



Insights Report

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Acronyms

RA	Research Assistant
FP	Family Planning
SRHR	Sexual and Reproductive Health and Rights
HCD	Human-Centered Design
P2	Postinor-2 - Emergency contraceptive pill
GDC	Geothermal Development Company in Naivasha

SECTION ONE

Introduction

The Project Background

The study is founded on gender dynamics and the role it plays towards influencing sexual reproductive health choices amongst women of reproductive health. The focus was on hegemonic masculinity that advocates for men having dominant roles in societies influencing power relations between men and women.

Gender roles for a long time have set expectations for men and women that directly influences behaviors and choices people make within the society. Men are less likely to seek health services or take charge of their personal well-being due to social expectations set which they feel obliged to adhere to.

Studies have shown that men exert power over women which influence decisions they make. This influences choices around health seeking behavior particularly on the use of contraceptives. The expectation that men should be aggressive leads to cases of gender-based violence within communities.

Youth audiences in Kenya still grapple with various issues around SRH such as unplanned pregnancies, exposure to sexually transmitted infections, among others. There is a lack of parental guidance

and lack of relevant information that corresponds with the current situations. Data shows that 73.5 % of young people have already had their first sexual encounters before the age of 20.

The study employs a gender transformative approach to identify and positively influence gender norms preventing. Women from accessing SRHR. Young men will be equipped with the knowledge and skills needed to become advocates for and promote women's SRHR.

Africa Alliance of the YMCA working alongside ThinkPlace Kenya is conducting a qualitative research study driven by a human centered design approach seeking to uncover insights that will be used to design male engagement strategies to increase uptake of SRHR amongst women in Nyeri and Naivasha.

Successful prototypes are likely to be replicated within other parts of the country that share similarities with the current study contexts. Notably, this is a comparative study that will highlight the similarities and differences amongst study locations. A similar study is being undertaken concurrently in Zambia within Livingstone and Kitwe regions.

The Project Background

The project title is 'Sex Maneno' which is the Swahili connotation for Sex Conversations. This was inspired by the idea of having a safe space for conversations around sexual reproductive health and rights.

Study Title

Applying Human-Centered Design to develop interventions for positive masculinity to promote adoption of sexual reproductive health and rights products and services for women of reproductive age in Nyeri and Naivasha, Kenya.

The study objectives focused on:

- Generating qualitative insights on how the current paradigms of masculinity affect women's adoption of SRHR services and products.
- Gain insights that will inform the design of interventions for transformative masculinity and ultimately increase uptake of SRHR amongst women of reproductive age in Kenya.
- Identify social norm changes required to bring a positive shift on the understanding and definition of masculinity.

