

Sex Manenoz

Final Report

Table of Content

Section 01: Introduction	6	Section 09: The Ideation Workshop in Kenya	51 - 53
The Project Background	7 - 8		
Section 02: Research Design	9	Section 10: Our Personas in Kenya	54 - 60
Overview of the Human-Centered Design Process	10		
Research Overview	11	Section 11: Key Insights from Kenya	61 - 65
Geographical Comparison of Zambia	12		
Overview Of Our Participants in Zambia	13	Section 12: Design Opportunities in Kenya	66 - 69
Geographical Comparison of Kenya	14		
Overview Of Our Participants in Kenya	15	Section 13: The Prototyping Phase	70 - 71
Section 03: Key findings from Zambia	16 - 27		
		Section 14: Prototype developed in Livingstone, Zambia	72 - 79
Section 04: The Ideation Workshop in Zambia	28		
		Section 15: Prototypes developed in Kitwe, Zambia	80 - 88
Section 05: Our Personas in Zambia	29 - 34		
		Section 16: Prototype developed in Naivasha, Kenya	89 - 92
Section 06: Key Insights from Zambia	35 - 38		
		Section 17: Next Steps	93 - 94
Section 07: Design Opportunities in Zambia	39 - 42		
Section 08: Key findings from Kenya	43 - 50		

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
MoH	Ministry of Health
S2C	Subjects to Citizens
AAYMCA	Africa Alliance of YMCAs
S2C	Subjects to Citizens

Acknowledgment

Philosophy

The Africa Alliance of YMCAs (AAYMCA) is driven by the philosophy of Moving young people from Subjects to Citizens (S2C). The philosophy is a rights based approach to empowering young people in Africa to take lead of the Renaissance of Africa. S2C is therefore a broad thematic framework which has provided the fuel for all YMCAs in Africa who make up the AAYMCA.

Youth Empowerment

The embodiment of the S2C philosophy is through its four thematic components namely Transformative Masculinity, Economic Renaissance, Civic Action and Youth Justice. Each of the thematic areas are designed to respond to pertinent issues facing young people, broadly around Gender Justice, Wealth creation, Community engagement and conflict with the law respectively. These thematic areas have since 2010 become embedded into the programmatic structure of the YMCA in Africa.

Strategy

In 2016, African YMCAs launched the YMCA 3.0 Game-plan. The Game-plan became the blueprint for growth of the African YMCA Movement, both as a sustainable Institution and as a relevant, impactful Movement. Our intent in drawing out this Blueprint was in setting ourselves up for massive growth well into the millennium, with a vision to achieve significant milestones by the close of the year 2026. The Game-plan was the African YMCA's best co-created strategic endeavour in recent times, having all possible permutations of leaders, partners and youth represented in critical thought and work processes – all the way from the inaugural workshop in Nairobi in May of 2016 to very recent country specific workshops. The YMCA 3.0 Game-plan is stratified into 5 pillars:

1. A Sustainable Ecosystem
2. An Impactful YMCA
3. The Family of Growth
4. The Powerspace Youth Methodology
5. Prototyping as process and as a principle

The Africa Alliance of YMCAs has since then taken up the task of establishing each of the Pillars as co-dependent functions of the greater YMCA whole. One of the most successful has been the establishment of the Powerspace as a youth Methodology of empowerment. In this process, ThinkPlace Kenya has played a very vital role, first by working with us in the technical conceptualization of the methodology, and then later by practical implementation of some key elements of the Powerspace. The Sex Manenoz project whose report is outlined herein represents the most comprehensive iteration of the Powerspace so far. The project also embeds within it a second less developed pillar of the YMCA 3.0 Gameplan, the Prototype.

Acknowledgment

The Sex Manenoz project

In a previous project titled “A Real Man Is” (2015 – 2018 in Kenya and Zambia), we realized a gap in the uptake of Sexual and Reproductive health services by young women in the implementing countries. We became aware of a possible role of young men in the prevention of eventual uptake of these services by young women – their partners. Working with ThinkPlace Kenya, Kenya YMCA and Zambia YMCA, the AAYMCA set out to test the hypothesis that through using the Powerspace methodology, the YMCA can empower young men to act as partners to young women in securing their Sexual Reproductive Health and Rights (SRHR). It is the testing of this hypothesis that makes up the content of the research results represented in this document.

A reading of the document will reveal the intricate relationship between youth and their SRHR, youth and the community and the role of the YMCA. The Kenya phase of the project was implemented in Nyeri and Naivasha, and the Zambia phase was implemented in Kitwe and Livingstone. This document is an assessment of the results of the research. Very key to the process is that this process is backed by a very deliberate prototyping process, which is intended to provide a proof of concept for the scaling of the Powerspace in implementing youth-centered projects in SRHR across the continent.



Lantonirina Rakotomalala

General Secretary, Africa Alliance of YMCAs.



Introduction

The Project Background

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.

Transformative masculinity is an approach used by AAYMCA to counter male disempowerment by allowing for a broader understanding of what it means being a real man. Transformative masculinity explores the different sides of what it means being masculine and how men can find their role as men in a changing society.

The program is being implemented through the Powerspace methodology a conversational space that allows for conversations around gender matters.

The focus is on identifying and addressing issues around gender through education, challenging social cultural norms and influence policy change.

Gender norms are a major hindrance to Men seeking knowledge on SRHR. Men are predominantly seen as providers which puts them at a distance in being able to

address their own psychological problems, but also that of women.

Gender norms that regulate behavior makes women susceptible to early pregnancy, early marriage and abuse both physical and mental abuse. Likewise gender norms lead men and boys in risky and unsafe behavior thus undermining healthy practices (Joar, 2019).

Male engagement is therefore very vital in achieving SRHR goals and gender equality.

This study aimed to deeply understand the current paradigms of masculinity and the role it plays in shaping the current norms on sexual reproductive health for men and women in general.

This understanding will form a foundation to develop evidence-based interventions for transformative masculinity which will positively impact overall uptake of SRHR products and services.

The Project Background

Study Title

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

The study objectives focused on:

- Generating qualitative insights into how do the current paradigms of masculinity impact women's adoption of Sexual reproductive health and rights products, services and behaviors.
- Gaining insights to inform subsequent stages of the Human-Centred Design project, and the design of interventions for transformative masculinity and ultimately increase the uptake of voluntary family Sexual Reproductive Health and Rights (SRHR) services among women of reproductive age in Kenya and Zambia.
- Identifying evidence-based interventions that would be effective for transformative masculinity in order to positively impact women's adoption of SRHR products and services.
- Identifying the social norm changes required to create a paradigm shift in the understanding and definition of masculinity.

