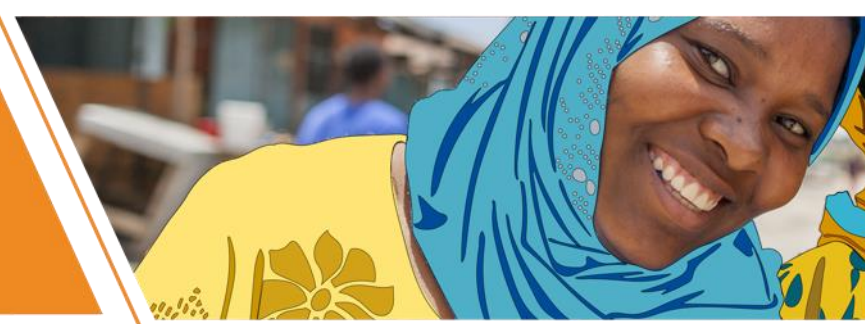


YOUTH POWERED



Repositioning Contraception

Using **segmentation** to target
the **right narratives** to the **right audiences**

Edwin Mtei, SBCC Manager-Youth, PSI Tanzania
November 2018 | ICFP, Kigali

What's inside?

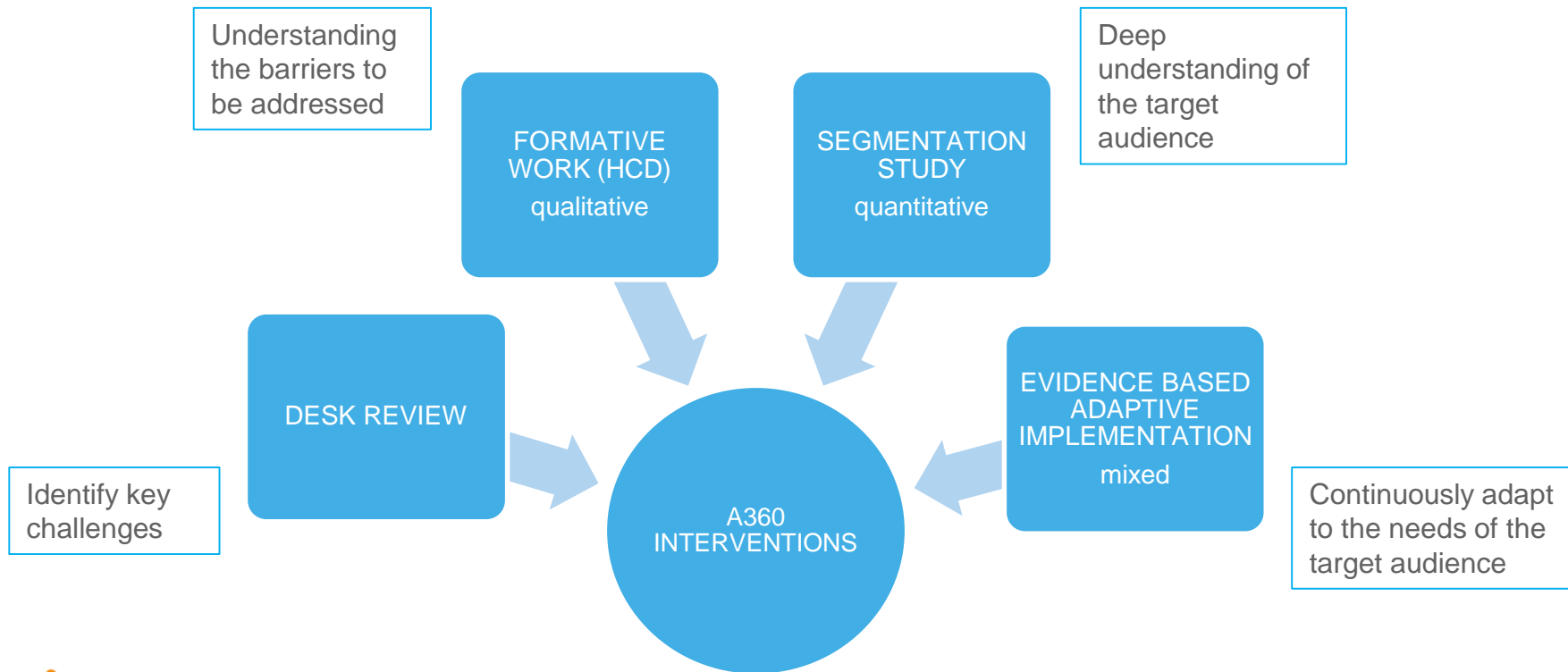
1. Background
2. Adolescents & contraception in Tanzania
3. Repositioning contraception: the role of data
4. Data's impact on program design & messaging
5. Key takeaways