Areas of Inquiry

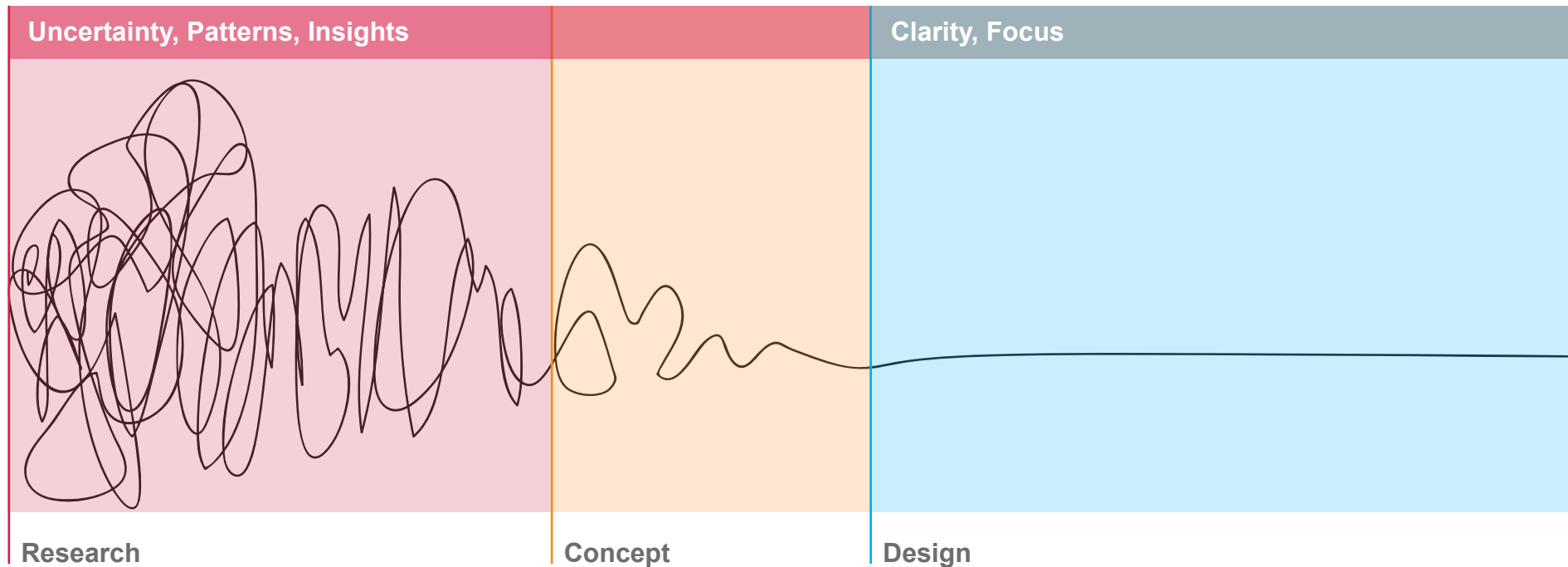
- Gender roles & how they influence perceptions and behaviors of men and women in society. Particularly looking at how is masculinity defined and impacting men.
- Experiences and views on romantic relationships: What challenges are young people experiencing within relationships?
- Future aspirations of young people: What goals and dreams do they hope to achieve in the future. (career, family etc).
- Health seeking habits, experiences & views on family planning and contraceptives uptake as well as challenges they experience affecting SRHR access.
- Thoughts on male engagement in SRHR. Should men be involved in family planning and in what ways?

SECTION TWO

Research Design

Overview of the Human-Centered Design Process

Human-Centered Design (HCD) is about improving products and services from a user's perspective. It is about taking a human centered view from the beginning to the end of any improvement journey. Taking a Human-Centered Design approach simply means taking time to explore, innovate and evaluate our products and services with the human in mind.



HCD considers the practicability and resources available to implement solutions. It allows the process of testing ideas early, failing, learning & iterating to improve ideas while building them. The final product is a solution that is desirable, practical, implementable and scalable with demonstrable value.

Research Overview



Multiple Locations

Research was conducted in Nyeri and Naivasha counties, Kenya.



Capacity Building

Research Assistants were recruited from both regions and were taken through a two-day capacity building training on the HCD process.



Research Teams

Two ThinkPlace staff lead a week-long shadowing process after the capacity building training for the 10 RAs to observe how qualitative data collection is conducted in their respective sites. Naivasha's and Nyeri's branch coordinators lead the participants mobilization bit of the project.



Data Collection

In-depth interviews, focus group discussions, observations and card sorting were our four main methods that were used by the research team as conversation-starters with our participants.

Geographical Comparison

Below is a comparison of the two locations highlighting the key differences in participant profiles based on social backgrounds, economic structures and level of exposure.

Nyeri



A rural community with little infrastructure a smaller population compared to Naivasha.

Naivasha

Peri-urban with a higher population. There lots of social amenities like hotels clubs and places for people to socialize.



Relatively high presence of learning institutions (Colleges, Universities and Polytechnics) in the outskirts of the town area.

Presence of educational institutions (Colleges & Universities) within the town area. There is therefore a higher percentage of college going youths.



Relative access to online connectivity. With a good number of people with access to smartphone devices and data.

Majority of people have access to smartphones therefore likely to have access to social media spaces.

Overview Of Our Participants

During the research phase, the team engaged with a total of 277 participants and xx participants from Naivasha and Nyeri respectively making a total of xx participants in total. In-depth interviews and focus group discussions were conducted with participants from both YMCA and the community to provide a representation of the general population's perception and motivation within the context of the study. These sessions were conducted in YMCA centres and other locations most convenient to our participants.



