

Innovation in Adolescent Reproductive Health

A Presentation Made to The Innovation Webinar on Human-Centered Design

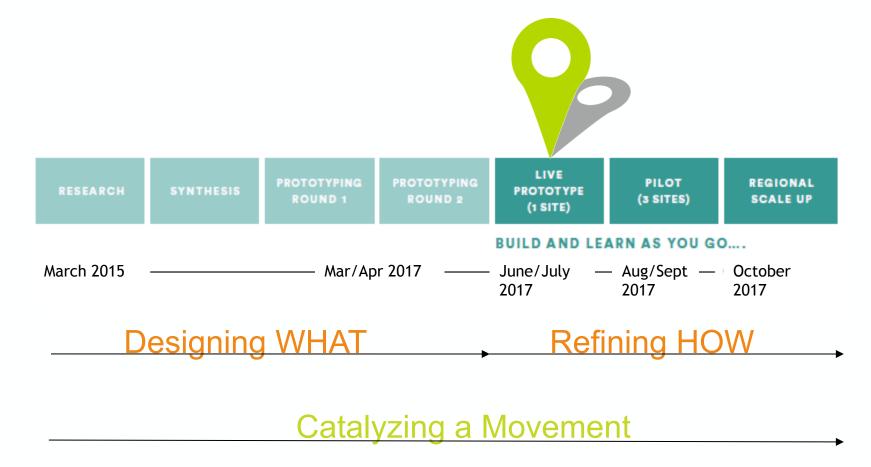
Date: 27th June 2017

Presenter: Shahada Kinyaga

Adolescents 360: At-a-Glance

A360 Goa	Funded by Bill and Melinda Gates Foundation and Child Investment Fund foundation A360 is a four –year project aimed to increase access to, and uptake of voluntary modern contraception among adolescent girls (15 -19 years old) in Tanzania, Ethiopia and Nigeria.
Approach	A360 fuses Public Health, Marketing, Human-Centered Design, Developmental Neuroscience and Cultural Anthropology
Outcomes	Increased voluntary mCPR among adolescent girls 15-19 years old in the project intervention areas
	Increased adoption of the A360 approach to designing and scaling interventions for adolescent sexual and reproductive health

Where we are now







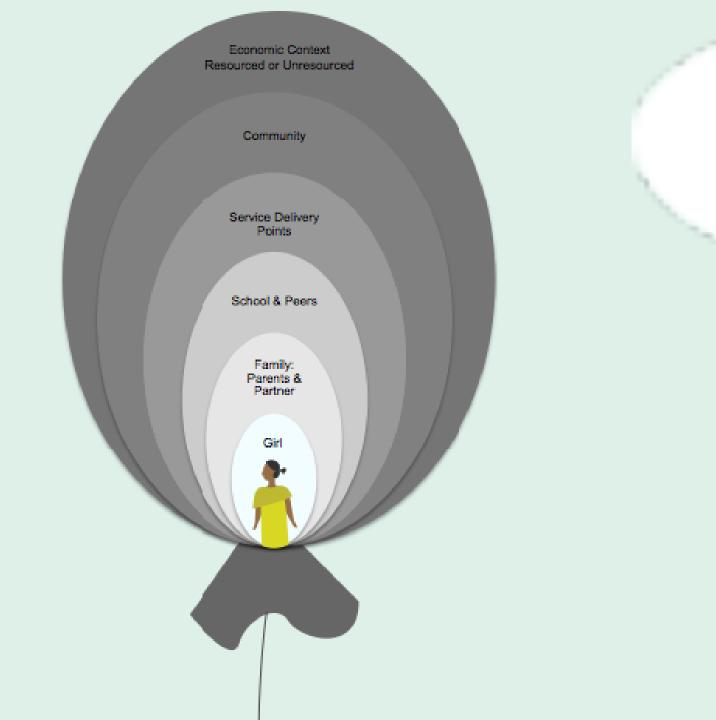
Where did we come from?







Design Frameworks



Key Design Opportunities

1

Make contraception relevant and valuable to adolescent girls



Build credibility
of current
contraception
products to
adolescents girls
and influencers



Create a supportive environment for adolescents to access reproductive health services and information



Increase
availability of
adolescent
appropriate
products and
services



Continued engagement with adolescents



Create relevance of family planning to adolescents

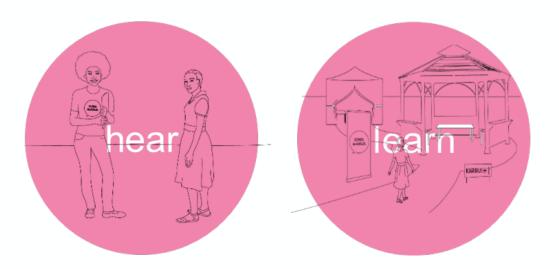
Delight an adolescent at the point of uptake

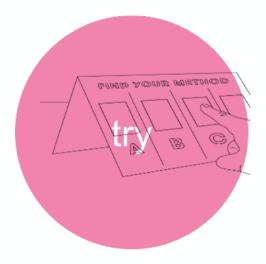






User Journey







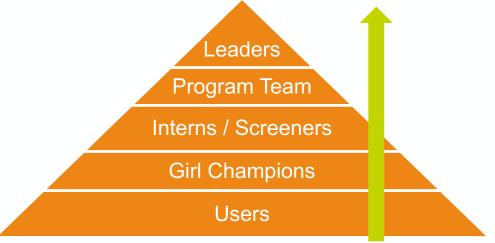




We worked with girls throughout as end users and as partners











And they led us here...

Kuwa Mjanja



Relevant positioning



Girl-ID'ed providers



Opt-out private moment



Parentsturned advocates



Clarified KM Brand Direction









Kuwa Mjanja







Opt-out private moment



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Relevant positioning





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Relevant positioning



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Opt-out private moment



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Clarified KM Brand Direction









So what's next?

Key Measurements in next phases

Uptake, conversion, effectiveness → 1 month

Testing operating models → 3 months

Institutionalization of Models → 6 months





Thank you!

