

A360 AMPLIFY

# SACRIFICIAL CONCEPTS

KENYA | FOR REPLICATION



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# CONCEPT CARDS



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# MALAIKA QUEENS

Malikia Queens are young women who visit girls in their homes to invite them to be part of a larger program. These Queens invite girls to events which are just for girls. At these events girls are able to learn an entrepreneurship skill - like bead making or pad making. Girls also receive messages which are specific for them - about knowing and understanding their body or figuring out their life goals. They are introduced to contraception as a tool which can help them achieve their goals.

Malkia Queens use interactive games about contraceptive choices and side effects, with the help of apps, to engage girls in activities.

They act as a continuous point of contact for girls in their communities, helping to direct girls to youth friendly providers if they have questions or concerns.



Older girls, “Malikia Queens” who invite adolescent girls to be part of events, fun group gatherings, and an ongoing community - all focused on contraception and life changes.



# VOCATIONAL & LIFE SKILLS SESSIONS

Girls are invited through door to door visits from mentors or other female community members to take part in a program where they are taught life and vocational skills. Married and unmarried girls are invited to participate in different classes with their peers where they are taught skills which are relevant to them. Whether that is focused on love, sex, and dating or nutrition, financial skills, and family planning. Throughout these classes girls can participate in counseling with a service provider to have a safe place to talk about contraception and their SRH needs.

For married girls, there is an opportunity for male community leaders to also engage with their husbands to help them understand the purpose and value of these classes.

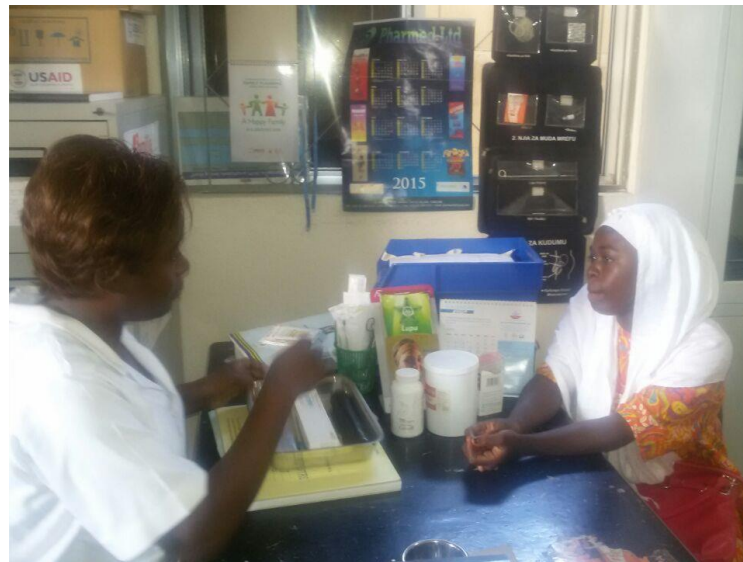


Learning sessions focused on Life, Family and Health that you take with other girls at the local clinic. You learn about things like nutrition, financial skills and family planning. You're invited 1-1 by a mentor. You can also enroll in Life, Love and Health classes - focused on love, sex and dating.

# MALKIA HEALTH CONNECTIONS

Girls visit health facilities to receive one-to-one contraceptive counseling with a trained government service provider unless they opt out, to ensure they have a chance to interact with a provider in private, and that girls who want to adopt a method are not singled out. Girls receive the contraceptive method of their choice for free on the spot.

Girls are then provided with a 'next visit' card with details of a nearby facility, the phone number of a PSI staff member or service provider, and an Unstructured Supplementary Service Data (USSD) number they can text anonymously with questions. Additionally, girls are also asked to provide their own phone numbers so that PSI can follow up through a central call center.



1-1 counseling on contraceptives that girls can receive at your local health clinic. You meet with a provider privately, and can ask all questions you'd like. You can also receive the contraceptive method of your choice for free on the spot. You leave with a contact card, so you know who to call privately for more help, or a next appointment.

# SPICE TALKS

“Spice Talks” are spaces where providers lead interactive sessions to acknowledge and foster dialogue about the challenges girls can face navigating relationships, self-worth, sex, reproductive health, and contraception.

As part of these discussions, girls write down their goals/aspirations for the future, “Spice Talks” are then followed by introduction and discussion of contraceptive methods, where providers work to help girls understand reproductive health information by encouraging questions and dialogue—particularly as relates to effectiveness, return to fertility, and side effects.

