I’m intrigued
-Mobilization-

Curious: She hears about Kuwa Mjanja through an influencer or a public announcement. She feels curious, and decides to attend an event because it feels fun, relevant and she feels supported by her influencers.

I’m inspired & motivated
-Aspirational Engagement-

Girl with a plan: She is introduced to contraception via fun, engaging content and the Mjanja Connect app. She takes part in entrepreneurial training and feels confident she can use her skills for income generation

Inspired and delighted: She feels inspired and delighted by the Kuwa Mjanja branding and messaging

Listened to and supported: She feels listened to and supported by A360 to make a plan for her future

I feel respected & safe
-Contraceptive counseling & service delivery-

Girl with a plan: She feels invited to share her vision for the future with the service provider, and sees contraception as relevant and valuable to achieve her plan

Safe and confidential: She feels safe and comfortable at the event, surrounded by her peers. Opt-out moments mean she can talk to a provider without being rushed or pressured

Listened to and supported: She feels listened to and supported, trusts and understands what she is hearing, and feels it is relevant to her goals for herself

Future orientation: She decides to try a contraceptive method to help her achieve her goals, and is provided her method of choice, for free, on the spot

I feel supported
-Follow up-

Trust and continuity: She knows where to go whenever she has questions or needs more contraceptives, and feels comfortable to talk to a service provider in her community. Kuwa Mjanja Queens continue to be available locally to talk to girls

Future orientation: She continues to see contraception as relevant to her goals for herself