

Engaging Adolescents to Access Sexual and Reproductive Health Services

Why use this approach?

Social and behavior change (SBC) interventions have been designed to address and decrease barriers, transform social and gender norms and create an enabling environment that supports and promotes positive sexual reproductive health (SRH). In order to generate demand, adolescents and young people need to be informed about the availability of services through a range of channels.



STEP 1: Adapt promotion strategy

Adapt the Ministry of Health's Promotion strategy for engaging adolescents and youth. This strategy will guide the promotion intervention and set the tone and direction so all activities, messages and materials work together to achieve the desired change in utilization of SRH products and services.



STEP 2: Identify intended audiences

Identify and engage with intended audiences early in the design process to decide on the most appropriate content, mode for engagement and how best to use it. Segment the primary and secondary audiences into smaller, more distinct groups to more successfully target the messages and channels.



STEP 3: Reproduce materials

Reproduce or adapt information, education and communication (IEC) materials for use during activities such as outreaches.



STEP 4: Disseminate information

Determine and select the best platform to reach the intended audiences for disseminating information. Determining the right channel mix will be informed by the program objectives, the local context and the audience analysis.



STEP 5: Address barriers and motivators

Capitalize on opportunities to address barriers and motivators in adolescents taking action. For example, allow youth to share personal stories or use peers for mobilization.



STEP 6: Monitor implementation

Monitor and provide supportive supervision during implementation of activities. Routinely analyze and assess whether messages, approaches and activities are adolescent- and youth-friendly and appropriate.