Target	Nyeri	Naivasha
Adult men	x	120
Adolescent boys	x	57
Adult women	x	57
Adolescent girls	x	32
Community Leaders	x	11





TOTAL NUMBER OF PARTICIPANTS

XX

Our Key Findings

General Overview

This section highlights an overall comparative analysis of key findings from the study sites that came up from the research and the ideation workshop that brought together researchers from both Nyeri and Naivasha counties.

Masculinity	Future Aspirations	Relationships	Family Planning
 <ul style="list-style-type: none">• In Naivasha, majority of the adolescents grow up looking up to their older cousins, uncles or other male relatives as role models or father figures.• Women are taking up the role of fathers by single handedly raising children on their own.	 <ul style="list-style-type: none">• Young people have dreams and aspirations they want to achieve but feel that the education system does not provide the means to achieve them.	 <ul style="list-style-type: none">• Relationships are centered on financial benefits.• Being in a relationship is seen as cool.	 <ul style="list-style-type: none">• Men have little to average knowledge about family planning• Men share family planning experiences with their male peers.



Majority of women are single mothers and work long hours mostly in flower farms to support their families.”

- A 21-year-old lady from Naivasha

Masculinity

Adolescents grow up looking up to their older male cousins, uncles or other male relatives as role models or father figures.

This is more evident in Naivasha where a lot of young men have grown up under the care of single mothers. They therefore seek for male role models within reach either from the family structures or male figures closest to them.

Women are taking up the role of fathers by single handedly raising children on their own.

In Naivasha there is a high number of single mothers who are breadwinners thus shifting the norms on gender expectations. Women are taking up the responsibility of providing for and mentoring their sons singlehandedly.

Young men feel there is the need to develop mentorship programs especially in Naivasha targeting the young adolescents to teach equip them with skills that will influence positive masculinity. This will cater for the missing “father figure” and mentorship/role model element. The result will be equipping boys with skills i.e., knowing how to treat women respectfully etc.



**There is no future
in education.”**

- A 18-year-old young man from Naivasha

Future Aspirations

Young people have dreams and aspirations they want to achieve but feel that the education system does not provide the means to achieve them.

Majority of young men and women in Naivasha and Nyeri felt that education had not been of much value to them. Majority showed preference for self-employment initiatives particularly men from Naivasha. Most said that having a side hustle allows them to survive day to day lives which they referred as their preferred content way of living.

Our adolescent participants from both regions portrayed a variety of perspectives. Averagely, about 60% of them, also like the older groups, did not see a promising future in education while the other hoped to pursue their education and get good jobs or established businesses in the future.

The lack of ambition stemmed from the lack of mentors that can guide them towards their future ambitions. They desire a form of mentorship that can help inspire them to pursue their dreams and aspirations.

Participants from both regions did show a desire to have a stable and secure source of income before starting a family of their own.

Responsibility and financial security is an important driver for their future.



If you can't take your girlfriend out, someone will do it for you."

- A 19-year-old young man from Nyeri

Relationships

Relationships are centered on financial benefits

Because of the perception that money is an important factor in relationships, there is pressure on the men from both regions to provide for their girlfriends. Younger boys end up using their pocket money to take out their girlfriends.

Money dynamics have also resulted in an increase in the number of 'baby mama / baby daddy' relationships, especially in Naivasha. Some girls will use a pregnancy to lure the men into settling with them or as a form of financial security in the short term and long term in the form of child support or future inheritance, respectively. Girls show preference for having children with men who show promise of financial security.

Being in a relationship is seen as cool

It is of popular opinion from both Nyeri and Naivasha that one must have a girlfriend for boys and a boyfriend for girls. Findings from Naivasha suggest that girls from Muslim communities showed preference for dating non-Muslim boys from their communities but would later in future prefer settling down and getting married to a man from a Muslim background.



Family Planning

Men have little to average knowledge about FP

Majority of the male participants from both regions cited condoms as the method that they were most familiar with.

Notably, despite knowing some methods like condoms, some could not associate it to family planning. The meaning and definition of family planning was not familiar to some of our male participants.

Family planning is viewed as something that should be a woman's responsibility to inquire about, therefore resulting in the men not being keen on learning more about it.

Men share family planning experiences with their male peers

It's common for men to talk about family planning experiences with other men especially around pregnancy prevention i.e., the use of P2 contraceptives pills that they'd often suggest and get their partners to use to avoid getting pregnant.



