WEBINAR
NOW MORE THAN EVER
HOW SEXUAL AND REPRODUCTIVE HEALTHCARE CONTINUES DURING COVID

WEDNESDAY, JANUARY 27, 2021
10:00AM – 11:00AM EST
Meet our presenters

Amy Dornbusch
Member, Maverick Collective

Amy serves as Co-Director of the Marks Family Foundation, which awards risk tolerant grants that focus primarily on disease research, education and the arts.

Van Dinh
Senior Project Manager, Human Centered Design, PSI – Vietnam

Van is a Marketing and Communication professional with experience designing and implementing numerous evidence-based SBCC campaigns in health areas such as WASH, HIV, NCD, Malaria and Reproductive Health.

Joshua Atabinore Akharigeya
Advocacy Officer, PPAG

Joshua is the Project Officer of the Stigma Free Abortion Service Project otherwise known as StigFAS. He started his SRHR journey as a volunteer with the youth-volunteer wing of PPAG i.e Youth Action Movement (YAM) in 2014.

Jordan Levine
Senior Epidemiologist, YLabs

Jordan is an epidemiologist who develops research frameworks and designs impact strategies across projects. At YLabs, she brings data, evidence, and rigorous evaluation to the team’s design projects around the world.

Dr. Tabinda Sarosh
Country Director, Pathfinder Pakistan

Dr. Sarosh is a medical doctor and a public health practitioner. She has developed and implemented numerous reproductive health programs in the private and public health systems at national, regional and global levels.
Using Youth-Powered Design to Reduce Unintended Pregnancy Among Youth in Vietnam
WHY DOES THIS MATTER NOW?

22 mil
People aged 10-24 which is 25% of total population

30%
proportion of unmarried youth that want to prevent a pregnancy but do not currently use contraception

>10%
unmarried girls & young women aged 15-24 have at least one unintended pregnancy

~300,000 & 62%
Abortions each year and 62% is due to unintended pregnancies
EIP helps ensure that solution: resonate with users feasible desirable
“Girls in the past had to be virgins, now love is more important”

“Premarital sex is an important part of a relationship.”

“My mom told me if I have a boyfriend, I will have to abandon my studies.”

“Oftentimes girls won’t share (sex information they know) because they don’t want to seem promiscuous.”

“I go to a pharmacy far from my university to buy condoms, so I won’t meet anyone I know.”

“My aunt called me and asked me to go to the pharmacy to buy condoms for her.”

“I don’t talk about sex with my friends, it is my private life.”

**INSIGHTS**

Girls who are considering sex need to feel comfortable being curious because shifting social norms mean they are stuck in an awkward limbo between being sexually active and sexually empowered.

**INSIGHTS**

Timid and / or inexperienced youth need to be able to learn about and access sex planning without feeling detected because although they consider the subject deeply private, they purchase and learning experience often occurs in public space.
Fun, youth-friendly sex and contraception education
Private, discreet sex planning process
Trusted information
Comfortable & safe space for sensitive conversations
Prototyping Results

5 & 700
Events (online & offline) and event participated

3,304 & 34,697
Facebook followers and users aged 15-24 reached

3 & 130
GURU participated in network and interacted with

87
Contraception boxes sold
We’ve learned...

- Meaningful youth engagement
- Learning curve for both project staff & our partners
- Trust the process
CONNECT WITH US

VISIT US
PSI.ORG

LIKE US
/PSIHEALTHYLIVES

FOLLOW US
@PSIIMPACT

FOLLOW US
@PSIIMPACT

FOLLOW US
/COMPANY/POPULATION-SERVICEINTERNATIONAL
Reducing Abortion Stigma and Providing SRH Services During COVID-19

A CASE STUDY OF THE STIGFAS PROJECT IN GHANA

JANUARY 27, 2021
Youth Development Labs (YLabs) is a leading global design and research organization working to improve health and economic opportunity for young people worldwide.
Planned Parenthood Association of Ghana (PPAG) is a leading SRHR organization in Ghana and a member of the International Planned Parenthood Federation.
Project Goals

Develop community-driven solutions to:

