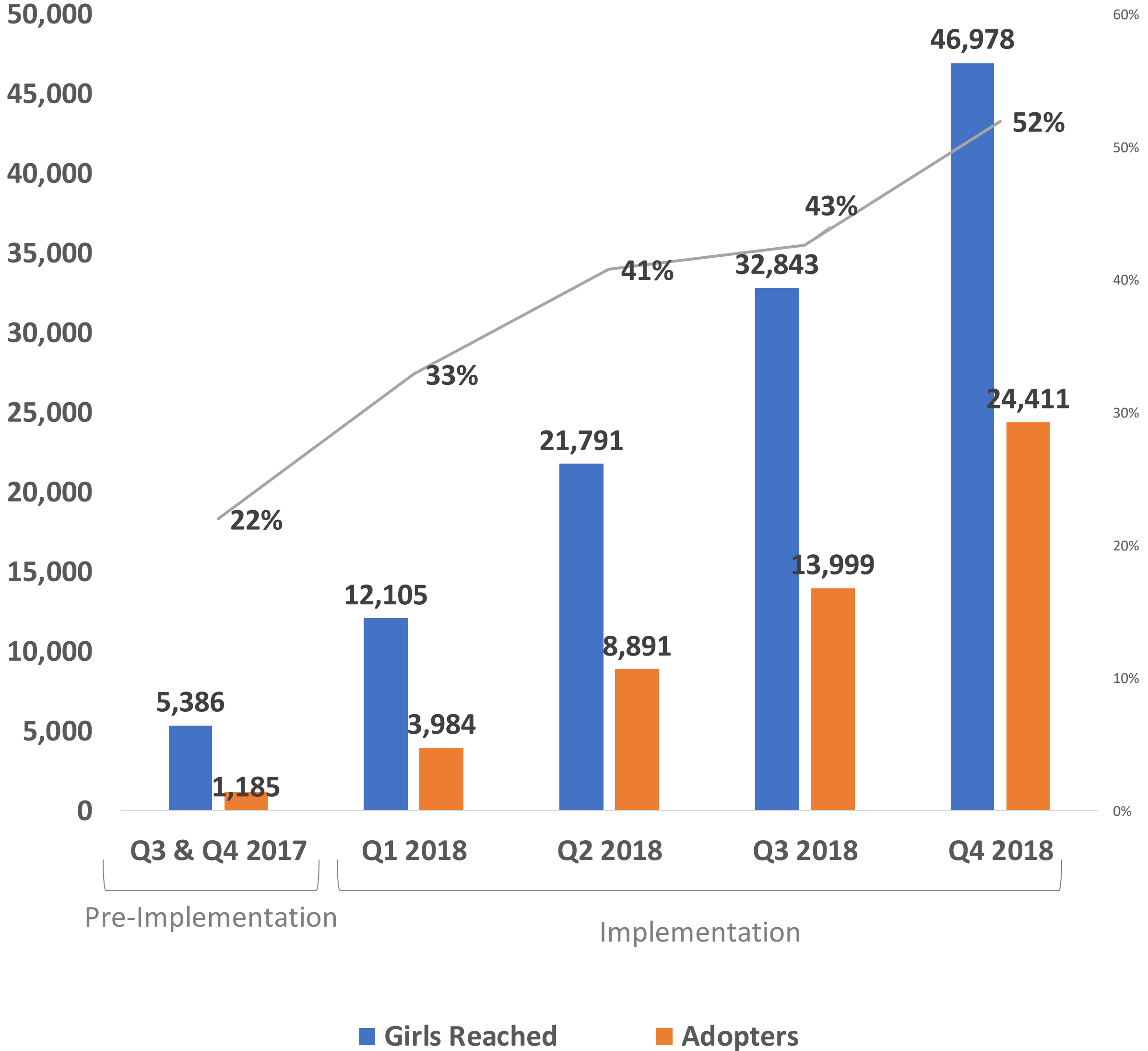
Girls who attended 9ja Girls events adopted a modern method of contraception

30%

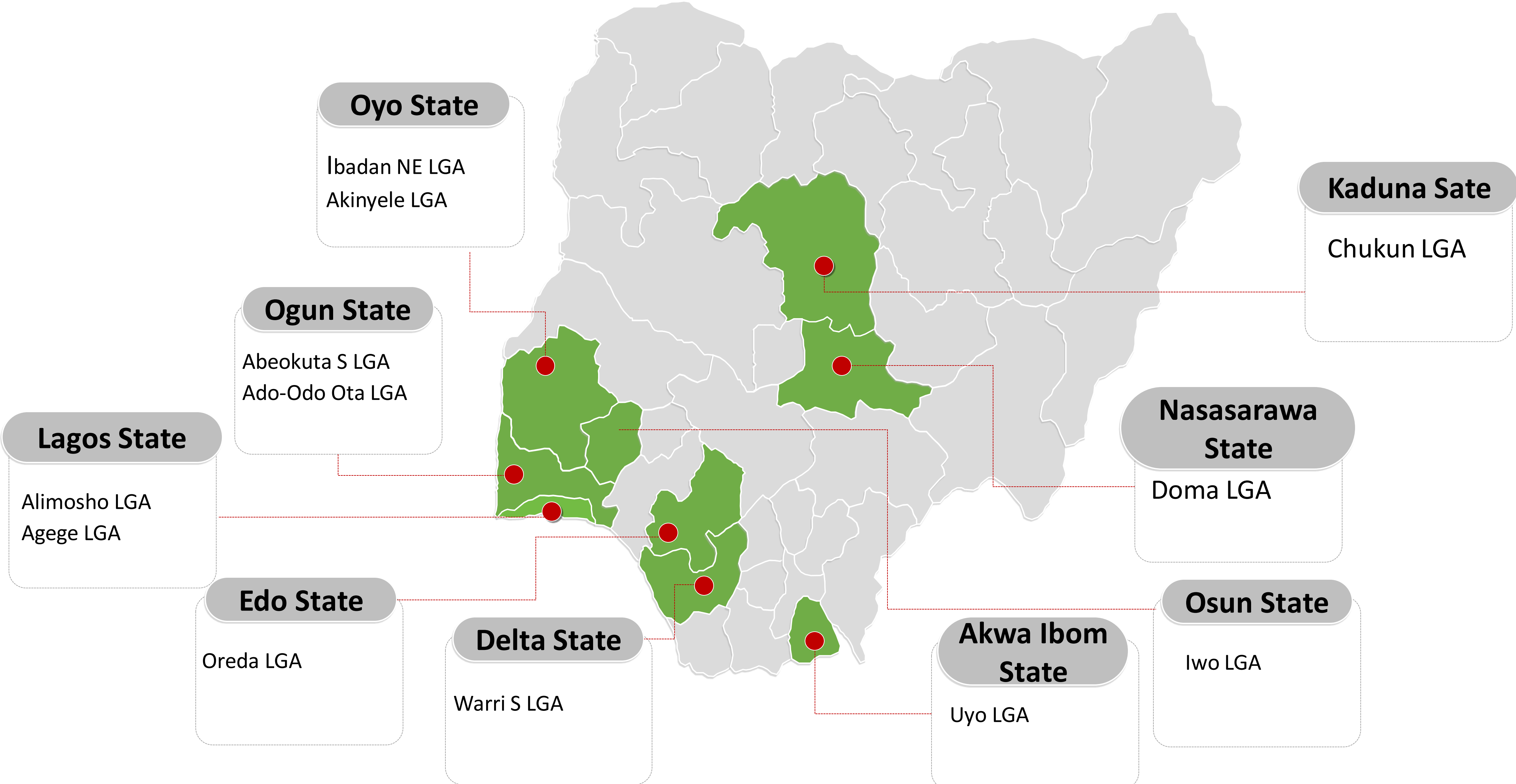
Girls who adopted a modern method of contraception chose to take up a LARC method (compared to 3% national average)