I didn't know condoms are family planning methods. I always thought FP is purely for women."

- A 15-year-old adolescent boy from Naivasha



Family Planning

.cont

Men prefer condoms over other methods of family planning

Findings from both regions suggest that men prefer using condoms with their partners rather than opting for them to take up other methods such as the injections or pills. This is influenced by the perception that condoms are an ideal method for unmarried couples because it does not interfere with fertility.

Religious beliefs do act as a barrier to uptake, but however do not dictate actual behaviour

Religious beliefs position family planning as something that is not acceptable, especially for unmarried women. It therefore may contribute to making it difficult for some of them to openly access FP services. However, this has generally not stopped women from accessing other options like condoms or emergency pills that is commonly used by a lot of women and girls in both Nyeri and Naivasha.



Why would I want my girlfriend to get into FP when it come make her unable to give birth in future?”

- A 24-year-old University student from Nyeri

SECTION FOUR

The Ideation Workshop





This was a two-day workshop that brought together the Co-investigators, Research Assistants and Branch Coordinators from Nyeri and Naivasha to iterate on the findings from their series of interviews with the aim of co-designing interventions based on user feedback.

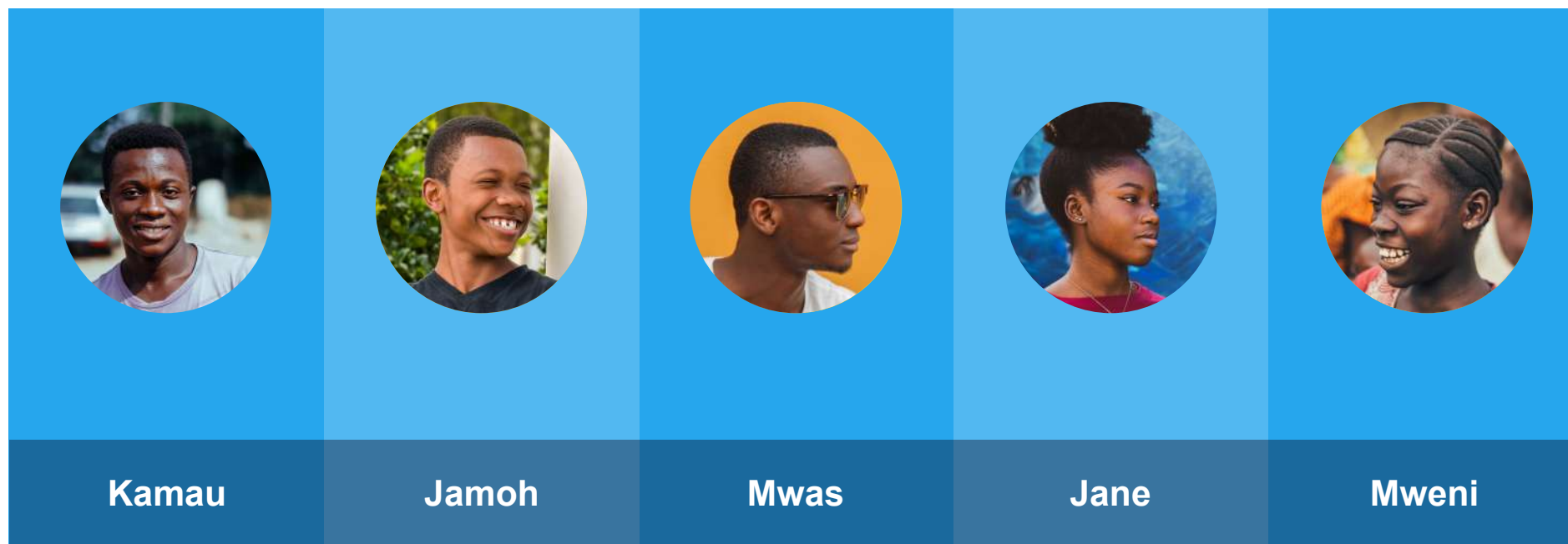
This was an intense session that enabled the present team members to collaborate through a comparative analysis of the two regions to point out key differences and similarities.

