



Kuwa Mjanja Pop Up

GUIDE





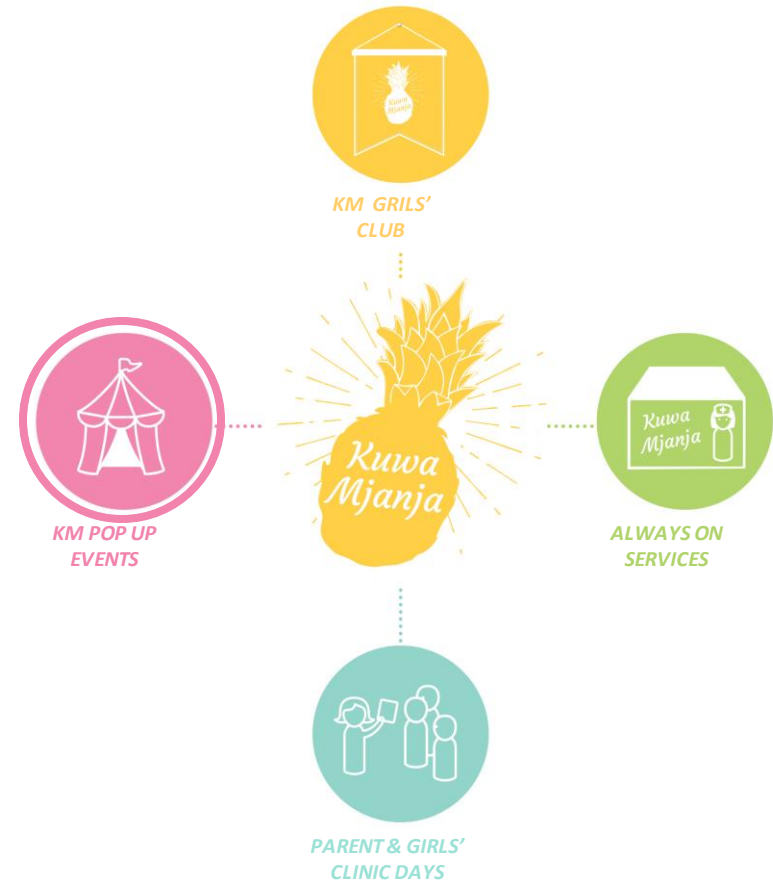
This handbook contains information you'll need to know to run a Pop Up event. A Pop Up event is a hands-on experience that aims to provide SRH information, inspire girls to dream, help them discover and learn what's possible, and then take action through accessing girl-friendly health providers and contraceptive services on-site.

How does the Pop Up Event fit in Kuwa Mjanja?


Kuwa Mjanja is made up of a number of interconnected activities. Each activity plays a specific role in a girl's Kuwa Mjanja experience. Events spark excitement, while, for example the Kuwa Mjanja Club provides a place for girls to learn, discover and socialize.


We also need to ensure girls have access to modern contraceptive services—should they want them. For a young person, clinics can be an intimidating place to visit. Bringing the learning experience together with service delivery i.e. The Pop Up event; is a way to reduce barriers to uptake and to reduce the amount of drop-out at referral.


By reducing the amount of steps and decisions girls have to make, we make it easier for girls to access services. As much as possible, our service delivery is opt-out, as a way of normalizing the discussion with the provider, increasing confidentiality, and reducing the opportunity for judgment from onlookers.



What does Pop Up event success look like?

 **Learning and Understanding:** girls have a better time to learn about their goals and ways to achieve them i.e. learning entrepreneurship skills, and getting the right information about modern contraception and how it can play a larger role in success to reach their goals

 **Opt-out Private moment:** Girls have a lot of questions about their reproductive health. At pop-up events, they have an opportunity to meet with a youth friendly provider and have conversations privately, to get the information they desire so that they can take up a method if and when they want to. 'Opt-out' moments help reduce social barriers girls may feel in deciding to see the provider, by normalizing it as something all girls are invited to do as part of attending Kuwa Mjanja events.


