

# SECURE THEIR FUTURE

## Kurinda ejo hazaza h'abana babo

Expanding coverage of sexual and reproductive health services for adolescents in PIH-IMB Kayonza catchment area

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# CURRENT SITUATION

- 47% of maternal deaths are women 15-24 years old  
*- Rwanda UNDAF*
- Teenage pregnancy rate increased from 6.1% in 2010 to 7.3% in 2015  
*- Rwanda Demographic and Health Survey 2014-2015*
- 10% of 15-19 year olds have begun childbearing in Kayonza District  
*- Rwanda Demographic and Health Survey 2014-2015*
- Kayonza among top 5 highest teen pregnancy rates in Rwanda
  - Top 5 Districts: Karongi, Kayonza, Gatsibo and Gasabo (not in order)

# PROJECT RATIONALE

**Partners in Health Strategic Objective:** Strengthen and support comprehensive district health systems to provide high quality and fully accessible services for the people and communities we serve

**Project Goal:** Eliminate preventable maternal mortality and morbidity and promote family health and wellness

**Project Objective:** Expand coverage of sexual and reproductive health services for adolescents in PIH-IMB Kayonza catchment area

**Methodology:** Increase use of contraception in teens through

- (a) providing an anonymous and discreet condom delivery service
- (b) increasing discourse on sexual and reproductive health within family units through developing and promoting a family conversation guide on sexual and reproductive health

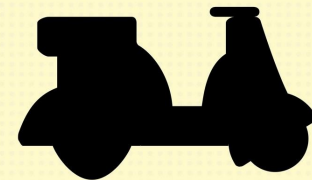
# JUST IN CASE | MU GIHE NTA YANDI MAHITAMO AHARI MOTO PROGRAM

- Behavior change: Teens purchase condoms “just in case” without fear of being seen by community members
- Youth Corner staff and teens develop messaging that (a) dispel myths for condom packets and (b) link youth to existing health services
- “Just In Case” posters in private sector boutiques and bathrooms

YOUTH CORNER'S

## "JUST IN CASE" MOTO PROGRAM

DISCREET  
CONTRACEPTIVE  
DELIVERY



Partners  Inshuti  
In Health  Mu Buzima

Call 1-800-JUSTINCASE to arrange your first delivery!

