

A360 Design Standards

Standards Key

Desirability:

Does the target audience like and want what we're offering?

Impact/On Strategy:

What is the likelihood of achieving immediate health outcomes leading to longer-term increases in mCPR and as a proxy is the offering aligned with strategy, existing evidence and lessons learned?

Feasibility:

Can we do it? Can implementers and end users afford it?

Sustainability:

Is the offering likely to be continued and achieve impact over the next 3-5 years? Does the business case support a reasonable cost of implementation and cost per new user?

Scalability:

Is the offering likely to work for large populations of girls through the project regions and beyond?

Culturally, Developmentally and Gender Appropriate:

Is the offering pushing towards gender transformation and culturally and developmentally relevant? Is it dynamic and flexible enough to adapt to different social and cultural contexts and developmental stages? Does it support the autonomy and positive developmental of young people? Does it minimize or provide protection from potential risks to users, providers, and staff?

Inspiration Phase: Insights

Insight being assessed _____

		<i>Does it meet the standard?</i>	No	Somewhat	Yes	Support your answer
Overall						
1	<p>This insight is a revelatory breakthrough in our understanding of people's lives that directs us to new ways in which to serve our Saras better</p> <p><input type="checkbox"/> It is something we did not already know or shifts our understanding of something we did know</p> <p><input type="checkbox"/> It speaks to something we can program on</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
2	<p>This insight is a truth which until now has not been leveraged effectively, but if leveraged will generate great impact</p> <p><input type="checkbox"/> The insight is actionable</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
3	<p>This insight accurately represents what we heard from the audience or was validated by the audience</p> <p><input type="checkbox"/> Our notes/recordings back up the insight</p> <p><input type="checkbox"/> Data collectors agree the insight is in line with what they heard</p> <p><input type="checkbox"/> Members of the target audience agree the insight resonates with their own or their peers' experiences</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Impact						
4	<p>This insight addresses key drivers, audiences and market failures identified in the inception phase</p> <p><input type="checkbox"/> Match with design brief (which is informed by segmentation and Use/Need analyses)</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

	4a. If not, we believe we have uncovered something substantial that addresses a large group missed in previous research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Scalability					
5	This insight seems applicable beyond a small number of towns and would be applicable for a significant geography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Appropriate					
6	This insight is supported by widely-shared cultural belief(s) and is developmentally appropriate (both culturally and physiologically).				
7	We have considered how this insight may change with developmental trajectories (e.g. differences for different ages; differences for different life phases; etc.).				
8	<p>This insight reflects a gender norm that we may wish to reinforce or change</p> <p><input type="checkbox"/> Is there a nuance within the insight that reflects perceptions of gender?</p> <p><input type="checkbox"/> What is the gender norm or perception of gender within the insight (write in the “Support your Answer” section)?</p>				

Inspiration Phase: Opportunity Areas (How Might We Questions)

HMW Question being assessed _____

		<i>Does it meet the standard?</i>			
		No	Somewhat	Yes	Support your answer
Overall					
1	The HMW question is specific enough to lead us to designing solutions that will meet project goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2	The HMW question allows for a variety of solutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Impact					
3	The HMW question directly connects to the insight(s) – list insights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4	The HMW question addresses key drivers, audiences and market failures identified in the inception phase <input type="checkbox"/> Match with design brief (which is informed by segmentation and Use/Need analyses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4a.	If not, we believe the question addresses a large group missed in previous research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Scalability					
5	The HMW question could solve problems inhibiting contraceptive uptake for large portions of the population of 15-19 year old girls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Appropriate					
6	The HMW question is sensitive to our understanding of cultural norms and avoids increasing social risk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

7	The HMW question targets a specific developmental window (e.g. age, life event, biological event, etc.) or is dynamic that adapts to different developmental stages. Including adaptations for sexual behavior and contraceptive use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9	The HMW question takes into account gender norms and will either reinforce (if positive) or change (if negative) them to promote gender-equitable relationships between men and women/boys and girls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Ideation Phase: Prototyping

Prototype being assessed _____

Live Prototyping Checklist

Before bringing any prototype into the field, please check that the following ethical standards will be met

Informed choice

- Clients have access to accurate, unbiased information to make an informed decision on whether or not to use a contraceptive method, and if so, to choose a method appropriate for them
- Clients are provided the opportunity to voluntarily decide which contraceptive option, if any, is best for them in an environment that is free from coercion or pressure
- To an observer, provider, IPC, or program staff incentive schemes would not be perceived as creating a potential for coercing or pressuring individuals into accepting a contraceptive method
- If the program includes motivational activities for providers, IPC agents, and other staff these activities have been thoroughly documented, and reviewed by PSI/Washington
- Communications materials are consistent with the principles of PSI's Informed Choice policy
- The program provided appropriate training and sensitization on informed choice for relevant personnel, providers, and IPC agents
- The program complies with US legal requirements (e.g., Tiahrt Amendment) pertaining to family planning programs

Consent

- Consent will be taken for any photography planned

Safety

- All field team members have been trained on how to handle violence disclosure and referral places.

Implementation Phase: Pilot

Pilot being assessed _____

Attach business case with evidence of success (# new users) and cost per new user (compared to existing Adolescent FP interventions)

	Does it meet the standard?	No	Somewhat	Yes	Support your answer
Desirability					
1	Our audience perceives the solution as appealing, usable, useful and credible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Impact					
2	The solution addresses key drivers, audiences and market failures identified in the inception phase (or during prototyping)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3	Enabled adolescent girls to adopt modern FP method	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4	<p>The pilot builds upon lessons learned in adolescent FP:</p> <ul style="list-style-type: none"> <input type="checkbox"/> It <u>is not</u> a youth center, an abstinence-only program, a high profile meeting to inform communities about harmful practices and urge them to abandon them, a knowledge/information-only campaign, or an intervention that relies on youth peer volunteers to run it <input type="checkbox"/> It <u>is</u> a developmentally informed solution providing age-comprehensive sex education, and/or adolescent-appropriate SRH services with nonjudgmental/friendly providers, welcome and appealing facilities, communication to adolescents about the services and community support <input type="checkbox"/> The pilot addresses solutions at different levels of the socio-ecological framework 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Feasibility					
5	The solution is technologically and legally feasible to implement, by PSI/peer organizations within the resource constraints present	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6	The solution can be measured for new and continued/repeat users	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sustainability					
7	The solution leads to uptake <i>and</i> sustained use of contraception among 15-19 year old women	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8	The solution serves at least 20% of use/need gap?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Scalability					
9	<p>The solution:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Is credible (based on evidence or expert opinions) <input type="checkbox"/> Has a relative advance over existing practices <input type="checkbox"/> Is transferable (easy to implement in new sites) operate across large geographic areas <input type="checkbox"/> Compatible with established values, practices, facilities 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Appropriate					
10	This pilot is informed by our understanding of cultural norms and does not create any social risk for the user.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
11	The pilot is targeted at a specific developmental window (e.g. age, life event, biological event, etc.) or it is dynamic – adapting to different developmental stages of young women in the 15-19 year old target population.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
12	The pilot promotes young people’s decision-making power in their own lives, and when possible in the lives of others in their community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1 3	<p>This pilot reinforces positive gender norms or transforms negative gender norms.</p> <p><input type="checkbox"/> Specify which level of the socioecological framework this pilot is addressing in regard to gender norms (individual, provider, community, societal).</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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