

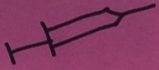
PROJECT PRO-TEEN


San Francisco Team
Design Research Briefing

March 15, 2016

GENERALLY, PROVIDERS LACK ASRH TRAINING


ASRH = ADOLESCENT SEXUAL + REPRD HEALTH

THIS IS ABOUT TECHNICAL TRAINING 


... AND IN SOME CASES 'YOUTH-FRIENDLY' SERVICES 

WITHOUT ASRH TRAINING PROVIDERS FILL IN THE GAPS WITH...


PERSONAL BIAS

I THINK ALL GIRLS SHOULD HAVE ACCESS.  DOCTOR, DAR


SOCIETAL PRESSURE

BOYS GO TO SCHOOL. THEY ARE TAUGHT TO TAKE CARE OF FAMILY. GIRLS ARE GIVEN AWAY FOR MARRIAGE.  NURSE, BAGAMOTO


LOCAL TRADITIONS

SOME COMMUNITIES EQUATE TALKING ABOUT MENSTRUATION TO WITCHCRAFT.  NURSE, MOROGORO


MYTHS + RUMORS

IF YOU SPEAK OF SEX OR FAMILY PLANNING, YOU ARE TELLING HER TO HAVE SEX.  RX OWNER, MOROGORO


RELIGIOUS PRACTICES

I TELL THEM 'PRAY TO YOUR LORD AND YOU WILL GET PREGNANT.'  NURSE, MOROGORO


CULTURAL NORMS


WHEN GIRLS START THEIR PERIODS, THEY ARE 'DANCED'. THEY ARE TREATED LIKE WOMEN.  RX OWNER, MOROGORO

INTERPRETATIONS OF LAW

IT'S ILLEGAL TO SELL CONTRACEPTION TO A GIRL UNDER 18YO.  RX ASSISTANT, MOROGORO

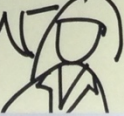
DATED STANDARDS


IUDS ARE ONLY FOR WOMEN 25YO +  MEDICAL HEALTH OFFICER, MOROGORO


LOTS OF CONFLICTING INFLUENCES 

MUCH OF IT POINTING TO LIMITING ACCESS TO INFO + METHODS 

AND, MOST IMPORTANTLY, WITH ON-THE-JOB EXPERIENCE.

I LEARNED MOST WHEN I STARTED TO WORK. 

IN SCHOOL YOU HEAR THE SUBJECT (ASRH) ONCE. SEEING CASES IS MORE EXPERIENTIAL.  NURSE, DAR

WE EDUCATE YOUTH BASED ON OUR EXPERIENCE. NOT ON OUR TRAINING.  NURSE, BAGAMOTO

← PROVIDER SPECTRUM →

ADVOCATES

DETRACTORS

PASSIVES

ADVOCATES
IN ATTITUDE

ADVOCATES
IN ACTION



ATTITUDE

BEHAVIOR

KNOWLEDGE

DETRACTORS
AGAINST YOUTH
HAVING ACCESS

POSSIBLE
EXCEPTIONS:
+ MARRIED
+ ALREADY
PARENTS
+ PREVIOUSLY
CONCEIVED

KNOWLEDGE
AND PRACTICE
OFTEN MIS-
INFORMED OR
OUT-OF-DATE

PASSIVES
UNDERDEVELOPED
OR NEUTRAL POV

NOT MOTIVATED
TO GO OUT ON
A LIMB

VARIES

ADVOCATES
IN ATTITUDE
OPEN TO YOUTH
HAVING ACCESS

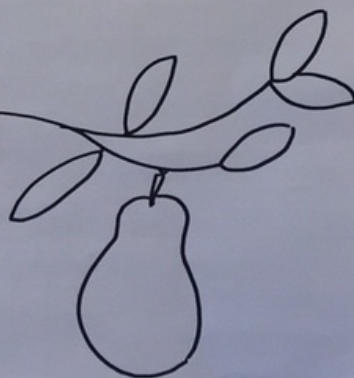
SIGNAL SUPPORT
BUT ACTIONS
FALL SHORT
SAY ≠ DO

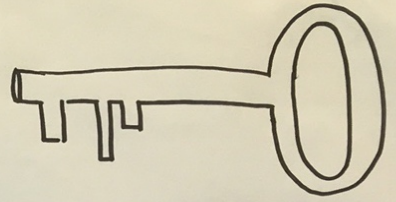
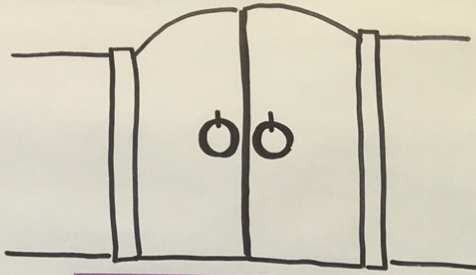
KNOWLEDGE
AND PRACTICE
OFTEN MIS-
INFORMED OR
OUT-OF-DATE

ADVOCATES
IN ACTION
ACT ON YOUTH
HAVING ACCESS

ACTIONS IN
ALIGNMENT
SAY = DO

KNOWLEDGE
AND PRACTICE
(NEARLY)
CURRENT





AGE

CURRENT KNOWLEDGE

BODY NOT DEVELOPED

RIGHTS OF YOUTH

THE LAW

SIDE EFFECTS

THE LAW

WITH PARENT

COMMUNITY SUPPORT

FERTILITY

FOR YOU?

