



Changing the World with an Adolescent Mindset

Rena Greifinger

Technical Advisor, Youth & Girls, PSI

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PSI's FP2020 Pledge: Through our global network of 65 country programs, reach 10 million people under 25 with modern contraceptive methods by December 2020.



Increase access to and uptake of voluntary modern contraception among adolescent girls (15-19 years old) in Tanzania, Ethiopia, and Nigeria.

Close 50-80% of the contraceptive need gap by reaching 325,000 girls.



TRIGGERISE

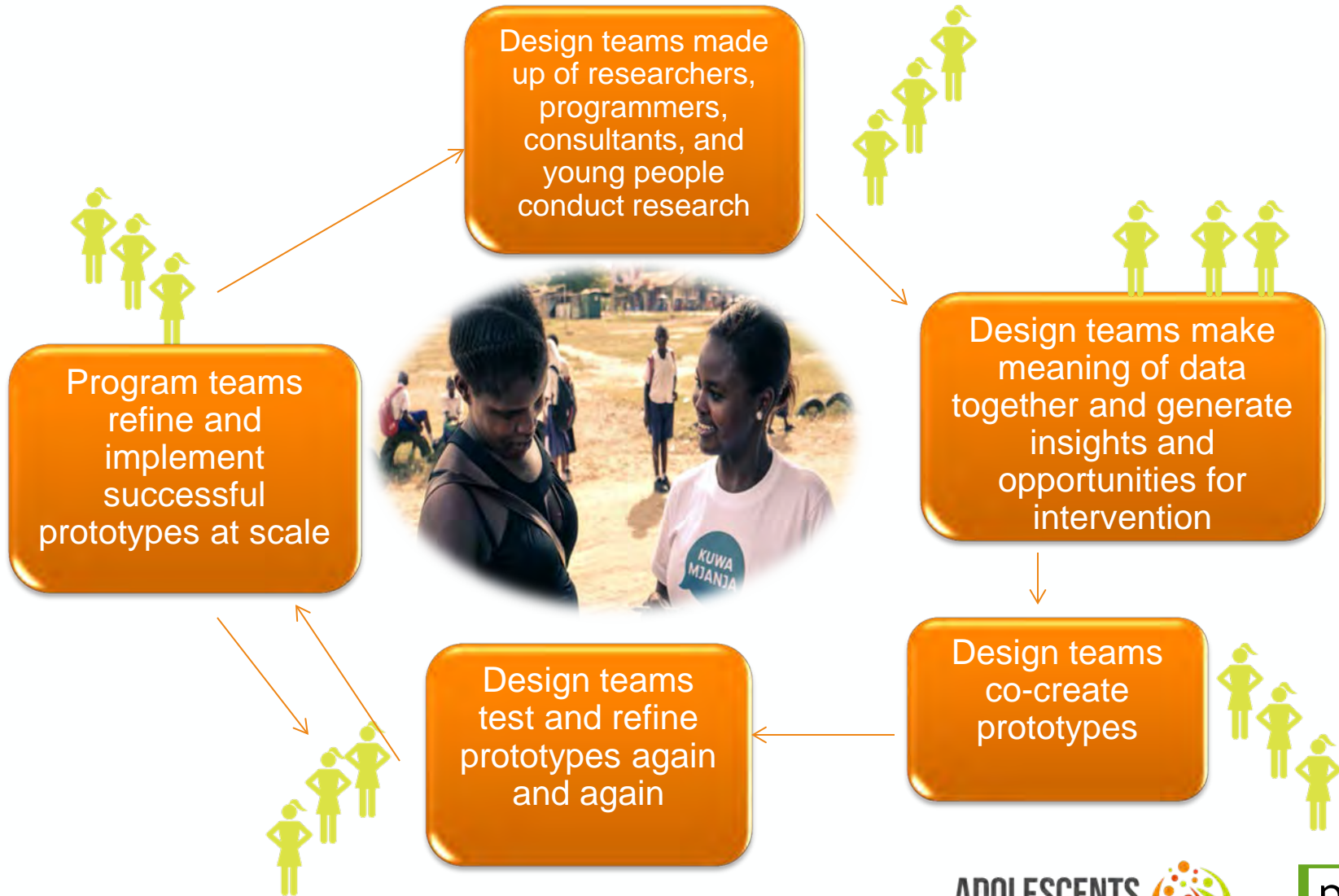
**ADOLESCENTS
360°**



What We Typically Do



What Makes A360 Different?



