

# YOUTH POWERED



## From Barriers to Allies:

Supporting parents to create pathways to adolescent and youth sexual and reproductive health in urban and peri-urban settings of Tanzania

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**TRIGGERISE**



# What's inside?

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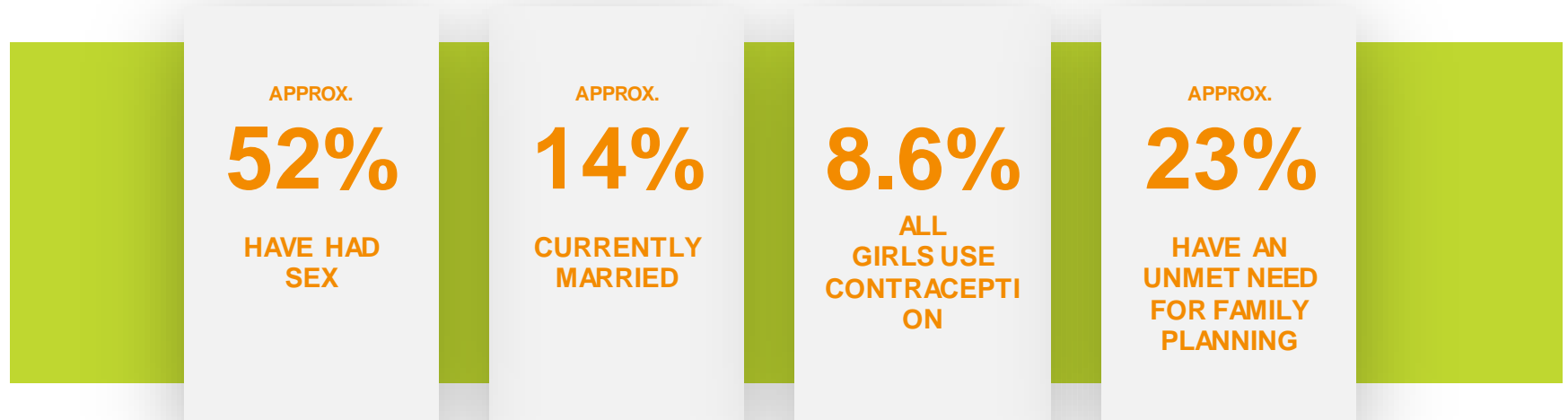
1. Adolescents & Contraception in Tanzania
2. Role of Parents
3. Supporting Parents to be Allies
4. Results
5. Key takeaways





## 1. Adolescents and Contraception in Tanzania

## In Tanzania there are 2.3 million girls 15-19 of which...



# Adolescents 360

**Goal:** We aim to increase voluntary, modern contraceptive use and reduce unintended pregnancy among adolescent girls between 15-19-years-old in Ethiopia, Nigeria and Tanzania.

**CIF** CHILDREN'S  
INVESTMENT FUND  
FOUNDATION

**BILL & MELINDA  
GATES foundation**

- **Trans-disciplinary**
- Focus on **youth-powered programming** – mandate to make SRH programming relevant for girls
- **Speed and scale** – mandate for cost-effectiveness of A360 designed interventions



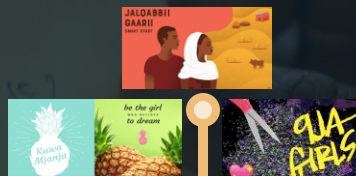


# A360: At a Glance

Sept- Dec 2016



Data collection to inform design



January- Dec 2017

Prototyping, Vetting, & Refinement through the transdisciplinary approach



Storyboard



Rapid Prototyping



Get Feedback



Integrate Feedback and Iterate



Jan 2018- present

Evidence-based adaptive implementation as engine for scale

MAINTAIN AN ADAPTIVE FOOTING

INTERVENTIONS ARE NEVER FULLY OPTIMIZED PRIOR TO IMPLEMENTATION.

Apply structured processes to quickly refine and ensure the intervention responds to the needs of girls, and the health system actors who serve them.