1. Background

Data: the key to A360 intervention design



A360: At a Glance

Aug - Dec
2016

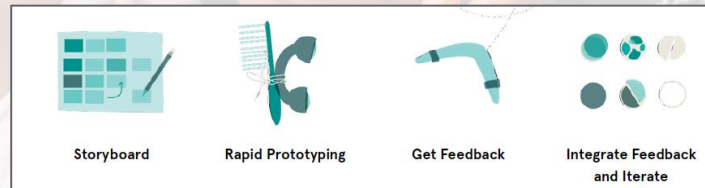


Data collection to
inform design



January- Dec 2017

Prototyping, Vetting, & Refinement through the
transdisciplinary approach



Jan 2018- present

Evidence-based adaptive
implementation as engine for
SCALE (Horizontal and Vertical)

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.

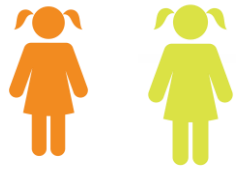
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2. Data Dive: Adolescents and Contraception in Tanzania



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



HAVE HAD SEX



REPORT UNMET NEED FOR
FAMILY PLANNING



HAVE BEGUN CHILD
BEARING



Family planning perceived as being for married women with children


- We found through formative research* in Tanzania that family planning is mostly considered appropriate for married women with children
- Family planning messages adolescent girls receive are **not relevant** and **don't resonate**. Most adolescents do not consider contraceptives to be 'for them' because they;
 - don't consider themselves sexually active and at risk of pregnancy,
 - aren't married (74% of girls have never been married),

*PSI & Ideo.org, Insights, Feb 2015

A typical poster used in past family planning campaign that does not resonate with girls



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Based on gathered data, it was clear that we needed to make family planning resonate with adolescents by repositioning contraception so that it aligned with girls' priorities.

Segmentation helped us to further develop programs which respond to the critical developmental life-stages that adolescents traverse.





3. Repositioning Contraception: Role of Data



Formative work identified the need for segmented messaging. The human centered design / qualitative research included in-person interviews, FGDs, roleplays, and journey mapping



Identified the need to reposition contraception for different segments of adolescents

Large-scale segmentation study described segments amongst adolescents:

- Quantitative survey of 1,132 adolescent girls (15-19 years old) was conducted in 10 districts from 5 regions of Tanzania, urban and rural
- Collected data on demographics, life stages / pubertal development, attitudes, decisionmaking, and power in relationships
- Segmentation analysis was conducted in partnership with Catalyst Behavioral Group



Described four segments amongst 15-19-year-old Tanzanians: Farida, Furaha, Bahati, Pendo.



ADOLESCENTS 360°

REGIONAL INSIGHTS & DESIGN OPPORTUNITIES

A Socio-Ecological Model

The TIMES they are a-changing...[♪]

STILL TRUE

- Girls crave **ANONYMOUS** services, given by a **TRUSTED PROVIDER** who smiles and **KEEPS SECRETS**.
- Girls **FEAR** and experience **STIGMA**.
- Strongly held **MYTH** that contraception causes **INFERTILITY**.

SO WHAT? How Might We...

How might we do things differently?

