Youth Sexual and Reproductive Health: A Case for Human Centered Design

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Unite for Sight
April 2014
Young People Around the World
SRH barriers youth face

Accessibility
- Cost
- Location

Knowledge
- Accurate SRH information
- Service location Information

Socio-Cultural
- Embarrassment and Fear
- Social Pressure and Cultural Norms

Provider Bias
- Provider Training
- Service Delivery

Limitations on Youth Access to Sexual and Reproductive Health Services and Information
Ripped from the Headlines

Immoral NGO’s Leading our Youth Astray!

Unmarried Girls Being Given Sex Tools, Are Your Kids Safe?

Girls as Young as 12 Being Coached Into Having Sex!
Our organization

Our mission: children by choice not chance
37 years
41 countries
9000 people
How we work:

- Voluntary Family planning
- Safe abortion and PAC
- Ante/postnatal care
- Obstetrics & safe delivery
- Cervical Cancer screening/tx
- HIV/AIDS (VCT, PMTCT, STI's, MC)
- Childhood illnesses/immunizations
- Communicable diseases
- General healthcare
<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated number of people</td>
<td>13,600,000</td>
<td>15,700,000</td>
</tr>
<tr>
<td>using an MSI-supplied method</td>
<td></td>
<td></td>
</tr>
<tr>
<td>of contraception</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Estimated number of</td>
<td>11,300</td>
<td>14,000</td>
</tr>
<tr>
<td>maternal deaths averted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Estimated number of</td>
<td>5,300,000</td>
<td>6,100,000</td>
</tr>
<tr>
<td>unwanted pregnancies prevented</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Estimated savings to</td>
<td>£226,000,000</td>
<td>£268,000,000</td>
</tr>
<tr>
<td>families and healthcare systems</td>
<td></td>
<td></td>
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MSI Meeting the Needs of Young People

- Youth Friendly Service delivery
- mHealth/SMS
- hotlines
- Evouchers
- Radio/media
- CSE in schools
- Youth committees/task forces
- Youth corners
- Partnerships

From: MSIE
To: Beneficiary
• eVoucher IXT-7K6 has been issued to you on 01/09/2012. The validity period is 2 weeks and can be redeemed at your nearest Marie Stopes center or BlueStar clinic.
Thank you - MSIE
How did we do?

Young women and men under the age of 25 accounted for 30% of the people MSI served in 2012.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Under 25</th>
<th>Between 15-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outreach</td>
<td>29.7%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Social Franchise</td>
<td>26%</td>
<td>6%</td>
</tr>
<tr>
<td>Centers/ Clinics</td>
<td>33%</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Demographic Health Surveys*
Progress but still a long way to go

Figure 19a. Knowledge of methods: comparison between poorest, unmarried 15-19 year olds and average for all women, sub-Saharan Africa (MSI countries)

<table>
<thead>
<tr>
<th></th>
<th>IUDs</th>
<th>Implants</th>
<th>Female sterilisations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sub-Saharan Africa</td>
<td>13%</td>
<td>27%</td>
<td>25%</td>
</tr>
<tr>
<td>Poorest, unmarried 15-19 year olds</td>
<td>40%</td>
<td>49%</td>
<td>46%</td>
</tr>
<tr>
<td>Average for women aged 15-49</td>
<td>55%</td>
<td>55%</td>
<td>55%</td>
</tr>
</tbody>
</table>

*Demographic Health Surveys
Zambia Context

- More than 50% of the population 15 and younger
- 8% of adolescents reported having had sex prior to the age of 15
- 28% of adolescents have been pregnant or given birth
- 60% of complications from unsafe abortions occurred in 15-19 year olds
- HIV prevalence rate in adolescents (15-19) is 6.6% and in young adults (20-24) is 16.3%
- Early marriage and cross generational sex
- Pressure to have child then delay
Contraceptive Care in Zambia


Policy: Follows WHO recommendations

Legislation: legal age of consent (including for access to contraceptives) is 16

Health Systems: Adolescent Health Strategy aims to scale up service delivery to adolescents at 50% of Zambian facilities

Communication: Reproductive health messaging focused mainly on condom use for HIV/STI or abstinence
Marie Stopes Zambia

MSI Centre

Social Franchise

Outreach

Community health workers and social marketing
MSZ Strengthening Process

Prior to 2012

- VMMC engagement with young men
- Limited targeted engagement with youth

2012

- PEER study
- Emphasis on making current models appealing to adolescents and unmarried/no children

Post-2012

- Youth Officer for scale up
- Training materials
- YES! Team in place
Why are we doing this?

7% → 25%

Part of a process to strengthen service delivery to youth
Largest youth cohort in history needs us to meet their needs

Insanity=doing the same thing and expecting different results

Client at the center, adjust our thinking to what they need

Can human centered design help?
Our Partners

IDEO.ORG

MARIE STOPES Zambia

THE WILLIAM AND FLORA HEWLETT FOUNDATION
Thank you!