

**H**uman Centered Design (HCD) is a creative approach to problem solving. It is a process that starts with the people you are designing for and ends with new solutions that are tailor made to suit their needs. HCD has been used to design solutions for a number of challenges across different industries and sectors.

In Nigeria, Society for Family Health in partnership with Ideo.org have used HCD to design programs for adolescent girls under the **Adolescent 360 Project**. During the formative research into the lives of adolescents and their influencers in Northern and Southern Nigeria, we discovered that most Adolescents have clear visions for their futures; they know who they want to be and what they want to achieve.

Many adolescent girls in the north, dream of finishing secondary school, getting married, having a family, and then continuing their education. While in the south, many adolescent girls dream of completing her education, learning a trade, gaining financial independence, before getting married and having a family.

However, there are economic, social, and contextual factors that often stand in the way of achieving these dreams. By protecting and improving girls' sexual and reproductive health, we can mitigate some of the barriers they face on their journeys, and empower them to work towards the futures they envision.

The challenges surrounding the sexual and reproductive health of adolescent girls in Nigeria range from personal/individual, family, societal and governmental factors – in terms of restrictive and unclear policies. The New HIV Vaccine and Microbicide Advocacy Society (NHVMAS) press statement to commemorate world contraceptives day - 26th sept. 2017 called for government policies and guidelines that promote access of adolescents to contraception in Nigeria. NHVMAS recommended the adoption of the A360 project HCD approach as a way to address barriers to reproductive health services faced by adolescents. Stating that “the country needs to review and adopt the 9ja Girls program that explores service delivery models to increase access of adolescents to contraceptives in Nigeria”. [Link to press release.](#)

Adolescence is a rapidly evolving stage driven by unique brain development. The key to problem solving with this target audience is understanding their diverse context, building empathy and actively involving them to design solutions. Thus, innovative approaches like the HCD uniquely meets the needs of the target audience packaged to be desirable. HCD bridges the gap found in traditional research methods and programing, and has proven successful in achieving results and scale.

## Reducing Barriers to Adolescent Contraceptive Use

Through the use of Human Centered Design, Society for Family Health has successfully designed a program that addresses the Economic, Social, Reproductive Health needs of Adolescent Girls in Nigeria – The 9ja Girls Program – designed to be desirable, feasible and Sustainable. The program is a safe space for girls, where they are equipped with vocational skills as well as skills for Life, Healthy relationships and Health – including modern ways of staying safe from unplanned and unexpected pregnancies. Sexual Reproductive Health (SRH) services are provided by trained Youth Friendly Providers.

To learn More, visit:

[www.sfnigeria.org](http://www.sfnigeria.org),

[www.adolescents360.org](http://www.adolescents360.org),

[www.9jagirls.com](http://www.9jagirls.com)