9ja Girls: Design Phase (2017) & Implementation (2018)

- A year into implementation, 9ja Girls has seen successes in **increasing adopter numbers** (from 3,984 in Q1 2018 to 24,411 in Q4 2018), **improving conversion rates** (from 33% in Q1 2018 to 52% in Q4 2018) and creating a facilitating environment for **adoption of more effective methods**.
- Dramatic improvements in Q3-Q4 can be linked to:
 - **Improved targeting:** more focused community mobilizers armed with more clearly targeted messaging
 - Reinforced **incentive schemes for successful referrals** from community mobilizers
 - Revised **counseling on LARCs**, including Counselling for Choice

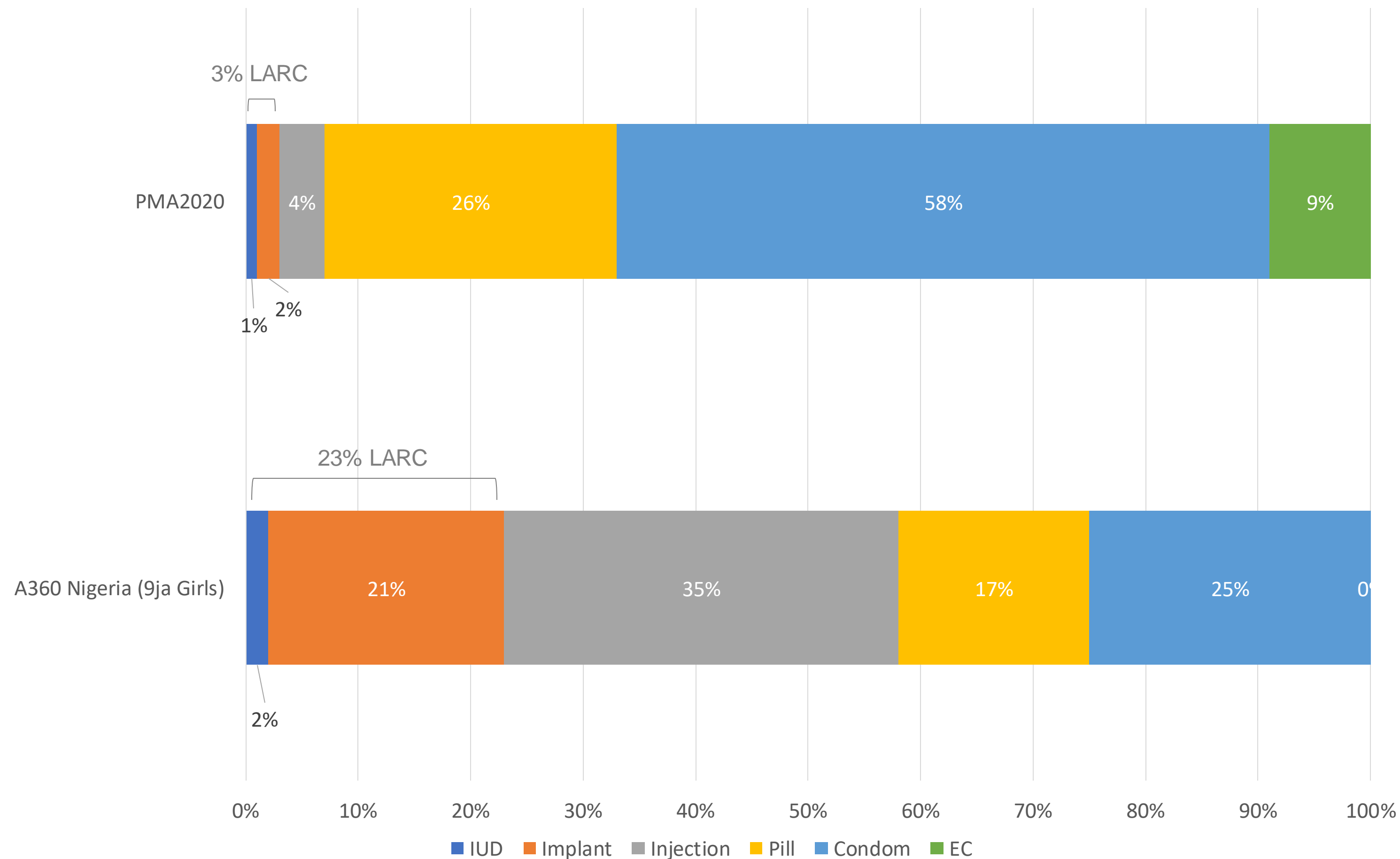


9ja Girls: Geographic Coverage in Year One of Implementation



LARCs account for a higher proportion of the method mix for A360 Nigeria (9ja) than the national average (PMA2020)

A360 Nigeria method mix among project adopters vs. PMA2020 estimates of method mix among unmarried girls 15-19 years old who are currently using a modern method of contraception



- The 9ja Girls model in Nigeria has achieved a method mix consisting of 23% LARCs, which is significantly higher than the national average of 3%
- 9ja Girls has seen a significant increase in LARC uptake since Q2 2018 (at which time 9ja Girls method mix was composed of 15% LARC) due to improvements in counseling, including counselling for choice

MMA

MMA aligns modern contraceptives with existing religious values and family care to help married girls consider the value and benefit of modern contraceptives for herself and her family

Working in 3 sites, as of Q4 2018...

