From Barriers to Allies:
Supporting parents to create pathways to adolescent and youth sexual and reproductive health in urban and peri-urban settings of Tanzania

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What’s inside?

1. Adolescents & Contraception in Tanzania
2. Role of Parents
3. Supporting Parents to be Allies
4. Results
5. Key takeaways
1. Adolescents and Contraception in Tanzania
In Tanzania there are 2.3 million girls 15-19 of which...

- APPROX. 52% have had sex
- APPROX. 14% are currently married
- APPROX. 8.6% all girls use contraception
- APPROX. 23% have an unmet need for family planning

Source: Tanzania DHS 2015/2016
Adolescents 360

Goal: We aim to increase voluntary, modern contraceptive use and reduce unintended pregnancy among adolescent girls between 15-19-years-old in Ethiopia, Nigeria and Tanzania.

- Trans-disciplinary
- Focus on youth-powered programming – mandate to make SRH programming relevant for girls
- Speed and scale – mandate for cost-effectiveness of A360 designed interventions
A360: At a Glance

Sept-Dec 2016
Data collection to inform design

January-Dec 2017
Prototyping, Vetting, & Refinement through the transdisciplinary approach

Jan 2018- present
Evidence-based adaptive implementation as engine for scale
Individual behaviour change among adolescents also requires individual behaviour change among adults including parents…

Source: UNFPA - Community Pathways To Improved Adolescent Sexual And Reproductive Health Framework
Consent obtained

Bagamoyo and Morogoro; Dar Es Salaam, & Mbeya

100+ semi-structured interviews

Adolescent girls, adolescent boys, mothers, fathers, male partners, community influencers, providers and caregivers

What did we find?

Cultural norms and stigma paint parents as **barriers, rather than allies**
Methodology: We learned and tested ideas with girls

- Design methodology highlighted need for **segmentation**
- Identified segment of younger girls ("Farida") who indicated that **mothers were their main confidant**

“When I have a problem, the only support I get is from my mother.”
3. Supporting parents to be allies
Parents’ Specific Engagement

Reflect on their adolescence

Discuss, and learn about adolescent developmental stages.

Bursting myths and misconception

Commit to refer girls to girls’ clinic events

We called it Parents’ Clinic
Every Parent Clinic is 90 minutes long, and is made up of 5 key parts

1. **OPENING**
   - 05 MINS

2. **EMPATHY**
   - 15 MINS

3. **HOW THEN?**
   - 30 MINS

4. **DISCUSSION**
   - 35 MINS

5. **ACTION**
   - 05 MINS
Clinic Day Supplies:

- Parent Clinic Guide
- Parent Flyers
- Pineapple Story
- Clinician Day Methods Banner
- Partipant Sign in Sheet
- Girls Flyers
4. Results
- Conducted 15 sessions
- Reached 339 parents
- 63% parental commitment to refer girls
- 39% of the total number of 15-17 year old girls seen at events were referred through parental referrals following parent sessions
Though effective and perhaps important for girls’ (particularly younger girls) emotional comfort in taking up methods, this type of rich programming has cost implications.

Decision to focus on cost-effectiveness necessitated working without this component.

- Circling back to determining which components are still valuable, even with cost implications.
- Especially considering community feedback indicating that this is an important component.

### System 2 - Pop-up
- Average # of girls attending: 50.2
- Conversion rate to adoption: 43%
- Cost of activity: $413

### System 1 - Clinic
- Average # of girls attending: 20.5
- Conversion rate to adoption: 24%
- Cost of activity: $172

### Average # of adopters per event

<table>
<thead>
<tr>
<th>Activity</th>
<th>Average # of adopters per event</th>
<th>Average cost per adopter</th>
</tr>
</thead>
<tbody>
<tr>
<td>System 2 - Pop-up</td>
<td>22</td>
<td>$19</td>
</tr>
<tr>
<td>System 1 - Clinic</td>
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<td>$34</td>
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</table>
5. Key Take Aways

✓ Rather than avoiding need for parental engagement by protecting girls’ full anonymity, girls desire parents’ transition to roles as allies in their SRH lives.

✓ Some parents are allies already!
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