

CYBERGIRL RWANDA: Using human-centered design to reach youth: solutions to improve sexual and reproductive health

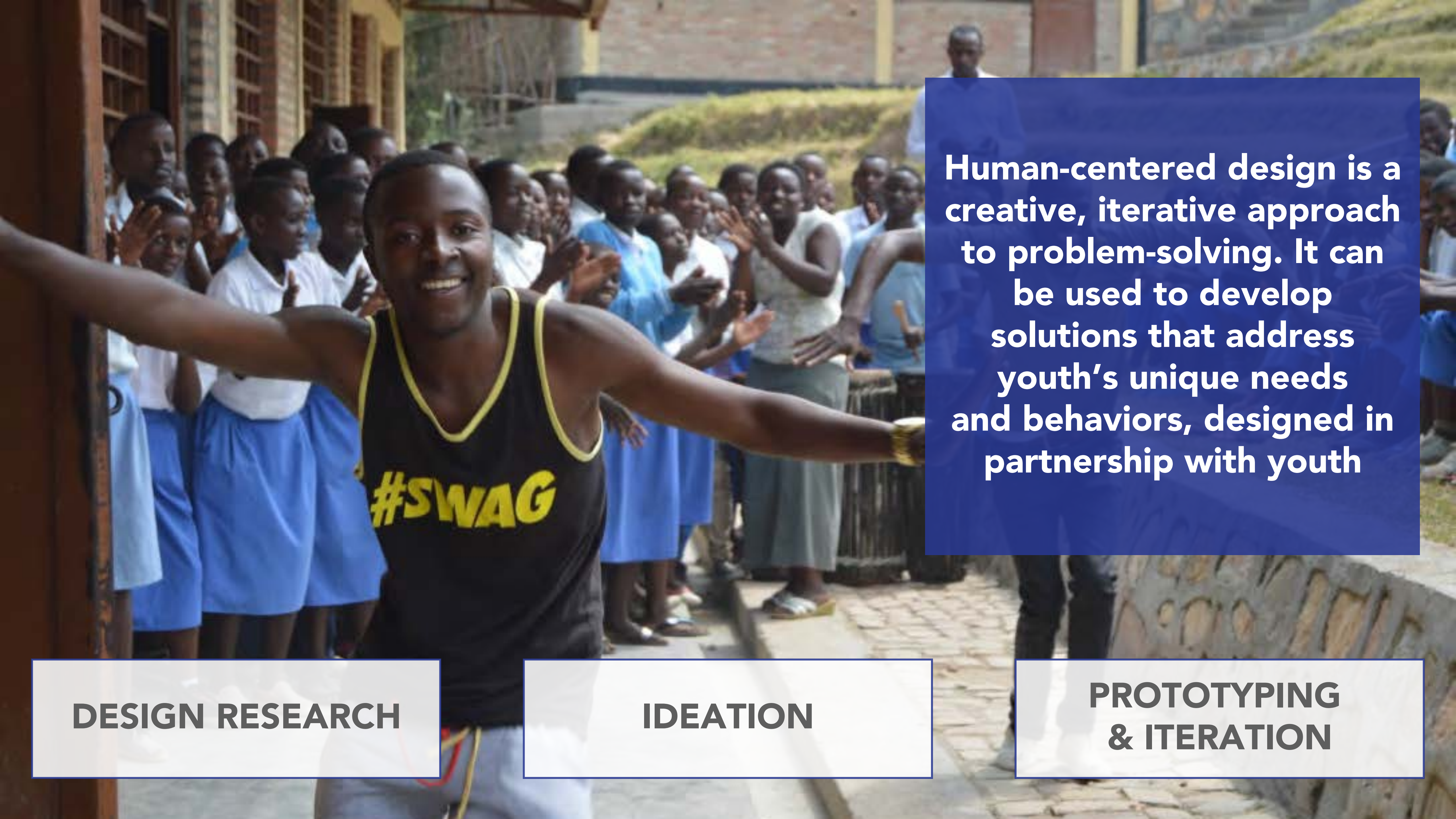


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Adolescent Health and Emerging Adulthood
Research Symposium





Human-centered design is a creative, iterative approach to problem-solving. It can be used to develop solutions that address youth's unique needs and behaviors, designed in partnership with youth