2,780

Girls aged 15-19 adopted a modern method of contraception as a result of 9ja Girls events

74%

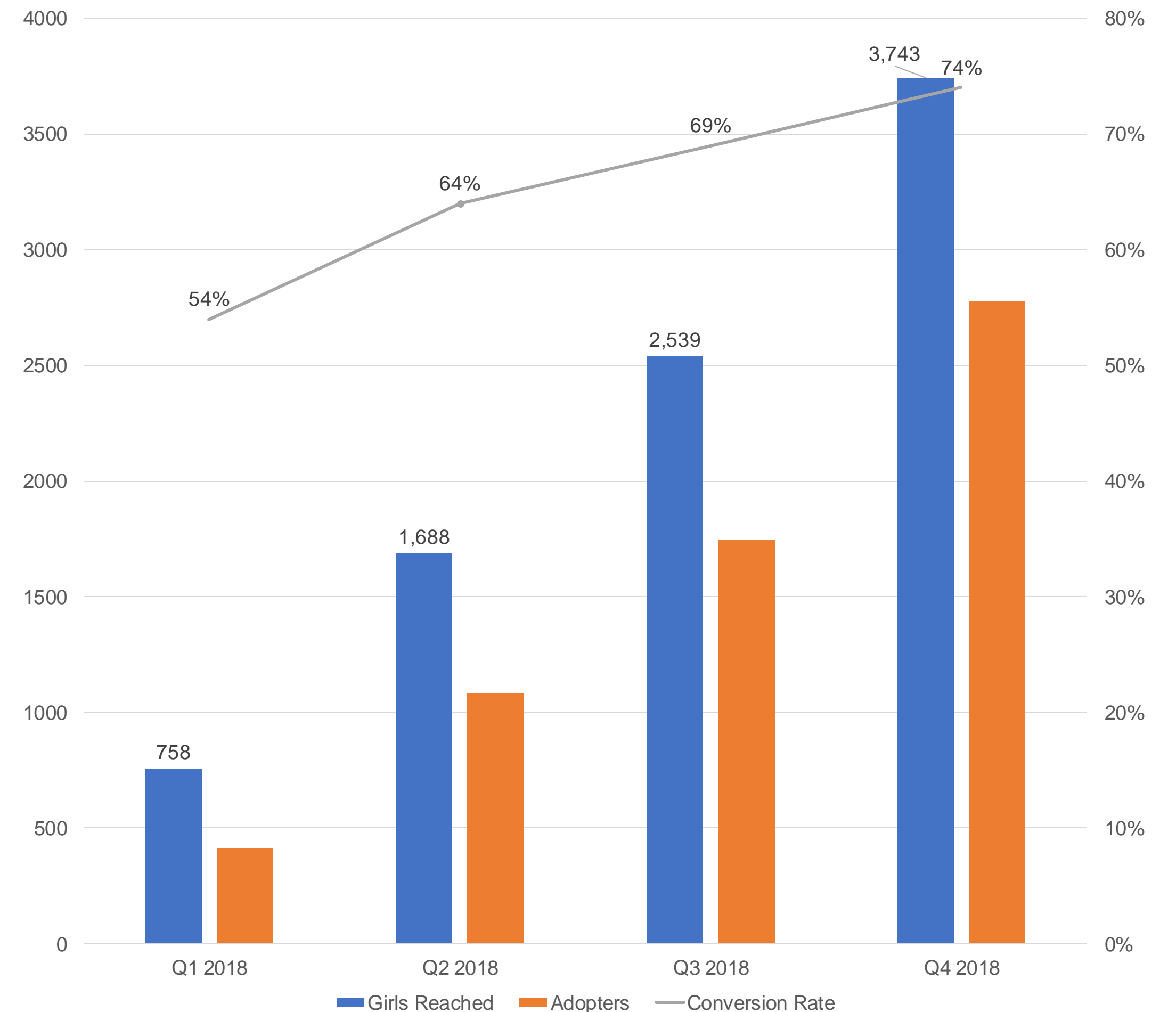
Girls who attended 9ja Girls events adopted a modern method of contraception

26%

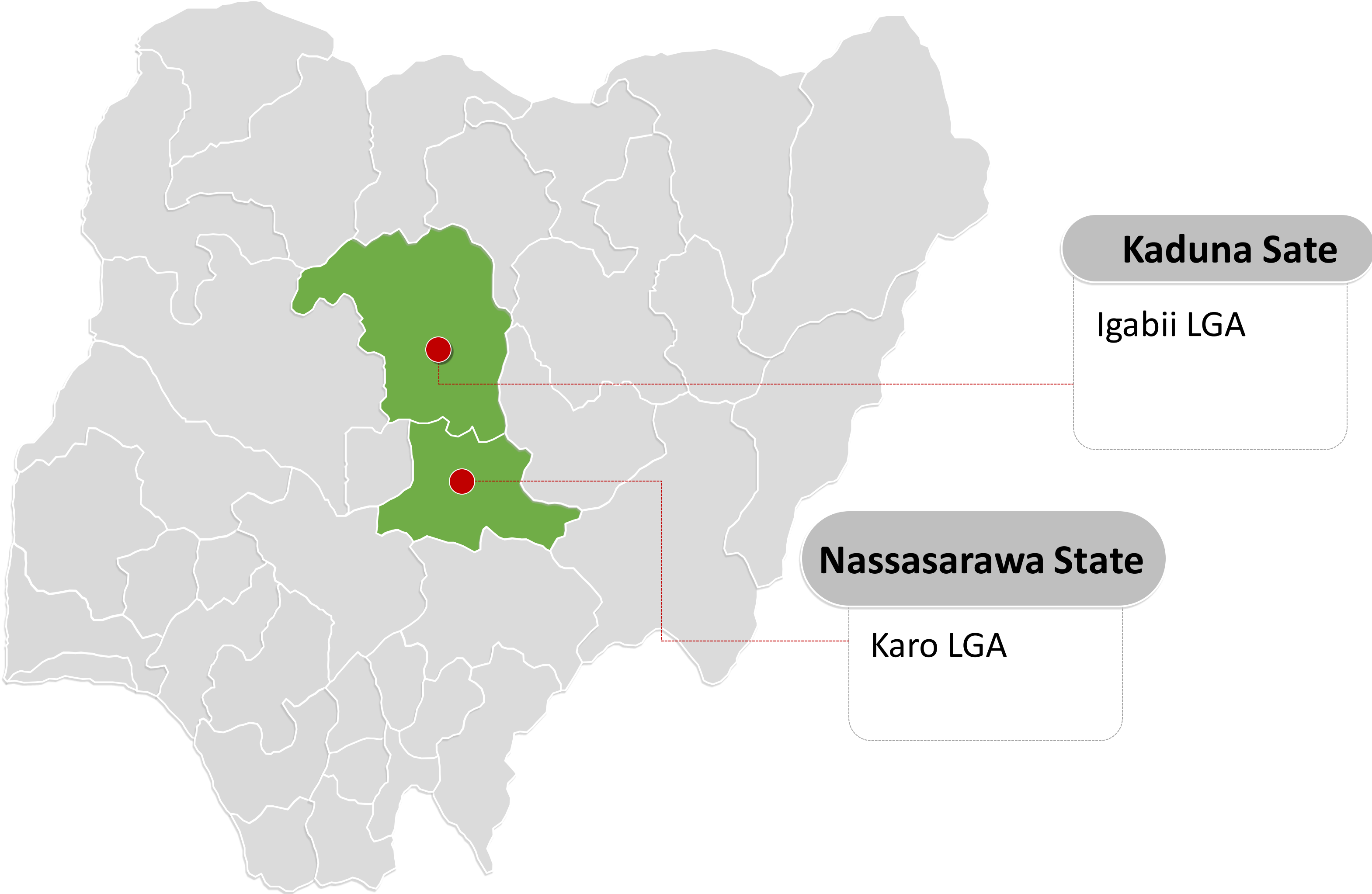
Girls who adopted a modern method of contraception chose to take up a LARC method (compared to 15% national average)

