The Adolescents 360

BLUEPRINT FOR CHANGE

360 degrees is one turn of a revolution
— with girls at the center —

Together, we’re uncovering small ways of fundamentally changing how we work with and for girls to drive sexual and reproductive health breakthroughs.
A360’s Programmatic Blueprint provides a practical guide for replication — with the flexibility to tailor to context in partnership with young people.

We listen to what girls say they want, to deliver what girls say they need.

That’s our blueprint to delivering solutions that understand, identify with and serve her from the ground on up.

- **YFHS**: youth friendly health services
- **AYSRH**: adolescent and youth sexual and reproductive health
TAILOR PROGRAMMING TO WHERE GIRLS ARE DEVELOPMENTALLY AND SOCIALLY

Segmenting program interventions to account for developmental and experiential differences better speaks to girls’ differing needs TODAY.

BUILD ON INFLECTION POINTS THAT ALIGN WITH GIRLS’ LIVES

Pinpoint community norms that influence girls’ trajectories and apply a positive youth-lens to redefine key social and cultural concepts.

FOCUS ON GIRLS’ COMPETING & COMPLIMENTARY JOYS

ATTAINABLE JOYS are a critical intrinsic motivator. Solutions should align with and complement girls’ joys and interests.

INSIGHT

Some girls view motherhood as one of the greatest attainable joys.

WHAT THAT MEANS

Traditional messaging and services will not gain footing if girls feel that their attainable joy is at risk (i.e. fertility fears).

SOLUTION

A360 initiates CONTRACEPTIVE COUNSELING built around fulfilling a girls’ attainable joys, like assuring girls that their fertility will be safe.

We work with girls to IDENTIFY HER DREAMS and equip her with the resources to drive forward those goals. For example, girls discuss ways to actualize their life plan (i.e. start a small business or own an ox) and recognize delaying/spacing of pregnancy as a complement to the joy of becoming a strong and prepared mother... WHENEVER SHE IS READY.

Here, contraception is squarely in line with her other competing joys.

Understand Me
Identify With Me

Balance the power scales

Bringing girls’ skills, abilities & influence redefines what we thought we knew and yields responsive interventions.

Partner with youth to ensure that power is balanced, respective contributions are valued and young people’s ideas, perspectives, skills and strengths are integrated throughout the project.

Taking the Time to Determine the realistic moments to meaningfully engage youth helps teams to balance the power scales in real-world constraints.
Introduce contraception as a tool in service of her **SELF-DEFINED** dreams.

**INSIGHT**

Girls need to see contraception as useful **REGARDLESS** of whether they are sexually active.

**WHAT THAT MEANS**

When contraceptive use is associated with **HER VISION** for **HER FUTURE**, rather than her sexual activity status, it becomes a more easily adopted behavior.

**SOLUTION**

Help girls connect contraceptive use to images of themselves they already **ASPIRE TO TODAY**—for example, being a girl who is smart, savvy, and prepared to achieve in life: being a “Girl with a Plan.”

**GIRLS KNOW**

their own goals and desires best. These often reach beyond health.

**WHAT THAT MEANS**

Girls across A360 countries **EXPRESS DESIRES** for financial and social stability.

**SOLUTION**

Contraception paired with financial planning and/or income generating skills is **A CRITICAL ASSET** to girls’ ability to achieve their dreams for themselves and their future families.
Serve Me

Girl-defined Service Delivery

Find and leverage girls’ self-identified safe spaces—physically, emotionally, and on- and offline.

What that means

1. Seeking the right digital inputs, including low- to no-technology interface.
2. Gender sensitivity: respect girls’ varied needs related to gender and power dynamics. Make sure she decides, and then be open—from engaging partners and husbands to creating girl-only spaces to access care.
3. Leverage who she defines as her safe influencers, including, but not limited to, mothers, fathers, religious leaders, partners, siblings, etc.
4. Try different approaches based on what you hear and see from girls, refining until you’ve got something that she indicates actually works for her. Continue to monitor, test and adapt to confirm.

To support an enabling environment, see culture as an asset

Understand and tap into compelling and appropriate concepts that already have their own social momentum behind them. This eases the pathway for girls and communities to get behind AYSRH messages and programming.

Power in brand

Engaging, powerful brands can help to build trust and credibility. They communicate: “you are worthy” and can help motivate girls to not only seek care but to also return.

Build on inflection points to reach, inspire, and engage her in ways she already knows are supported by her community.

In Tanzania

Girls have redefined the traditional Swahili phrase Kuwa Mjanja (“Be Smart”)—transforming it into a girl-centered call-to-action to focus on girls’ self-driven vision for success, where contraception is a key tool in service of that vision.

In Ethiopia

Smart Start builds on national dialogue about the importance of resource stewardship to advance national economic growth. Smart Start’s life goals and financial planning orientation builds on this concept, providing a bridge to family planning that both girls and their communities can easily endorse.
Enabling providers to engage directly with youth on topics broader than contraception during and after provider training can help to reduce bias and increase providers’ long term motivation to serve youth.

- Reward providers who meet youth-friendly quality standards.

Build trust by cultivating provider and staff intrinsic motivation to serve girls.

Bringing providers and staff together with girls outside of counseling builds empathy as equals, not just as clients.

Deliver services where, and when, a girl says she needs them

- Remove stigma by offering opt-out service provision
- Be willing to rearrange counseling to meet girls’ self-identified concerns
- Reduce access barriers by increasing service delivery opportunities
  THINK: roaming pop-up events, community-based interventions, hub & spoke clinic services.
- Build trust to encourage return visits and continuation
  Help girls find local and girl-approved youth-friendly service providers when and where she needs.
  Maintain provider profiles and locations through digital apps.
  Help girls contact providers by linking girls and providers by phone, in ways that feel safe for all.

In Tanzania

Girls help to recruit the pool of youth friendly providers that Kuwa Mjanja engages for outreach events. When girls nominate a provider, Kuwa Mjanja teams approach them for additional YFHS training and to join in service delivery events, building a chance for providers to be recognized and appreciated for their motivation to serve girls.

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Maintain an adaptive footing

Interventions are never fully optimized prior to implementation. Apply structured processes to help teams used mixed methods monitoring to see and respond to needs for adaptation, so that interventions stay responsive to girls and the health system actors who serve them.
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