



TWO KM GIRLS' STORY



URBAN • UNMARRIED
HAS A BOYFRIEND

Farida (16) has grown up loving and sharing everything with her mom, but when she got her first menses, she felt uncomfortable discussing it with her. Her auntie explained how she is growing up and changing, how to stay clean during her period, and how she must stop being friends with boys or someone in her family will get very sick and die. She didn't learn much else about her body or how to interact with boys after that day.

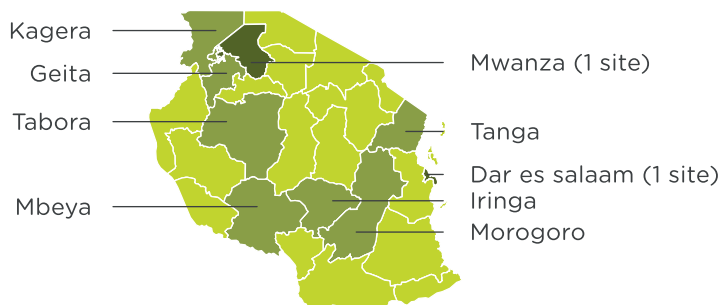


URBAN • MARRIED
HAS A BABY

Bahati (18) has a two year-old child from an unintentioned pregnancy with a past boyfriend who is no longer in her life; she isn't regularly dating, but does have sex with men who can help support her. She struggles to meet her family's financial needs. She wants to be hopeful but life is hard. She spends all her days trying to get by and misses when she was a student with dreams for her future and friends she could share things with.

WHERE ARE WE WORKING?

Scale Pilot



**WE AIM TO REACH
66,751 ADOPTERS
OF CONTRACEPTIVES
AGES 15 TO 19
IN THESE REGIONS
IN 2.5 YEARS**

GETTING GIRL-CENTERED: USEFUL INSIGHTS

In addition to what we know from the evidence and developmental science, in Tanzania our process revealed the following insights:

WHAT WE LEARNED

- Before marriage girls often have big dreams about higher education and careers but do not actively plan how they will attain them. After marrying, they find their dreams slipping away.
- Many girls experience a sense of isolation after marriage due to restrictions on physical movement and a redefining of their social and relational roles.
- Menses and body changes are safe entry points for talking with unmarried girls about their contraceptive needs.
- Girls trust their mothers and want to share with them.

HOW WE PROGRAMMED DIFFERENTLY

Kuwa Mjanja (KM) taps into girls' priorities: finding ways to make money, manage growing responsibility, and navigate the transition to adulthood. This framing helps girls figure out how to achieve those goals, including contraception.

We offer social outlets to promote inclusion among our married KM girls like joining an in-person KM club, following KM on social media (Facebook), and offering call/text options when she wants to discuss something privately.

Through *Know Your Body* classes, girls learn more about their bodies, puberty and reproduction and can ask openly about contraception.

We make mothers into contraceptive allies by inviting them to events to discuss contraceptives, to co-design events for their girls, and to recruiting their girls for KM events.



KUWA MJANJA BE SMART

TANZANIA

GIRL-OWNED BRAND

The Kuwa Mjanja brand is inspired by and owned by girls. The brand sparks a conversation and assures girls that Kuwa Mjanja is the place for them.

KUWA MJANJA CONVEYS

dreams, opportunities, taking charge, remaining positive, aspirational, a safe space, learning, a friend.

KUWA MJANJA MAKES GIRLS FEEL

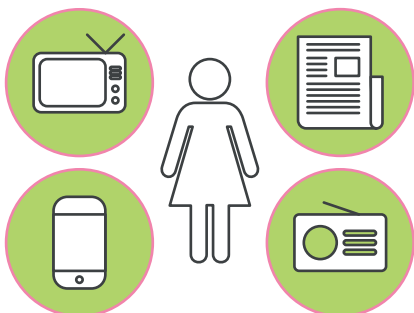
special, capable, heard, safe, loved, respected, inspired :)

KUWA MJANJA AS A BRAND

Shows up in all visual elements of the program design and every touch point a girl has with the program (mobilizers, media, clubs, providers, events).

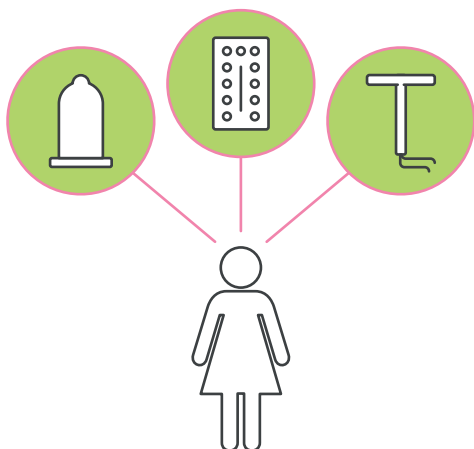
DEMAND CREATION

- KM's bold mass media strategy aims to excite girls, create demand for services, and invite conversations around girls' needs, desires, and roles in the community.
- Interpersonal mobilization is key to youth engagement. KM creates contraceptive allies of peers, parents, and trusted adults who influence girls, encourage engagement, share information, and refer girls to resources and services.



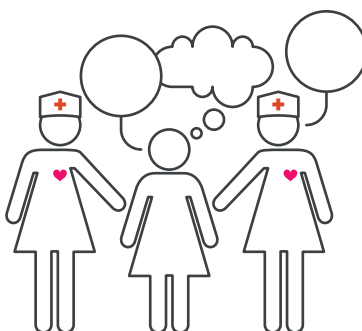
MAKING CONTRACEPTION RELEVANT FOR GIRLS

- KM makes contraception relevant to girls depending on their stage in life, lifestyle, and priorities.
- Different programs keep KM relevant and continue to adapt as girls move through their lives.



INTEGRATED SERVICES

- KM providers receive youth-friendly health services training.
- KM materials are centered around key issues important to adolescents.
- Girls can rate providers (and search for highly-rated providers), which builds credibility and connection.
- Integrated services include targeted counseling, method provision, body literacy and fertility awareness which help reinforce the KM brand.



SOCIAL INCLUSION (IN PERSON & ONLINE)

- Sustained engagement via in-person and online girl clubs encourages continued dialogue with and between girls, connecting them to a wider network and offering multiple touch points for contraceptive support to manage potential discontinuation and for inspiration.



LEARNING EXPERIENCES WITH ONSITE SERVICES

- Learning experiences are fun, interactive, inspiring and actionable. Contraceptive information is included in the context of life-planning and goal-setting.
- Onsite, opt-out services remove barriers to access and stigma around contraceptive uptake.