MMA: One Year Into Implementation (2018)

- MMA works with married adolescent girls in Northern Nigeria, with design beginning in January 2018 and led by the SFH country team.
- Despite having less time since the program inception in comparison to the other A360 interventions, MMA has seen dramatic results:
 - Consistently improving conversion rates which reached 74% in Q4 2018
 - Increase from 410 to 2,780 adopters of modern contraception as of Q4 2018

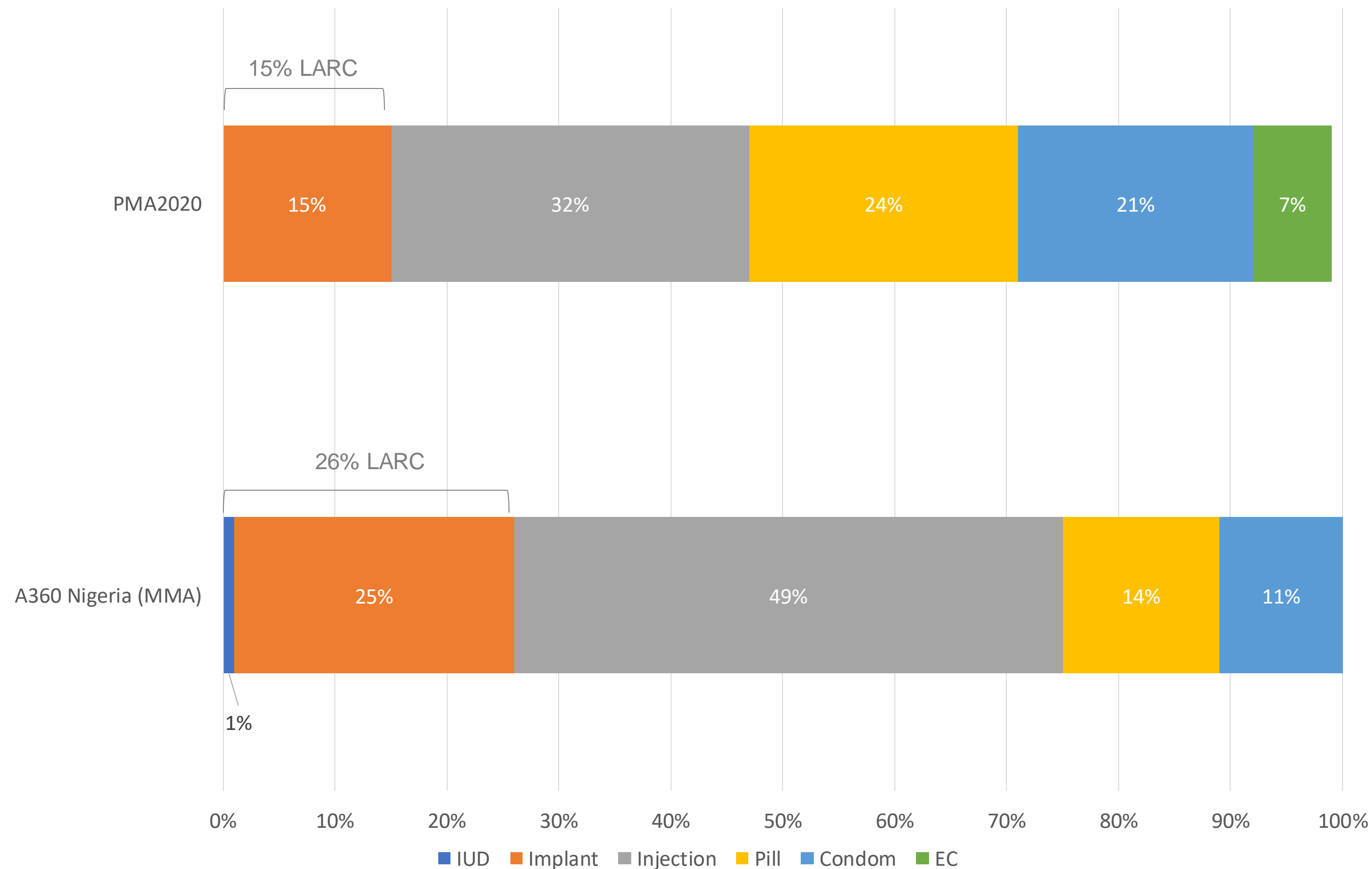


MMA: Geographic Coverage in Year One of Implementation



LARCs account for a higher proportion of the method mix for A360 Nigeria (MMA) than the national average (PMA2020)

A360 Nigeria method mix among project adopters vs. PMA2020 estimates of method mix among married girls 15-19 years old who are currently using a modern method of contraception



- The MMA model in northern Nigeria has achieved a method mix consisting of 26% LARCs, which is significantly higher than the national average of 15%
- This success in LARC uptake is not attributed to one aspect of the model, but the combined effect of mobilization, providers, choice, availability, and accessibility.
- Uptake of IUDs is very low among married adolescents because of consent and fear of side effects

Smart Start

Healthy timing and spacing of pregnancy doesn't necessarily speak to girls' needs and demands, but understanding the value of it does. Smart Start helps girls and young couples understand, in terms that resonate, how delayed first birth and spaced pregnancies can mean the time necessary to gain the needed capital to begin a small business, establish a stable home, and generate income that can sustain a new family into the future. Smart Start flips the family planning script-- it starts with financial security.