# SECURE THEIR FUTURE | KURINDA EJO HAZAZA H'ABANA BABO CONVERSATION GUIDE

## SECURE HIS FUTURE

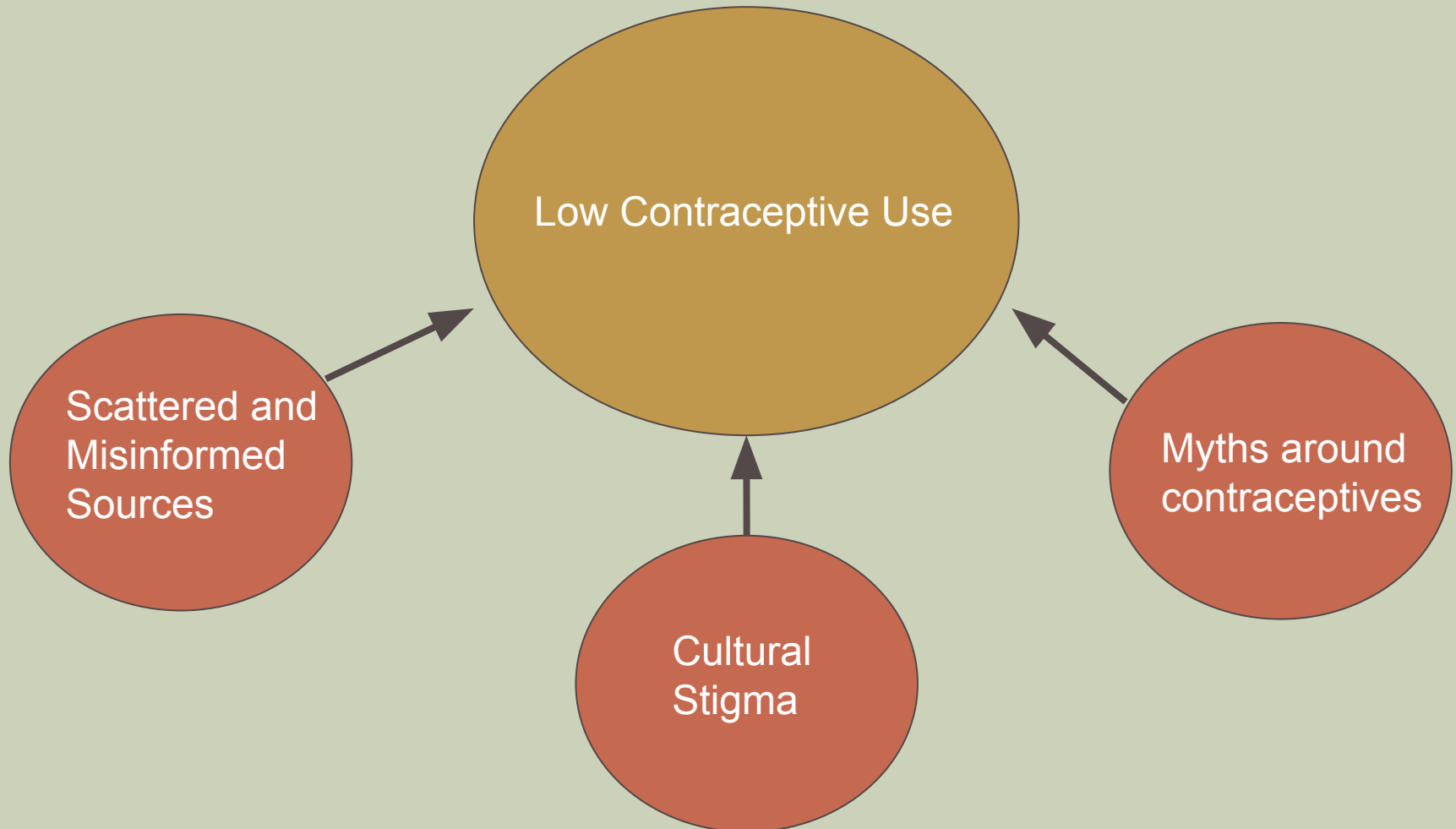


IN RWANDA,  
MEN ARE MORE LIKELY TO COMPLETE  
THEIR EDUCATION & HAVE A HIGH  
ECONOMIC STANDING IF THEY DON'T  
BECOME A **TEENAGE FATHER**