 **On-site Contraceptive and Counselling Services:** Girls who decide to take a contraceptive method the same day will have that opportunity on-site,

Referrals: For girls who request a method (or removal of a method) that cannot be provided on-site, or for girls who would like links to other health services, all Kuwa Mjanja pop up events offer referrals to local health facilities.

KEY CONSIDERATIONS:

 **HOW...?**

Pop up events are held outdoors at locations that are convenient for local girls to reach. They typically have a tarp to protect from the sun or rain, chairs for girls to sit and must always have a closed-off area for private, one-on-one discussions with youth-friendly providers. Pop-up events are held in areas where there is a youth-friendly health centre for referrals, though they do not always have to be on facility grounds. Often events may be held near sports fields or community gathering places.

 **WHEN?**

Mostly pop up events are held on Saturdays. They are 5 hours long, running from 10.00-15.00. Mobilization for the Pop-up event starts 3 days prior. This is possible through partnering with local government, Youth officers and the local community. On the day of the event, set up must be completed 1 hour before starting.

Get Ready

GET PERMISSION

Elders and other community leaders must be informed about Kuwa Mjanja before running any events. Send permission request letters to local authorities to introduce and request their assistance in authorization and involvement.

MOBILIZATION

It is done through a combination of KM Queens, public announcements, LG mobilizer and invitation cards. Mobilization should start three days prior the event after getting permissions and the organizer will be responsible to calibrate the right mix of mobilization channels depending on the environment.

LOCATION

As you seek permission to conduct the event from local government, ask for a conducive location to stage the event. The location should have a nearby healthcare facility where client register (MTUHA) can be obtained, and where clients can be referred to if needed. The location should also be welcoming to adolescents and secure enough for them to come in and out of the event freely.

SET UP THE SPACE

Our events are meant to be credible and aspirational. As such, we strive to create an environment that feels inviting and trustworthy. Before the girls arrive, prepare the venue.

Prepare teaching materials, including charts, banners, flash cards, job aid etc.

Prepare referral sheets and appropriate forms for payment according to the payment policy/agreement with payees (entrepreneurship skills trainer etc).

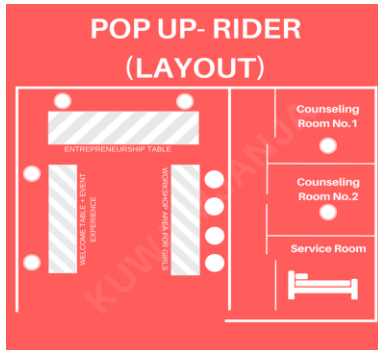
Prepare program data collection means/registers, as all attendees must be logged on and documented for further official use.

Revisit the program flow, refer to the pop up event flow in this guide, ensure each member of the team is aware of their roles and have revisited script for specific sessions.

Follow up on progress with mobilizers to confirm invitations have been sent out and venue ready.



How to set up

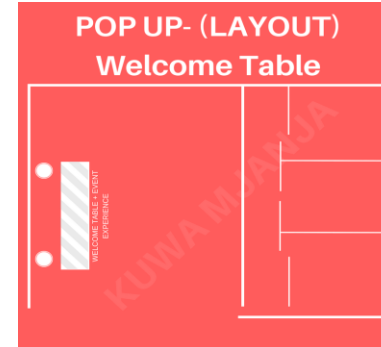


SET UP THE SPACE

The setup is comprised of 2 parts:

KM Experience Part - Consists of 3 tables i.e. The Welcome table, Entrepreneurship table and Workshop table.