- Build **CONTRACEPTIVE ALLIES** around GIRLS?
- Associate contraception with **SAFEGUARDING FERTILITY**?
- Help girls and couples find **SECURITY** and **JOY** in **DELAYING MARRIAGE** and **CHILD BIRTH**?
- Make the world **FEEL SAFER** with **CONTRACEPTIVES**?
- Give permission to **HEALTH WORKERS** to help girls with **CONTRACEPTIVES**?
- What **IDEAS** do **YOU** have?

What is an INSIGHT?*

"KNOWLEDGE PLUS..."

- PROVIDES DEEPER UNDERSTANDING
- COMBINES HEAD & HEART
- ADDS EMPATHY
- IS MORE THAN JUST DATA... IT'S DATA COMING ALIVE!
- IS INTUITIVE
- CAPTURES TENSION
- IT IGNITES CURIOSITY! MOTIVATION! CREATIVITY! URGENCY!!
- INSIGHTS about INSIGHTS: Insights have a SHELF LIFE. They're in the EYE of the BEHOLDER.
- FRAMING IS EVERYTHING

1 THE GIRL

- Unmarried girls are never planning to **HAVE SEX...** But "Things happen..."
- Feels isolated in a **SEA OF PRESSURES** Everybody judging, nobody helping!
- Marriage and childbearing are sources of **JOY and VALUE**.
- SEX** can be a useful commodity.

2 FAMILY: PARENTS and PARTNER

- Moms enjoy a special relationship and deep trust—but are not equipped to communicate about sexual health.
- Some husbands are interested in discussing contraceptives but can't start the conversation.

3 SCHOOL and PEERS

- Education is valued, but **NO** guarantee of a better future—Who it might keep a girl from the more valued **SECURITY** of marriage and children.
- School is a trusted place, but going to school increases **EXPOSURE** to **RISK**.

4 SERVICE DELIVERY POINTS

- Girls trust clinics.
- Health workers are hesitant to help girls **PREVENT PREGNANCY** (promotes patriarchy?) BUT are willing to help out if they are already in trouble.

5 COMMUNITY

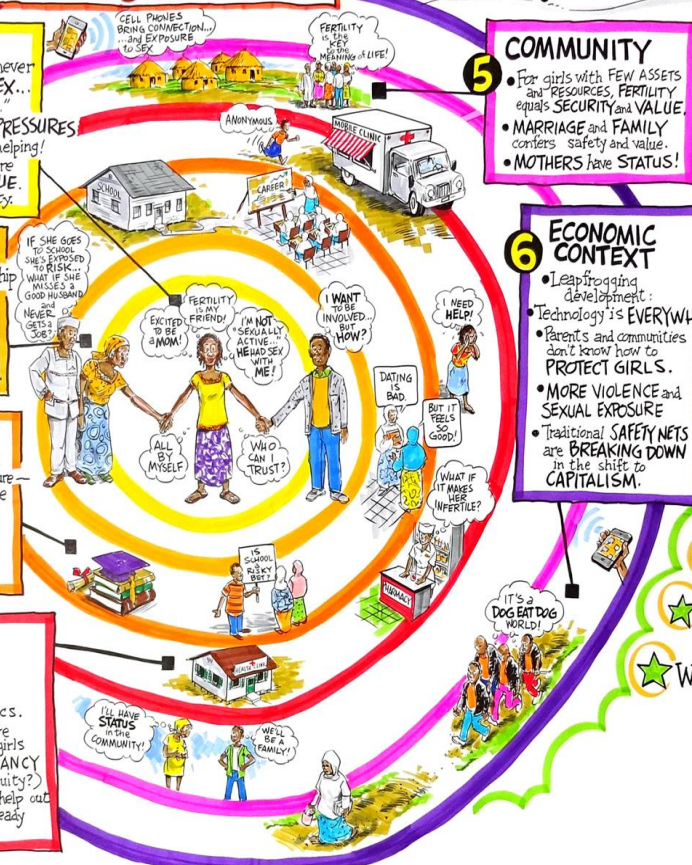
- For girls with **FEW ASSETS** and **RESOURCES**, **FERTILITY** equals **SECURITY** and **VALUE**.
- MARRIAGE** and **FAMILY** carries safety and value.
- MOTHERS** have **STATUS!**

6 ECONOMIC CONTEXT

- Leapfrogging development: Technology is **EVERYWHERE!**
- Parents and communities don't know how to **PROTECT** GIRLS.
- MORE VIOLENCE** and **SEXUAL EXPOSURE**
- Traditional **SAFETY NETS** are **BREAKING DOWN** in the shift to **CAPITALISM**.