1. Reduce abortion stigma

1. Improve access to safe abortion services
StigFAS Pilot Program

A three-part, youth-driven intervention to increase girls’ access to safe abortion services and support

**Girl Boss**
A fun, future-focused event that offers girls mentorship from successful, older female peers

**Sister Support**
A youth helpline staffed by friendly female peer counselors who guide and link girls to safe services

**Safe Pass**
A referral system that redirects girls in need from pharmacies to a clinic for safe services
...And then came COVID
Changes to Implementation Strategy

**GIRL BOSS**

Fewer, big events at center location → Additional smaller events at rotating venues throughout target communities

Plenary speakers from different career fields open event → Girl Boss mentors speak about their experience and establish trust before 1:1 sessions

Recruiting through school announcements → Community mobilization in smaller groups to target harder-to-reach youth
Challenges

GIRL BOSS

● Logistical and COVID-related:
  ○ Finding venues that were outdoors but enclosed
  ○ Non-adherence to COVID protocol by some young people
  ○ Increased attendance leading to shortage in PPE

● Financial and programmatic:
  ○ Absence of support for complementary services
Successes

GIRL BOSS

- 441 girls attended 4 Girl Boss events
- 271 received 1:1 peer mentoring session
- All 16 Girl Boss mentors expressed interest in continuing on and participating in other PPAG programmes
- Despite the COVID-19 risks and fears, parents attended sensitization meetings and encouraged daughters to attend Girl Boss events
Successes

SISTER SUPPORT HELPLINE

- 184 contacts from all over Ghana from young people ages 14–37
  - 61% are not in school
  - 37% from boys and young men

- 46 calls about abortion services

- Over 90% heard about helpline through social media

- Toll-free hotline → option to call back
Successes

CLINIC ATTENDANCE

- 284 girls and young women ages 11-30 came to the PPAG clinic in Accra
- 84% referred by family and friends
- 149 received FP methods
- 46 received safe abortion services; effective application of “non-refusal” policy with no one turned away for an inability to pay
Key Takeaways

- **Meet people where they are:**
  - Hold smaller community engagement events at rotating venues to reach more girls

- **Engage peer mentors:**
  - Encourage sharing of own stories during plenary session to establish trust and rapport
  - Provide future opportunities for involvement, learning, and growth

- **Leverage technology:**
  - Use social media and free call-back option to engage young people outside of target area
Thank you!
Integrating COVID-19 programming into Family Planning programming in Pakistan

January 2021

Dr. Tabinda Sarosh
Country Director
Pathfinder International - Pakistan
✓ First confirmed case of COVID-19 – 26 Feb 2020
✓ ~521,000 cases confirmed as of 16/1/2021; estimated peak ~90 million cases (@40% of population)
✓ Propagated epidemic with widespread national seeding, across regions, urban/rural areas, and socio-economic divisions
✓ Limited testing capability and widespread lack of PPE for frontline workers
✓ Widespread Lock Downs & Curfews post containment failure
✓ Restricted movement likely throughout 2020
**PROGRAM RESPONSE**

### NAYA QADAM PROJECT CORE STRATEGIES

1. **Program Response 1**  
   **Ensure Policy Relevance and Support**
   - 1. Support public sector for developing policy for PpFP in pandemic setting.

2. **Program Response 2**  
   **Ensure continued PpFP services**
   - 2. Support District officials in implementation of PpFP policy in pandemic setting.
   - 3. Assess **Commodity (FP, MVA, PPE) security** and ensure continued supplies.
   - 4. Strengthen community-based provision of PpFP services through **CMW-led NQ Community Response Clusters**

3. **Program Response 3**  
   **Build on salience of pandemic to promote PpFP**
   - 5. Establish **Virtual Groups** to link NQ youth, LHWs, and service providers in each response cluster.
   - 6. Introduce **Digital Supportive Supervision** for service provider training and mentoring during response.

### NQ COVID Response Communication Campaign

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<th>Level 1</th>
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<td>✓ Mass media public service messaging</td>
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<th>Level 1 &amp; 2</th>
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<td>✓ Community &amp; Facility based signposting.</td>
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<th>Level 3 &amp; 4</th>
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<td>✓ Public announcements through community hubs.</td>
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<td>✓ Mobile public announcements</td>
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- Digital signposting and AV narratives through mobile & online applications, and local cable and radio.
- SMS based awareness campaign.
✓ Support public sector for developing **policy for PpFP in pandemic setting**.
✓ Support District officials in **implementation of PpFP policy in pandemic setting**.