Areas of Inquiry

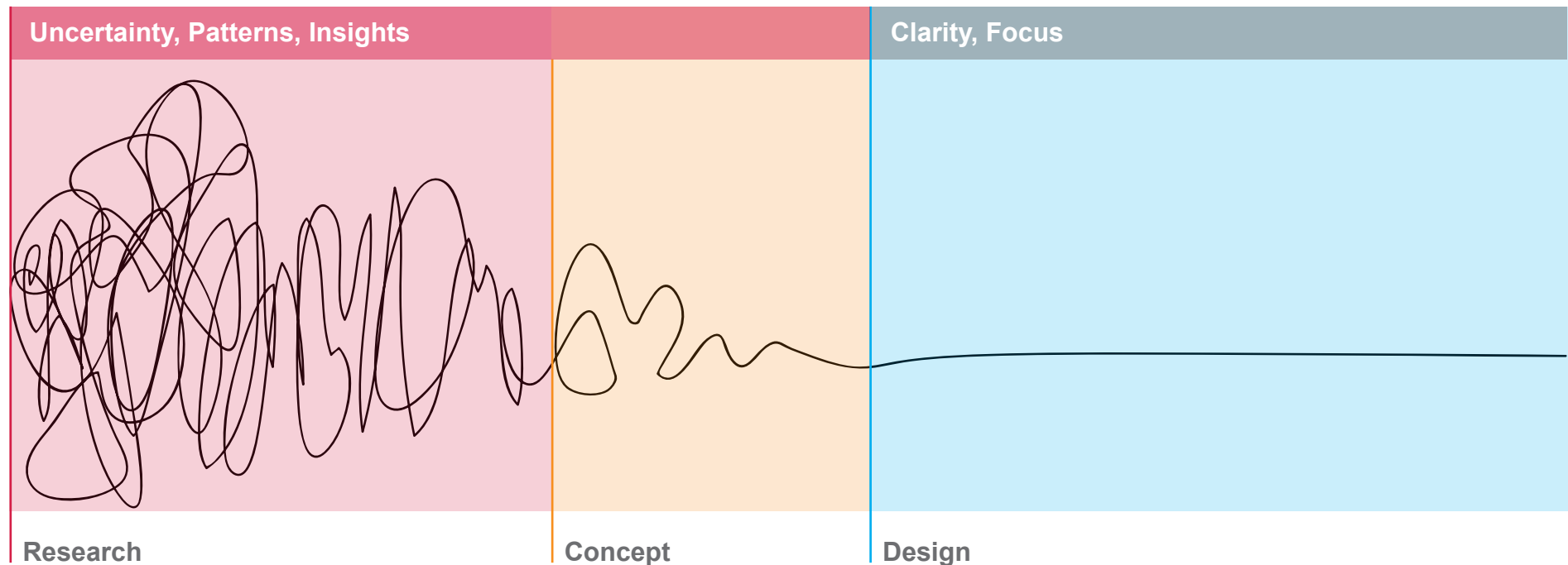
- Gender roles & how they influence perceptions and behaviors of men and women in society: Particularly looking at how is masculinity defined and impacting men.
- Experiences and views on romantic relationships: What challenges are young people experiencing within relationships?
- Future aspirations 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 02

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

In Kenya, the study was conducted in Nyeri and Naivasha, while in Zambia, it was conducted in Kitwe and Livingstone.



Capacity Building

Ten Research Assistants were recruited from each country and trained on the HCD design process in form of facilitated sessions and shadowing of field visits to gain practical experience of how research is conducted. These modules included empathy building, data collection methods, ethics, synthesis and insights generation.



Research Teams

Two ThinkPlace Kenya Researchers worked alongside local coordinators and the Research Assistants from both countries.



Data Collection

Multiple methods were used for data collection such as in-depth interviews, focus group discussions, debates & observations, among others. All the sessions were done in locations that were most convenient for our participants.

Geographical Comparison of Zambia

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

Kitwe



Kitwe is a densely populated peri-urban to urban area with open swath of land with well distributed homes and commercial buildings.



Majority of the people in Kitwe are well educated. Copper mining is one for its major income generating activity. Majority of the citizen have multiple skills and are hence business-oriented.



Access to internet and mobile technology is high as majority of people living in Kitwe have access to high-end devices.

Livingstone

Livingstone is a peri-urban to urban location. It is well developed with many tourist destinations, with Victoria Falls being the main attraction.

Majority of the people are educated up to University level. Literacy levels are high due to the availability and access of Universities and Technical Colleges in the region.

Most of the population have access to internet and high-powered technology devices.

Overview Of Our Participants in Zambia

During the research phase, the team engaged with a total of 250 participants from Livingstone and 500 participants from Kitwe respectively. In depth interviews and focus group discussions were conducted with participants from both YMCA membership and the community level to provide a representative sample that reflects the community state as accurately as possible.



Target	Livingstone	Kitwe
Adult men	114	240
Adolescent boys	45	115
Adult women	13	85
Adolescent girls	36	40
Community Leaders	12	20
Total number:	250	500

TOTAL NUMBER OF PARTICIPANTS
FROM LIVINGSTONE AND KITWE

750

Geographical Comparison of Kenya

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.



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



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

Naivasha

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

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

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

Overview Of Our Participants in Kenya

During the research phase, the team engaged with a total of 277 participants in Naivasha and 312 participants in Nyeri respectively, making a total of 589 participants. 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	40	120
Adolescent boys	157	57
Adult women	22	57
Adolescent girls	81	32
Community Leaders	12	11




TOTAL NUMBER OF
PARTICIPANTS

589




Key Findings from Zambia

General Overview of Findings from Zambia

General overview of the groups of themes that came from the research and co-design workshop outputs:

About their lives	Sources of information	Role Models
 <ul style="list-style-type: none">• Kitwe is predominantly rural with a higher rate of uneducated youth population reliant on casual labor as a way of income generation.• Livingstone had a mix of both urban and rural youth. Majority of the participants from the urban setting were educated while those from the rural had not completed school.• Across both regions, finding time for leisure with peers was highly valued.	 <ul style="list-style-type: none">• Adolescents learn of new information and trends mostly from social media than from their peers.• Young men and women rely more on close peers and trusted social media channels for information. They are well informed on the risks of getting information from unverified sources.	 <ul style="list-style-type: none">• Adolescents look up to peers and close relatives who they admire or aspire to be like and will often go to them for advice.• While young men mostly admire celebrities, high profile businessmen, relatives such as their mothers, and partners have great influence on them.

General Overview of Findings from Zambia .cont

Family Planning	Relationships	Masculinity
 <ul style="list-style-type: none">• Majority of young men have little knowledge on the various methods of family planning.• Fear of experiencing side effects from family planning is a contributor towards men discouraging their partners from getting on any method.• Family planning is perceived as something that is only acceptable for married couples, therefore causing FP service providers to show bias towards young unmarried women especially in public facilities.• Young men are unhappy that their partners would get FP services without their consent or knowledge. Majority of them find out later after their partners have already been on a FP method.• Men feel left out from SRHR information, training & messaging, regardless few have expressed desire for inclusion.	 <ul style="list-style-type: none">• Most relationships are centered on financial benefits and perceived as casual for short-term benefits.	 <ul style="list-style-type: none">• Education and exposure contribute to an open-minded and liberal outlook amongst young men.• Young men are bound by traditional gender expectations that dictate that men must provide financially as well as satisfy their partners sexually.



About Their Lives

Across both regions, finding time for leisure with friends was valued.

In Livingstone, this was described as friends spending time at social spaces (walks in the parks, drinking spots, eat-outs etc.) mostly at sport activities such as football games where they frequently met.

In Kitwe, participants described leisure as time spent taking breaks with friends whenever they were free to be together and talk about various issues affecting them.



Sources of Information

Adolescents learn of new information and trends mostly from social media than from their peers

Adolescents rely on social media sites such as Facebook to get their information while traditional media like television and radio is common among the older population. Those with limited access to smartphones or data rely on their trusted circles for information.

Adolescents are cognizant of the opinions of their peers. For example, in Livingston, adolescent boys spoke of getting their peers' opinions and approval before deciding to pursue a relationship with a girl they like.

Young men and women rely more on close peers and trusted social media channels for information. They are well informed on the risks of getting information from unverified sources.

Young men and women on the other hand rely on direct peers within their close circles. Trust is an important driver on who to seek advice from.

Once a young man or woman gets married, there is a shift in the peers they have. Young men are expected to stop having single friends and get friends who are married. Similarly, married women are expected to find similarly married friends. Social expectations define who your peers should be.



“

My biggest influence is my mother because she gives the best advice.”

- A 19-year-old boy from Livingstone

Role Models

Adolescents look up to their peers and close relatives who they admire or aspire to be like and will often go to them for advice.

Adolescent boys and girls cited the fear of speaking with their parents about relationships and sex but felt comfortable to share with their close aunties or uncles. There was no fear of judgment with the latter, and that therefore led them to have a strong sense of confidence and trust in sharing private information with them. Additionally, the fact that they look up to or admire these relatives contributes to the willingness to confide in them and trust their opinions.

While young men mostly admire celebrities, high profile businessmen, relatives such as their mothers, and partners have great influence on them.

