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SMART START TRAINING

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INTRODUCTION

- Thank you for joining us today •
- Introductions of leaders and trainers •
- Introduce yourself to your neighbors •
- Ice breaker activity







- A360 is a program to improve sexual and reproductive health for adolescents.
- Designed by and with young people; putting the adolescent girl in the center.
- 4-yr project, funded by Gates Foundation and Children's Investment Fund Foundation.
- We bring different expertise and perspectives: public health, science, social marketing, anthropology, design, and young people.
- PSI is implementing A360 in Ethiopia, Nigeria, Tanzania.







- Across Ethiopia, there are many girls that are sexually active but do not want a baby right now. Many of these girls are married.
- Too many girls are getting pregnant before they are ready, or are having babies in quick succession. This leads to severe health problems and economic disadvantage.



- The Health Extension Program (HEP) is huge success in this country, but don't often fulfill the family planning need of married 15-19 year old girls for a number of reasons.
- We have a huge opportunity to help young married couples make decisions about family planning that will ensure they and their children prosper.



- A360 system is built to be part of the HEP. We are here not to introduce a new thing, but instead to jointly support the family planning needs of 15-19 married girls.
- We learned that sensitive topic of contraception for 15-19 year old girls seems overlooked by the system. To design a solution that fits into their lives, we created a program that helps young couples start their marriage strong with financial and family planning counseling. Smart Start will help young couples plan for fruitful harvest and families.
- Smart Start meets young couples and girls at critical moments: engagement, marriage, pregnancy and after first child. Smart Start offers a new entry point to engaging these girls in these conversations.







The purpose of this activity is to help HEWs, Facilitators, and Navigators build empathy with young married couples. We will remind them of their own youth and then think about the ways in which their adolescence is similar or different to that of the young people they will be serving.



Smart Start focuses on what's relevant to married adolescent girls: their ability to set up a new home for the first time, to find a path to financial stability, and to have healthy children. With Smart Start, contraception becomes a key tool to achieving these goals.



Smart Start reaches, educates, and serves married adolescent girls in a way that is relevant, acceptable, and accessible by:



SMART POSITIONING

Facilitating conversations with girls and their husbands to reframe family planning as smart planning.



SMART MOBILIZATION

Uniting communities around a cause they can get behind financial stability and healthy families—and enlisting community support to reach young couples in the kebele.



SMART SERVICE SUPPORT

Introducing dedicated Smart Start Coordinators and Navigators to strengthen the existing Health Extension Worker (HEW) program and ensure program quality.



SMART FOLLOW-UP

Working with and equipping HEWs with tools and messages to build lifelong relationships with married adolescent girls.









Smart Start creates a cohesive experience for the girl to learn about, consider, and adopt contraception over time.



Start from an HDA or WDA member in her community. She is intrigued and decides to attend counseling. She receives couples counseling with a Smart Start Navigator and HEW. She and her husband discuss their goals.



ADOPT

She decides to take up a method, and the HEW is ready to serve her at her home from the Smart Start Bag.

CONTINUE

The HEW reaches out to follow up with her and now she feels comfortable going to the HEW with any questions or concerns.









SMART MOBILIZATION

Smart Start invites community networks such as the Human Development Army (HDA) or Women's Development Army (WDA) to help find girls at key moments-engagement, marriage, pregnancy, and first child. By enlisting communities, we reach girls efficiently and turn potential skeptics into advocates.

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RECRUITMENT TOOLS

A key narrative that resonates with the entire community is shared at community meetings. A brochure with these Smart Start messages is used to reinforce this narrative and help recruit married adolescent girls.



















SMART POSITIONING

Smart Start facilitates discussions with girls and husbands about the resources needed to achieve their goals and raise healthy children. Contraception is introduced into this discussion and positioned as a key asset for the future. By leading with what matters to couples, we make contraception relevant to their lives.



COUNSELING TOOLS

The Discussion Aide is critical in delivering the Smart Start curriculum of smart planning. The aide supports the consistent delivery of complex information in a simple, visual way for low literacy couples.







FINANCIAL PLANNING



FAMILY PLANNING







METHODS COUNSELING







PROVIDERS

Dedicated Smart Start Navigators and Coordinators support HEWs to launch and deliver the program in each kebele. Together, they counsel girls and deliver services. By having providers proactively go to girls instead of relying on girls to reactively seek providers, we make it easier for girls to receive counseling and access services.



PROVIDER TOOLS

This Smart Start Bag helps ensure that highly mobile providers in rural areas are ready to serve a girl wherever and whenever she is ready, so the burden is not on the girl to walk the distance to the health center.



SMART START BAG



SMART START BAG









SMART FOLLOW-UP



FOLLOW-UP TOOLS

Data collection tools and planning worksheets help ensure the Smart Start team can track girls and connect them to follow-up appointments.