DESIGN RESEARCH

IDEATION

**PROTOTYPING
& ITERATION**

BACKGROUND

Unemployment

in Rwanda is highest among urban adolescent girls¹

1 in 10

adolescent girls reported having transactional sex²

6-11% girls

used condoms at last sex^{3,4}

12% contraceptive use

among sexually active 15-19 olds⁵

[1] African Development Bank, 2014

[2] Ntaganira et al, 2012

[3] Rwanda MOH, 2011

[4] Michielsen et al, 2012

[5] Rwanda Demographic and Health Survey, 2016



WHAT WE DID



Design research: 212 youth,
providers, community
leaders, teachers and parents

Prototyping: 182 youth,
parents and health providers



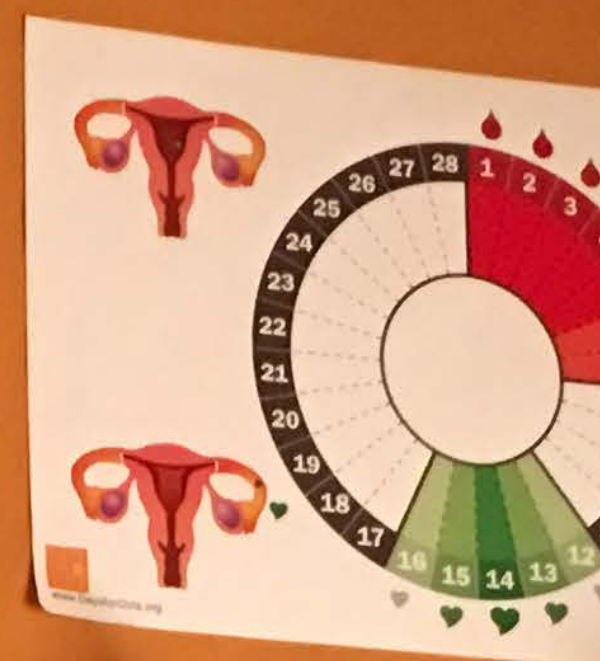
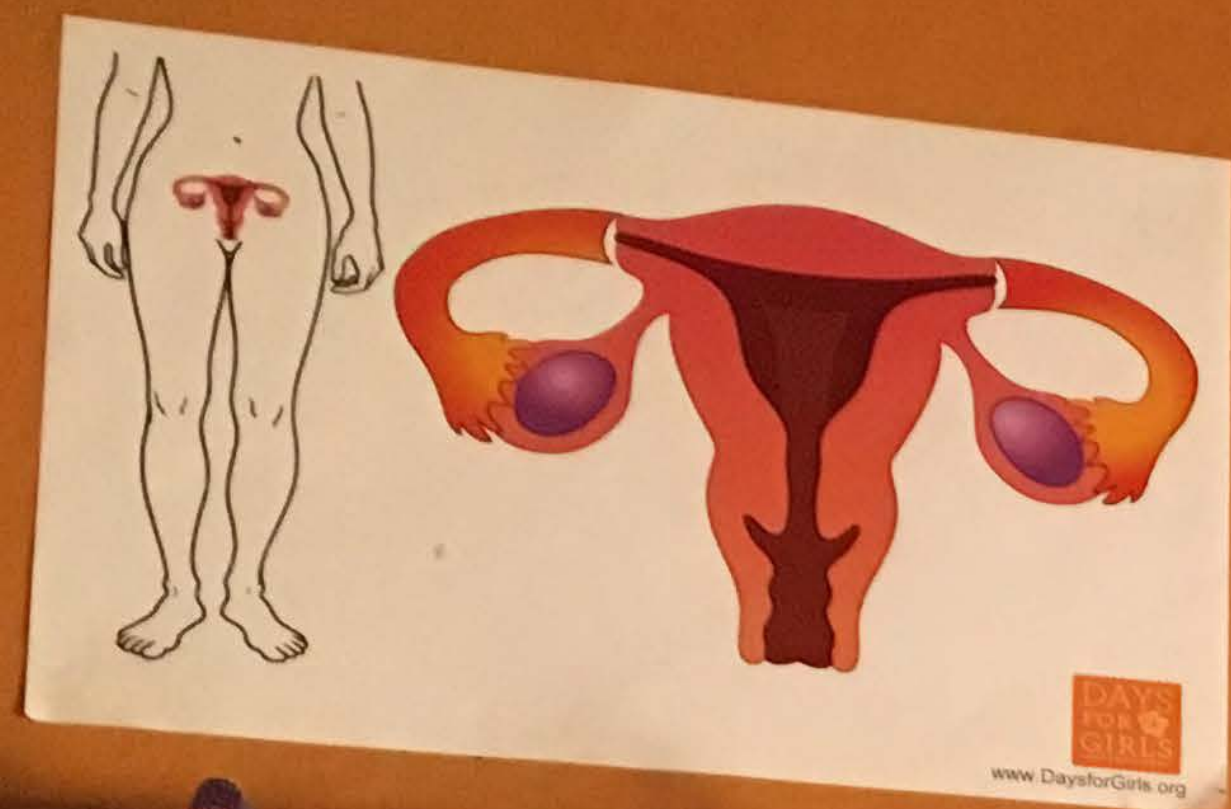


“We need advice, not information”

Young people had few people they trusted to talk with about sexual health

Sexuality education in schools is rote-learned: practical knowledge is limited

Young people do not see the link between financial security and sexual health



“When the periods come, what is actually coming out? What is happening inside the body?”