Majority of the young men that we spoke to told us that they looked up to number of local and international celebrities and businessmen. They attributed this to the level of social capital that these individuals had. It was noted that mothers also play a big role especially in the lives of young men who grew up in single-parent homes. They value the input of their mothers, and some admitted to seek partners that had similar traits or mannerisms to their own mothers. For married young men, their partners played a role in influencing them due to the level of intimacy and trust.



“

Family planning can bring complications to a woman who has never given birth before, therefore condoms are the best compared to these other types.”

- A young man from Livingstone

Family Planning

Majority of young men have little knowledge on the various methods of family planning

Most of the participants were familiar of methods such as condoms, emergency pills, and injections as family planning methods. It was evident that young men were not aware of the specific methods but knew that women and girls could go to facilities to get services. Findings from both regions suggest that sex education in school was low as majority of our participants reported not to having been exposed to the topic of family planning in a formal education setting. It was reported that the community and religious expectations are strictly against adolescents or young unmarried people from engaging in premarital sex.

Fear of experiencing side effects from family planning is a contributor towards men discouraging their partners getting on any method.

This fear is driven by community narratives that people uphold towards family planning. In addition to side effects, family planning is seen as something that may potentially cause infertility. For a couple, it is important that they ensure that they are able to bare children first before getting on any family planning method. Condoms ranked high in preference amongst unmarried partners as the men associated it as a safer method with the least side effects.



“

I was told because I wasn't sexually active, I did not qualify for a HIV test.”

- A 17-year-old girl from Livingstone

Family Planning

.cont

Family planning is perceived as something that is only acceptable for married couples, therefore causing FP service providers to show bias towards young unmarried women especially in public facilities.

Young unmarried participants from both regions narrated cases of being mistreated by service providers when they went to inquire or request for SRH services.

As a result of the negative attitude from service providers, young unmarried men and women often shy away from going to openly request for these services. They instead opt for private clinics or pharmacies that are outside their communities where the providers will not recognize them. There is also lack of privacy with accessing contraceptives such as condoms from facilities. Young men spoke of condoms being kept in open counters where they were afraid to pick them. Youth-friendly centers were described as ideal places to access condoms compared to health centers.

The perception that family planning is only for married couples is fueled by the fear of side effects that may result cause one to be barren. Some participants spoke of service providers encouraging married women to have at least a child before taking up a method.



Let's teach men empathy for women through involving them from the inception stage when teaching SRHR topics such as reproductive diseases & the effects it's having on women's wellbeing."

- A 26-year-old man from Livingstone

Family Planning

.cont

Young men are unhappy that their partners would get FP services without their consent or knowledge. Majority of them find out later after their partners have already been on a FP method.

Adolescent boys and young men expressed their frustrations about their partners taking up family planning methods without informing them. However, this is because of misaligned expectations whereby women are afraid that their partners will disapprove, while feedback from the men indicated that they wished to be informed about it in advance. Older, and particularly married men did not seem to have any concerns as they saw family planning as a purely woman's responsibility and decision to make.

Men feel left out from SRHR information, training & messaging, regardless few have expressed desire for inclusion.

Findings from both regions indicate that young men have peer conversations about relationships and sex more often compared to their female counterparts. It is within these peer groups that they share advice or guidance with each other. Therefore, some expressed the desire to be involved in such conversations and programs and not to be left out of these initiatives. This further contributes to the notion from men that family planning is a woman's issue.



Girls like money & we cant afford to keep up with them.”

- A 17-year-old boy from Kitwe

If you have a garden and you don't water it, others will water it for you.”

- A 29-year-old woman from Livingstone

Relationships

Relationships are centered on financial benefits and perceived as casual for short-term benefits.

There is the expectation that relationships should come with financial gains. Adolescent girls and young women expect their partners to be able to provide for their financial requirements. Transactional sex within relationships is present. Young women in their 20s will mostly date older men who can provide financially. The older men who in most cases are married will therefore play a role in facilitating the use of condoms or supporting the young women to take up a family planning method. This leaves young men with fewer options and a negative perception of relationships. In general, community perceives adolescents engaging in sex as promiscuous and a show of disrespect to their guardians. However, for young men and especially women at certain ages, they are encouraged to seek out sexual relationships but with the aim of it leading to marriage.

Teenage relationships despite being frowned upon are rampant and involves sex.

A number of adolescents are in relationships despite society expectations that they should not be. While girls expect financial gain from these relationships, boys in return expect sex. Guardians discourage teenage relationships and will advice their children, especially the girls, to stay away from early relationships but will often avoid discussing matters about sex. However, it is openly known that teenagers are getting into sexual relationships even though its is not widely accepted. The norm seems to be shifting as teenage relationships are becoming rampant and silently tolerated by the general community.



If women go 50/50, they will lose respect for the man, especially if she is more educated than him.”

- A 24-year-old man from Livingstone

Masculinity

Education and exposure contribute to an open-minded and liberal outlook amongst young men.

There was an observable difference between educated and non-educated. Majority of the educated young men, especially in Livingstone, exhibited a liberal mindset. They were open to having equal power dynamics with their partners on financial, family planning decisions, among others. Resultantly, they are more likely to support and advocate for their partners' freedom of choice and decision-making on SRH matters. Self-care was an important element for this audience as they saw the value for themselves as well as exhibited empathy for their partners.

On the contrary, the non-educated young men showed more of a traditional mindset whereby they showed unwillingness to equally share decision-making power with their partners. Therefore, hindering sexual reproductive health choices and they would not allow their wives or girlfriends to take up a method either because of the fear of infidelity or fear of side effects.



Masculinity

.cont

Young men are bound by traditional gender expectations that dictate men must provide financially as well as satisfy their partners sexually.

Culture influences the expectations and behaviors that are seen as appropriate for men and women. Traditionally, men are seen as the providers while women are home caregivers. Despite the modern-day advancements in gender equality and equity, some of the traditional norms have held strong and evolved along with society.

Men are still seen as the providers and financial custodians and are therefore expected to provide for the women and dependants in their lives. Even with teenage relationships, girls expect their boyfriends to be able to buy them gifts and take them out on dates. Therefore, girls and young women will seek out partners that can provide for their financial and sexual needs.

Majority of young women mentioned that a partners' financial status and sexual performance is a priority for a long-term commitment. Resultantly, there is pressure on the men to align with these set expectations.

The Ideation Workshop in Zambia

This was a two-day virtual workshop that brought together the Co-investigators, Research Assistants and Branch Coordinators from Kitwe and Livingstone to iterate on the findings from their research phase with the aim of co-designing interventions based on user feedback.

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

The following section highlights personas that were developed during the Ideation Workshop.

Our Personas in Zambia

Overview Of Our Personas

Personas are fictional characters that 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, behaviors and aspirations. They are an important tool for the continuation of empathy for our user profiles throughout the design process.

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



Ben



John



Joy Boy



Lulu

Ben - the indifferent one



About me

I'm a 17-year-old form four student. I have two girlfriends, one is 15 and 24 years old. I hate studying, I've never been a fan of school. I often have transactional sex because I need the money to sustain my 15-year-old girlfriend since I don't have a job. I don't get along with my parents, they don't seem to understand me. We are constantly fighting, with my mum always telling me how she wishes I'd change my behaviors. Let me just say, I don't get along well with people in general.

Family Planning Knowledge

I don't know much about family planning. I've heard of other guys who use condoms with their sexual partners, but I've never used them with mine. Why should I?

Sources of Information

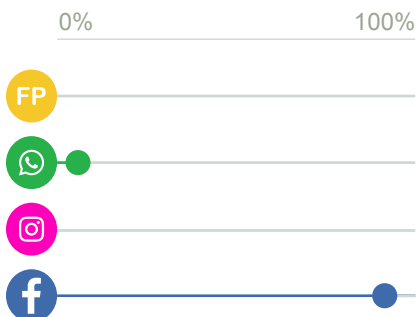
I have a smart phone that I normally use to engage with my friends on Facebook. I find it easy to access and use, plus I get to keep updated with the latest news and gossip.