COORDINATOR GUIDE















LAUNCHING SMART START in a kebele

REFER TO YOUR NAVIGATOR AND COORDINATOR GUIDES



Through this Smart Start journey, we know that we must make the girls feel empowered, informed, and respected. We build the Smart Start culture in the following ways:

Be there for her, whenever, wherever

Ask her, invite h (Be responsive to

PADU POC SMART START















KEY MESSAGE

There are limited resources to provide for our families. Smart Start is a program that helps new couples plan their family so that they can raise healthy children. Young couples will learn how to organize resources and finances, and then create a plan for how many children to have and when they want to have them.

KEBELE KICKOFF

Introduce Smart Start to Kebele leaders, elders, and key community members.

ONBOARD WDA

Introduce Smart Start and ask WDA to help recruit Champions and girls.

RECRUIT CHAMPIONS

Identify girls to be Smart Start Champions. They will recruit their peers to attend Smart Start counseling sessions.







THE SMART START TEAM



Adolescent Health Coordinator

- Provides supportive supervision to Navigators and HEWs
- Supports system



Navigator

- Organizes Smart Start launch in new kebeles
- Co-delivers Smart Start content
- Supports HEW in methods counseling
- Supports HEW in planning followups



Health Extension Worker

- Leverages existing relationships with girls, couples, and families
- Co-delivers Smart Start content
- Delivers methods counseling, keeps stocked methods, and provides methods
- Acts as the continuous touch point for girls, year-round
- Supports location assessment



Champion

• Mobilizes adolescent girl peers





Smart Start leverages the extensive reach of the HEW network and employs a small, specialized team of Smart Start experts to ensure quality and effectiveness at the woreda level.

ACTIVATE AND LEVERAGE NETWORK:



HEALTH EXTENSION WORKERS

There are 38,000+ HEWs across Ethiopia. Their participation allows us to maximize reach and deliver services to girls in rural kebeles.

BOLSTER WITH EXPERTISE:



SMART START NAVIGATORS

Navigators deliver a high quality and effective Smart Start experience to girls, cascading expertise to HEWs for sustainability.



SMART START COORDINATORS

Coordinators provide supportive supervision to Navigators and HEWs from a woreda level.







The Navigator will work closely with the HEW to launch Smart Start in a new kebele. Together they will organize kick off events and run counseling sessions with girls and couples.

LAUNCH in new kebele







After the initial 1.5 month launch, the HEW will maintain Smart Start in the kebele and the Coordinator will support remotely.

HEW maintains Smart Start

NAVIGATOR rotates to new kebele

PILOT STRATEGY







Adolescent Health Coordinators at the woreda level offer supportive supervision to the Navigators launching in new kebeles and HEWs maintaining Smart Start activities.









DELIVERING A SMART START SESSION

SMART START SESSIONS

There are 3 types of Smart Start sessions you could run with 15-19 year old married girls.



1 on 1 Individual Session With girl



1 on 2 Couple Session With girl and husband

REMEMBER:

Choose a private, quiet location where everyone feels comfortable and undisturbed.









The goal of this module is to...

- Help couples envision their future goals
- Help couples build actionable plans towards their goals
- Entry point to talk about contraception









FINANCIAL PLANNING SESSION DEMONSTRATION



This tool is used to help couples identify how long it will take them to save for their goals.

1. If their goal of buying a cow costs 3000 birr total.

		1000	1500	2000	2500	3000	3500	4000	4500	5000	
	50	20	30	40	50	60	70	80	90	100	
	_100	10	15	20	25	30 —	35	40	45	50	
	150	6.66	10	13.33	16.66	20	23.33	26.66	30	33.33	
	200	5	7.5	10	12.5	15	17.5	20	22.5	25	
	300	3.33	5	6.66	8.33	10	11.66	13.33	15	16.66	
	400	2.5	3.75	5	6.25	7.5	8.75	10	11.25	12.5	

2. If the couple can save 100 birr per month.

MONTHS TO ACHIEVE GOAL

TOTAL COST OF GOAL

3. Then it will take 30 months to save for their goal.









ROLES

- R: Relax the girl by using facial expressions and show interest
- O: Open up the girl by using warm and caring tone of voice
- L: Lean toward the girl
- E: Establish and maintain eye contact
- S: Smile











SONAR

- S: Simplicity is best.
- O: Ask open ended questions.
- N: Normalize
- A: Affirmation or appreciation.
- R: Reflective listening







Look for ROLES and SONAR in the following example









TIME TO PRACTICE!


The goal of this module is to...

- Help couples understand implications of family size
- Help couples see the financial and health value of birth spacing
- Help couples see contraception as a way to help them plan for their finances and families









FAMILY PLANNING SESSION DEMONSTRATION



This table in the Discussion Aide is intended to help providers make a relevant method recommendations to girls. Sometimes girls get overwhelmed if providers tell them extremely detailed information about all methods.

1. When would you like to have your first child?



2. How often are you able to meet with the HEW?















TIME TO PRACTICE!



