

# **Staying girl-centered**

## **Case Study: Digitalization of contraceptive counselling in Ethiopia**

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# Youth Engagement

## A360 Approach

### Interdisciplinary

- Social Marketing
- Public Health
- Social anthropology including gender
- Youth Adult Partnership
- Neuroscience Development

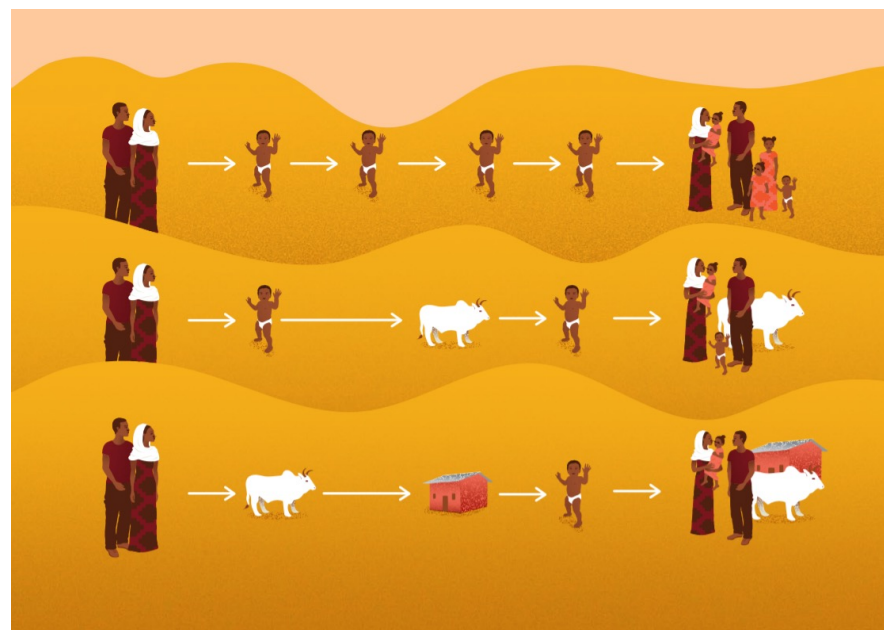
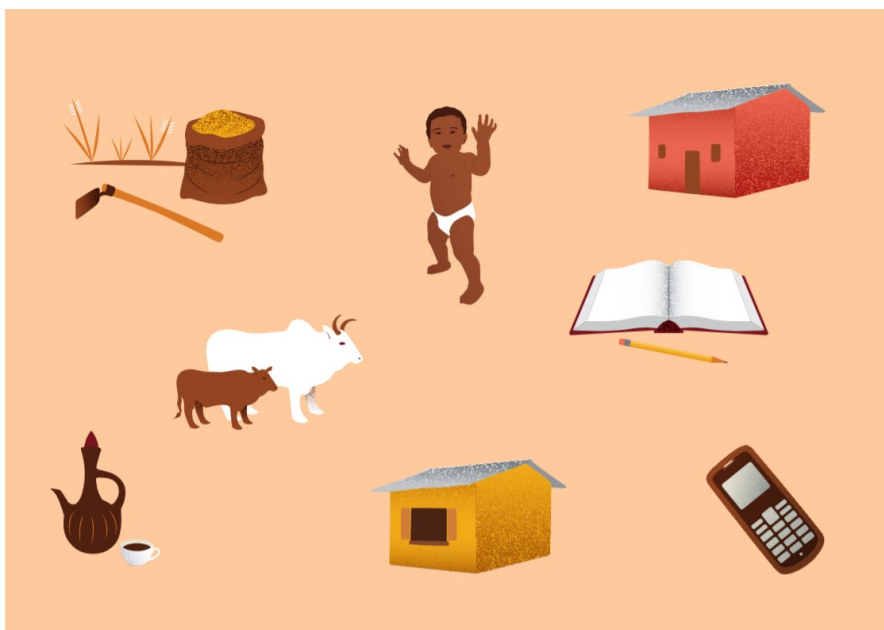
### Human Centered Design



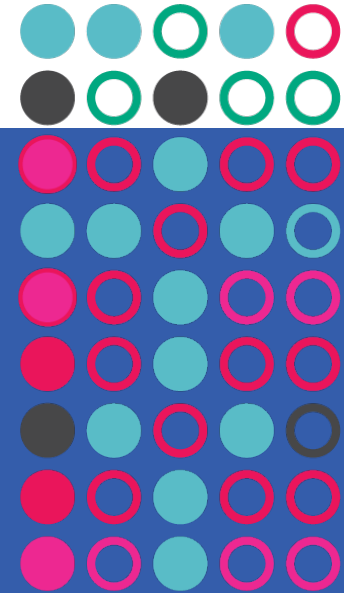
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# Smart Start counselling tool



# Why Digital?





## **Features to fill the gaps**

- Newcomer/ Returning User Options
- Personalized games, such as avatars
- Less text, more videos and audios
- Goal Calculator
- Progress Bar
- Quizzes

## What we heard

- Girls were very excited about the personalized games as it helped them have a two-way dialogue
- They enjoyed the goal calculator session as it helped them align their priorities using the right contraceptive method for them.
- We have learned that husbands are supportive of their wife's choices as they are aware about the benefits of SS either through school or friend's testimonial.



# THANK YOU

PSI & A360 are using HCD and Youth Engagement to reimagine how young people view, value and choose contraception, in Ethiopia and beyond.

