



# Innovation in Adolescent Reproductive Health

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

Date: 27<sup>th</sup> June 2017

Presenter: Shahada Kinyaga

# Adolescents 360: At-a-Glance



## A360 Goal

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

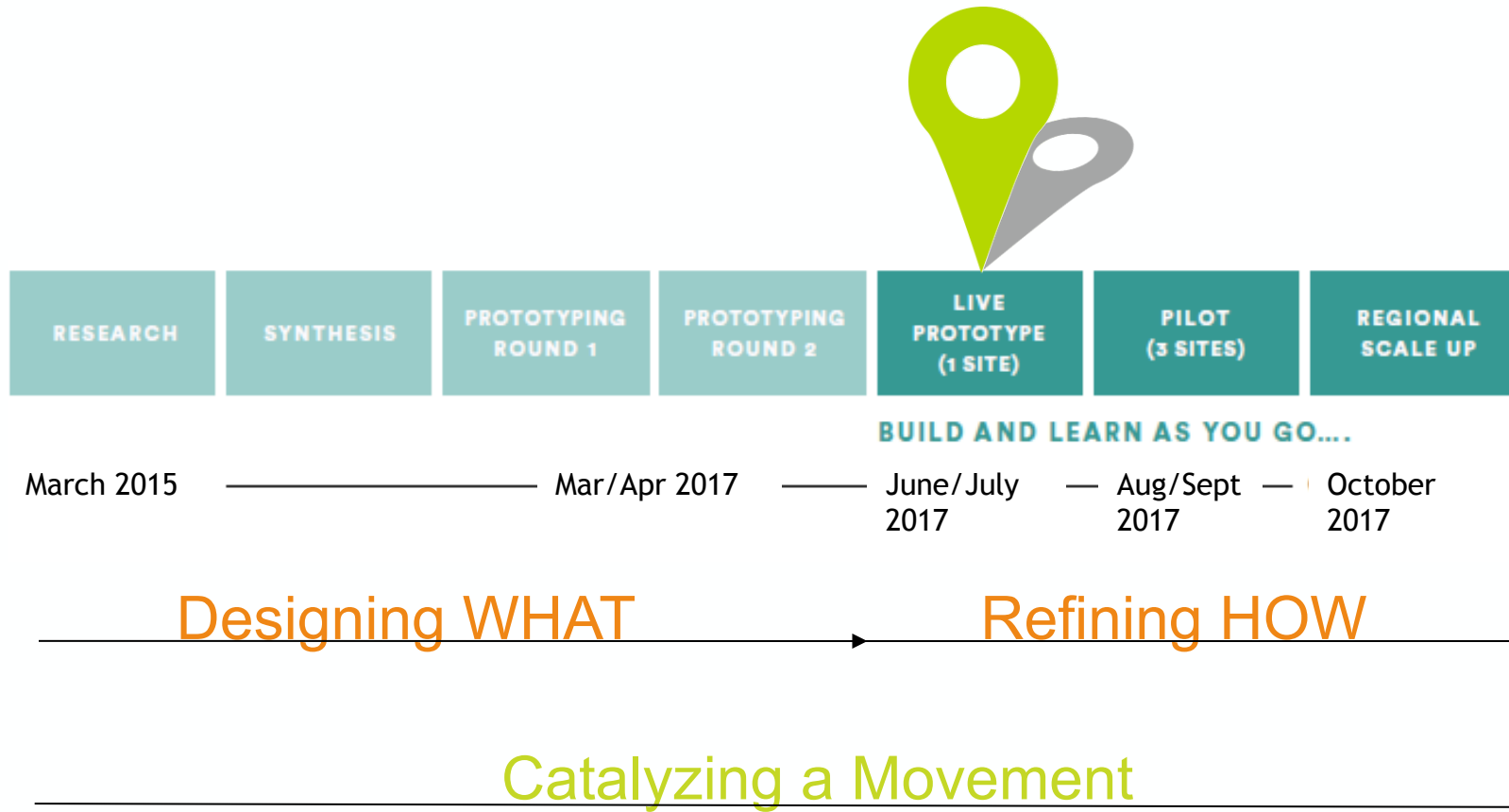
A360 fuses Public Health, Marketing, Human-Centered Design, Developmental Neuroscience and Cultural Anthropology