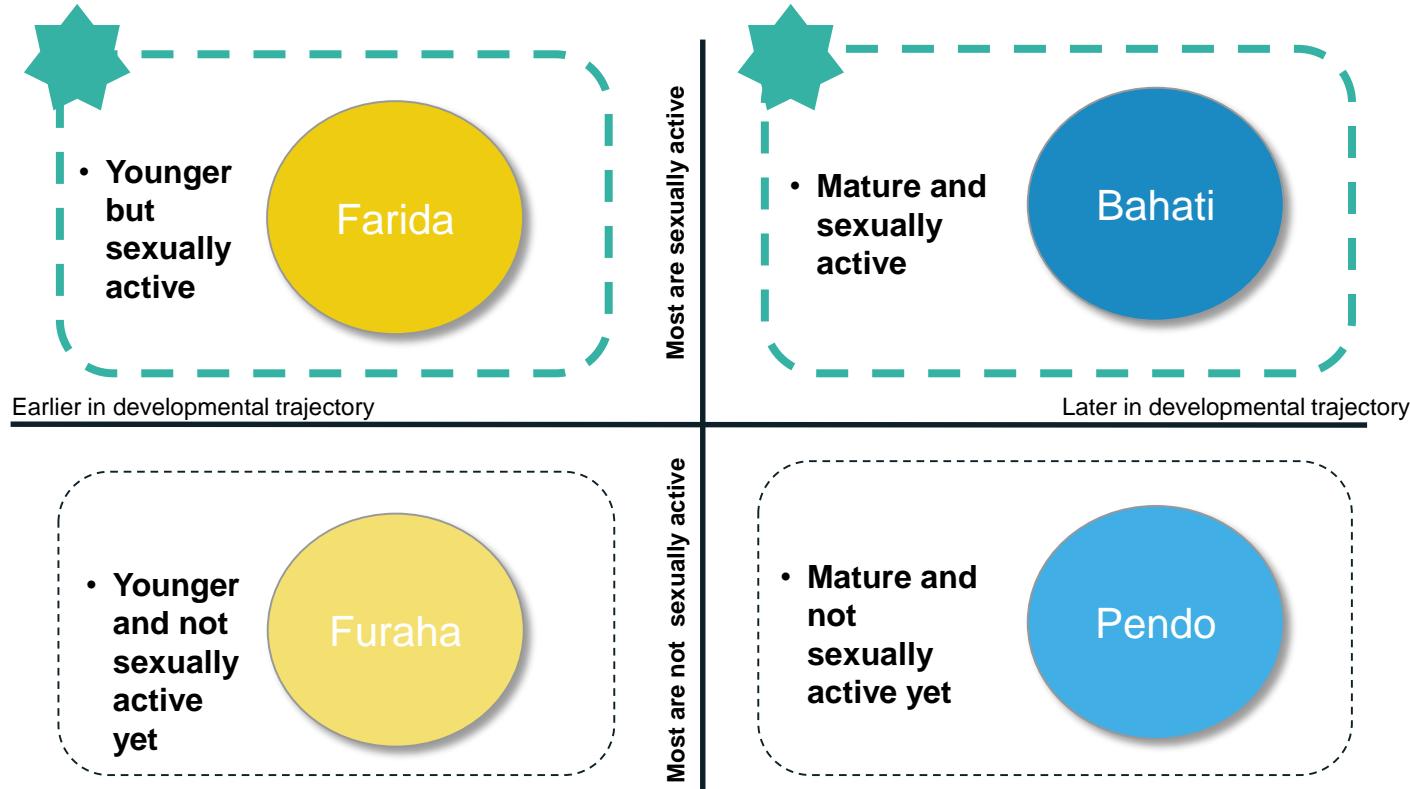
Why isn't it WORKING?

