



### Government

Government engaged at national and local level to support site selection and implementation. Community Development Officers support outreach teams to set up and run events.



### Community

Outreach teams meet with community leaders to raise awareness and gain buy-in. Parent clinic days engage mothers to support girls' engagement.



### Service Providers

Government service providers experienced in youth friendly service provision are recruited to deliver services at events, and orientated on Kuwa Mjanja



### Mobilizers

PSI staff and community mobilizers deliver public announcements, service providers advertise upcoming events in the clinic, mothers refer their daughters, and Kuwa Mjanja Queens visit house to house

# Kuwa Mjanja User Journey

**I'm intrigued**  
-Mobilization-

**Curious:** She hears about Kuwa Mjanja through an influencer or a public announcement. She feels curious, and decides to attend an event because it feels fun, relevant and she feels supported by her influencers.

*She attends a Kuwa Mjanja event, either at a nearby health facility or in a pop-up tent / community space*

**I'm inspired & motivated**  
-Aspirational Engagement-

**Girl with a plan:** She is introduced to contraception via fun, engaging content and the Mjanja Connect app. She takes part in entrepreneurial training and feels confident she can use her skills for income generation

**Inspired and delighted:** She feels inspired and delighted by the Kuwa Mjanja branding and messaging

**Listened to and supported:** She feels listened to and supported by A360 to make a plan for her future

**I feel respected & safe**  
-Contraceptive counseling & service delivery-

**Girl with a plan:** She feels invited to share her vision for the future with the service provider, and sees contraception as relevant and valuable to achieve her plan

**Safe and confidential:** She feels safe and comfortable at the event, surrounded by her peers. Opt-out moments mean she can talk to a provider without being rushed or pressured

**Listened to and supported:** She feels listened to and supported, trusts and understands what she is hearing, and feels it is relevant to her goals for herself

**Future orientation:** She decides to try a contraceptive method to help her achieve her goals, and is provided her method of choice, for free, on the spot

**I feel supported**  
-Follow up-

**Trust and continuity:** She knows where to go whenever she has questions or needs more contraceptives, and feels comfortable to talk to a service provider in her community. Kuwa Mjanja Queens continue to be available locally to talk to girls

**Future orientation:** She continues to see contraception as relevant to her goals for herself