A360 NIGERIA
DESIGN OPPORTUNITIES
Addressing sexual and reproductive health is one way to help adolescent girls in Nigeria achieve the futures they envision.
We have identified three areas of design opportunity to inspire solutions that will:

- Create an informed and empowered generation
- Connect girls to sexual and reproductive health at relevant moments in their journeys
- Foster trusted support systems for girls to access sexual and reproductive health services
OPPORTUNITY 1

CREATE A GENERATION
OF INFORMED AND EMPOWERED
ADOLESCENTS
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HOW MIGHT WE
Give girls the choice and power to choose contraception?
• Make contraception non-negotiable for every sexual encounter?
• Change what it means socially for a girl to use contraception?
• Present use of modern contraception by adolescents as “buzz” and “trendy”?
• Design an SRH learning opportunity that is experienced individually?

HOW MIGHT WE
Build on existing & accepted practices to encourage support for modern contraception?
• Dispel misconceptions about contraception, such as infertility, promiscuity, and only for married women?
• Leverage use of traditional methods and providers to encourage use of modern methods?
• Connect with youth brands engaged in health education?
• Build on existing SRH programs in schools?

HOW MIGHT WE
Maximize the positive potential and limit the negative impact of technology on adolescents’ SRH knowledge?
• Leverage the digital platforms used by adolescents to create a private, enjoyable SRH learning experience?
• Initiate trusted and positive conversations about sex and dating through technology?
• Increase parents’ comfort with adolescents’ use of technology?

HOW MIGHT WE
Design the right role for adults to play in SRH education?
• Use existing social structures to educate adolescents about SRH?
• Shift adults’ perception that discussion of SRH equals permission to have sex?
• Build parents’ confidence to have conversations with their adolescents about SRH?
• Build on adolescents’ trust for their mothers to enable informed, comfortable discussions on SRH?

HOW MIGHT WE
Create ways for girls to meet personal and familial financial needs other than through transactional sex?
• Shift parents’ perception of girls’ value as a source of income vis-a-vis their sexuality?
• Create a support network for young girls who hawk goods at night?

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OPPORTUNITY 2

CONNECT GIRLS TO SEXUAL AND REPRODUCTIVE HEALTH AT RELEVANT MOMENTS IN THEIR JOURNEYS
Help adolescents achieve their vision for their future?

- Promote and emphasize the benefits of contraception for married women and their families after their first child?
- Position contraception as a way to help married and unmarried girls finish secondary school?
- Create opportunities for SRH counseling and education for unmarried girls?
- Create a win-win platform valued by parents and girls because it enables girls to marry and stay in school?

Help girls internalize the risks of pregnancy?

- Shift contraceptive use from reactive to proactive?
- Frame contraception as a safe way to avoid abortion?
- Leverage post–abortion care as an entry point for new contraceptive users?
- Position contraception as a way to protect the girl and her family’s reputation?

Connect the potential realities and consequences of unsafe sex to their envisioned trajectories?

- Intervene during the gap following secondary school?
- Show teens a way to achieve their goals and date?
- Create financial opportunities for girls within SRH?
- Create meaningful ways for adolescents to engage and express themselves during “idle” time?

Leverage the acceptability of talking about sexual violence as a pathway to discussing contraception?

- Develop a safety network for girls that links to youth-friendly providers?
- Normalize emergency contraception as part of the post-sexual violence protocol?
- Share stories of healthy and unhealthy sexual behavior and relationships?
- Amplify the conversation about sexual violence more.

Opportunity 2
Connect girls to sexual and reproductive health at relevant moments in their journeys

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OPPORTUNITY 3
FOSTER TRUSTED SUPPORT SYSTEMS FOR GIRLS TO ACCESS SEXUAL AND REPRODUCTIVE HEALTH SERVICES
Educate married girls and the influencers in their lives about contraception, in order to foster support for contraceptive use?

- Educate pastors and imams on the safety of contraception, so they can aid married couples on healthy timing and spacing of pregnancies?
- Align contraception with existing religious values on familial care?
- Make contraception a joint decision between husbands/in-laws and wives?

Foster trustworthy, proactive, supportive relationships between providers and girls?

- Shift the provider mindset about providing contraception to unmarried adolescents from one of aiding and abetting sin to one of making a positive social contribution?
- Increase provider knowledge about modern contraceptives so they can effectively serve adolescent girls?
- Build a relationship between providers and a wider range of trusted adults to increase girls’
CONNECT GIRLS TO SEXUAL AND REPRODUCTIVE HEALTH AT RELEVANT MOMENTS IN THEIR JOURNEYS

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We will explore these areas of design opportunity in the first round of prototyping in February 2017.