Future Aspirations

Honestly, I don't have any solid ambitions for my future. I don't like school, I keep getting bad grades, and that has me constantly in problems with my folks who hope for a turn-around. They say I'm living a dangerous life and that change will help me for the better.



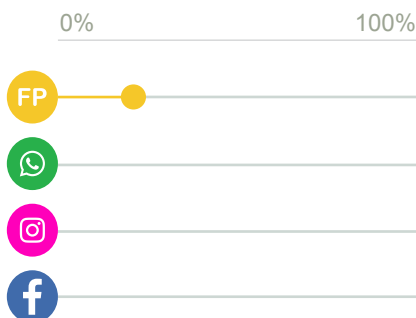
You only
live once,
so live it to
the fullest!"



John - the conservative one



“Success comes through what you can do, not from education only.”



About me

I'm a 30-year-old farmer. I've been married for five years and together, we have one child. My farming business has its challenges since I live in a remote area, so getting to my customers is generally difficult, but it's been good in that it has helped me provide for my family over the years.

Family Planning Knowledge

I'm a strong supporter of family planning because it's a good way of ensuring my wife can plan for our children. She's on the traditional beads method that she learnt from my mother. Most women here, just like my wife, use this method because it is culturally and traditionally expected of them to do so.

Sources of Information

I have no access to a smartphone. Apart from my radio, I usually rely on my friends for information on current affairs.

Future Aspirations

I hope to grow my farming business and see it be the biggest in the region. I'm confident that will make me able to give my family a better life.

Joy Boy - the cautious one



About me

I'm a 26-year-old man from the urban region of Livingstone. I have a fiancé to whom I've been dating for 4 years now. We are sexually active. I'm currently a student at a local teachers' training institute, and I'll be graduating in the next 2 years. I'm a part-time tutor for high school students who require tutoring services mainly on weekends. Apart from that, I take on any descent casual job that has good money.

Family Planning Knowledge

My partner and I talk about family planning, though I've heard a lot of myths on contraceptives from my social circles that have resulted in making opt for the condom as the only form of pregnancy prevention for my partner and I, it has no side effects.

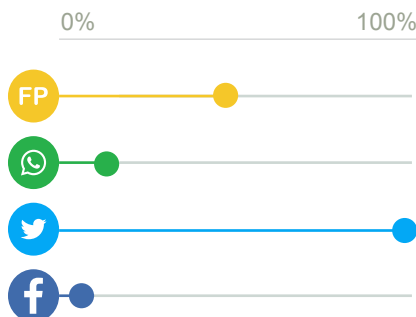
Sources of Information

I have a smart phone that I use to mainly access social media platforms such as Twitter that I trust a lot. I'm not a big fan of Facebook because most accounts there are fake. I also get information from my friends in school, friends at work and friends from the soccer games that I attend once in a while.

Future Aspirations

I hope to build a tuition centre where young people will be able to pay a small fee to learn various subjects. I also hope to build my own school one day. I'm deeply inspired by a lecturer at my school who has done the same, I'd like to be like him. My father is also my role model, he's a good family man with very good morals.

“I fear family planning because they make women change their shape.”



Lulu - the self-aware



About me

I'm 16 years old, and I live with my grandmother. I perform averagely at school. I take a lot advice from my grandmother, we are very close. I'm social and I like hanging out with my friends who unfortunately like to party, take alcohol and are sexually active. I however chose to abstain from such activities and instead, run sessions at my Church in different youth groups. That helps me stay grounded.

Family Planning Knowledge

I'm single and not sexually active. I'm however aware of the different methods of family planning because they are taught in school. I talk about such things a lot with my grandmother and I've vowed to remain a virgin until marriage.

Sources of Information

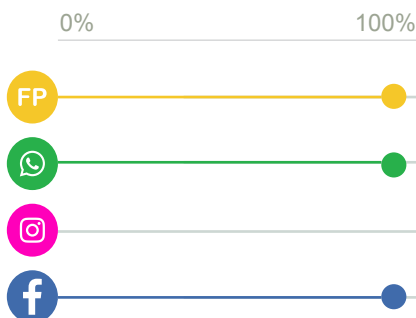
I own a smart phone and I use social media platforms to get more information on what I'm learning at school. I like Facebook and WhatsApp as they help me connect with my friends.

Future Aspirations

I don't particularly like my friends' behaviors, despite them being close to me. I hope to help them turn around and change their ways one day. I currently assist with peer mentorship trainings in my Church, and so far this has helped change three of my friends. I see myself being a youth mentor in future!



When something is wrong, it's truly wrong no matter how many people are doing it."



Key Insights from Zambia

This section comprehensively shares our deepest understanding of the areas we investigated in the research phase.

Insight number

01

Young women are afraid of sharing SRH-related matters with their partners in fear of not being supported. They result in secretly acquiring their preferred methods in hopes that their partners don't find out.

Findings from both regions suggest that young women often fear discussing family planning-related issues with their partners due to their perception that they will not get the support that they need. The young men, however, have been reported saying that they hoped to be included in these issues as it equally involves them. It is also reported that these young men have low knowledge on SRHR-related issues and is attributed to the limited exposure to avenues where they would ideally learn from.

It is reported that young unmarried women often acquire these services from trusted sources, often out-of-community facilities or pharmacies, from providers who are not familiar with them. They do this in secret, and only share and discuss this with small trusted circles, often with their peers.

Design Opportunity

How do we create a safe space for young women to openly discuss issues around SRHR without fear of judgment or not getting the support they require?

Insight number

02

Less-educated / exposed men are generally less supportive of SRHR-related matters due to their strong traditional and cultural ties. They have strong beliefs about equality, and often position the women in their lives as their dependants who's primary role is to take care of the home as well as the children.

Well-exposed men had a strong sense of awareness on matters regarding equality. They openly spoke about the values of an all-inclusive approach when handling SRHR issues, adding that they fully supported their partners in accessing SRHR services as it was a good way of securing their wellbeing. This was however different between who were uneducated and less exposed. They were vocal about their stand against equality matters, terming them as practices that went against their traditional and cultural beliefs. In this setting, it's strongly believed that a man's position is as the head of the home, and that in return gives him autonomy and decision-making power in the family setting.

The woman in return is left with little or no bargaining power over issues such as uptake of family planning and her willingness to financially contribute and take part in supporting to the family.

Design Opportunity

How do we amplify the voices of pro-SRHR men among their peers who have a negative perception towards equality and inclusivity?

Insight number

03

Health care providers advocate for SRHR services exclusively for married couples and not young men and women. They are vocal about their stand against the young accessing these services and often decline to offer these services to them based on their age, exposure and marital status.

It was reported that health care providers are against young unmarried men and women accessing SRHR services. Apart from stigma, it was reported that they are generally of the opinion that FP is ideally meant for married couples who have conceived as this is an ideal next step of child spacing after validating that they are able to get children.

This in return acts as an access barrier for young people who are sexually active from getting the services and information that they acknowledge and require.

Our findings further indicate that the lack of privacy in these facilities acts as a big barrier to access as majority of our participants stated that they preferred going to out-of-community facilities or pharmacies where are not known to access these services.

Design Opportunity

How do we break the norm around stigma from health care providers towards young men and women who require quality SRHR information and services?

Design Opportunities in Zambia

This section provides an overview of suggested concepts that have been guided by our key insights. It has also factored in the location for testing, the profile of people we'll test with, their level of desirability and the desired change after testing.

01

A safe space for couples as well as single men and women to openly discuss issues around SRHR without fear of judgment.

The idea

A forum for young people to share their experiences regarding SRHR with the aim of addressing issues such as myths and misconceptions, side effects, stigma, gender dynamics and general knowledge. It was reported that privacy and negative reception in local health facilities resulted in young women opting to go to neighboring communities to access these services. This forum will be structured in a way that it ensures these core issues are addressed by a trusted source.