In addition, providers support girls to consider their goals, and the relevance of contraception as a tool to prevent unintended pregnancies, and stay on track to achieve goals. Throughout discussions girls are invited to submit anonymous written questions into a box, which the provider answers at the end of the session.



“Spice Talks” are interactive sessions for girls to talk about the challenges faced when navigating relationships, self-worth, sex, reproductive health, and contraception.

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# MUME WANGU

Girls and their husbands are reached through door-to-door visits and invited to participate in a counseling session at home or at the local health post.

Mobilizers use a visual discussion guide to provide financial and contraceptive counseling, encourage couples to consider how contraception can help them achieve their financial goals, and provide contraceptive methods on-the-spot for free.



Girls and husbands reached through door-to-door visits and can attend a counseling session at home or at the local health clinic. Focus of sessions is on financial and contraceptive counseling, as a couple.

# LIFE MAPPING

Life maps are a paper-based tool designed to help girls consider concretely their goals for their future, and the steps necessary to achieve those goals.

Girls receive a life map - a paper-based tool which is designed to help them consider their goals for the future and how they can map out the steps to achieve those goals. Girls participate in a group session which gives them some foundational skills that they can use to achieve their goals. They can take the life map home with them and continue to chart their progress towards achieving their goals. Within this life map exercise, contraception is demonstrated to be a key tool for girls to use along their life journey to help them achieve their goals.

Introducing and positioning contraception as a key asset for the future leverages key life moments of need to help contraception feel relevant to girls.



Paper based tool to help girls map out their life goals and vision for the future. Focus on building practical skills to support with healthy relationships, and gaining income.



# MAMA YANGU

Engaging mothers through monthly moms' sessions to help mothers understand that contraception can be a tool to help girls achieve their dreams. Sessions also dispel myths and misconceptions around contraception.

These sessions can also strengthen the relationship between mothers and their daughters through encouraging mother's to communicate with their daughter's about sexual and reproductive health.



Regular sessions for mother's to understand that contraception can be a tool to help girls achieve their goals; also used to dispel any myths and misconceptions around contraception, and can strengthen the relationship between mother and daughter.

# COMMUNITY POP-UP EVENTS

Girl-friendly pop-up tents in communities where girls can learn an entrepreneurship skill from a trained provider – for example jewellery or soap making.

While at the pop-up events and learning a skill, girls have the opportunity to talk to a provider about relationships, challenges, and their sexual health.



Periodic events and fairs where girls can learn about entrepreneurship, as well as privately about relationships, challenges and sexual health.

# CAREER MAMAS

Career Mamas is a program that supports girls to define their aspirations for future careers, income generation, entrepreneurship, and more. Girls are paired with other women who have more experience in the life path that they envision for themselves - Career Mama Coaches

Coaches are mentors who help their mentees set goals and follow through on them. They also provide training on financial and life skills, as well as support their mentees in discussing roadblocks and obstacles they face.

Participants can be referred to the program by their partners or family.



Program with other girls that helps one evaluate career aspirations, make a career profile, and get matched with a mentor who can coach you to set goals to build finances.



# POWER NEGOTIATION CARDS

A deck of cards featuring different negotiation tools and tricks for different situations in life - career, dating, marriage, etc.

Women can come together and test themselves on the cards, or use them to learn on their own.

Parents, teachers, and program designers can also use the cards to teach their daughters.



A deck of cards that helps girls practice negotiation and conversations around difficult topics - like career, dating and marriage.

# AMA & HALIMA

Ama & Halima is a comic book chronicling the adventures of two intrepid girls going through puberty. We learn and grow with them as they navigate school, their relationship with their parents, and peer pressure. We are inspired by their bold dreams but also the obstacles and successes they face on the path to achieving them.

The comic book is released monthly and accessible for free in schools, health centers, and community hubs. Parents can share the comic book with their daughter and explore the stories with them. Teachers can also recommend the comic book to their students and use it as teaching materials in class.



Comic book that chronicles the adventures of two girls as they go through puberty - it tells the story of how they navigate different relationships, situations, and challenges

**METHOD**

**HOW-TO**



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# Concept Cards/ Observations

Move from a handful of ideas and insights into a fully-fledged concept, one that you'll refine and push forward.