KNOW WHAT TO ASK FOR

PREVIOUS USE

IN SCHOOL

REASON FOR HAVING SEX

MARRIED

EMPATHY

RELIGION

ABSTINENCE ONLY

PEER PRESSURE

CONCERNED

PEER PRESSURE

UNDERSTANDING ADVOCATES IN ATTITUDE

OPEN TO FP FOR YOUTH, BUT LIMIT TO:

CONDOMS
PILLS
A.B.C.

CARE A GREAT DEAL

FEAR RISK OF FP OUTWEIGHS BENEFITS

I CAN'T RECD INJECTIBLES OR STICKS B'C THOSE HORMONES BAD FOR GIRLS
PHARMACEUTICALS WORKING

LACK TRUSTED AND/OR CURRENT SOURCE OF INFO

WHO CAN I BELIEVE?
MIDWIFE, MDRAGORO

LACK SUPPORT FOR ASRH PRACTICE

HER PARENTS CAN COME BACK AT ME. THEY CAN BE VERY HARSH.
RNJ, MDRAGORO

ADVOCATES IN SPIRIT, NOT EXECUTION

COMMON TRAITS OF ADVOCATES IN ATTITUDE AND ACTION

BEST INTENTIONS

CONCERN FOR HEALTH OUTCOMES

APPRECIATE CULTURE + TRADITION

OPEN TO EVOLVING PRACTICE

EMPATHY

IT'S NOT MEDICINE MOST REQUIRE IT'S COMPASSION.
NURSE MDRAGORO

YOU MUST PUT YOURSELF IN HER SHOES. YOU DON'T KNOW WHAT SHE IS GOING THRU.

WHAT'S UNIQUE TO ADVOCATES IN ACTION?

CURRENT KNOWLEDGE

I HAD TRAINING TO HELP GIRLS. I HAVE GUIDELINES. I CAN EXPLAIN ALL METHODS.
NURSE MDRAGORO

SUPPORT

I CALLED PSI TO ASK IF I COULD GIVE A 15TD AN IUD. THEY SAID 'YES'. NOW I KNOW...
NURSE, BAKANOTO

PERSPECTIVE

CONTRACEPTION SAVES LIVES. FEWER DYING FROM ABORTION.
NURSE MDRAGORO

YES, METHODS HAVES PROBS BUT MUCH FEWER THAN EARLY PEG.

PERSONAL STORIES

PERMISSION

I HAVE THE RIGHT TO PROVIDE SERVICES AND YOUTH HAVE THE RIGHT TO BE HERE
NURSE, DAKAWA

PRE-MENARCHE

← YEARS →

STARTS MENSES

← YEARS →

MENARCHE

GOES THRU NGOMA

← YEARS →

AVOIDING PREGNANCY

GETS MARRIED

← YEARS →

GOES THRU CHILDBIRTH

"I DIDN'T KNOW ANYTHING ABOUT MENARCHE."



"I WAS SCARED ABOUT WHAT WAS GOING TO HAPPEN."

FAMILY PLANNING

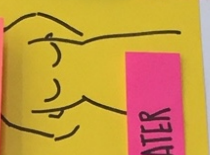
PERSONAL HYGIENE



"I WAS NEVER NOT TO SLEEP WITH MEN OR THEY GET SICK."

ABSTINENCE THRU FEAR

SEX



LATER

"THEY GET ON THE FLOOR TO SHOW VARIOUS POSITIONS."

FERTILITY



"WHEN SHE HAS TWO CHILDREN SHE CAN USE FP."

AFTER BIRTH... FP

OPPORTUNITIES
+
+
+ FILL IN GAPS
+ MOVE UP FP
+ LEVERAGE TRADITION

CURIOUS

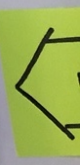
NOT SHY

KNOW NOTHING

~~MBM~~

ADULT ↑ GIRL

PERIOD ≠ FERTILE



SODNER

SCARED

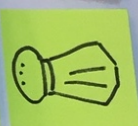
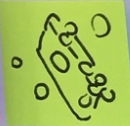
SCHOOL DELAYS

NGOMA = \$\$\$

MAY TAKE YEARS

NGOMA = EXCITING (+SCARY)

BE CLEAN



BE SMART



FEAR OF SEX



SHOW RESPECT

BLIND SPOTS

PUBLIC

~~SEX!~~

SEX = BAD BAD UNTIL IT'S GOOD GOOD

PLEASING HUSBAND

SUP GIRL

KITCHEN PARTIES

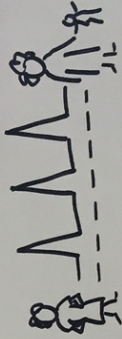
FERTILITY

CREATE BROAD SUPPORT

ONGOING SUPPORT

AFTER

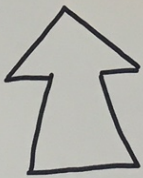
SUPPORT GIRLS



DRIVE TRAFFIC

DURING

YOUTH-SPECIFIC BRAND



DRIVE TRAFFIC

BEFORE

BOOST KNOWLEDGE



COMMUNITY DISTRIBUTION