Staying girl-centered
Case Study: Digitalization of contraceptive counselling in Ethiopia

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Mary Phillips
Christina R. Mishell
Youth Engagement

A360 Approach

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

Human Centered Design
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.