Our Personas

Overview Of Our Personas

Personas are fictional characters who we created based on our research in order to have a representation of the different profiles of people we interacted with. Creating personas helped us understand their needs, experiences, behaviours and aspirations. They are a vital function tool for the continuation of empathy for our user profiles through out the design process.

Below is an overview of the five personas that we developed in the Ideation Workshop.



Kamau - the reserved one



About me

I'm 15 years old. I come from a rural community where I live with my parents and three siblings. I'm currently in my second year of studies in high school. I do not have a girlfriend, I'd describe myself as a shy person. When I'm not in school, I spend most of my mornings doing domestic chores around our firm, then I hang out with friends playing football in the afternoon.

Family Planning Knowledge

I'm aware of the term family planning but I have no knowledge of the different types of contraceptives. I'm however familiar with condoms and pills since I've heard about them from my friends.

Sources of Information

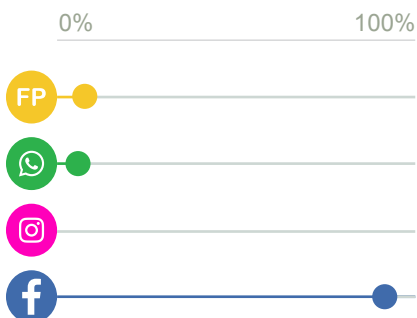
I have no access to a smartphone and I feel that using WhatsApp is expensive. I currently have a basic feature phone through which I access the low-data consuming free version of Facebook to see what other guys my age are posting, as well as what's trending out there.

Future Aspirations

I prioritize my education so I can achieve my goal of becoming a responsible man in the future. I aspire to get married one day and have three children that I can provide and take care of. I'd like to give them a good life.



There is girl I am crushing on, but I am not able to approach her.”



Jamoh - the vibrant one



About me

I'm 17 years old. I live with my mother who's raised me as a single parent. I have four siblings. Currently, I'm in my third year of secondary education. I spend most of my mornings at home doing some house chores, then I watch TV and listen to music on my phone. In the evenings, I meet up with my boys at the mall, PlayStation hubs, or during our photoshoot plan where we invite our female friends.

Family Planning Knowledge

I have a girlfriend and we are sexually active. I have heard of the term family planning from guys who are older than me, but I do not know any of the methods. I often use condoms with my girlfriend because I don't want her getting pregnant early, we are still young.

Sources of Information

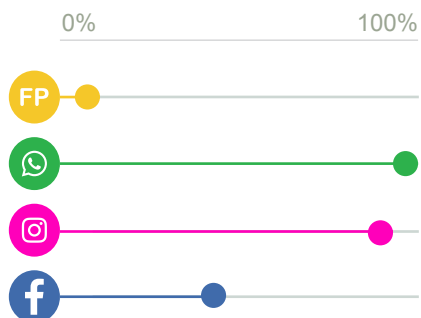
You'll often find me on WhatsApp, Instagram and sometimes on Facebook to stay in touch with my friends and stay updated with current trends. I have unlimited access to smartphone and data. I also learn a lot from my friends when we hang out at the mall or during our events.

Future Aspirations

I hope to achieve a good grade in my secondary education so I can have a solid base for my future ambitions as well as have a good life. I hope to get married when I'm financially stable and have three children. I wouldn't want my kids to have the single parent life that I have.



A relationship without money is impossible. You have to take your girlfriend out!"



Mwas - the popular one



About me

I am 23 years old and the first born in a family of two. I'm an IT graduate from a local University. My family and I live in the urban side of town, just two hours from the Capital City. I'm a photographer, online writer and I do casual jobs from time to time to get money. I have a son who I love dearly. He lives with his mum, my baby mama, though we are not together. I'm however in a serious relationship with my girlfriend, but I also have several other casual girlfriends on the side. I like to party, hang out with friends when doing things like road trips, photo shoots etc. I'm influential in my social circles.

Family Planning Knowledge

I'm aware of family planning and I have heard about some methods and how they are used. I use condoms for casual sex but I practice withdrawal method with my main girlfriend. I'm careful not to get either of them pregnant because I'm not ready to have another child.