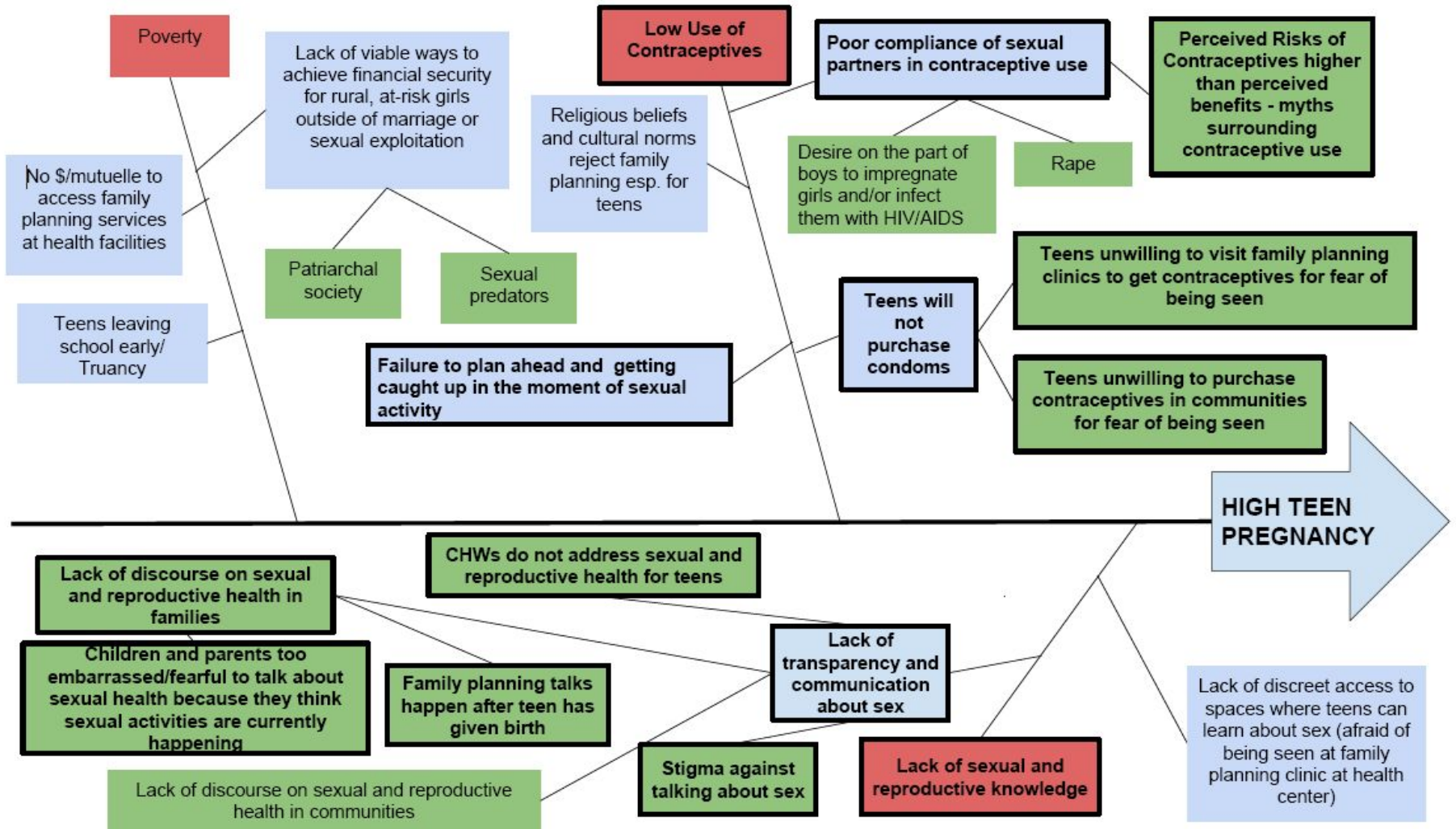
Ask your community health worker about a  
Secure Their Future Conversation Guide

- Recruit parent champions
- Parents, PIH and CHWs co-design “Secure Their Future Conversation Guide”
- CHWs train parents in “Secure Their Future Conversation Guide”
- Radio spots and posters encourage conversations using ‘carrots’ and ‘sticks’ ideology
- CHWs use parent and teen feedback to continuously improve guide
- Conversation Guides link teens to Youth Corner