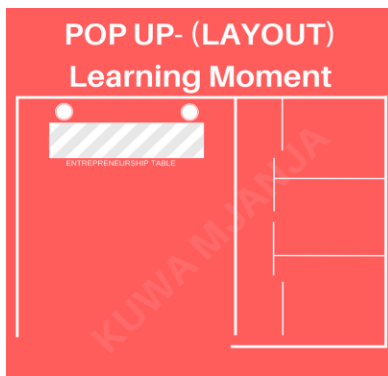
Service Experience Part - Consists of consultation rooms and one room designated for administering long term methods i.e. IUD insertion/implants



Welcome + KM Experience

The first table in the tent where the experience begins. Kuwa Mjanja Queens (peer) attends the table

Task: To talk to girls who visits KM experience and explain about Kuwa Mjanja, Pop Up experience and what to expect at the event.



(Entrepreneurship) + Workshop area

Here girls get to learn an entrepreneurial skill and actually do practical training onsite. The table is attended by a skilled trainer.

The table must hold a manageable number of girls at a time to facilitate easy learning and great experience

Task: Teach girls practical entrepreneurial skill!

Once taught girls can move into practicing on their own leaving others to get chance to learn as well. Girls can also opt to go see provider after finishing tutorial session

**The other tables are in service provision section and should be controlled by PSI's Quality Assurance point person!*



Highlights of Pop Up Event Supplies:



INVITATION CARDS



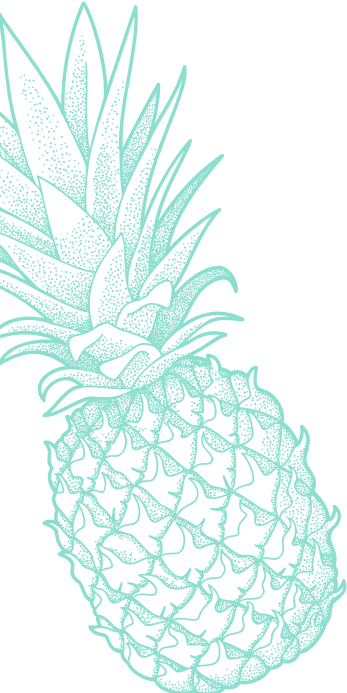
GENERAL FLYER



STREET POSTER



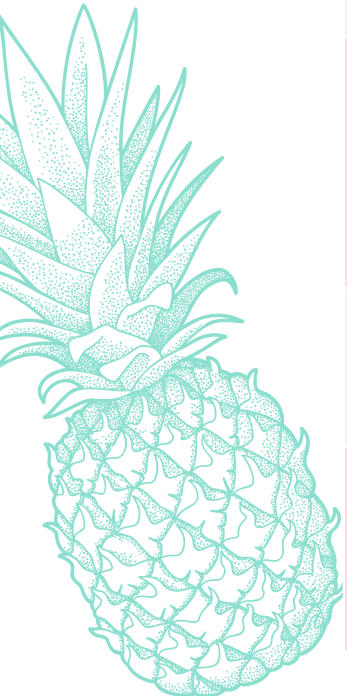
MEDIA DROP/SELFIE BANNER



KM POP UP BANNER

How to Use Event Supplies:

Supplies	Description
Invitation card	The card is given to girls to invite them to attend the event. Invitation should be given out at least 3 days before the event day
General Flyer	The flier contains KM messaging and is given to attendees (girls) at the day of the event
Street Poster	The posters are used as traffic driving material. They show venue location and date of event. The posters can be put at the venue setting or in the street close to venue location.
KM Pop Up Banner	The banners are part of branding KM events and should be set on every Pop up event for visibly
KM Selfie Banner	This is a banner set on outside or inside workshop tent well decorated to give girls a good area for photo opportunities



Bahati's journey during Pop Up Event day is made up of 7 key moment:



Walking in + Welcome Bahati



Karibu Kuwa Mjanja!

ACTIVITY: Escort Bahati as she comes in

Sometime Bahati may pass by without an invitation and in some occasions she will have visit because of an invitation which was given to her by the KM Queen.

The KM Queens on ground can extend a warm welcome to Bahati by talking to them and accompanying them as they walk towards the tents to discover about Kuwa Mjanja

"Karibu sana Bahati! Am glad you came. Let's go in so we can talk more."