✓ Assess **Commodity (FP, MVA, PPE) security** and ensure continued supplies.
Program Response 2
Ensure continued PpFP services

✓ Strengthen community-based provision of PpFP services through CMW-led NQ Community Response Clusters
✓ Introduce **Digital Supportive Supervision** for service provider training and mentoring during response.
Naya Qadam Connect
Digital Engagement to reduce Provider Bias towards Youth
KEY MESSAGES

✓ **SOURCE FRAMEWORK:** National & Provincial Narrative on Family Planning
✓ **PRIMARY THEME:** COVID19 outbreak threat, containment and prevention.
✓ **SUB-THEMES:** Social Responsibility to safeguard self, family, and community; Safeguarding pregnant mothers and newborns with respect to health, and food security in the post birth period.
✓ **CONCLUDING THEME:** Link to information on COVID-19, PpFP, and NQ service providers and delivery points.
Program Response 3
Build on salience of pandemic to promote PpFP

SOCIETAL LEVEL

Television
- National level
- local Cable TV

Newspaper – Print/Digital

Social Media
- Facebook, Youtube, etc.
Program Response 3
Build on salience of pandemic to promote PpFP

SOCIAL MEDIA PLATFORMS

YouTube
Impressions: 615,661
Views: 281,684

Facebook
Impressions: 886,813
Video Plays: 981,790
Program Response 3
Build on salience of pandemic to promote PpFP

COMMUNITY LEVEL

Signposting
✓ Community level
✓ Facility level

Public Service Announcements
✓ Mosques
✓ Branded Vehicles
Program Response 3
Build on salience of pandemic to promote PpFP

INDIVIDUAL AND HOUSE-HOLD LEVEL
✓ SMS based Social Marketing
✓ Audio & Video messaging through:
  ✓ Local Radio and Cable Television
  ✓ Mobile/Online (Whatsapp, etc.)
✓ Digital IEC Materials
✓ Service Providers, Youth Champions
Youth Engagement

- **49** Youth Champions trained on Demand Generation of PPFP/PAFP Referrals
- **37** health facilities covered by trained champions for Referrals
- **684** Referrals Generated for PPFP and PAFP
  - PPFP- 521
  - PAFP- 163
Youth Engagement

I live in a backward area and since training sessions were suspended due to COVID19 so I started providing family planning counselling to my neighbors as well as guiding them about the Naya Qadam program.

Arzo - Youth champion - Larkana

Due to the lockdown women were unable to commute to the health clinics which is why I started giving them information about family planning and other customers that came to my grocery store.

Sabir Aslam – Youth Champion - Okara

People in my village do not have much information about the pandemic, so I provide them the proper guidelines for COVID-19 such as maintaining safe distances and washing hands regularly and how to avail FP services.

Surraya – Youth Champion - Okara
Youth Engagement

Join us on Facebook Live!

Dr. Zahrah Khimani
Neuropsychologist

Kamyla Marvi Tapal
Development Expert

Psycho-social coping & resilience for young people during COVID-19

DATE: 12th Aug 2020
TIME: 4 pm PST

www.facebook.com/aahungngo
Key findings:

1) Significant reduction in clients accessing FP services during COVID-19 (highlighted in RED) compared with Pre COVID-19 (highlighted in Green)

2) There is a significant increase in accessing LARC services between Apr and June 2020 compared with Jan 2020

3) Based on trends, it is anticipated that the provision of FP and LARC services will further improve from July 2020 onward
Key findings:

1) A significant increase in the last two months (May and June 2020) in clients accessing FP and LARC services. Mainly due to ease in the lockdown, availability of public transport to access health facilities and timely distribution of stock.

2) Trends/results are encouraging and further increase in the upcoming quarter (Jul-Sep) is expected.
THANK YOU

The Pathfinder International Pakistan Team during the National Review and Planning Workshop – February 2020
Q&A