Youth-friendly centres were reported to be the preferred location for accessing such services. We can therefore explore the option of collaborating with a selected number of them and running a series of small sessions facilitated by trained personnel who will run discussions with young men and women regarding their current pressing issues. It will not be a lecture-based session, but one that will allow the ones in attendance to freely share their opinions and testimonies for a group discussion and non-judgmental advice.

Objective

- **To create a space for young people to get the right information on SRHR in regards to use, side effects, services, general issues such as gender dynamics amongst other relevant issues.**

02

Amplifying the voices of pro-SRHR men among their peers who have a negative perception towards equality and inclusivity.

The idea

One of our findings around masculinity suggest that traditional norms create a space for men to justify their dominant position in society and in their family setting as the leaders who are expected to solely provide for their dependants. Majority of participants who shared these sentiments were from low-income areas, an indicator that the level of education and exposure was generally low.

This concept will look into exploring ways of mobilizing popular but less-vocal pro-SRHR men from these communities and engage them in an awareness campaign focused on them narrating the benefits of SRHR, not only from a health perspective, but from a family welfare angle in form of testimonies of the benefits of having their wives/ partners also financially contributing to the family.

Objectives

- **To break the current norm around masculinity as an individual role of financially providing for the family as well as being the sole decision-maker on issues that involve both the man and woman.**
- **To enable men to gain social capital amongst their peers from their level of all-round support towards their partners.**

03

Changing norms around stigma from health care providers towards young unmarried populations who see them as a reliable and trusted source of SRHR service provision.

The idea

Our investigation on health seeking behaviors indicated that stigma and lack of privacy acted as two major barriers for access of SRHR information and services. Majority of our young and unmarried participants said that they wished to access these services from within their communities due to convenience and qualification of these providers, but were often faced with judgment from providers who profiled them for being too young for such services.

This idea will look into creating champions within the health care space by identifying young, renowned, youth-friendly providers who will echo the voice of the young community members through empathy-driven messaging campaigns aimed at creating awareness to other health care providers on the pressing issues in their communities.





Objective

- **To establish champions who will encourage young couples to visit facilities together for SRHR information and services.**
- **To reduce cases of stigma against young populations who want to access trusted information and services from qualified service providers.**

Key Findings from Kenya

General Overview of Findings from Kenya

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.• Pregnancy is seen as a means of attaining social proof.	 <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."

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 for treats.

Money dynamics have also resulted in an increased 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.



**Mdame akiget ball na source
nikama amewai jackpot. Hapo
ameangukia.”**

***[When a girl gets pregnant with a
wealthy old man, it's like she's won the
jackpot. She's lucky.]***

- A 21-year-old young man from Naivasha

Relationships

.cont

Pregnancy is seen as a means of attaining social proof.

We lead a number of interviews with both young men and women in Naivasha county who reported that there were many known cases of young women getting pregnant as a result of peer pressure from their pregnant friends or those who were already mothers. This was seen as an act of social proof that would see a young woman getting acceptance from her peers after getting pregnant. In this context, pregnancy would often be seen as an accepted thing regardless of the ability of the woman to financially support her situation.

Most of the cases we heard of were about young women who did not have any source of income or support from their families, but were content in being pregnant and accepted in their social circles with the hopes that they can get financial assistance from the old men who impregnated them and were already in transactional relationships with.



**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

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.



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 behavior.

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 can make her unable to give birth in future?”

- A 24-year-old University student from Nyeri

The Ideation Workshop in Kenya





This was a two-day session 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 team to collaborate through a comparative analysis of the two regions to point out key differences and similarities.

Our Personas in Kenya

Overview Of Our Personas

Personas are fictional characters that 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, behaviors and aspirations. They are a vital 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



Jamoh



Mwas



Jane



Mweni

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 farm, 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

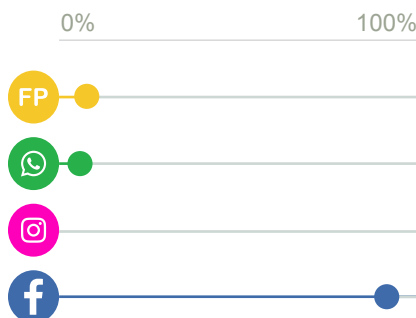
I have no access to a smartphone and I feel that using WhatsApp is expensive. I currently have a basic feature phone through which I access the low-data consuming free version of Facebook to see what other guys my age are posting, as well as what's trending out there.

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 has 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 photo-shoot 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.

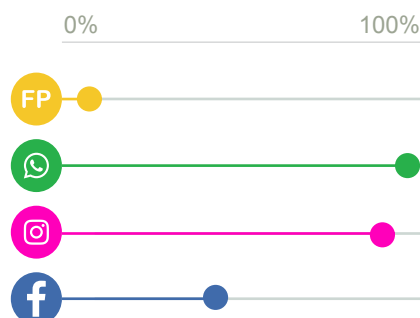
Sources of Information

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 like 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 during 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

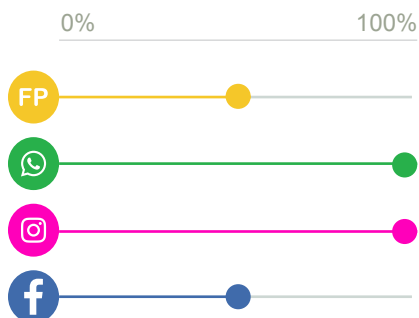
I'm quite popular on Instagram, I have a huge following! I use it mainly to share my photography work as well as to stay connected with my friends. You'll also find me on Facebook sometimes sharing memes, but the platform I'm always using is WhatsApp. I have many groups there with my different circles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

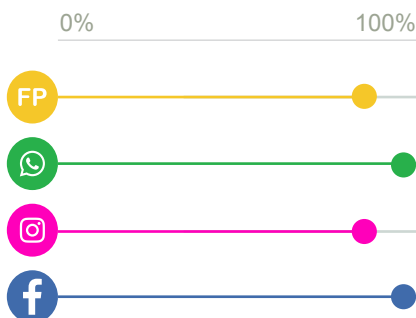
I spend my time connecting with friends & family via social media platforms such as WhatsApp, Instagram and Facebook through my smart phone. I like Instagram because I get to share pictures and videos to my friends and followers.

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, thank goodness I'm on the injection FP method, I can't afford to get pregnant now. When at home, I spend my morning doing house chores then I hang out with friends in the afternoon.

Family Planning Knowledge

I know a few methods and how they work. I'm currently on the injection which my mother got me on when I was in form 1 after fearing I'd get pregnant at a young age. She treated it like a secret matter because she never consulted anyone for advice when making that decision. I used to use P2 before though, they were generally easy for me to find.

Sources of Information

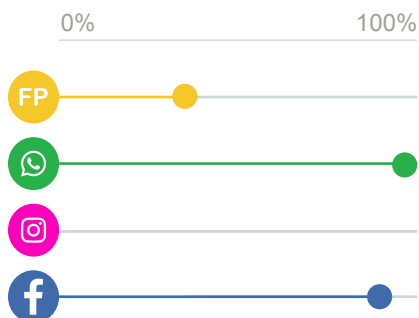
I have a smartphone through which I mostly access Facebook. But I mostly use WhatsApp to stay in touch with my friends and family.

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.”



Key Insights from Kenya

This section comprehensively shares our deepest understanding of the areas we investigated in the research phase. 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 among 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 whereas 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 these 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, 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 cited fears of losing their partners to older men who would often be wealthy and would own cars.

The young men from Naivasha who told us about the photo-shoot 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

Design Opportunities in Kenya

This section provides an overview of suggested concepts that have been guided by our key insights. It has also factored in the location for testing, the profile of people we'll test with, the concept's level of desirability and the desired change after testing.

