

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.**





A360'S PROGRAMMATIC BLUEPRINT  
PROVIDES A PRACTICAL GUIDE  
FOR REPLICATION

—  
WITH THE FLEXIBILITY  
TO TAILOR TO CONTEXT  
IN PARTNERSHIP  
WITH YOUNG PEOPLE.

WE LISTEN TO WHAT GIRLS SAY THEY WANT,  
TO DELIVER WHAT GIRLS SAY THEY NEED.



THAT'S OUR BLUEPRINT TO DELIVERING SOLUTIONS

THAT  UNDERSTAND  IDENTIFY WITH AND  SERVE HER  
FROM THE GROUND ON UP.

- **YFHS:** youth friendly health services
- **AYSRH:** adolescent and youth sexual and reproductive health



# UNDERSTAND ME

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.

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.



FOCUS ON GIRLS' COMPETING  
& COMPLIMENTARY JOYS

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

## INSIGHT

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

## WHAT THAT MEANS

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

## SOLUTION

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  
(i.e. 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.



## BALANCE THE POWER SCALES

Bringing girls' skills, abilities & influence redefines what we thought we knew and yields responsive interventions.

Partner with youth to ensure that power is balanced, respective contributions are valued and young people's ideas, perspectives, skills and strengths are integrated throughout the project.

**TAKING THE TIME  
TO DETERMINE  
the realistic moments  
to meaningfully engage youth  
helps teams to balance  
the power scales  
in real-world constraints.**

POSITION CONTRACEPTION  
AS RELEVANT AND VALUABLE

Introduce contraception  
as a tool in service of her  
SELF-DEFINED dreams.

INSIGHT

**GIRLS KNOW**

their own goals and desires best.  
These often reach beyond health.

WHAT  
THAT  
MEANS

Girls across A360 countries  
**EXPRESS DESIRES**  
for financial and social stability.

SOLUTION

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

POSITION CONTRACEPTION AS A TOOL  
TO ACHIEVE HER LIFE PLAN

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.

INSIGHT

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

WHAT  
THAT  
MEANS

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

SOLUTION

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."





# SERVE ME

## GIRL-DEFINED SERVICE DELIVERY

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

### WHAT THAT MEANS

1. Seeking the right digital inputs, including low- to no-technology interface.
2. Gender sensitivity: respect girls' varied needs related to gender and power dynamics. Make sure she decides, and then be open— from engaging partners and husbands to creating girl-only spaces to access care.
3. Leverage who she defines as her safe influencers, including, but not limited to, mothers, fathers, religious leaders, partners, siblings, etc.
4. Try different approaches based on what you hear and see from girls, refining until you've got something that she indicates actually works for her. Continue to monitor, test and adapt to confirm.

## TO SUPPORT AN ENABLING ENVIRONMENT, SEE CULTURE AS AN ASSET

Understand and tap into compelling and appropriate concepts that already have their own social momentum behind them.

This eases the pathway for girls and communities to get behind AYSRH messages and programming.

## POWER IN BRAND

Engaging, powerful brands can help to build trust and credibility. They communicate: “you are worthy” and can help motivate girls to not only seek care but to also return.



### 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 vision for success, where contraception is a key tool in service of that vision.

### IN ETHIOPIA

Smart Start builds on national dialogue about the importance of resource stewardship to advance national economic growth. Smart Start's life goals and financial planning orientation builds on this concept, providing a bridge to family planning that both girls and their communities can easily endorse.

**BUILD on inflection points to reach, inspire, and engage her in ways she already knows are supported by her community.**

**BUILD TRUST  
BY CULTIVATING PROVIDER AND STAFF  
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 help to recruit the pool  
of youth friendly providers  
that Kuwa Mjanja engages for outreach events.**

When girls nominate a provider, Kuwa Mjanja teams approach them for additional YFHS training and to join in service delivery events, building a chance for providers to be recognized and appreciated for their motivation to serve girls.

Enabling providers to engage directly with youth on topics broader than contraception during and after provider training can help to reduce bias and increase providers' long term motivation to serve youth.

**Reward providers who meet youth-friendly quality standards.**

**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

Help girls find local and girl-approved youth-friendly service providers when and where she needs. Maintain provider profiles and locations through digital apps. Help girls contact providers by linking girls and providers by phone, in ways that feel safe for all.

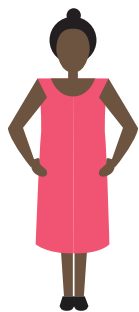
**MAINTAIN AN ADAPTIVE FOOTING**

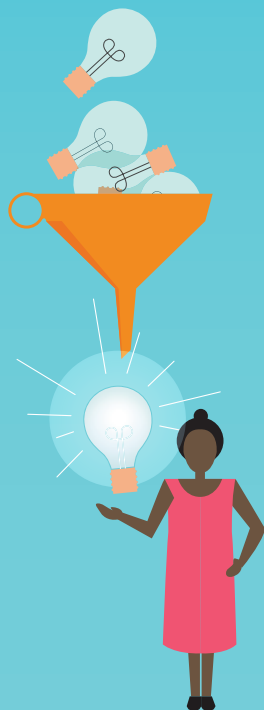
**INTERVENTIONS  
ARE NEVER FULLY OPTIMIZED  
PRIOR TO IMPLEMENTATION.**

Apply structured processes to help teams used mixed methods monitoring to see and respond to needs for adaptation, so that interventions stay responsive to girls and the health system actors who serve them.









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