



# Meeting Youth Demand for LARCs with Innovative Programming

Improving Access to Contraception among Youth  
Thursday, October 20, 2016

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# Outline

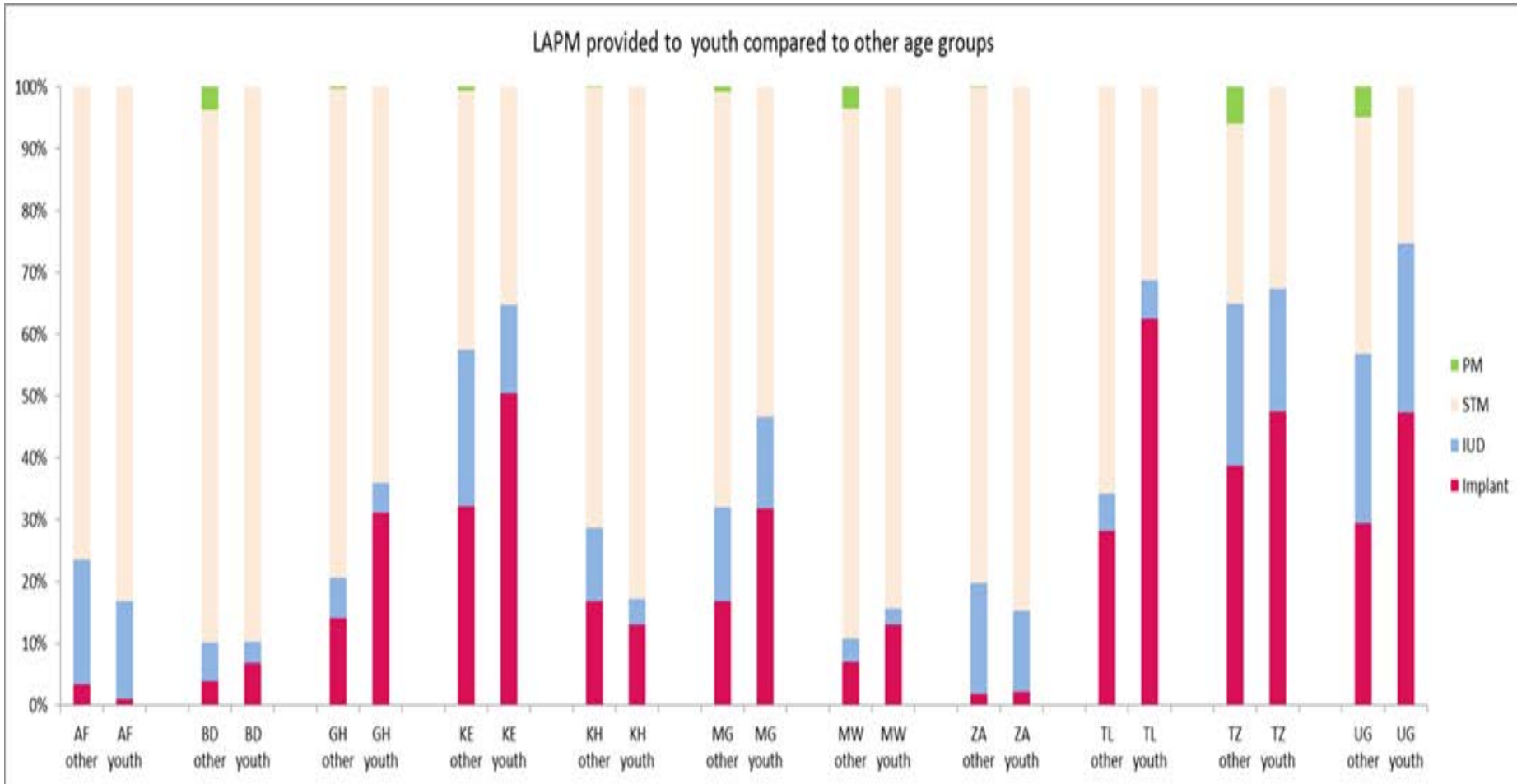
- MSI's youth strategy
- Youth activities
  - Madagascar
  - Mali
  - Uganda



# MSI's youth strategy



# If properly counseled, youth do select LARCs



# Young people are diverse!

Urban, unmarried, no  
children, aiming to stay in  
education



Rural, married, with  
children, working

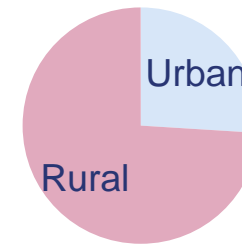
# We can't use a single message for youth

- Market segmentation
- Youth have varied aspirations
  - Aspiration to achieve certain things before having children
  - Aspiration to become a mother
- A single message will only reach one segment of youth

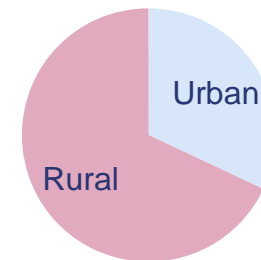
# To reach youth at scale, we must strengthen our rural reach

- Youth are 66% rural\*
  - Sexually active **15-19 year olds** are 74% rural
  - Sexually active **20-24 year olds** are 70% rural