01

Create conformity to influence a behavior shift in young men that will be complimented by them getting positive social proof as a reward.

The idea

Strong evidence from both locations suggest that young men and women are constantly seeking acceptance and validation from their peers. We can leverage on conformity as a strategy to changing perceptions around SRHR among men by making them see the value in fitting in to male social circles that embraces SRHR.

Branch coordinators can mobilize a number of young men, preferably popular in their circles, who have a positive outlook towards FP and SRHR in general. These young men will act as positive agents of change among their peers by leading discussions with their male and female peers with the objective of having those who were once indifferent about FP and SRHR to start seeing that other peers support it. These discussions can be lead in popular channels such as WhatsApp and Instagram given that it came up as one that young men and women use to share pictures of their social events such as photo-shoots. Traction from the online discussions will be monitored by the branch coordinators with the help of the pro-FP young men and

a number of RAs who were part of the research phase.

In consideration of the Covid-19 MoH guidelines and protocols, this concept can only be conducted physically at the YMCA centres in a spacious and well-ventilated room or outdoors within the YMCA compound under proper supervision from the branch coordinators with the help of a number of RAs. This set-up will involve mobilization of not more than 3 young men who are against FP, 3 young men who are pro-FP and 3 young women who would ideally be FP users to offer a voice of experience. The 3 pro-FP young men will have ideally been recruited and briefed before this session so that they are aligned with the objective of the exercise.

Objective

To identify shifts in perception from young men who are indifferent towards FP and SRHR.

02

Social media campaign themed around male influencers talking about their perceptions on FP and SRHR in the form of testimonies.

The idea

Insight number three outlines findings from both regions that indicate the need for positive male figures among men. Most of the male participants we talked to spoke of the value that comes from having an older male figure in their lives who can act as a mentor. They look up to them for advice or motivation as they aspire for a better future that is often centered around having a successful source of income from a good business or employment to having a wife and children that they can comfortably support.

This social media campaign can bring together successful men from the respective study locations to have them give a testimony on their life journey with reference to FP or SRHR as milestones that helped them achieve their level of success - ideally from a personal level.

It can be rolled out across major platforms such as WhatsApp as shared content in groups or to individual contacts, and on Facebook or Instagram through sponsored ads. We'll be able to

monitor track the feedback through comments and number of shares once these posts start being circulated organically.

Branch coordinators and selected RAs will be in charge of developing content ideally from having short interviews with these selected men and distributing these posts across the social media platforms.

Objective

To make young men see SRHR as a component and milestone that has enabled their role models to achieve their level of success.

03

Messaging

The idea

When we investigated issues around health seeking behaviors and experiences, majority of our study participants attributed their choice of health facilities to the reception from health service providers. They added that they were often addressed to negatively by nurses who would talk to them in a rude manner, and not acknowledging the need of issues such as privacy and courtesy.

This concept will look at encompassing our key insights and other concepts in regards to the tone of voice, mood and intended emotions that we'll want our target audience to feel when we roll out the different prototypes.

Findings from the research phase suggest that our participants will resonate better with a non-judgmental approach that will be of an experienced person such as a big brother speaking and offering advice and insights to his young brother. We shall test this form of narrative and tone of voice across our concepts and monitor the level of engagement as well as through getting

feedback from participants after testing. This will be presented in the form of follow-up interviews or exit interviews after the testing period to find out what our users felt about the messaging element, among other areas that we'll be testing.

Branch coordinators and selected RAs will be in charge of developing content as well as the exit interviews which they can lead through physical sessions that will align to MoH protocols, or through a remote approach of having phone calls or WhatsApp chat conversations for easy reference.

Objective

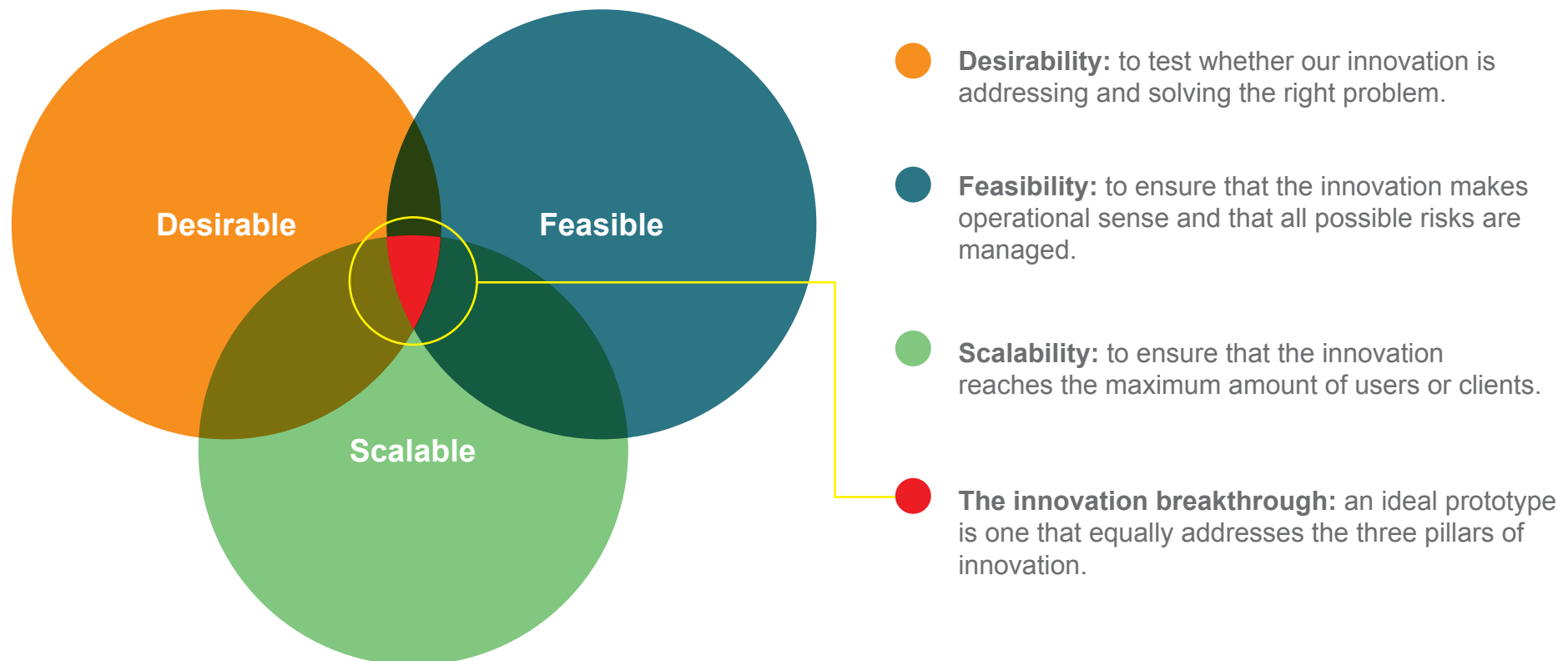
To validate whether this approach will change perceptions on FP and SRHR among young men who currently don't see its value either through lack of knowledge or level of exposure.

The Prototyping Phase

This phase was conducted between August and September 2021 in both Kenya and Zambia and it was aimed at testing and validating the insights and design opportunities developed in the first part of the project.

Why is Prototyping Important?

Before the role-out of any product or service, it is important to first test our their different elements in the form of low fidelity concepts to establish if they are desirable, feasible and scalable. This ensures that through these three view-points, we are able to assess the effectiveness of the developed concepts and to make necessary adjustments and improvements in good time. The framework below highlights the three pillars that need to be equally considered to ensure the prototypes meet their level of success.



Prototype Developed in Livingstone, Zambia

'Tiyese For Change' Soccer Championships

Livingstone

This was sports-oriented event aimed at attracting youth within the communities to come in large numbers. The theme of the events was dubbed 'Tiyese', a local term meaning "We try". It was chosen as a term that would best resonate with the youth due to the objective of having sessions that would be safe spaces for young people to meet and try to make a change.