At the end of the session, you help the girl fill out this card about her goals to take home.



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SMART START BEST PRACTICES

MAKE IT ABOUT THEM

Smart Start is not a lecture— it's about creating a discussion. Give them time to ask questions and think through their answers.

MAKE SURE THEY'RE COMFORTABLE

The topics covered in the discussion guide are sensitive. Take time to build rapport and check in to make sure everyone is feeling safe.

KEEP IT PRIVATE

Check your location before starting a counseling session. Make sure you are in a quiet space with no observers.

KEEP IT INTIMATE

A small group size will allow girls and couples to feel comfortable opening up.



Discuss what you might do if you encounter these situations:

RELIGIOUS BELIEFS:

"Contraception is against my religion. Children are gifts from God."

LACK OF PRIVACY:

Other people are listening in to the counseling session.

UNSUPPORTIVE HUSBANDS

Husbands don't let the wives speak during counseling sessions.

A husband is angry that his wife took a method without his consent.

UNSUPPORTIVE COMMUNITY

Community members are not supportive of the program.

DEMANDING COMPENSATION

Couples ask if they will get paid for taking a method.

Champions or WDA ask to get compensated for recruiting girls to Smart Start.





The Ministry of Health and PSI are both committed to delivering high quality health services.

What do we mean by quality?

Let's start by reviewing the core values or ethics that you learned in your medical training.















MODERN CONTRACEPTION key points

FEMALE REPRODUCTIVE SYSTEM (AND ACTIVITY)









MENSTRUATION BASICS



STEP 1



STEP 2

Image from Institute for Reproductive Health



MENSTRUATION BASICS





Image from Institute for Reproductive Health



FERTILITY



PREGNANCY

STEP 3



CONTRACEPTION



Different methods will affect menstruation differently. Changes in menstruation are often normal side effects of starting a new method.







ABSTINENCE

- How would you describe this method/how do you use it? •
- What are some advantages of this method? •
- What are some disadvantages of this method? •
- How long is the return to fertility after stopping this method? •





- How would you describe this method? How does it work?
- What are some advantages of this method?
- What are some disadvantages of this method?
- How do you use this method?
- How long is the return to fertility after stopping this method?



- How would you describe this method How does it work?
- What are some advantages of this method?
- What are some disadvantages of this method?
- How do you use this method?
- How long is the return to fertility after stopping this method?



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- What are some disadvantages of this method?
- How do you use this method?
- How long is the return to fertility after stopping this method?







SMART START TRACKING

Coordinators, Navigators, and HEWs are all part of the Smart Start team in one kebele. There are 2 primary scenarios that involve these stakeholders in order to collect data.

Scenario 1: Smart Start Financial and Family Planning Session



Navigator uses the digitalapp to input session information

Scenario 2: Smart Start Fertility and Methods Session



HEW records session information using paper form







Navigator Checklist:

Navigators are the primary data collectors for Smart Start and responsible for coordinating with the HEWs to ensure we can capture all the activities within the program.

Before Session

- Download digital app and get user credentials from PSI
- Take enough paper forms as backup for you and the HEW
- Make sure your phone battery is charged and the app loads properly

During Session

- app
- After a counseling session, complete one counseling session form per girl. Save each form upon completion.
- Every session should be recorded in a different form for each girl. If you are seeing the same girl for the second time, complete a new form.

• When you counsel a girl for the first time, fill out a girl registration form on digital

After Session

- When you have wifi or network connection, sync completed forms
- Use the form to keep track of when your next follow up appointments are--don't forget!
- If you are following up with a girl you already saw, reference the previously completed form
- Collect paper forms from HEW and upload them to digital platform







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HEW Checklist:

HEWs are responsible for recording method data on each girl for the Navigator to collect.

Before Session

- Take enough paper forms as back up
- Confirm Smart Start ID and girls needs

before each session

During Session

- After a methods counseling session with
- a girl, complete one form

After Session

 Store forms safely until Navigator collects them







Coordinator Checklist:

Coordinators are responsible for overseeing the data collection by

Navigators and HEWs and reporting back to PSI.

Before Session

 Download digital app and get user credentials from PSI

During Session

- Ensure Navigators and HEWs have
- enough paper forms
- Review digital data on the website to
- ensure Navigators and uploading data
- correctly and filling out forms correctly

After Session

Compile reports for PSI









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GAHEE TAJAAJILAA / PROVIDER ROLE								
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Ensure you have the correct, unique Smart Start ID for the girl. The first session with the girl will establish the ID and each follow up session will use that same ID.

The "Method History" section should really be filled out only if the girl goes onto the fertility and methods section.

If the girl has used condoms or Epills, only check if they were used "At last sex" to register contraceptive use against pregnancy.

If a follow up appointment is scheduled without the Navigator but with a HEW or at the Health Center, be sure to follow up with the health provider so they know when to expect the girl.