Sources of Information

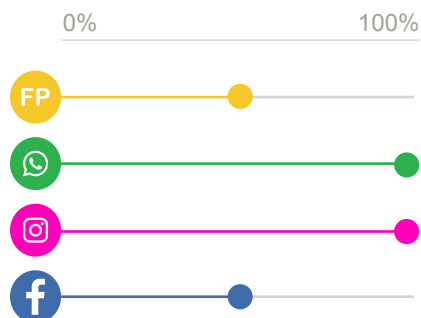
I'm quite popular on Instagram, I have a huge following! I use it mainly to share my photography work as well as to stay connected with my friends. You'll also find me on Facebook sometimes sharing memes, but the platform I'm always using is WhatsApp. I have many groups there with my different circles of friends.

Future Aspirations

I want to be a good father to my child. I also want to grow my hustle (movie shop, photography career, writing etc.) and one day settle with my girl and have a family of my own.



I use withdrawal method with my girl and condoms with my side chicks.”



Jane - the cautious one



About me

I'm a 24-year-old college student residing in the town hostel where most students stay. When I'm not in school, I'm normally at home with my parents and siblings, I'm the firstborn. I'm in a relationship and I'm sexually active.

When at home, I spend my time doing house chores and taking care of my younger siblings. In my free time, I visit my friends or I stay indoors watching TV shows.

Family Planning Knowledge

I'm aware of the different types of family planning methods and I've tried several of them to see which works best for me in terms of side effects. My friends are also on family planning, we are very keen on not getting pregnant before we are ready.

Sources of Information

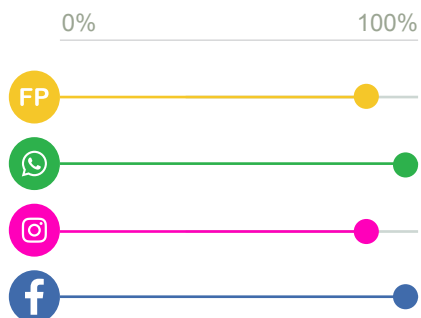
I spend my time connecting with friends & family via social media platforms such as WhatsApp, Instagram and Facebook through my smart phone. I like Instagram because I get to share pictures and videos to my friends and followers.

Future Aspirations

I'm looking forward to finishing college and pursue my Marketing career. I'd like to get married to a caring man who will be responsible and take care of our children and I. I hope to have three children. Any more than that would be a strain on us financially, but if he's well off, then we can have four.



A man should be the provider. I cannot spend my money on him.”



Mweni - the dependant one



About me

I'm 16 years old and I come from the village. I live with my mother who is a single parent and works full time at a flower farm. I'm the third born of a family of six. I recently had to drop out of school due to financial constraints, my mum could not manage to raise fees for all six of us. I'm an outgoing girl who likes to party, drink and I'm constantly on social media. I have multiple sexual partners who give me money, and I'm constantly using P2 to avoid getting pregnant. When at home, I spend my morning doing house chores then I hang out with friends in the afternoon.

Family Planning Knowledge

I know of some methods and how they work, but I'm currently on P2 since it's the one I come across easily. I'm thinking of getting onto another method(s), but I've not made any deliberate efforts of going to acquire them.

Sources of Information

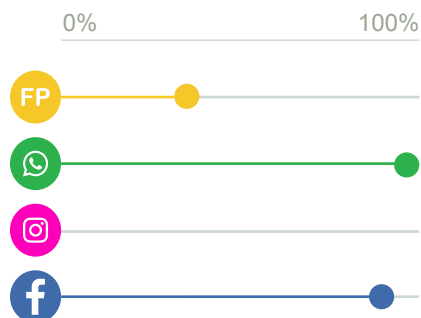
I have a smartphone through which I mostly access Facebook. But I mostly use WhatsApp to stay in touch with my friends and family.

Future Aspirations

I aspire to live a comfortable life and have a partner who will be financially stable and can sustain my desired lifestyle. Since I recently dropped out of school, I can't get a good job that can sustain me, but thank goodness I have men who don't have a problem spending on me.



Nowadays there is no relationship without money."



Our Key Insights

This section comprehensively shares our deepest understanding of the areas we sought to explore through research. The insights include a description of what we found and verbatim quotes from the participants we interacted with.

Insight number

01

There is low family planning knowledge amongst adolescent boys from both study regions. This is attributed to the lack of interest based on their perception that it is a subject that directly affects women. In return, this leads to misconceptions about family planning based on secondary information.

