



### Government

Government engaged at national, regional and woreda level to support site selection, recruitment, training and supervision. PSI Adolescent Health Officer sits in the local health office.



### Community

Community kick off meeting held to generate buy-in. Community engaged informally through A360 staff, Women's Development Army and Health Extension Workers



### Service Providers

Health Extension Workers trained and supported to deliver Smart Start by A360 staff. Government support HEWs to continue implementing Smart Start after A360 staff transition out of the community



### Mobilizers

Women's Development Army volunteers and youth champions support Health Extension Workers to mobilize girls and couples to participate in Smart Start

# Smart Start User Journey

**I'm intrigued**  
-Mobilization-

**Curious:** She and her spouse hear about Smart Start from the Woman's Development Army, Health Extension Worker, A360 staff, community leaders or Youth Champions. She feels curious and agrees to attend a counselling session, because it feels relevant to her and she feels supported by her husband (and mother-in-law)



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

**Girl with a plan:** She and her husband are invited to identify and share their vision for the future and develop a financial plan

**Inspired and delighted:** She and her husband feel inspired and delighted by the Smart Start tools and branding, and the financial planning messages

**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 sees contraception as relevant and valuable to achieving her plan

**Safe and confidential:** She feels safe and comfortable to talk to the Health Extension Worker through 1-1 or couples contraceptive counselling, without others judging her and 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 and her husband feel focused on achieving their plan. They decide to try a contraceptive method to help achieve their goals. She is provided her method of choice for free, on-the-spot, or a short time later at the health post



**I feel supported**  
-Follow up-

**Trust and continuity:** She feels able to come back to the health post whenever she has questions or needs more contraceptives. She receives follow up calls and visits from Health Extension Workers and Women's Development Army volunteers, and feels supported to access the services she needs

**Future orientation:** She continues to see contraception as relevant to achieving her financial plan