As of Q4 2018...

14,931

Girls aged 15-19 adopted a modern method of contraception during the first year of Smart Start implementation

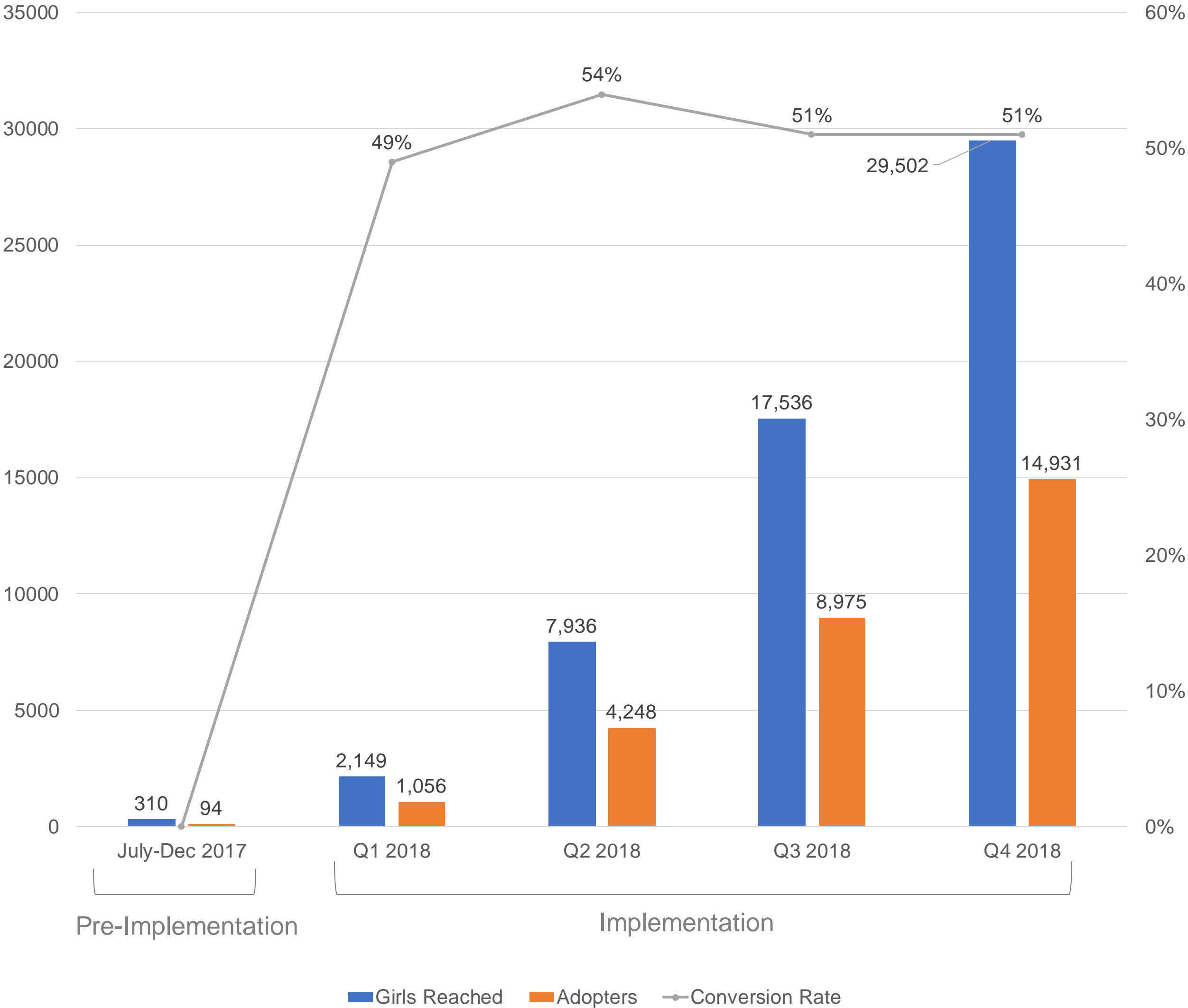
51%

Girls who attended Smart Start counseling session adopted a modern method of contraception

24%

Girls who adopted a modern method of contraception chose a LARC method (compared to 18% national average)

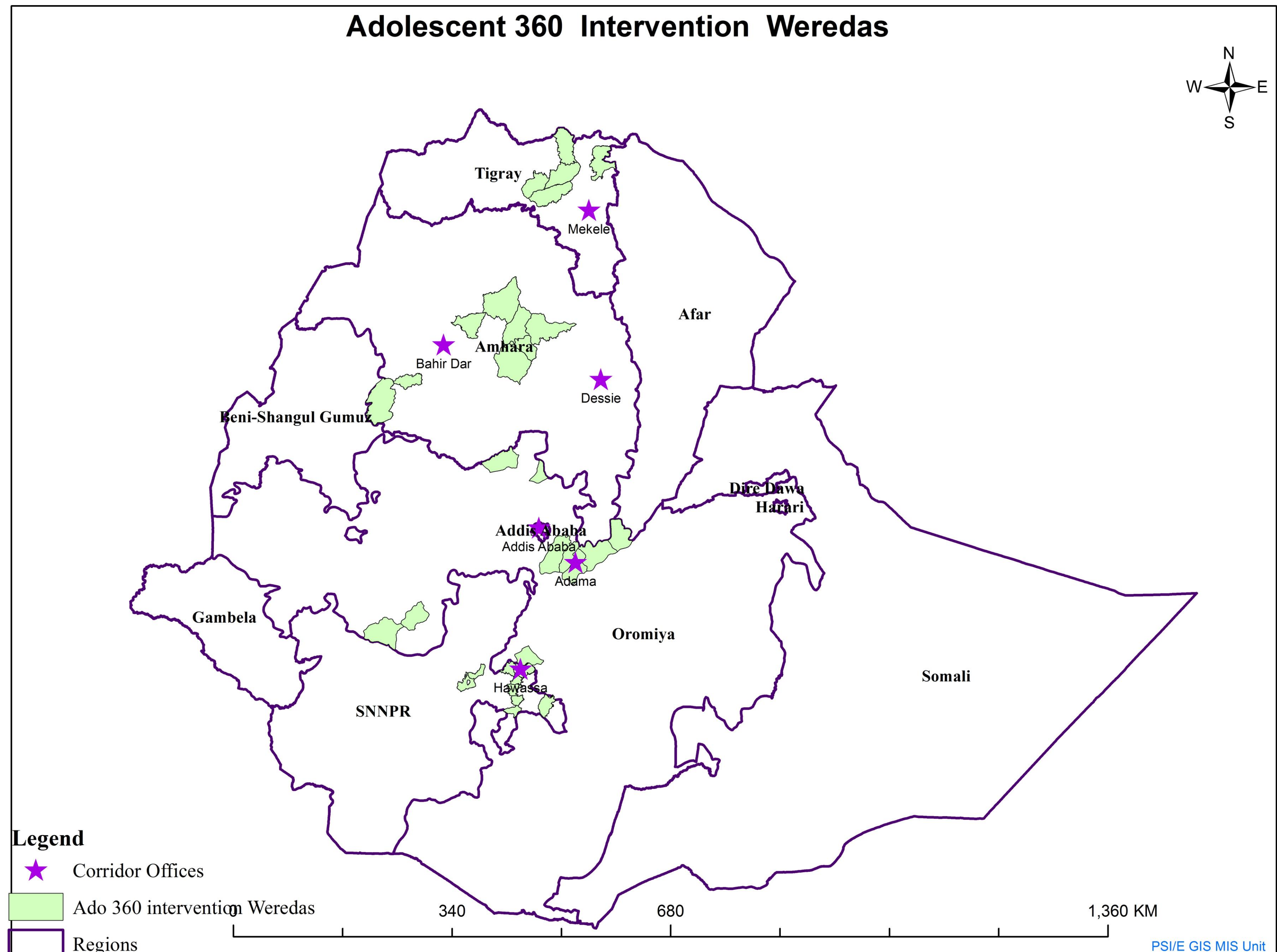
Smart Start: Pre-Implementation (2017) and Implementation (2018)



