# 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 UNDAP
- 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



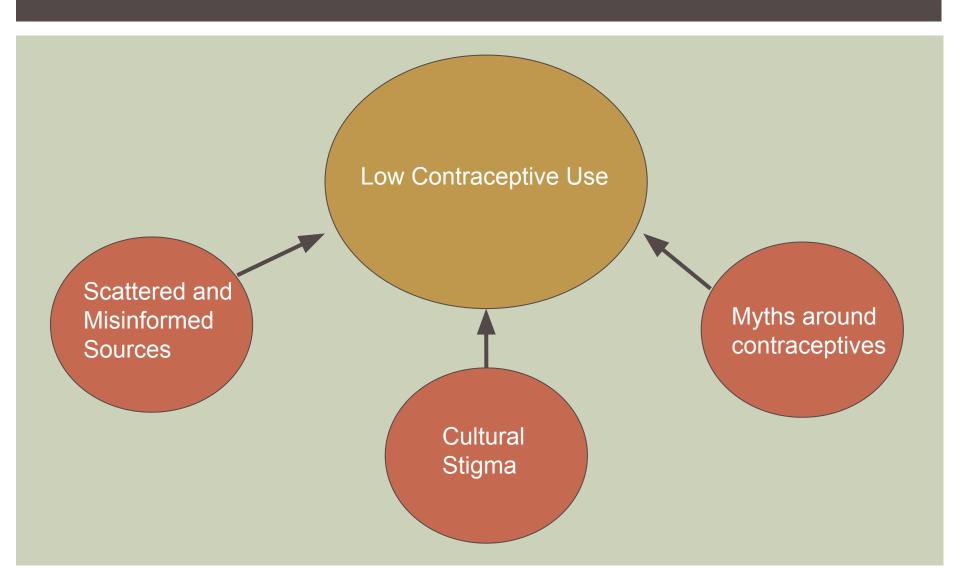


IN RWANDA,
MEN ARE MORE LIKELY TO COMPLETE
THEIR EDUCATION & HAVE A HIGH
ECONOMIC STANDING IF THEY DON'T
BECOME A TEENAGE FATHER

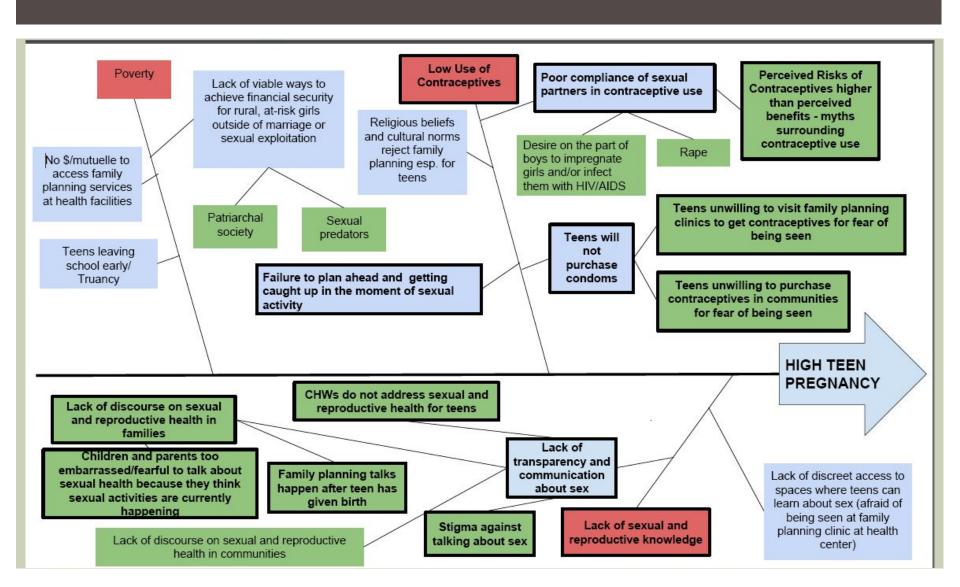
Ask your community health worker about a Secure Their Future Conversation Guide

- 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

#### Maternal Health Results Framework

Goal: Eliminate preventable maternal mortality and morbidity in Kayonza District, Rwanda

DO1: Reduce teenage pregnancies in Rwinkwavu

IR 1: Increased use of contraception amongst teens

Sub IR 1.1: Increased discreet and direct access to contraceptives for teens

#### Outcome Indicators

- % change in requests for condom drop off
- Average Score on Just In Case Moto Program Feedback Form during reporting period

#### **Output Indicators**

- # of Just In Case Moto Drivers trained
- # of private sector businesses displaying Just in Case Moto posters in places visible to teens
- # of requests for condom drop-off during reporting period, disaggregated by gender

Sub IR 1.2: Increased conversations between parents and teens on safe sex practices

#### Outcome Indicators

- % of parents of teens 10-17 who have used the Secure Their Future Conversation Guide with their teens
- Average Score on Secure Their Future Conversation Guide Feedback Form during reporting period, disaggregated by respondent