Activity

The Bowling Game

Description

The objective of this activity was to kick or throw the ball into different buckets that were positioned in different points across the pitch. Each bucket had a question on SRHR which the play taking part was required to answer for a chance to win points. They also had the option of having their team members assist in answering those questions. The session was facilitated by a youth-friendly health service provider together with the YMCA staff. Health talks were conducted in-between breaks to as a building up to the SRHR question and answer section of the games. During this time, the players were encouraged to ask questions to the health care provider who would then answer them using practical and locally understood examples.

Results

- The game was easy to conduct and the instructions were easily understood.
- The availability of spontaneous awards within the game made the participants more eager to play on.
- The participants found the SRHR-related trivia questions informative.
- The PA system on location was a good way of attracting other people to the event.
- The availability of a youth-friendly trained health provider was effective in that it provided a reliable and trusted source of information to the youth in attendance.

Prototype addresses insight 01, 02 and 03

***'Tiyese For Change'* Soccer Championships | The Bowling Game**

Livingstone



'Tiyese For Change' Soccer Championships

Livingstone

Activity

The Blind-fold Game

Description

We created a maze by using cones as distraction objects. Each player was required to walk through the maze while blindfolded as they kick the ball with the objective of not hitting any cone. The other team members were required to verbally guide the blind-folded player across the maze. If the player hit or dropped the cone, they were required to stop and wait for a question attached to the cone to be read out for them to answer for a chance to win points.

Health talks were conducted in-between breaks to as a building up to the SRHR question and answer section of the games. Similar to the Bolwing Game activity, the players were encouraged to ask questions to the health care provider who would then answer them using practical and locally understood examples.

Results

- The game was easy to conduct and the instructions were easily understood.
- The availability of spontaneous awards within the game made the participants more eager to play on.
- The blind-fold element of the game was challenging as many players found it difficult to get through the maze on time.
- The participants found the SRHR-related trivia questions informative.
- The availability of a youth-friendly trained health provider was effective in that it provided a reliable and trusted source of information during the health talk section of the activity.

Prototype addresses insight 01, 02 and 03

***'Tiyese For Change'* Soccer Championships | The Blind-fold Game**

Livingstone



'Tiyese For Change' Soccer Championships

Livingstone

Activity

The Target Game

Description

For this activity, five circular wooden targets were mounted on different points of the goal post. Each wooden target was labeled with a number that was attached to random questions that had different score points depending on the level of difficulty in hitting them. The objective was to have players take turns to kick the ball with the aim of hitting the targets for a chance to answer the questions to win points.

Health talks were conducted in-between breaks to as a building up to the SRHR question and answer section of the games.

Results

- The game was easy to facilitate and the instructions were easily understood by the players.
- The availability of spontaneous awards within the game made the participants more eager to play on.
- The participants also found the SRHR-related trivia questions attached to the targets to be informative.
- The availability of a youth-friendly trained health provider was effective in that it provided a reliable and trusted source of information during the health talk section of the activity.

Prototype addresses insight 01, 02 and 03

***'Tiyese For Change'* Soccer Championships | The Target Game**

Livingstone



Next Steps?

This prototype can be rolled out as a stand-alone product that effectively addresses issues around SRHR through a fun and engaging manner. It addresses the three design opportunities that were established from the research phase as it presents a safe space for young people to come together to openly discuss SRHR-related matters while being guided by trusted sources.

Is It Desirable?



Results from the overall event suggest that this is a prototype that resonates with young people due to the engaging activities introduced through unique games. The people in attendance were engaged throughout the event and the general feedback was that they liked the way SRHR information was presented in the form of learning-through-play.

Is It Feasible?



From an operational perspective, this event positions itself as a product that can be implemented well due to the already existing staff profile within the YMCA. Youth-friendly trained staff are well experienced in running this event as it targets a young population.

Is It Scalable?



With the availability of all the necessary tools and materials, this prototype can be well implemented in other locations due to its practical and easy-to-execute structure with the help of a user guide that will ensure all the activities are conducted within their required goals and objectives.

Prototypes Developed in Kitwe, Zambia

The Battle of the Sexes

Kitwe

An online show that brought together young men and women to debate on different topics presented in the form of prompting cards. The participants were in two groups – one side were the young men dubbed the ‘dudes’ and the other young women dubbed the ‘chics’. The role of the facilitator was to have each group pick a card and have them answer the question in form of a debate with contribution from the other team. The objective of this session was to point out the different gender-based opinions on general knowledge and SRHR-related topics in a fun and interactive way.

Activity

This prototype was initially planned as a television or online show with a selected number of young men and women coming together to debate on different topics for a chance of winning points.

Description

This prototype was scheduled to be aired on a local television station in Kitwe based on its youth-targeted reach. An alternative approach was to host it on the station’s social media platforms such as Facebook Live with the objective of getting traction and organic sharing from their social media followers.

Results

- Due to the election period, securing a suitable station to pilot the event proved to be a challenge.
- The mobilized participants expressed concerns when briefed about this prototype being aired on national television or social media platforms, adding that they felt that the topics to be discussed were sensitive and would be ideal if it was a session where their identities would not be revealed.

Prototype addresses insight 02 and 03

Next Steps?

This prototype can be presented as an add-on activity during YMCA events targeted at young people as a way of getting their opinions on the different topics that will be featured on the cards. It positions itself as a powerful tool to initiate discussions affecting young people and the availability of a trained facilitator will ensure that the participants gain information from a trusted source.

Is It Desirable?



Majority of the participants liked the concept of having cards that had relevant topics that touched on their daily lives, current affairs, relationships and sex, and gender equality; but they however said they would not be comfortable discussing them with in front of a live audience as we had initially planned to have it run through a TV talk show or a live Facebook session. This was attributed to them feeling that those avenues would not create a safe space for them to be open in expressing themselves.

Is It Feasible?



With proper training of the facilitators, this concept can be conducted in different settings depending on which channel suites the audience best. An adequate analysis of the cultural background of the target audience would be imperative to ensure the prototype aligns with their preferred mode of presentation.

Is It Scalable?



This prototype can be well implemented in other locations due to its simplified structure which can be easily understood with the help of a manual.

Aerobics Class

Kitwe

A fitness program targeting young men and women to bring them together for a workout class themed around SRHR discussions. The talks were conducted in between breaks and at the end of the session over refreshments.

Activity

Indoor full-body workout sessions aimed at enhancing a fitness culture among young men and women in Kitwe as they learn about SRHR matters.

Description

The events were dubbed “A healthy mind makes a healthy body”, and its main aim was to test if it was desirable enough to bring young people together to speak and share information about youth-related topics, mental health as well as SRHR. As a marketing strategy, fliers were printed and distributed across different locations within Kitwe days before the event.

Results

- The first event targeted a limited number of 20 attendees due to Covid-19 regulations, but only 6 people attended. This was attributed to the limited time allocated to distribute the fliers.
- The second round of testing attracted a larger crowd of 36 people due to word going round from the first event. The participants in attendance said they enjoyed the fitness element of the event that was accompanied by the health talk that exposed them to authentic and trusted information regarding SRHR, with some participants saying that they gained a lot of information on sex and other gender-based issues.

Aerobics Class

Kitwe



Next Steps?

This prototype can be tested out further to establish if it is strong enough to be replicated across other YMCA centers. Despite the positive turnout, findings from the testing phase did not provide enough evidence that it can be a stand-alone product compared to the other prototypes produced.

Is It Desirable?



The prototype was well received by the ones who attended it, with majority requesting that it be a recurrent event.

Is It Feasible?



It can be operational with the existing YMCA resource structures. The health talks can be conducted by youth-friendly trained YMCA staff, with additional support from a fitness trainer who would ensure that the participants go through credible routines.

Is It Scalable?



The prototype did not require a lot of resources to run it. With the existing facilities that are already in operation across the YMCA centers, this particular prototype can be adopted across other locations with ease.

