With and for young people, and alongside local partners, we’re supporting young Mozambicans to make the health and life decisions that shape their futures.

Powered by PSI Mozambique’s adolescent and youth sexual and reproductive health (AYSRH) program Ignite, funded by the Dutch Ministry of Foreign Affairs and developed for adolescents by adolescents, Aquele Papo (“The Talk,” in Portuguese) aims to spark dialogue among Mozambican youth aged 15–24 around topics that young people say matters to them, today.

**What we’ve learned.**

Young people are the experts of their own lived experiences. Their insights shaped Aquele Papo’s integrated programming.

**Insight:** Young people don’t feel that they have safe people to talk to about their reproductive health choices, nor close role models to turn to.

**Opportunity:** Young people crave role models to look up to, as well as trusted sources to discuss intimate health and life decisions. In the absence of mentors, young people aspire to be the characters from the soap operas they see on TV.

**Insight:** Two in five girls will have their first child by age 18 despite 95.5% of Mozambican youth reporting that they know about contraception. But the reproductive health information they receive often centers on “family planning,” a framing that doesn’t resonate for young people who aren’t focused on starting a family, right now.

**Opportunity:** From crushes to contraception – from how to have “The Talk” with parents to menstrual hygiene – leading with young people’s self-expressed priorities allows us to reframe the value of contraception.

**Insight:** Barriers, including lack of privacy, fear of judgement, inconvenient hours of operation, long wait times and long distances to clinics, dissuade young people from seeking out AYSRH services.

**Opportunity:** Accessibility is key. Service delivery must meet young people where they’re at, and at the times that work best for them.

**How we’ve responded.**

Through a youth-driven storyline built from youth-defined priorities, Aquele Papo’s feature film, and corresponding campaign elements, speaks to young people’s desire for trusted sources to make health and life decisions that work best for them.
Positioning Aquele Papo as a relevant, valuable and youth-powered resource.

Aquele Papo’s feature film, TV series, music video (featuring celebrity Hot Blaze!), website and Facebook page spotlight young Roberto and Maria as they navigate the woes and joys of being an adolescent, including the pressures and questions young people often experience. Aquele Papo covers six core, youth-defined themes: peer pressure, delaying first sex, having open conversations about relationships and sexuality, modern contraceptive use and dual protection, and alcohol use among adolescents.

Flipping the script in how we reach young people with information.

The film plays across schools, movie theatres, on a popular Mozambican adolescent TV show and across PSI-facilitated service delivery “Pop-Up” events. Young people engage outside of events, through Aquele Papo’s Facebook page and a youth-created WhatsApp group and Fan Club Instagram feed.

Linking to service delivery, at the times and places that work best for young people.

In-school showings of the film are followed by UK-Aid funded “Pop-Up” events featuring girls-only and boys-only interactive sessions. There, young people learn about their bodies and learn life skills activities, with the option for free contraceptive counseling with a youth-friendly nurse.

In-school showings of the film are followed by UK-Aid funded “Pop-Up” events featuring girls-only and boys-only interactive sessions. There, young people learn about their bodies and learn life skills activities, with the option for free contraceptive counseling with a youth-friendly nurse.

Building capacity among local partners.

Aquele Papo offers a “solution in a box” that partners can adapt for their AYSRH programs.

Since launch in August 2019 through October 2019:

- 21,8K young people have viewed the film inside the school.
- 65+ schools partner with Aquele Papo to air the film and host Pop-Up service delivery events.
- 160K people have viewed Aquele Papo’s feature film on TV.
- 52K followers on Aquele Papo’s Facebook page; 12,500 users/week interact with content.
- 70K views to Aquele Papo’s music video, which ranked as #2 in Mozambican pop star Hot Blazes’s music videos.
- We’re seeing young people own the brand, recreating their own versions of the song and posting it on social media.
- 1 in 10 Girls will choose a long-acting method.
- 2 in 5 young people who attend Pop-Up Events will voluntarily adopt a contraceptive method.

For more information: aquelepapo@psi.org.mz