Findings from both regions suggest that adolescent boys perceive family planning as a female-targeted service which in return makes them believe that they do not need to have knowledge about it.

Majority of our participants were not aware that condoms are classified as family planning methods, often justifying that their assumption was due to the fact that condoms were male-targeted where as FP methods such as pills, injections and coils were targeted at women due to their mode of use. When asked about the female condom, a majority of our male participants from both regions said that they would not classify it as a FP method since they've not used it before.

As a result, this leads men into having misconceptions based on secondary and often unreliable sources of information such as peer groups.

Some male participants from Naivasha said that they perceived young unmarried women who use FP as being promiscuous and of loose morals.



I wouldn't get my girlfriend on FP because I've heard what those things do to women. They make them unable to have children in the future."

- A 23-year-old man from Naivasha



I've heard about family planning, but I've not met anyone who is using it."

- A 16-year-old adolescent boy from Nyeri



When she uses FP, that makes her loose since she has no self control."

- A 18-year-old young man from Naivasha

Insight number

02

There is a common social setting in both regions where young people frequent as a means of getting away from their daily challenges. It gives them a sense of belonging and social proof.

In Naivasha, we heard a lot about photography as a common skill that many adolescent boys and young men strive to have as a means of getting income as well as gaining social capital by positioning themselves in peer groups. They [boys and girls] often meet up in locations with good sceneries and take pictures which they then upload onto platforms such as Instagram for likes and traction. Our findings also suggest that some of these boys and girls are already sexually active, and that this activities are often funded by older men who are sexual relationships with the young women. Given that most of our participants from Naivasha reported coming from families with a troubled profile, our hypothesis is that these social groups offer proof of acceptance from their peers.

In Nyeri, we heard about social activities that involve young men and women meeting up at picnic / waterfall sites to hang out and enjoy their time together through conversation.



We meet up at GDC or LakeView and take pictures of the fly chicks who come with us. They love having their pictures taken and sharing them online.”

- A 24-year-old young man from Naivasha



We have a nice waterfall location here in Nyeri where we go to chill and talk the afternoon away. We often go with our boyfriends.”

- A 19-year-old young girl from Nyeri

Insight number

03

There is a need for positive male figures among men from both regions. They look up to men who have achieved a strong level of success both in a business and family setting.

Findings from Naivasha suggest that most participants we talked to come from a single-mother family profile. This was often attributed to their parents separating or them not knowing who their fathers are. As a result of this, most of our participants said that they grew up with seeing their mothers bringing home multiple sexual partners or working long hours to make income for the family, which was often not enough to cater for basic needs such as education and provision of proper meals or shelter.

Upon asking our male participants from both regions who they regarded as their role models, most of them said they looked up to their elder cousins, uncles, older friends or men in their communities who are successful businessmen and those who have strong social capital.



There's a businessman here in Nyeri who I really admire. He drives a nice car and looks very content with his successful businesses."

- A 21-year-old young man from Nyeri



I don't know who my dad is. My siblings and I were raised by our mom who has struggled over the years to provide for us. She works at a flower farm that doesn't pay so well."

- A 19-year-old young man from Naivasha

Insight number

04

Relationships are often perceived to be strongly attached to financial gains, especially for the woman. Young men believe that they need to financially provide for their partners in order to sustain the relationship, and young women believe it's a justified show of love.

Participants from both regions shared various stories and testimonies regarding money in relationships that they strongly believe help sustain the union. Majority of the young school-going men in relationships said that they save up their pocket money so that they can treat their partners to dates, adding that it was an important show of love given that majority of their peers do the same. They sited fears of losing their partners to older men who would often be wealthy and would own cars.

The young men from Naivasha who we told us about the photoshoot sessions mentioned that most of the girls who attend them are in transactional relationships with older men who often sponsor their lifestyles.



Being in multiple relationships is expensive. I end up treating all my 3 girlfriends for lunch on the same week using my pocket money.”

- A 24-year-old University student from Nyeri



Hawa wazee wa kijiji ndio wanapeana mimba kutuliko sisi mavijana.”

[These old men are the ones impregnating our girls instead of us]

- A 19-year-old young man from Naivasha

