

A360 | An Evidence-Based User Journey

- **Mobilization through local community members** positively affect youth participation and engagement. (USAID Impact Evaluation, 2014)
- **Life and vocational skills acquisition** components have been found to significantly increase adolescent SRH knowledge, HIV knowledge, and condom usage, and decrease the probability of having had forced or coercive sex were also found. (Bandiera, 2015, RCT)
- **Positive beliefs about the future** is a core component of Agency within the Positive Youth Development domains. (USAID, 2017, Systematic Review)
- Adolescents have a **heightened need to be accorded respect and status** (Yeager, 2018, meta analysis and longitudinal study)
- Adolescents are at **higher risk of discontinuation** than all WRA, particularly in the first 12 months post-adoption. (Blanc, 2009, 40 country DHS analysis)
- Support for **active management of side effects and method-switching** supports continued protection from unintended pregnancy. Supportive influencers also support continuation. (Blanc, 2009, 40 country DHS analysis)

I'm intrigued
-Mobilization-

Curious: She feels curious and decides to attend an event, because it seems interesting/fun and easy to attend, seems relevant to her, and she has reason to believe she may be supported by her influencers to attend.



I'm inspired & motivated
-Aspirational Engagement-

Inspired and delighted: She feels inspired and delighted by what she sees and hears

Girl with a plan/ Future Orientation: She identifies her dreams and vision for the future, begins articulating a plan to achieve her dreams, and sees how contraception can help her achieve her plan

Listened to and supported: She feels listened to and supported by the programmers, trusts what she is hearing, and feels it is relevant and valuable to her goals for herself



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

Girl with a plan/ Future Orientation: She feels invited to share her dreams and vision for the future, to initiate her health seeking experience with her provider re: how contraception can help her achieve her plan

Safe and comfortable: She feels safe, and like she can talk to a service provider freely and confidentially, without others judging her and without being rushed or pressured

Listened to and supported: She feels listened to and supported by the service provider, 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 meet her plan, and can access it straight away for free if she desires



I feel supported
-Follow up-

Trust and continuity: She trusts the service providers she spoke to, and feels able to come back whenever she has questions or needs more contraceptives

Listened to and supported: She feels listened to and supported by the programmers, trusts what she heard, and continues to see contraception as relevant to her goals for herself