- Moving into implementation, Smart Start had generated a total of 92 adopters through the pilot project phase. **By the end of 2018, this had jumped to 14,931 adopters one year into implementation.**
- Conversion rates dropped slightly starting in June due to a correction in the way counseling sessions for Smart Start were recorded.

Smart Start: Geographic Coverage in Year One of Implementation

Adolescent 360 Intervention Weredas



Legend

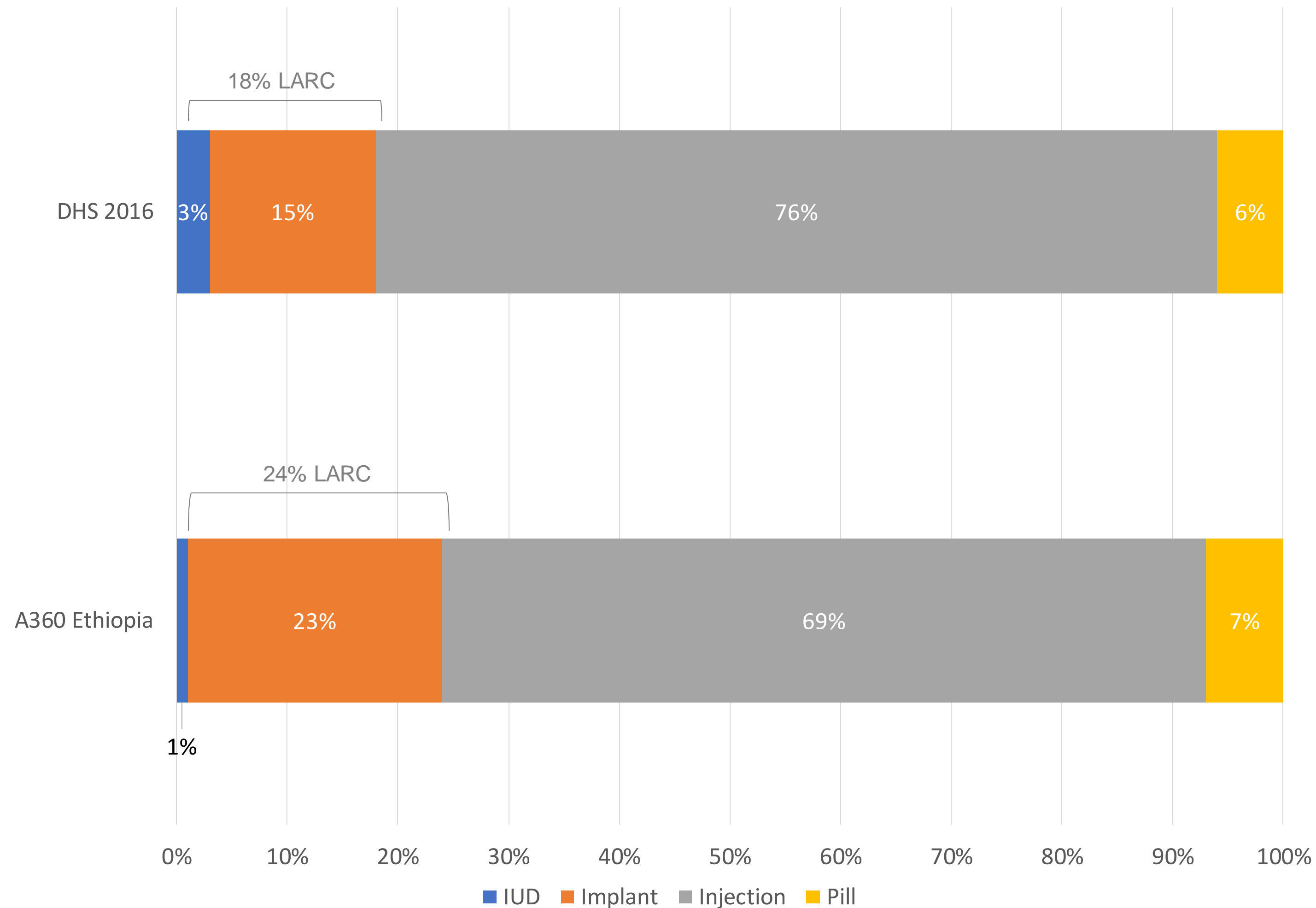
★ Corridor Offices

Ado 360 intervention Weredas

Regions

LARCs account for a higher proportion of the method mix for A360 Ethiopia than the national average (DHS 2016)

A360 Ethiopia method mix among project adopters vs. to DHS 2016 estimates of method mix among married girls 15-19 years old who are currently using a modern method of contraception



- The Smart Start model in Ethiopia has achieved a method mix consisting of 24% LARCs, which is significantly higher than the national average of 18%
- The higher proportion of LARCs is driven by balanced counseling
- Method mix varies significantly between the four regions

Kuwa Mjanja

Kuwa Mjanja taps into girls' priorities:
finding ways to make money,
managing growing responsibility,
navigating the transition to adulthood
and, for many, embracing the joys of
motherhood.