- Maybe we shouldn't assume adolescents **CAN/WANT** to make contraceptive decisions **ALONE**.
- Are we underestimating the importance of **FERTILITY** and the social value of **MOTHERHOOD**?
- Is contraceptive use too tied to **SEXUAL ACTIVITY**?
- We design for the **GIRL** and the **PROVIDER ONLY**...but it's a **SYSTEM!**
- Are we promoting the **wrong** contraceptive **BENEFITS**?
- What is the **COMPETING JOY**?



Segmentation study insights: Farida, Bahati, Furaha & Pendo

4 segments that generally differ on their psycho-social development were identified



Developmental trajectory jointly defined by: Age, Physical pubertal development, Children, Dating behavior, Financial independence, Autonomy in daily life. Sexually active defined by whether they have had sexual intercourse with someone of the opposite sex and dating status.

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4. Data's Impact on Program Design and Messaging

Data from mixed methods helped to ensure program design and messaging remains relevant as girls move through different life stages

We created **Kuwa Mjanja** (Be Smart), a **brand with two intersecting tracks**, which allow us to meet the needs of our four segments through separate and shared moments.





Farida/Furaha:

“Know your body”

- A **clinic-based** experience
- **Menarche and puberty** as an entry-point
- **Engages parents** and allows girls to build trust with providers.

Bahati/Pendo:

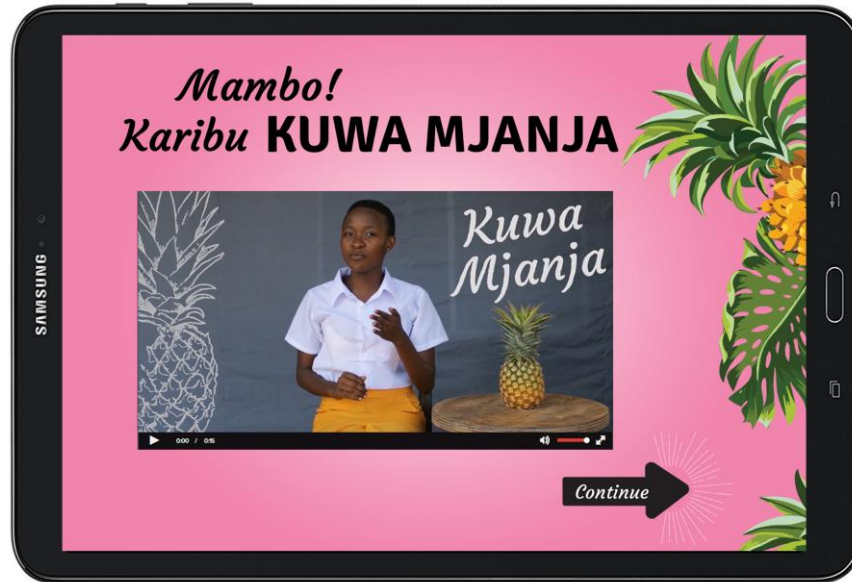
“Know your path”

- A **Community-based** experience
- Help girls **discover dreams & goals**, learn what’s possible, and **take action**.
- Girls access **vocational and financial skills** classes alongside health information

Both experiences include an **opt-out private moment** with a Kuwa Mjanja provider for judgment-free counseling and contraceptive services.

