



The Ignite project is funded through a strategic partnership between PSI and the Dutch Ministry of Foreign Affairs in the field of sexual and reproductive health and rights and will run from 2016 to 2020.

**INCEPTION PHASE**

January 2016 - June 2016

**IDEATION PHASE**

July 2016 - December 2016

**PILOT PHASE**

January 2017 - December 2017

**SCALE**

January 2018 - December 2020

For detailed project results:  
→ [www.psi.org/ignite](http://www.psi.org/ignite)

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Sparkling innovation  
in youth-empowered healthcare.

**Who we are**

Ignite sparks change at every level, so that young people can easily access contraception and abortion services.

**What we do**

To bring care closer to adolescent girls and young women, we make the health market more efficient.

**How we do it**

By creating demand, motivating behavior, securing commodity supply, and enabling a supportive environment.

**Where we do it**

Haiti, Mozambique, Cote d'Ivoire, India, Kenya

## MANUFACTURERS / IMPORTERS

To overcome limited availability, Ignite works to register modern sexual reproductive health (SRH) products and to improve distribution and procurement channels.



**HAITI** Product Imports: implants (Implanon NXT), post-partum IUDs, and Manual Vacuum Aspiration kits for safe abortion.



**CÔTE D'IVOIRE** Register and import PSI's Global Emergency Contraception brand (Pronta1) and Misoprostol brand (Emisa).

## DISTRIBUTORS

Ignite works with private sector distributors to ensure a continuous and sustainable flow of SRH products through the supply chain.



**HAITI** Sell SRH products at cost recovery and distribute them through Disprophar, a leading local pharmaceutical distributor, which ensures a sustainable supply of commodities and full local ownership.

## CLINICS & HEALTHCARE PROVIDERS

Ignite focuses on creating an experience tailored to adolescents' needs, in contexts that are safe, reassuring, accessible and equitable. We do this by:

- Capacity building healthcare providers to deliver quality youth-friendly health services.
- Value-exploration sessions with providers on SRHR topics including safe abortion.

## OUTCOME SUPPLY

Increased access to a wide range of SRH products and services for girls and young women. Ignite identifies issues in the supply chain and works to resolve them in order to ensure that adolescent girls and young women can access the contraceptives and safe abortion services when, how and where she needs them most.

## OUTCOME DEMAND

Increased informed demand for SRH services by girls and young women. By co-designing different components of demand creation with youth, Ignite motivates adolescent girls and young women to seek information and obtain health services from its network of service delivery points.

## COMMUNITY AND SOCIETY

As social norms continue shaping adolescent girls and young women's decision-making, Ignite is designing and implementing comprehensive media campaigns, using a mix of traditional and social media.



**HAITI** The 'Djanm' campaign, with the 'your choice, your life, your method' tagline aims to empower young Haitian women to play an active role in choosing the right method for them.



**MOZAMBIQUE** The 'Maria and Roberto' social and mass media campaign embodies realistic depictions of Mozambican life.

## INTERPERSONAL

Ignite is re-examining engagement strategies by training peer educators to increase awareness and acceptability of all contraceptive and safe abortion choices.



**MOZAMBIQUE** Peer educators in Mozambique are piloting PSI's Choice Book, which compares the benefits of the various contraceptive methods and repositions contraceptives as protection of future fertility.



**HAITI** Peer educators are piloting PSI's new counseling for continuation approach, which focuses more on the impact on daily lives of users than the method of administration.

## CLINICS & HEALTHCARE PROVIDERS

Ignite is building the capacity of healthcare providers to deliver quality youth friendly health services. By challenging negative attitudes towards youth access to SRH services, Ignite is creating a positive enabling environment at the service delivery level.



**HAITI** Ignite has created a network of 30 youth-friendly clinics and mobile services - to bring health-care to adolescent girls and young women's door.



**MOZAMBIQUE** Ignite funds 39 in-school clinics to provide a safe space within school to access SRH information and services.



## How we do it



In Cote d'Ivoire, Haiti and Mozambique, **PSI** takes a market development approach that utilises our marketing acumen and deep understanding of consumers and market actors to examine market failures and address the root causes of why adolescent girls and young women can't get the healthcare she needs, when and where she needs it.

In India and Kenya, **Triggerise** works to develop Tikosystems, which are ecosystems to improve linkages between her and the different market actors by growing the networks of providers, businesses and micro-entrepreneurs connected in the ecosystem via mobile phones. See the infographic on the next page.



**MOZAMBIQUE** Ignite is working with government stakeholders to support the implementation of policies to operationalize the abortion laws that were passed in 2014.



**HAITI** Ignite is working through Médecins du Monde to support advocacy efforts for the depenalization of abortion.



**COTE D'IVOIRE** Ignite is working with its government partners to advocate for an enabling environment for safe abortion.

## OUTCOME ENABLING ENVIRONMENT

Improved enabling environment for youth and young women for improving their sexual and reproductive health and rights (including safe abortion). Ignite is working to introduce safe abortion services and support post abortion care, in countries where it is legal. While simultaneously working to improve the enforcement of policy and legal framework supporting SRH services for young people.

## THE CONSUMER AND HER TIKOSYSTEM



**A Tikosystem is an ecosystem centralized around adolescent girls and young women and her community.** It uses the fundamental integration of need and reward. Tiko Miles provides this motivational thread that creates an intergrated system which gives her real-time access to opportunities she would not ordinarily have.



### NEED

When adolescent girls and young women first interact with the Tikosystem, she has a need. This might be functional (such as the need to not fall pregnant too early); it could also be emotional (such as needing to fulfill her dreams).



miles

### OPPORTUNITY TO EARN

She initiates the process of meeting her need by enrolling in a membership that gives her access to products and services. She does so through self-enrollment or by meeting a Tiko Pro. She earns Tiko Miles for these or any other interactions in the membership.



### OPPORTUNITY TO SPEND

She spends Tiko Miles at Tiko traders. She might buy products at a retailer or via a Tiko Pro, or receive services from a teacher, school or even salon where she gains access to feeling more confident about herself.



### OPPORTUNITY TO GROW

She continues to access offers and earn and spend Tiko Miles. She recruits peers to earn bonuses for herself and may stock and sell products. She may even register new Tiko Traders.



Triggerise's Tiko brand unifies local traders, providers and entrepreneurs in order to meet the needs of our target audience by providing life enhancing opportunities and rewarding positive behavior.



### USER-CENTRICITY

By placing adolescent girls and young women at its center, the Tikosystem stays relevant, providing her with motivating opportunities and using key community-based actors (Tiko Traders, salons, clinics, etc.) to facilitate these opportunities.



### IMMEDIATE INSIGHTS

The Tikosystem is based on a technology platform that provides us with immediate access to behavioural and transactional data. This allows us to profile consumers, predict behavior, and glean attitudes and beliefs that can be actioned for improved impact in her life.



### SCALE

She is at the core of the Tikosystem's growth strategy - she recruits peers, sells products, spends and registers traders. This, combined with the Tikosystem's reliance on tech, allows us to quickly scale with a minimal operational footprint.

**TRIGGERISE**