## 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?











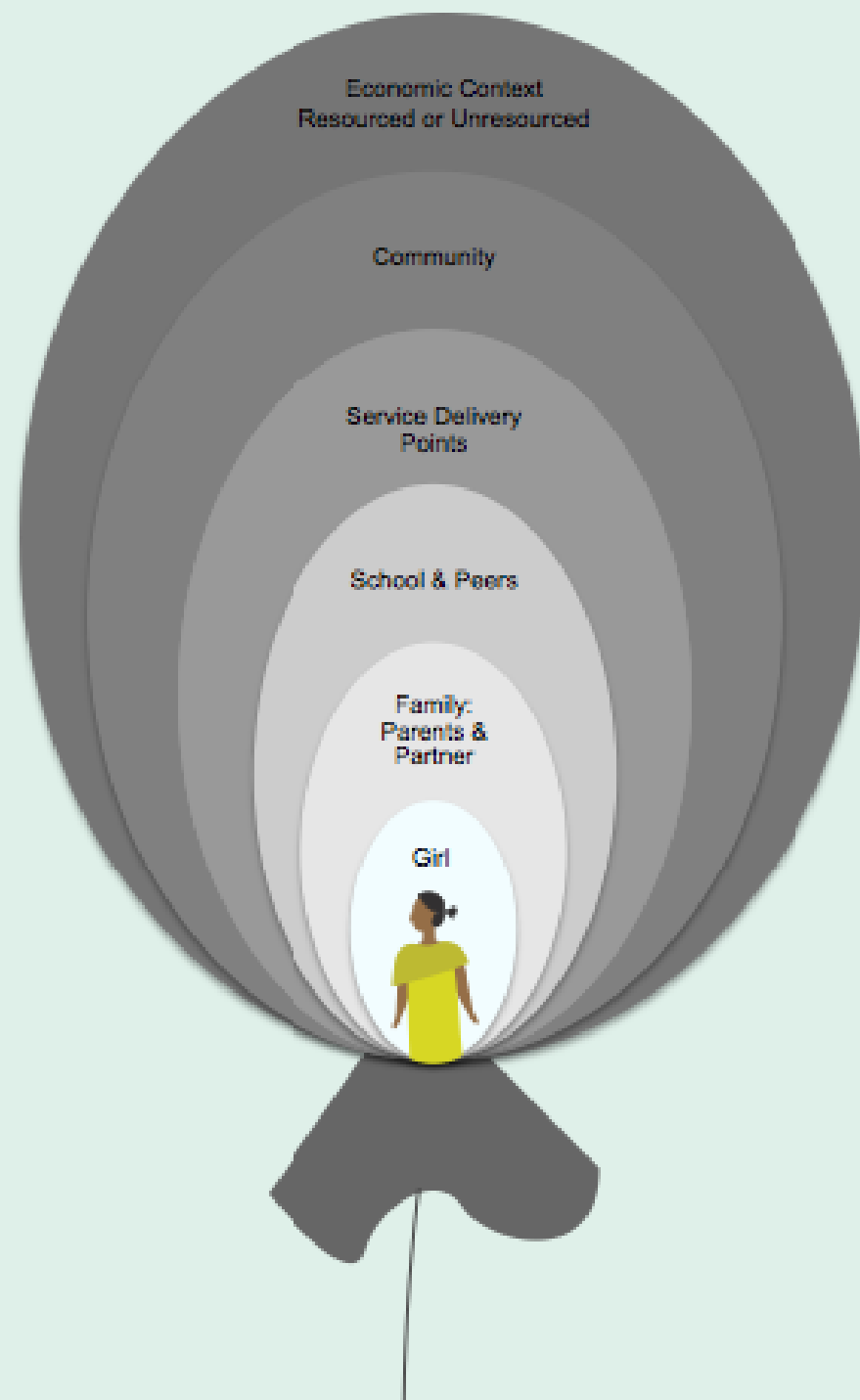


# Ongoing prototyping

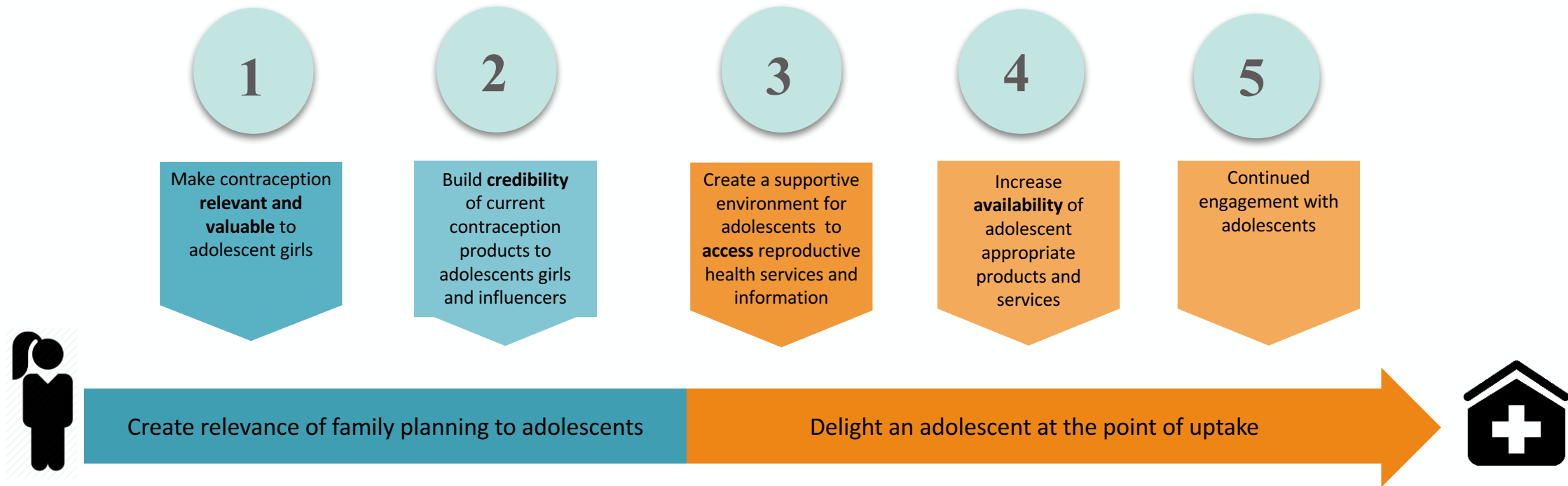


# Design Frameworks

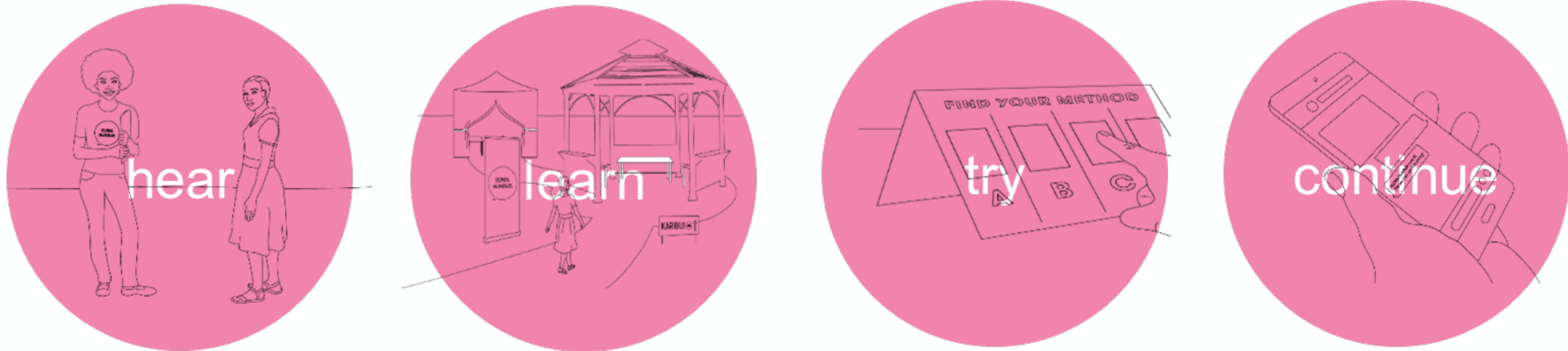




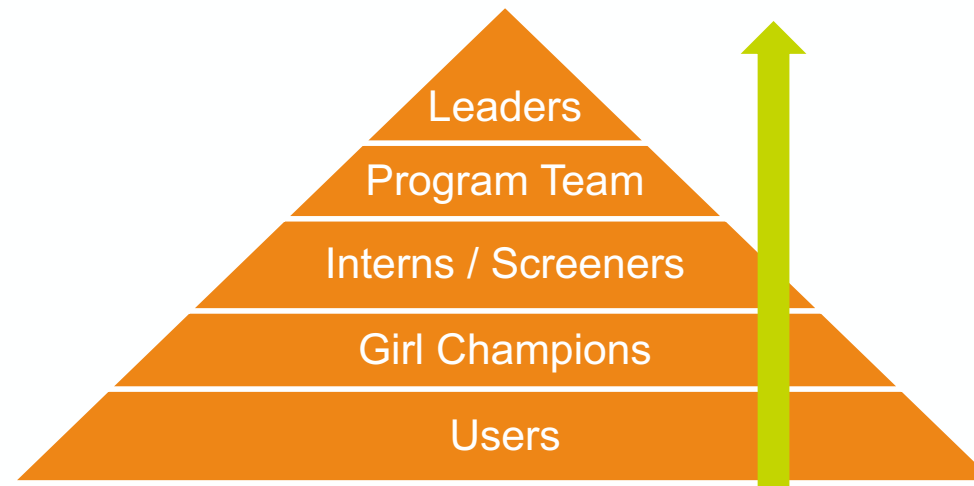
# Key Design Opportunities



# User Journey



# We worked with girls throughout as end users and as partners





And they led us here...

# Our design breakthroughs

*Kuwa  
Mjanja*



*Relevant  
positioning*



*Girl-ID'ed  
providers*



*Opt-out  
private  
moment*



*Parents-  
turned  
advocates*



*Clarified  
KM Brand  
Direction*



*Clubs making  
girls feel special,  
loved and part of  
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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!