# STAKEHOLDER RESPONSES

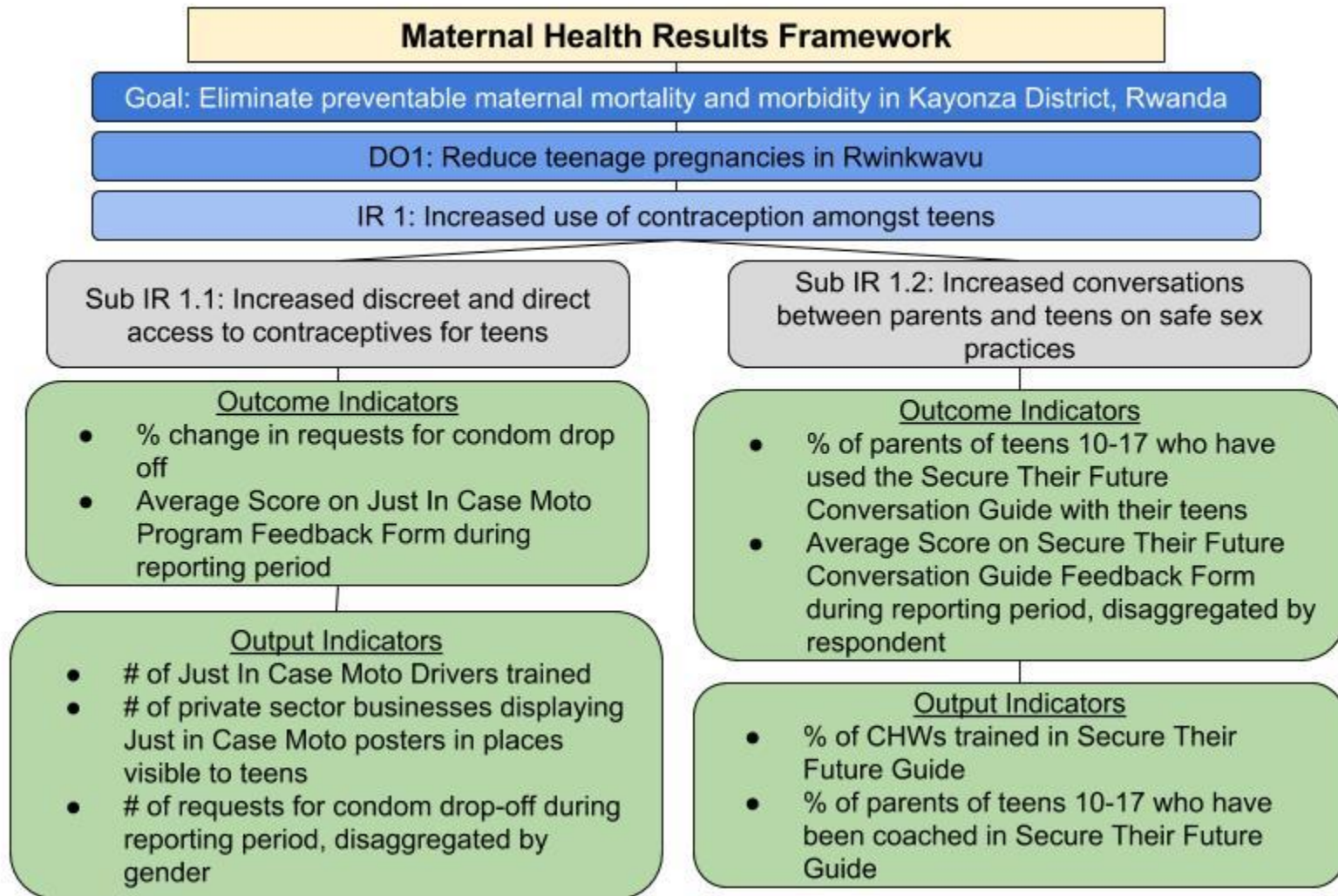


# FISHBONE ANALYSIS





# RESULTS FRAMEWORK and M&E Plan



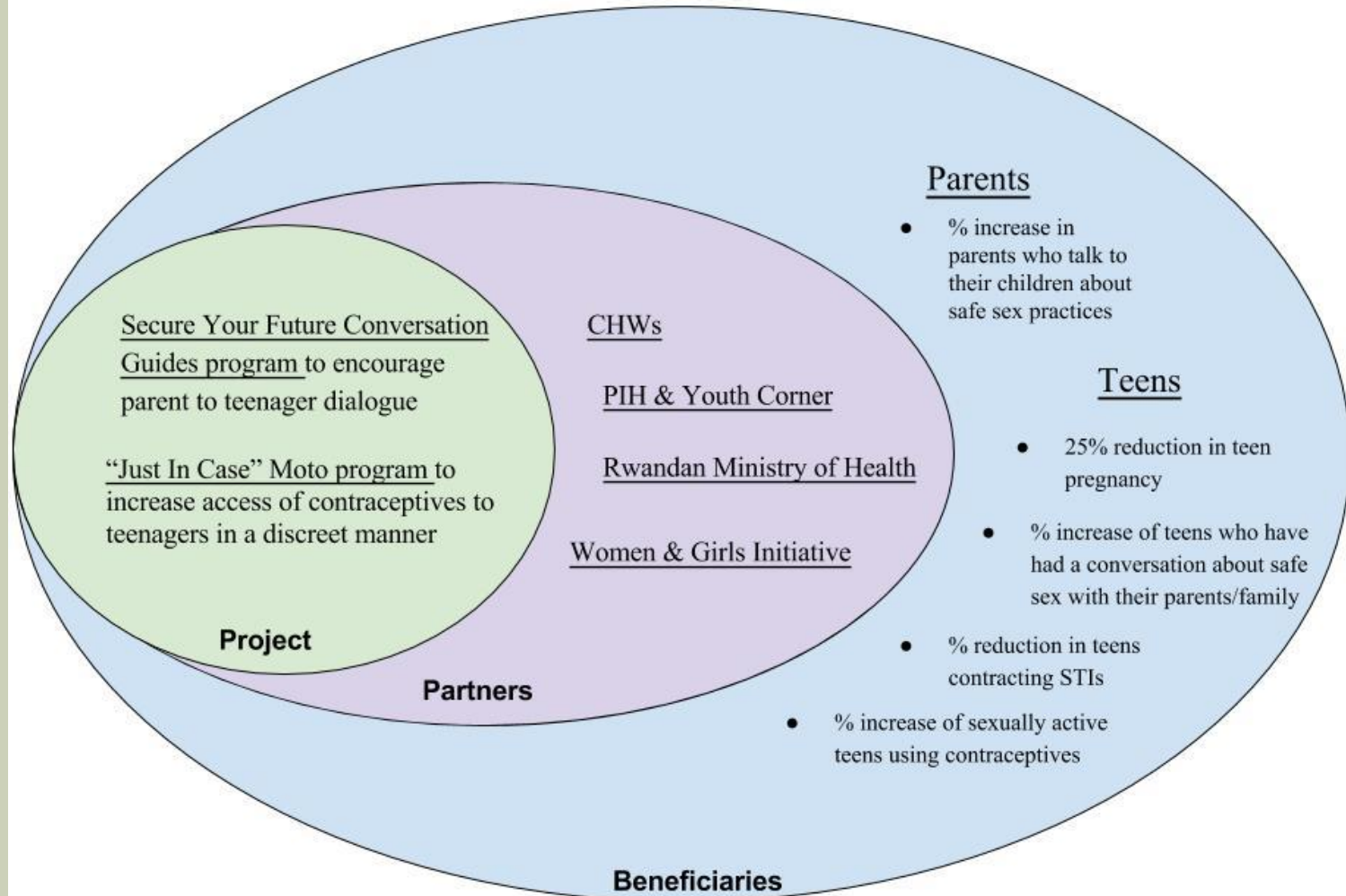


# LEARNING STRATEGY

## Maternal Health Learning Strategy

|   | <u>Committee</u>   | <u>Townhall</u>   |
|---|--|---|
| <b>Frequency</b>  | Quarterly  | Biannually  |
| <b>Modality</b>   | Round Table Style<br>- Data review of progress<br>- Fishbone analysis for any new obstacles  | Public forum style<br>- Led by committee reps<br>- Invite external visitors   |
| <b>Target Audience</b>  | Stakeholder Groups   | Community   |
| <b>Technology</b>   | None applicable  | None applicable   |
| <b>Goals</b>  | Average score on Just In Case Moto Program Feedback Form during reporting period (located on Safe Sex Moto condoms)  | Average score on Secure Their Future Guide Feedback Form during reporting period (located separately as a paper document) |
| <b><u>Definitions</u></b>   |  |   |
| <b>External visitor:</b> People and partners integrated in the process of implementing programs in other districts. | <b>Committee:</b> Made up of community leaders and influencers, parent influencers, PIH reps (including WGI and Youth Corner reps), local government reps, Just in Case moto reps, community health workers rep. | <b>Townhall:</b> Entire community   |