As of Q4 2018...

59,634

Girls aged 15-19 adopting a modern method of contraception in the first year of Kuwa Mjanja implementation

63%

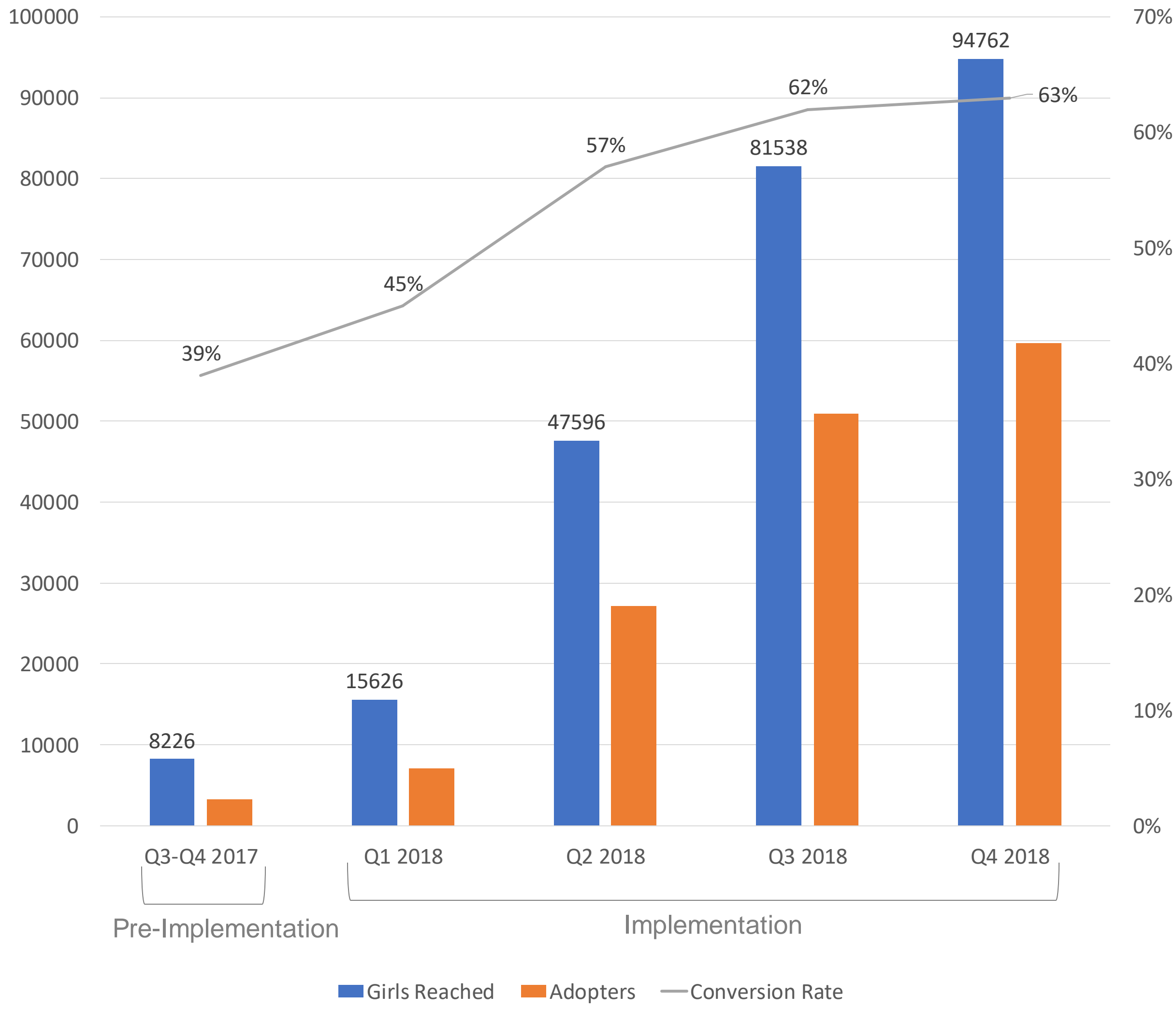
Girls who attended a Kuwa Mjanja event adopted a modern method of contraception

64%

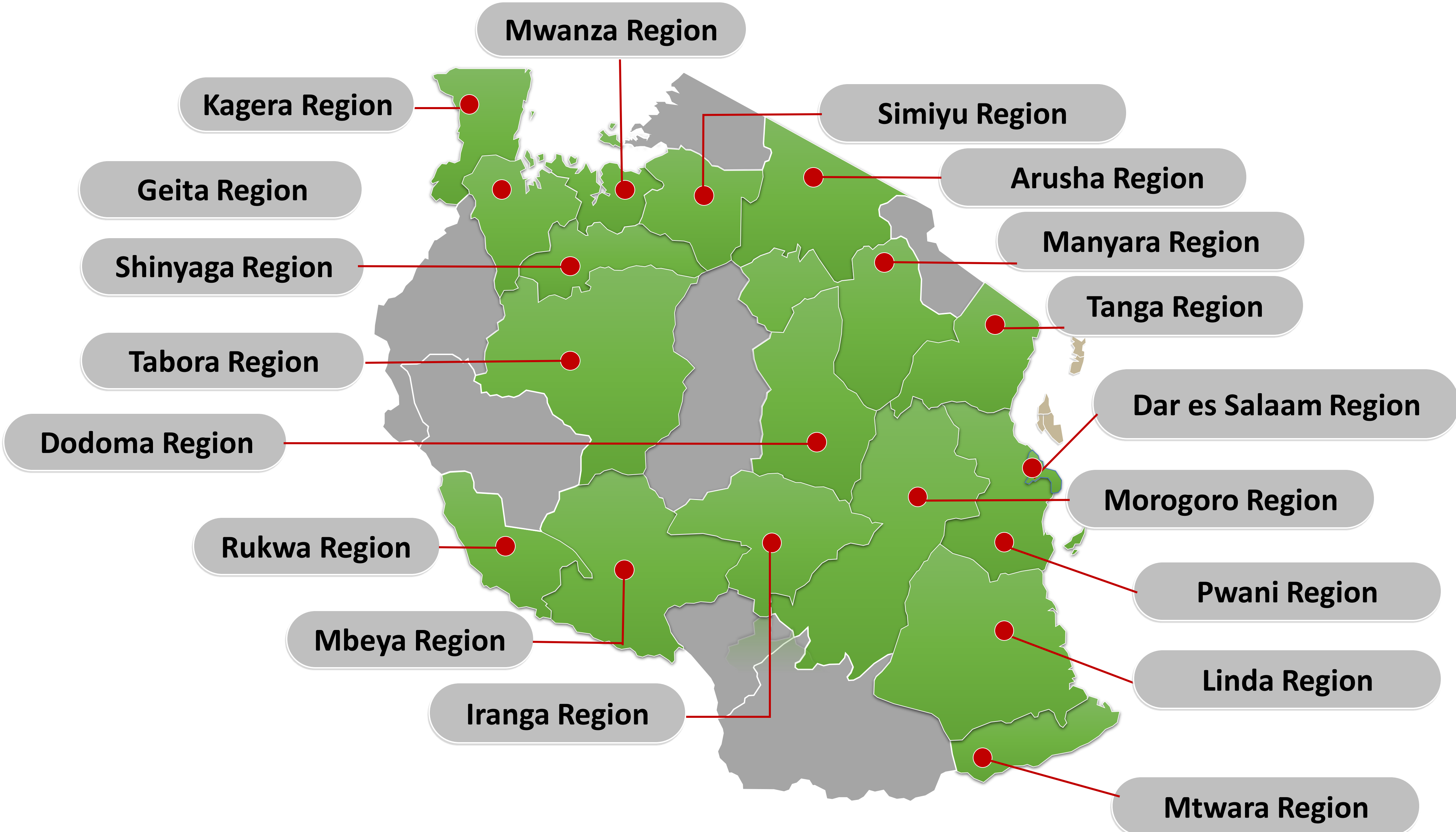
Girls who adopted a modern method of contraception chose a LARC method (compared to 20% national average)