## 15-19 location



## 20-24 location



## MSI's 6 commitments for reaching youth

1. Provide all methods **without bias**
2. MSI providers recruited, trained, and supported to be **'pro youth'** (don't need youth specialists)
3. **Engage adolescents** in designing, delivering, and evaluating our programs
4. Eliminate barriers to access through targeted **policy change**
5. Use evidence to **consistently improve our programming**
6. Through partnerships, take a **'life cycle'** approach to the adolescent reproductive journey



# Putting the strategy into practice



# Madagascar



## Vouchers to reduce financial barriers

- **Vouchers** for youth (15-19) to address financial barriers
- **Youth-friendly training** for franchisees
- Redeemable at BlueStar franchises for **voluntary FP and STI counseling and services**
- Working with **Community Health Educators**
  - Provide sensitization and counseling
  - Distributed vouchers through schools, youth associations, markets, and organized events and concerts

## Who did we reach?

- Between July 2013 and December 2014:
  - 58,417 vouchers were **distributed** to youth
  - 74% were **redeemed**
  - 78% of those were for **LARCs**
  - 51% took up **STI counseling**
  - 69% had **never previously used** an FP method
  - 47% had **one or more children**
- An evaluation of the **scale-up** (2015-2016) is planned

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## Insights from youth-friendly providers

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- Youth-friendly training helped equip them to provide **confidential, non-judgmental** information and services
- Increased youth client load improved **provider confidence and willingness** to provide services, including LARCs, to young people

# Mali



# Community-based approach to increasing access

- Marie Stopes Mali is reaching **different youth groups** through various channels:
  - **Mobile outreach**
  - **Social marketing agents** (who are from the community)
  - **Partnerships** with CHWs, volunteers, and schools
  - **Interventions** in the community e.g. immunization sessions
  - Youth-friendly **provider training**
- Importance of linking **supply and demand**

# Engaging youth in design and delivery

- Interpersonal communication
- Music, games, and films
- Plays written and performed by youth





## Who did we reach?

- Youth (**under 25**)
  - 44% of **outreach** clients
  - 51% of **social franchise** clients
  
- Adolescents (**15-19 year olds**)
  - **Centers:** 31% of clients are adolescents; 75% LARCs
  - **Outreach:** 25% of clients are adolescents, 98% LARCs
  - **Social franchise:** 26% of clients are adolescents, 98% LARCs

# Uganda



# Adapting MSI's outreach model

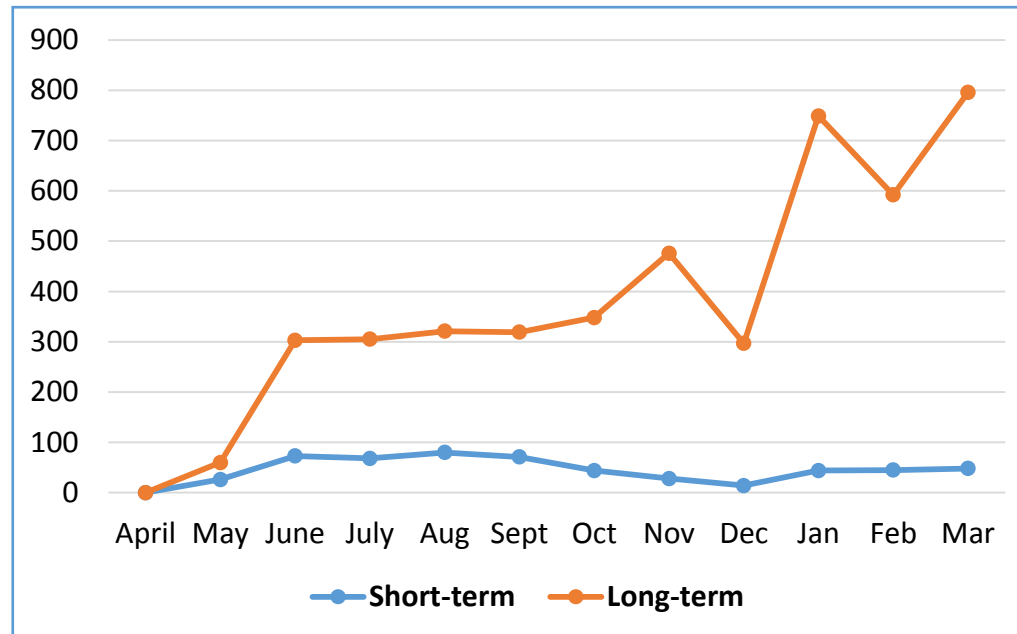
- Poor **urban areas** and transport corridors
- **Integrated FP and RH services**, including HIV/STI counseling, testing, and treatment
- Mentorship of service providers and counsellors to provide **non-judgmental** information and services
- Working with young **satisfied FP users** to enrich the **peer educator** awareness-raising activities



# Success of MSIU's model

- **Twenty percent** of urban outreach clients were under 20 years of age
- LARC uptake:

**Outreach clients, age 15 - 19 years**



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## A new way to think of ‘youth-friendly’

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- **Quality counseling**
- **No judgment** or bias
- **Confidentiality**
- **Full method mix**
- **Messaging** aimed at youth
- **Youth engagement** in program design and evaluation