The A360 Minimum Standards

	Public Health	Marketing	Youth Engagement	HCD	Adolescent Developmental Science	Anthro
Ideal	**Inputs** • All A360 staff oriented on evidence base around AYSRH • All A360 staff oriented on gender • WHO guidelines followed for service delivery and supervision **Outputs** • Insight gathering activities respect qualitative research principles • Public health integrated into design standards • Very active engagement of international and national government partners	**Inputs** • Total Market Analysis and market failures analysis informs proposal • Use/need informs reach estimates • Audience Segmentation Analysis **Outputs** • Comprehensive Marketing plans • Business plans • Marketing plans include prototyping and application of design standards for measurement	**Inputs** • Organizational structures exist so that youth are embedded as project staff with equal decision-making power for the duration of the project • Youth and adults receive training and have resources to support sustained youth engagement **Outputs** • Youth and adults partner in all phases of the project (e.g. research, design, prototyping, scale, evaluation) • Youth participate in organizational leadership (e.g strategic planning, marketing, etc)	**Inputs** • Designers co-locate and work side by side with teams for extended time, building capacity as they go • Country teams trained to replicate process in future programs **Outputs** • Programmers immerse in reality of girls' lives • Youth play an equal and critical role in all HCD activities • Prototypes are developed and evaluated with a developmental and anthropological lens	**Inputs** • Throughout the course of the project, all A360 partners receive ongoing training on emerging insights from DevSci • Dev Sci expert present for insight synthesis • Dev Sci expert present for prototype development • Marketing plans are reviewed for and infused with developmental lenses **Outputs** • Throughout the course of the project, all A360 partners identify new developmental questions • All tools and activities critically reviewed and infused with a developmental lens	**Inputs** • Ethnographic lit review + field-check to update/ confirm • Relationship building within the communities where we are working • All A360 trained on anthro concepts All tools and activities critically reviewed and infused with an anthropological lens • Input during methods development (post field-check) to increase emic understanding of the girl and other stakeholders **Outputs** • Participation in data analysis to ensure inclusion of cultural factors • A360 process regularly self-assesses for

						cultural sensitivity among consortium members and other stakeholders

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Minimum: MUST DO	**Inputs** • All A360 staff oriented on evidence base around AYSRH • All A360 staff oriented on gender • WHO guidelines followed for service delivery and supervision **Outputs** • Insight gathering activities respect qualitative research principles • Public health integrated into design standards	**Inputs** • Market Landscape to understand barriers outside of A360 scope • Use/need to check target feasibility • Segmentation **Outputs** • Marketing plans • Business plans	**Inputs** • Youth and adults receive training and have resources to support youth engagement at 3 key project moments: 1) research and data synthesis 2) prototyping 3) Scale roll out **Outputs** • Youth build skills and gain experience that enhance their educational and career trajectories • Youth input is integrated into research and data synthesis, prototyping, and scale roll out	**Inputs** • Designers work side-by-side for certain activities and doing parallel work for others. • Formative research conducted and insights generated • Prototyping • Focus on desirability • Experiential testing **Outputs** • Deep country buy-in • Documentation of decision pathways	**Inputs** • All A360 partners receive basic orientation on DevSci • The perspective of trajectories and inflection points is integrated throughout the phases of the project **Outputs** • Proposed prototypes and products are developmentally appropriate • Developmental frame integrated into insights, prototypes, and Design standards	**Inputs** • Training on basic anthro concepts • Input during data collection and synthesis • Critical review of insights for alignment with anthro frameworks • Critical review of prototypes for cultural appropriateness **Outputs** • Design standards

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Below Standard	• Ignoring current evidence base	• No attempt at segmentation • No business plans • No marketing plan • Targeting tiny sub-groups • No awareness of total market factors	• Youth not engaged in at least 3 project moments (research/data synthesis, prototyping, and scale) per country • Youth input not meaningfully integrated into prototype design, revision and scale • Youth do not build skills and have experiences that enhance their educational and career trajectories	• No research conducted with target audience • Researchers alone conduct focus groups • No prototyping • "Boardroom design" (e.g. "message design workshops") • Ignoring desirability • Pretesting	• Research, prototypes and scaled interventions are not developmentally appropriate • Efforts do not address the multiple developmental trajectories influencing contraceptive behavior • No developmental science training	