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Urban Adolescent SRH SBCC I-Kit

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*Urban Adolescent Sexual and
Reproductive Health
Social and Behavior Change Communication:
An Implementation Kit*

Purpose of the I-Kit?

- To guide the creation, or strengthening, of SRH SBCC programs for urban adolescents aged 10 to 19.
- The I-Kit is designed to teach a selection of essential SBCC elements and includes worksheets to illustrate and facilitate practical application.

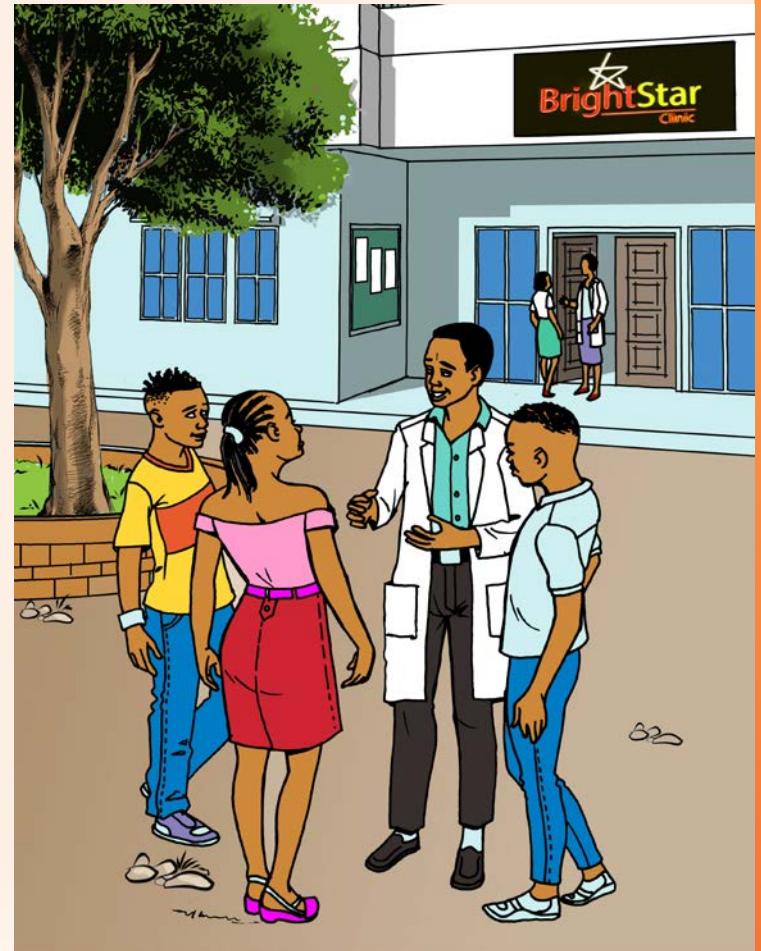
What is the I-Kit?



- It can be used both to design and refine SBCC programs, and as a training tool for SBCC.
- The concepts, information and activities within the I-Kit are adaptable to any country, city and project context.
- It is not a step-by-step guide on how to develop and implement a complete SBCC program.

Who is the I-Kit Audience?

- SBCC professionals
- SRH professionals
- Youth-led organizations or youth-focused professionals



What is different about this I-Kit?



- Each Essential Element builds on the previous one.
- Each Element contains an explanatory text, visuals and interactive worksheets
- Recommend that worksheets are used with a team to encourage critical thinking and discussion.

What is different about this I-Kit?

- Focuses on a specific target group (urban adolescents aged 10 to 19) addressing specific challenges, advantages and issues.
- Highlights the needs of younger adolescents aged 10-14.
- Content can be adapted to other age groups and to a rural setting.

What is inside the I-Kit?

Part 1



- Introduces users to the I-Kit
- Overview of SRH and urban adolescents
- Defines SBCC and provides a summary of SBCC theories
- Highlights lessons learned from successful urban adolescent programs
- Describes a fictional city (Zanbe), local NGO (Bright Star), and three adolescent Zanbe residents

What is inside the I-Kit?

Part 2



- Seven Essential Elements.
- Focus on practice and the application of what is being learned.
- Includes worksheets and completed examples for Zanbe.
- References to resources if readers wish to learn more about a specific topic.