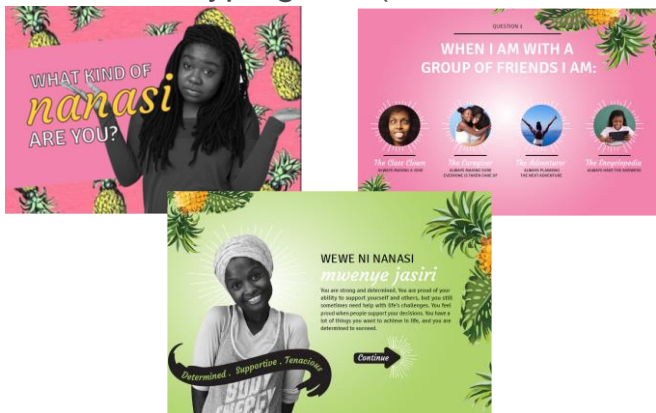
Key elements for both interventions were developed through triangulating insights from formative research and the segmentation study

Tablet based job aid to help community health educators deliver messages tailored to a girl's segment

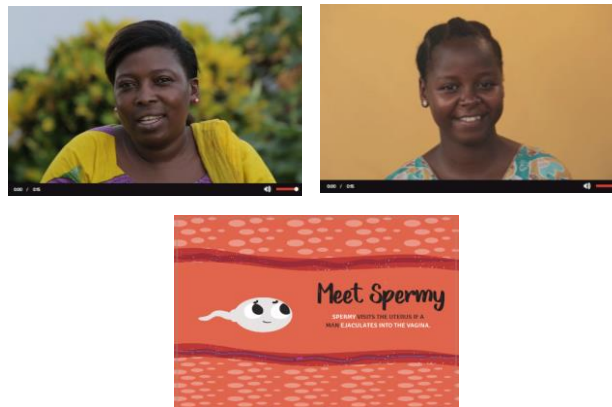


Job Aid Key Elements

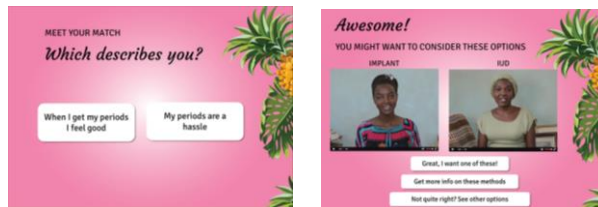
Interactive quiz to determine girl's segment – a non-intrusive typing tool (Farida, Bahati, etc.)



Videos and stories to share relevant info, targeted by segment



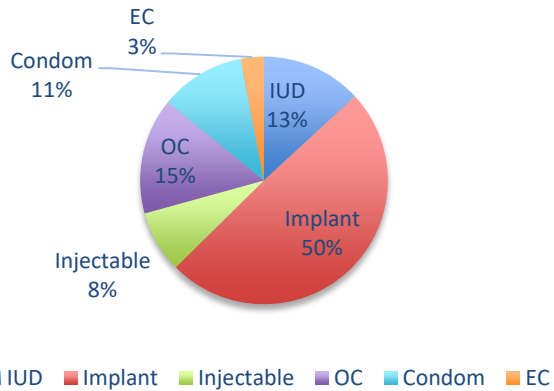
Personalized counseling for better decision-making



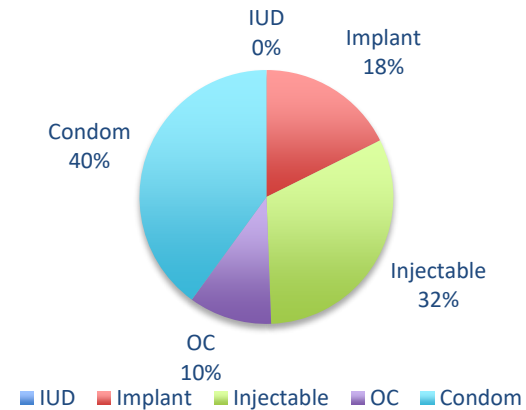
Reached
74,447
adolescent
girls

Delivered
50,575
adopters

Method Mix, New Users 15-19 (Kuwa Mjanja 2018)



Method Mix, All Users 15-19 (DHS 2015-16)





Key Takeaway

Different types of data offer different actionable insights. Having rich data, both quantitative and qualitative, can allow you to develop relevant and better targeted messaging





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