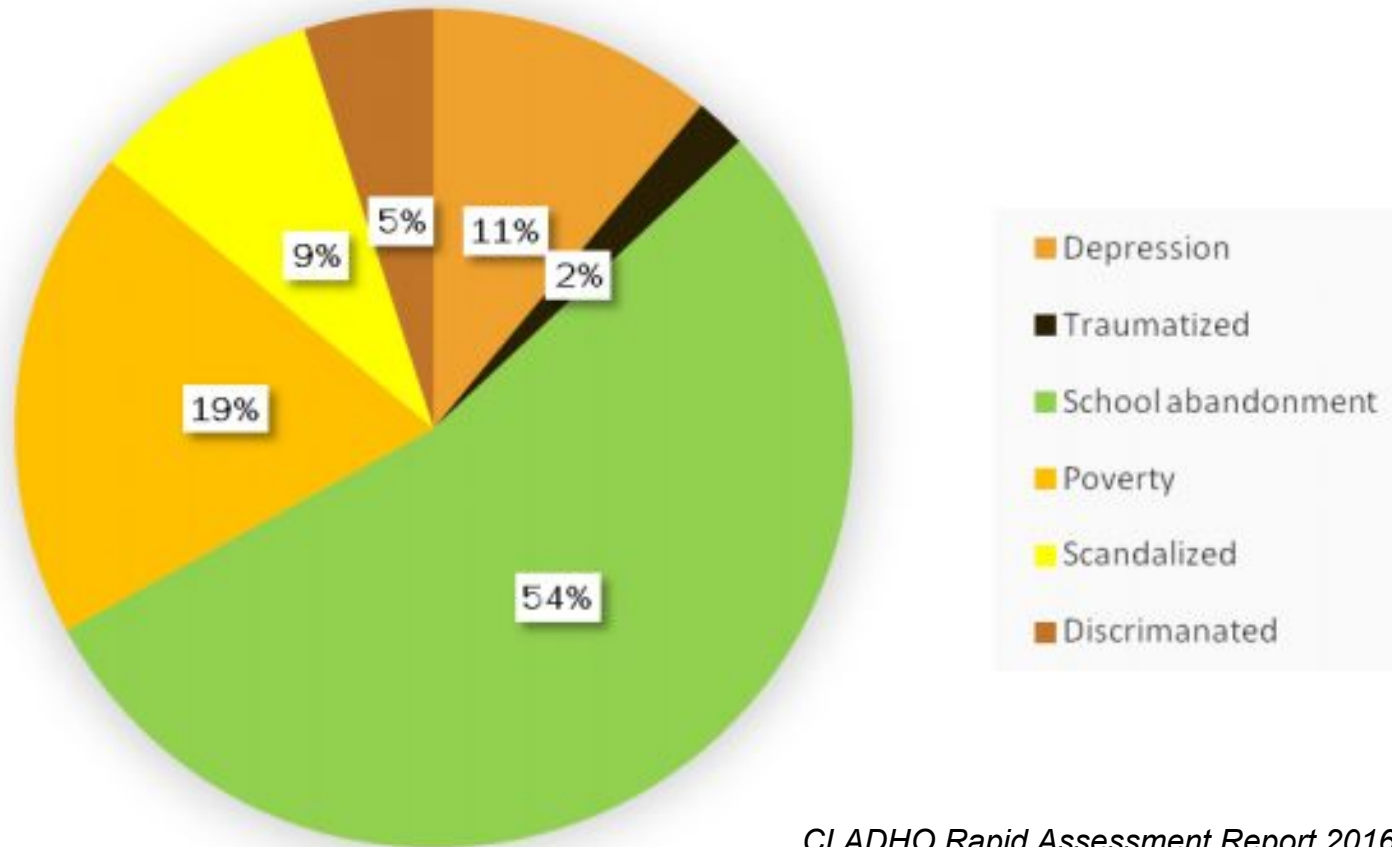
# OUTCOMES MAP



Murakoze cyane!

# IMPACT ON YOUTH

## Consequences after being pregnant



# SOCIAL MARKETING CAMPAIGN

## JUST IN CASE SAFE SEX MOTO PROGRAM

### ■ Why participate?

#### “Just In Case” Moto Program Exchange Theory



# SOCIAL MARKETING CAMPAIGN

## SECURE THEIR FUTURE TALK GUIDE

### ■ Why participate?

### Secure Their Future Conversation Guide Exchange Theory