## Why this method

A Concept is more polished and complete than an idea. It's more sophisticated, it's something that you'll want to test with the people you're designing for, and it's starting to look like an answer to your How Might We question. This is the moment where you move from problem to solution and it drives everything that comes next.

## Safety Considerations

Initial participant recruiting may have to happen in-person. Fixers / proxy organizations should keep recruiting time to a minimum following scripts developed in the planning phase, to quickly introduce themselves and the project and seek consent for interviews and photos while observing COVID 19 safety measures (masks, hand sanitizers, physical distancing). Where possible, consent forms should be e-signed by the participant.

Following this, they should create WhatsApp / Telegram and invite participants to chat individually or in groups based on prompts developed in the research plan. Incentive payments should be made remotely through mobile money as much as possible to reduce the chance of infection.

## Safety Tools

For initial in-person participant recruiting, the following safety tools / measures can be used:

- Masks
- Face screens
- Hand sanitizers
- Physical distancing
- Alcohol / soap-based wipes

## Remote tools

- Smartphone for audio and video recording for the group that are low lit.
- The prompts and writing materials for the high lit participants
- .Whatsapp
- ..Telegram

## Sacrificial Concepts: GUIDE

<b>Introduction</b>	<p>“Thank you for creating time to speak with us. My name is _____ and I work with _____, an organization that works in the _____ space. We are keen to create interventions that will change how girls access contraception and empower the decisions they make with their lives. Your presence today is highly valuable and we appreciate that you are willing to talk to us. We will run this session for about _____ min and we will walk you through a few concepts and ask a couple of questions. If you’re uncomfortable answering some questions, please feel free to stop the interview or skip those questions. What is your name?”</p>
<b>Theme</b>	<b>Questions</b>
<b>Interview with girls (primarily) or other stakeholders (secondary)</b>	<p><b>Warm up</b></p> <p><b>Warm Up 0: Who is your role model? (15 mins)</b> <b>[Materials: No materials, discussion]</b></p> <ul style="list-style-type: none"><li>• In a group, ask teens to think of someone who inspires them. Prompts: it could be a celebrity, mother, father, friend, teacher, neighbor, etc.</li><li>• After giving the teens a couple of minutes to think on their own, in a circle, ask girls to share who they chose and why. <i>Learning notes: interesting to see what kind of people they mention—male/female?, familiar contact or cold, age, accomplished/hot, etc.</i></li></ul>
<b>Sacrificial Concepts</b>	<ul style="list-style-type: none"><li>• What is the first thing that comes to your mind when you see this concept?</li><li>• What stands out about this concept? What do you like about it? And why?</li><li>• What was hard to understand? What don’t you like about it? Why?</li><li>• If you were to use this concept, what would you change about it? Why?</li></ul>

# NOTES



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### **Explaining the concept further:**

Depending on the interviewee you are speaking with, you may need to explain the concept as you show it to them. Not all girls or stakeholders will find the concept intuitive, and not everyone will be able to read the concept description in English. Be prepared to translate verbally to Swahili, or feel free to make copies of these cards and write the description instead in Swahili.

### **Documenting the process visually:**

It is important to document the process visually! Not all interviewees will feel comfortable getting their photo taken, and you should always ask ahead of time. For those that are comfortable, it is great to capture photos and/or videos of them interacting with the concept cards or sorting them, if presented in a group. Make sure to upload any documentation to the whatsapp group afterwards.

### **Presenting 1 card at a time, versus a card sort**

You can use the concept cards in different ways. Depending on the conversation method (interview or FGD) and the amount of time allotted, you may want to present the cards one by one, explaining each concept and asking your interviewee questions about each concept one by one. This will take a bit more time. Alternatively, you can place all of the concepts in front of an interviewee at once, explaining them broadly, then allow them to sort or select which concepts feel more exciting, and talk about how they might interact with those concepts. This usually takes less time.

### **Logging observations, not just conversation**

When you are recording or writing down responses to interview questions, also be sure to observe things like body language, tone of voice and any other observations. Log these on your interview sheet.

### **Uploading your notes and photos to whatsapp**

It is crucial to ensure that you upload photos of your written interview captures, and any photos taken, to the whatsapp group right after the session. This will help the entire design team understand who is being interviewed, what the feedback was, and ensure that that information is translated to the digital Miro board.