



## A 9JA GIRL'S STORY



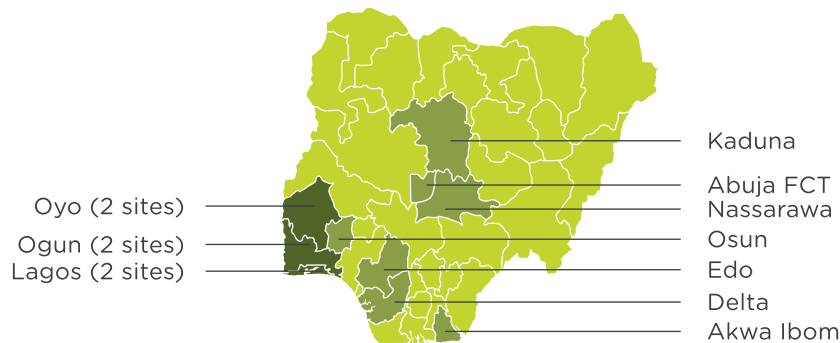
**URBAN • HAS A PART-TIME JOB  
UNMARRIED • HAS A BOYFRIEND**

**SHE KNOWS WHAT SHE WANTS  
AND ISN'T AFRAID TO GO AFTER IT**

Adesua (18) graduated from secondary school two years ago. She dreams of making her own money and one day opening her own shop. For now, she's working as a tailoring apprentice, and feels great pride in having a job. Adesua has two boyfriends: Femi, who she loves, and Olu, who gives her gifts. She wants to become a mom at 27, once she's married and has a career. She currently drinks Sprite with lime after sex to prevent unplanned pregnancy.

## WHERE ARE WE WORKING?

Scale Pilot



**WE AIM TO REACH  
68,356 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 Nigeria our process revealed the following insights:

### WHAT WE LEARNED

- Girls value financial independence and they see developing a trade as a way to gain agency and provide for their families.
- A girl has few people in her life who she can trust.
- If adolescents have heard of modern contraceptive methods, they believe that the methods will damage their fertility and make them seem promiscuous.
- Parents may want to guide their children, but feel powerless in this modern, technological world.

### HOW WE PROGRAMMED DIFFERENTLY

We make contraceptives **IMMEDIATELY** relevant to what she wants **NOW** by using vocational skills classes as a safe entry point for conversations about contraception.

Our Young Providers Network is a cadre of providers who are just out of university, participating in 9ja Girls to fulfill a mandatory year of national service. These young providers excel at developing rapport with our girls.

We've shifted our counseling methods to focus first on the girls' lifestyle and what she wants now: to 'be a mother someday'. We explain bleeding changes and reassure her fertility will be safe.

Before we begin activities, we actively work alongside parents to obtain their input and critical buy-in so that parents see our activities as solutions to their own concerns about their adolescent children.



# 9JA GIRLS

MY LIFE IS MINE TO MAKE

NIGERIA

## GIRL-OWNED BRAND

The 9ja Girls brand is inspired by and owned by girls. The brand sparks a conversation and assures girls 9ja Girls is the place for them.

### Integrated Service

Targeted counseling, method provision, body literacy & vocational skills help reinforce the brand.

### Outreach

Community sensitizations, mothers' groups, and brand awareness through mass media

### Advocacy

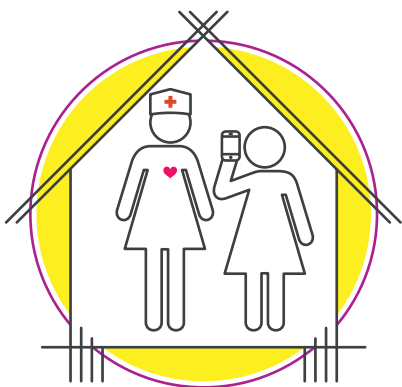
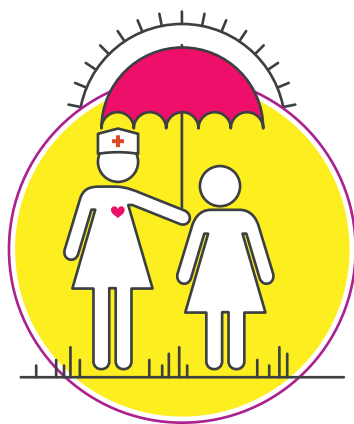
Key partnerships & policy

### Brand strategy, visuals, messaging and tone

Brand strategy, visuals, messaging, tone, and supportive materials

## 9JA GIRLS PROVIDER NETWORK

- Our network recruits providers who are advocates, trains them in youth-friendly health services and builds positive values around adolescent access to contraceptives.
- In addition to training experienced doctors, nurses and midwives, 9Ja Girls works with Nigeria's National Year of Service Corps to recruit recent graduates to be 9ja Girls Young Provider Fellows.

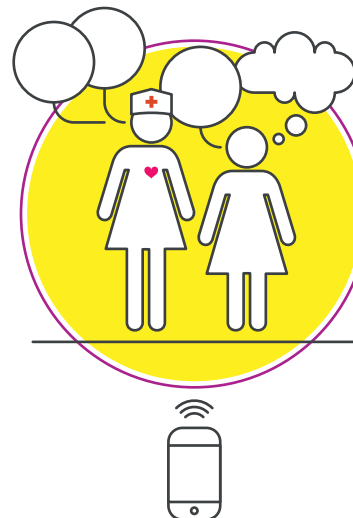
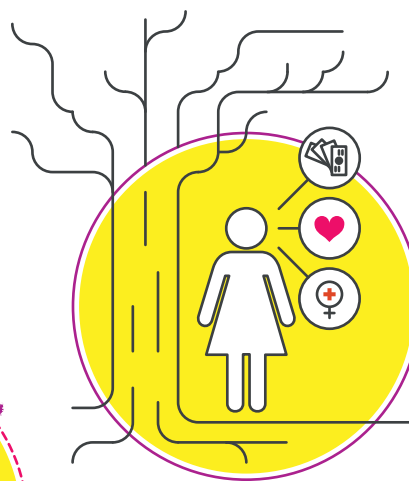


## SAFE SPACES

- Through a network of physical and digital safe spaces, girls are able to ask questions, learn together, and access services in a way that's responsible to their needs and celebrates what matters to them.
- Flexible, branded 9ja Girls spaces in clinics offer classes, counseling and services.
- A girls-only Facebook page creates community and brand awareness.

## SKILLS FOR LIFE, LOVE & HEALTH CLASSES

- Our carefully crafted curriculum features vocational skills, future-planning exercises and discussions about love, sex and dating.
- Through these classes, girls are able to tap into their aspirations, gain tangible skills and see contraception as a tool to reach their goals.



## ONE-ON-ONE CONVERSATIONS

- 9ja Girls provides girls opportunities to talk with trained counselors through onsite, opt-out private counseling sessions with a provider and through private Facebook messaging where a moderator answers questions and connects girls to services.