'The Real Men' Soccer Tournament

Kitwe

This was a soccer tournament that was held in rural locations within the Copperbelt Province. These tournaments involved bringing together four teams of young men to play-off in knockout stages for a chance of winning the tournament trophy as they gain SRHR information.

Activity

A soccer event acting as a safe space for young men to come together through a hobby that they love [soccer] and learn about SRHR-related matters.

Description

The tournament was carried out in Luankuni, Mpongwe. It managed to pull a crowd of around 120 people. Three soccer matches were played among four mobilized teams. Health talks were conducted at the end of the tournament before issuing out of certificates of participation and trophy to the winning team. During this time, the young men in attendance got the chance to ask SRHR-related questions to the youth-friendly health provider who was present. This was a key segment to the event as it enabled the players to address some of the social issues affecting them.

Results

- The event had a good turnout as it aligned with a key interest [soccer] that we established during research and leveraging on a key finding around low exposure to SRHR-related information in rural settings as was also predominantly noted during the research phase.

Prototype addresses insight 01, 02 and 03

'The Real Men' Soccer Tournament

Kitwe



Next Steps?

This is a strong prototype that can be developed further as it proved to be an effective conversation starter for young men to discuss various issues affecting them. An additional planning element can be considered to ensure the health talks hosts both young men and women to break the barrier of gender dynamics and open up a platform for free and non-bias discussions between men and women.

Is It Desirable?



Most of the players in attendance reported to have liked the unique set-up of the event, adding that the health talks were something they had not seen or been a part of before. The healthcare provider who lead these talks said it was an important segment as it gives the men a space to learn and ask questions that they often discuss among themselves, hence building up cases of myths and misconceptions on various topics.

Is It Feasible?



This prototype can be conducted successfully with proper training of the facilitators to ensure the goals and objectives are achieved. These facilitators can be YMCA staff who can then liaise with area healthcare providers to offer health talks.

Is It Scalable?



This prototype can leverage on the existing soccer events that are currently in operation across other YMCA centers. Planning will however be required to ensure these events align with the overall objective of having a segment that enables health talks to take place while facilitated by a qualified health provider who will be responsible in giving reliable information to the people in attendance.

Prototype Developed in Naivasha, Kenya

Due to resourcing issues around availability of the initial research team, we were not able to develop and test any prototypes in Nyeri as projected. This lead us to focus on our existing resources from Naivasha to develop and test out a prototype that encompassed all the insights from the Kenyan research phase.

'Tuchapiane na Ace' Online Talk Show

Naivasha

This prototype was developed to address key findings from the Kenyan chapter of the research that suggested that young men and women are able to openly share and learn about SRHR-related issues while in a space that ensures their freedom of expression.

Activity

Weekly online talk show hosted on Facebook Live.

Description

This was a show targeted at young men and women. It was hosted by a local musician in Naivasha by the stage name *Ace Bornziller* who was selected based on an analysis of the personas that were developed during the co-design workshop after a review and synthesis of the field data. He represented one of our personas dubbed *Mwas - the popular one*, and hosted the one-hour special on his personal Facebook account every Saturday afternoon for a period of 2 and a half months. During this time, he lead various discussions centered on current affairs, sex and relationship dynamics, as well as SRHR.

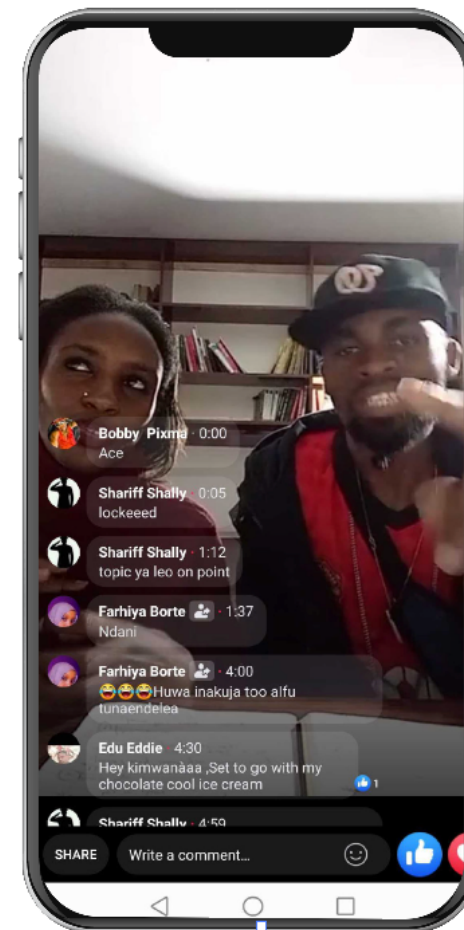
Results

- During its testing period, the online show managed to organically grow to attract a good turn-out of people who interacted with the presenter through commenting on the various topics. Due to requests from his followers, *Ace Bornziller* added a female co-host to enhance the element of a live debate from a female perspective. The show grew from 80 to 300 views and with an interaction of an average of 43 to 100 comments per show.

Prototype addresses insight 01, 02, 03 and 04

***'Tuchapiane na Ace'* Online Talk Show**

Naivasha



Next Steps?

This prototype proved to be a viable product that brings together people to talk about current affairs that would be influenced by trending issues or suggested topics from previous shows.

Is It Desirable?



Its increased number of views and interaction suggested that this prototype was well received by its target audience.

Is It Feasible?



With proper briefing of the talk show host, this prototype can be well conducted and managed by YMCA's already existing resources.

Is It Scalable?



It can be easily replicated to other YMCA centers as it is structured around using facilitators who can be selected based on region-specific requirements and can be managed by YMCA staff who can guide the objective of the show to align with what they wish to be discussed.

Next Steps

Gamification As A Key Driver For Change

One main advantage of gamification is that it makes learning informative and exciting, mainly thanks to its interactivity. During the course of the prototyping phase, we noted that role-play and competitive elements add an immersive angle, which, if set up well, can enhance retention of information in a different but fun and interactive way. It is not meant to turn knowledge-sharing into a game, but it does play on the psychology that drives human engagement.

Findings from the prototyping and testing phase indicate that gamification was a vital tool in enhancing learning experiences for our users as it made it easy for them to retain information that they got during the respective activities.

It also creates the opportunity to expand the prototypes with additional design elements on the go to compliment new learnings and knowledge-sharing approaches. Due to its practical nature of user-engagement, it is easy to monitor and evaluate its impact through the level of engagement and knowledge retention.

Scale-up Of The Interventions

Testing of the prototypes was keenly monitored to establish their level of scalability as this would inform their respective reach. All the prototypes showed great potential in being scaled up to other AAYMCA centres with consideration of proper implementation frameworks that would ensure all the testing elements are put into place.

This can be done through training sessions from the AAYMCA team members who were involved in the initial testing of the prototypes to run sessions with new teams to share knowledge of the prototypes' objectives, operational factors and desired outcomes. All the prototypes were developed to ensure they are easily conducted and that they are monitored through practical ways.

The research findings from Zambia inspired our gamification approach, and results from the prototyping phase indicate that they can be scaled up to other regions within Zambia due to the comparative nature of our approach that saw us analyse data from both Kitwe and Livingstone to establish if

the prototypes shared any similarities in objectives and outcomes. To ensure the prototypes attain their desired impact, they can be tested out on a quarterly basis to guarantee effective logistical planning and allocation of well-trained resources to run them.

The prototype tested in Kenya shared similar attributes to the social media prototype tested in Zambia dubbed "Buttle of the Sexes". It focused primarily on a unique way of information retention through a fun and engaging way that resonates best with a young audience. This can be replicated across other AAYMCA regions because it is a culture that is widely accepted. In regards to resourcing, it can be executed through training from the research team involved in the research project to regional teams in charge of implementation.

A weekly testing schedule of this prototype would be ideal to ensure it aligns with the objective of keeping it relevant with its audience through the different topics that will be discussed during every show.