The Seven Essential Elements

Essential Element 1



Collecting helpful information about urban adolescents

Essential Element 2

Navigating the urban environment for youth



Essential Element 3



Segmenting your audience

Essential Element 4

Creating an audience profile

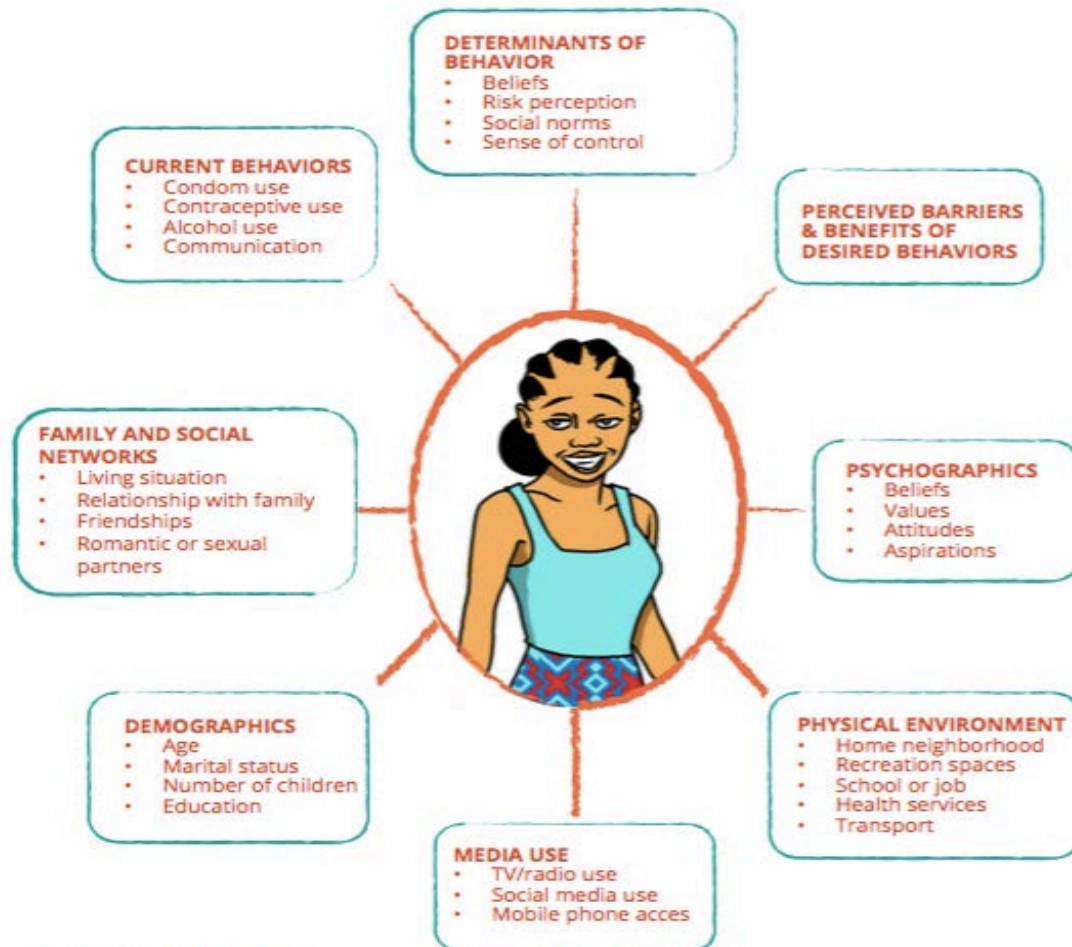


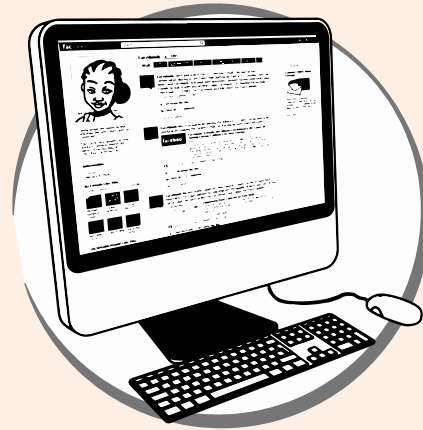
Figure 11: Audience Profile

Essential Element 5

Establishing behavioural objectives and indicators

Is it ...?	Yes	No	Suggested Improvement
Specific?			
Measurable?			
Achievable?			
Relevant?			
Time-bound?			

Essential Element 6



Identifying
communication
channels in the
urban environment

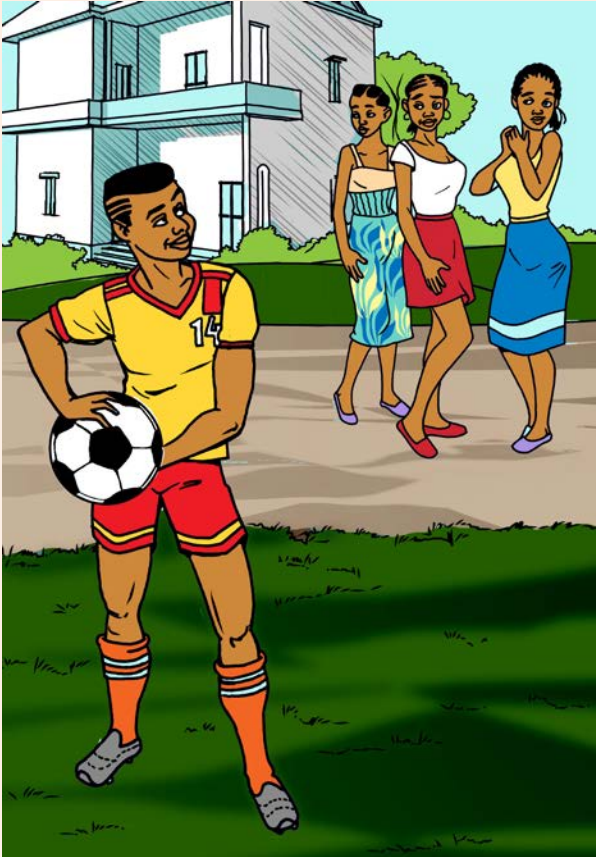
Essential Element 7

Developing messages for urban adolescents



What is inside the I-Kit?

Part 3



- Provides a list of potential challenges that may be encountered during the design and implementation phases of an urban youth SRH SBCC intervention.
- For each challenge, a list of possible strategies and solutions is provided.