An Interdisciplinary Approach

Deep insights into “why”, seeing patterns that are unconscious, remaining culturally appropriate, being gender transformative

Socio-cultural Anthropology

Understanding and application of what we know about the adolescent brain and how that affects adolescent behavior

Developmental Neuroscience

Mining for insight, empathetic design focused on user’s experience, creating, prototyping, innovative thinking, improving execution, desirability

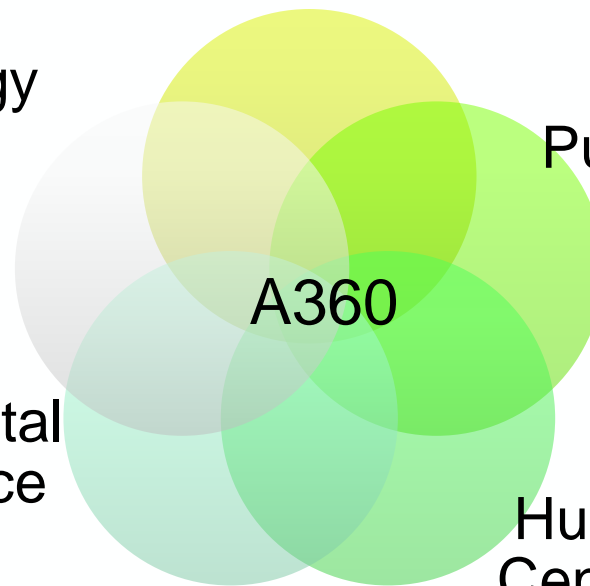
Social Marketing

Scale, segmentation, market analysis, behavioral analysis, commercial viability, business cases, supply-chain issues, PBCC

Public Health

Scientific approach and evidence-based, technical imperatives, ethical considerations

Human-Centered Design



Bridging Activities

Inception

Inspiration

Ideation

Pilot

Scale



Inspiration Phase



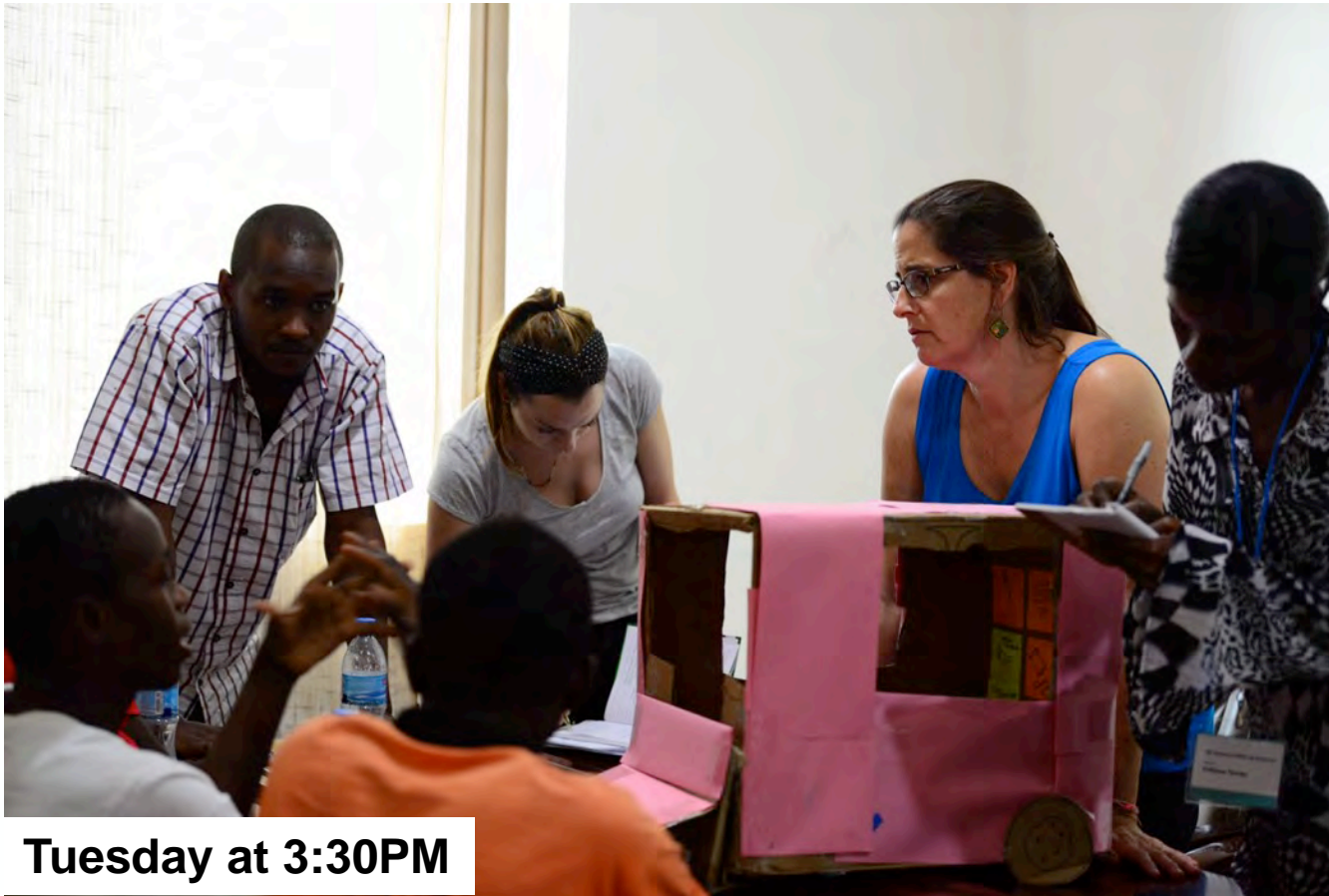
“I think we young designers help to interpret the feelings of adolescents - their language, cultural aspects and their identity. Our involvement helps the project to be more clear -- on what the research means and to generate solutions.