Kuwa Mjanja: Pre-Implementation (2017) and Implementation (2018)

- Moving into implementation, Kuwa Mjanja had already generated a total of 3,208 adopters of modern contraception. By the end of its first year of implementation, this number had jumped to almost 60,000.

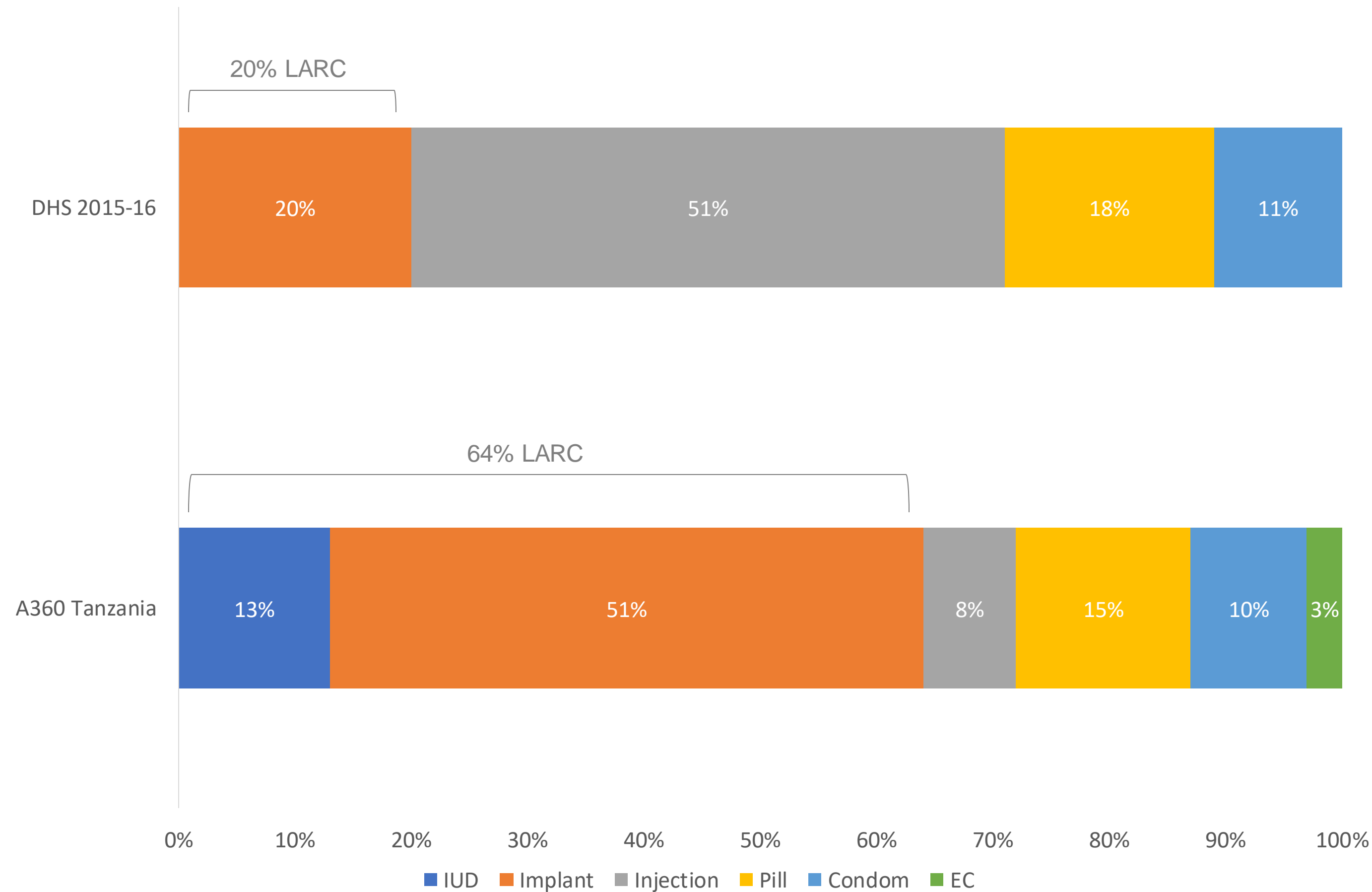


Kuwa Mjanja: Geographic Coverage in Year One of Implementation



LARCs account for a higher proportion of the method mix for A360 Tanzania than the national average (DHS 2015-16)

A360 Tanzania method mix among project adopters vs. to DHS 2015-2016 estimates of method mix among married girls 15-19 years old who are currently using a modern method of contraception



- The Kuwa Mjanja model in Ethiopia has achieved a method mix consisting of 64% LARCs, which is significantly higher than the national average of 20%
- Early evidence suggests that the high uptake of IUDs compared to DHS averages in Tanzania may be the result of having services on hand and available at the point of engagement, and anonymity of services.