ACTIVITY: Registering and short KM Intro...

First register Bahati using the participants form/CWS, and any other registration form as required while making conversation

Ask what Kuwa Mjanja mean to her and let her tell you what understands about what Kuwa Mjanja means

"What does this word mean to you?"

Once done kindly escort Bahati to the next table for learning experience with a n entrepreneur

"Kuwa Mjanja is for a Tanzanian girl, it is an opportunity to girls to learn about puberty, menses and body changes, and to meet and network with other girls in this area and from other places." My comment on photo: Is it possible to have a photo of KM Queen in Nanasi T-shirt?



Learning Moment

1 · 2 · 3 · 4 · 5 · 6 · 7

Goal talk!

ACTIVITY

An entrepreneur specialist and trainer will cover this part where She/he will talk to girls about their goals and give them tips on how to start up a small business.

ACTIVITY

The trainer will also teach how to make simple products that can be sold to make few bucks and ultimately open a business from it. The trainer will teach theories and provide a workshop where girls can practice what they are being taught then and there:



DIY – Workshop Experience

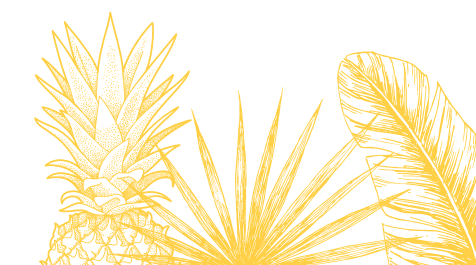


You go girls!!

ACTIVITY

Girls can get a chance to observe practically how a product is made and also get a chance to practice what they have learnt by doing it themselves before continuing with other experiences

The trainer will also visit workshop area from time to time to check if girls are doing it correctly or not



Connecting goals with contraception + Alone time with Provider

What is it?

ACTIVITY (Provider + Bahati)

Girls will have an opt out moment to sit and chat with Kuwa Mjanja Provider to talk about what concerns them and challenges she faces fulfilling her goals

KM Provider will connect the importance of contraception as one of the tools Bahati can use to make sure her life goals are met and her future is safe.

Note: For Provider, adhere to the informed choice policy when counselling as well as counselling according to the need and under no circumstance should Bahati (or any other girl) feel forced to take up a method.

ACTIVITY (Provider)

Talk about contraception following the informed choice policy.

Say: "Contraception is a way to protect yourself from unwanted pregnancy. But it can also have other benefits which we will talk about later. Let's talk about some of these methods."



Continuous Engagement

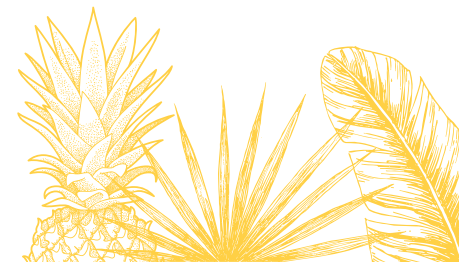


When can we see you again?

After Bahati seeing the provider she has an opportunity to keep engaging with Kuwa Mjanja and network with new friends that she has made through other Kuwa Mjanja interactive engagement i.e. KM Club and our Online Platform so she stays connected

She also gets a next visit card that has a number of KM zonal quality assurance coordinator, to call back if she will have any follow up questions or if she is in need of any support regarding a method she has taken

Say: "It has been lovely sharing our time with you today Bahati. I hope to see you next time in our girls club at Local Government Hall where other KM girls meet to discuss their goals and successes and we can learn more from one another. Amina (Peer Queen) will get in touch with you on when we can meet. Thank you!"





This is not the end of Kuwa Mjanja program ,for those registered for KM club you will be invited to join our Club where they will get opportunity to learn more on entrepreneurship skills and meet with provider to talk more about body change ,myth and misconception about contraception .