I learned about punctuality, politeness, and leaving the decision to the interviewee about whether or not to continue with certain questions.

I am learning to be inspired. Generally, it made me into an upgraded version of myself.”

Ideation Phase

The Evolution of a Prototype



Tuesday at 3:30PM



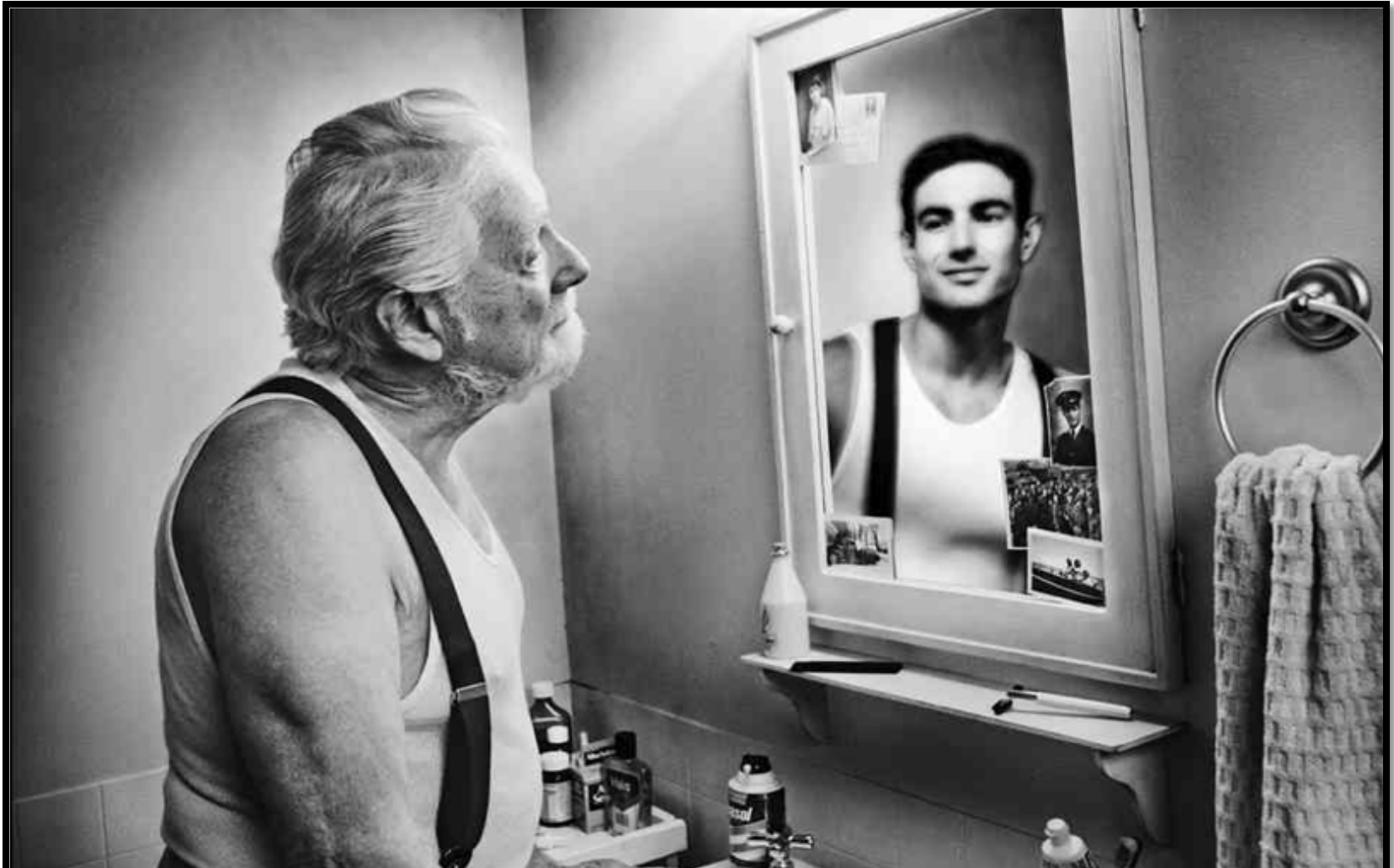
Wednesday at 2:30PM



Wednesday at 11:45PM



Thursday at 9:25AM



“We don’t grow up, we only grow old” – Maya Angelou

Thank you!