#### **Output Indicators**

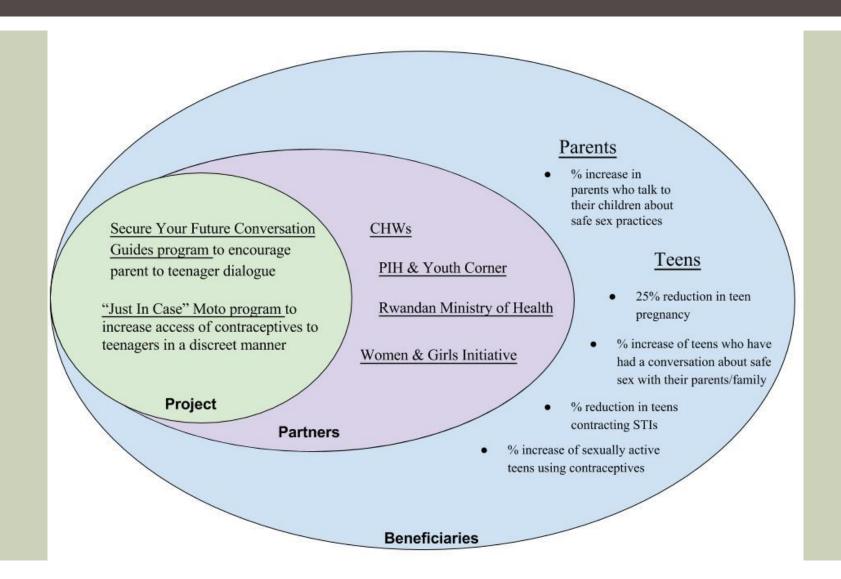
- % of CHWs trained in Secure Their Future Guide
- % of parents of teens 10-17 who have been coached in Secure Their Future Guide

# LEARNING STRATEGY

#### **Maternal Health Learning Strategy**

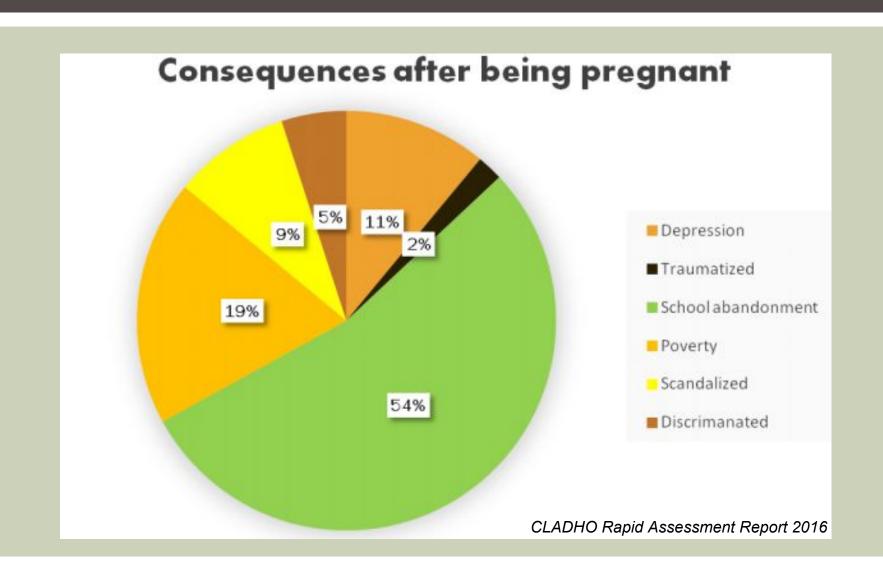
	<u>Committee</u>	<u>Townhall</u>
Frequency	Quarterly	Biannually
Modality	Round Table Style - Data review of progress - Fishbone analysis for any new obstacles	Public forum style     Led by committee reps     Invite external visitors
Target Audience	Stakeholder Groups Community	
Technology	None applicable None applicable	
Goals	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)
	<u>Definitions</u>	
External visitor: People and partners integrated in the process of implementing programs in other districts.	Committee: 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.	Townhall: Entire community

## **OUTCOMES MAP**



Murakoze cyane!

# IMPACT ON YOUTH



# SOCIAL MARKETING CAMPAIGN JUST IN CASE SAFE SEX MOTO PROGRAM

Why participate?

## "Just In Case" Moto Program Exchange Theory

Teen Gives	Teen Gets	
Risk of being seen by the community members	Freedom from anxiety about STIs/pregnancy	
250 RWF	Condoms	
Embarrassment	Protection against HIV/STIs	
Loss of pleasure	Unwanted pregnancy prevention	
Fear of Reproductive system damage	A healthy reproductive system	
Pride	Knowledge	
Loss of sensation	Stamina	
Being intimidated	Leadership	
Misinformation	Information	

# SOCIAL MARKETING CAMPAIGN SECURE THEIR FUTURE TALK GUIDE

Why participate?

# Secure Their Future Conversation Guide Exchange Theory

Parents Give	Parents Get	
Initial discomfort of the conversation	Peace of mind	
Embarrassment	Protection against HIV/unwanted pregnancy	
Fears of increased sexual activity	Healthy and informed children	
Pride	Children protected from others	
Misinformation	Information	