## 2. Role of Parents



Individual behaviour change among adolescents also requires individual behaviour change among adults **including parents...**

Source: UNFPA - Community Pathways To Improved Adolescent Sexual And Reproductive Health Framework





- Consent obtained
- Bagamoyo and Morogoro; Dar Es Salaam, & Mbeya
- 100+ semi-structured interviews
- Adolescent girls, adolescent boys, mothers, fathers, male partners, community influencers, providers and caregivers

What did we find?

Cultural norms and stigma paint parents as **barriers, rather than allies**





- Design methodology highlighted need for **segmentation**
- Identified segment of younger girls (“Farida”) who indicated that **mothers were their main confidant**

*“When I have a problem, the only support I get is from my mother.”*



### 3. Supporting parents to be allies





## Parents' Specific Engagement

Reflect on their adolescence

Discuss, and learn about adolescent developmental stages.

Bursting myths and misconception

Commit to refer girls to girls' clinic events

We called it Parents' Clinic

# Every Parent Clinic is 90 minutes long, and is made up of **5 key parts**



# Clinic Day Supplies:



Parent Clinic Guide

**PARTICIPANT SIGN IN**

Please use for attending a Kuwa Mjanja activity. This form records the information that we will use for our reporting purposes. Can use 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100

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FAB

PARTICIPANT SIGN IN SHEET



PARENT FLIERS



CLINIC DAY METHODS BANNER



TEACHING VISUAL AIDE TOOL



GIRLS FLIERS



Pineapple Story

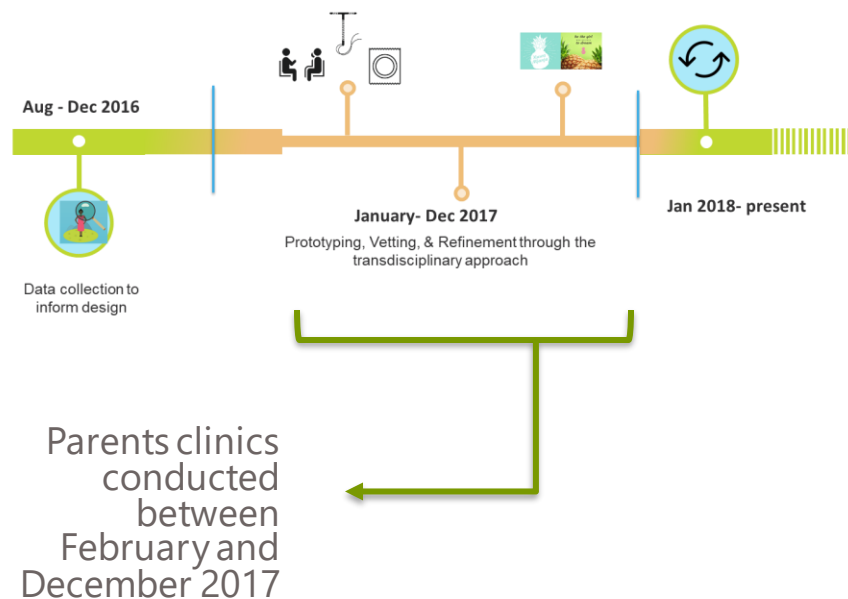


## 4. Results



# Implementation of Parent Clinics during project design phase

- Conducted 15 sessions
- Reached 339 parents
- 63% parental commitment to refer girls
- 39%** of the total number of 15-17 year old girls seen at events were **referred through parental referrals following parent sessions**





- Though effective and perhaps important for girls' (particularly younger girls) emotional comfort in taking up methods, **this type of rich programming has cost implications**
- Decision to focus on cost-effectiveness necessitated working without this component
  - Circling back to determining which components are still valuable, even with cost implications
  - Especially considering community feedback indicating that this is an important component

Activity	Average # of girls attending	Conversion rate to adoption	Cost of activity
System 2 - Pop-up	50.2	43%	\$413
System 1 - Clinic	20.5	24%	\$172

	Average # of adopters per event	Average cost per adopter
System 2 - Pop-up	22	\$19
System 1 - Clinic	5	\$34



## 5. Key Take Aways

- ✓ Rather than avoiding need for parental engagement by protecting girls' full anonymity, girls desire parents' transition to roles as allies in their SRH lives.
- ✓ Some parents are allies already!





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