Access to information is not leading to access to services among adolescents

Lack of knowledge around puberty and menstruation creates barriers to contraception

Providers might be more open to providing info on other methods, leading with the condom

WE SET OUT TO...

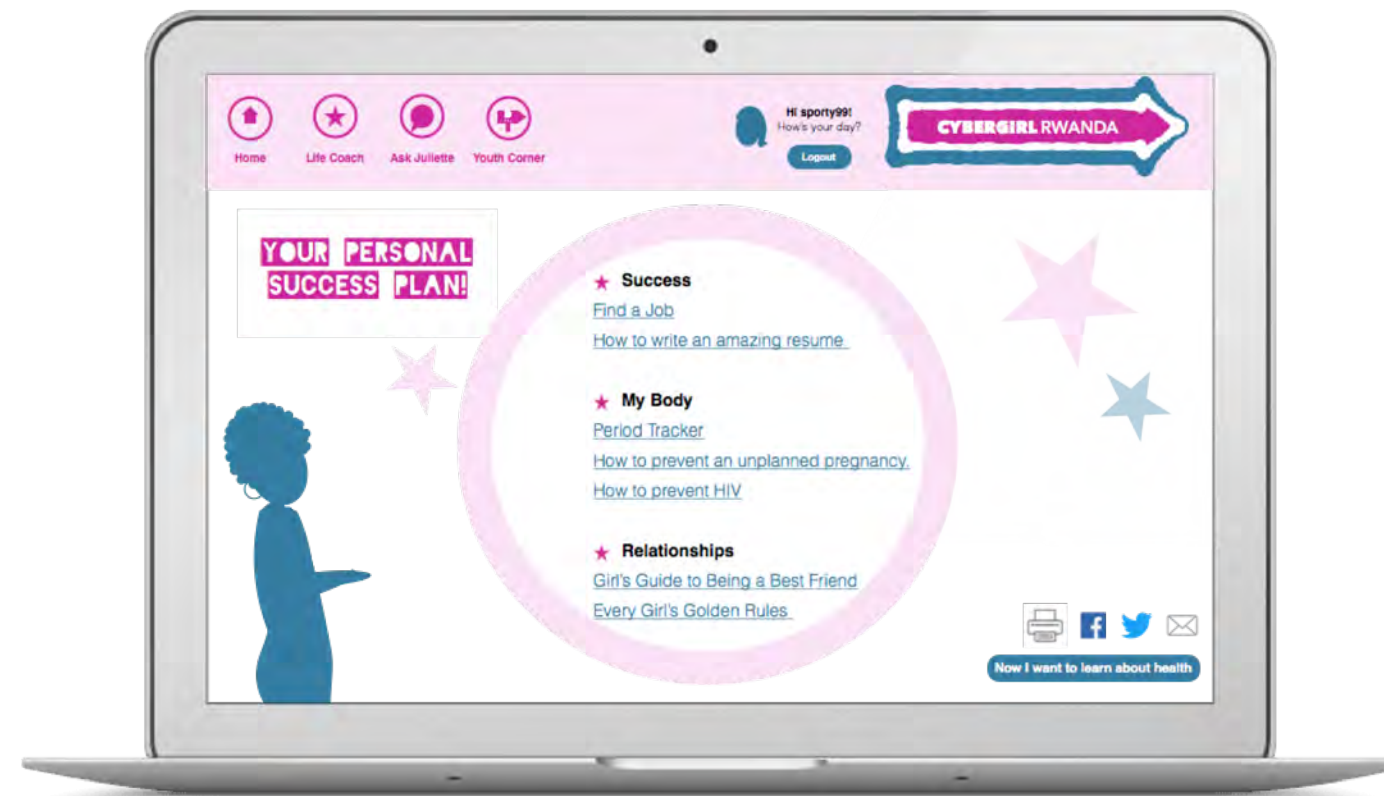
DELIVER TRUSTED, PRIVATE SRH EDUCATION THAT BUILDS DEMAND AMONG TEEN GIRLS AND IS ACCEPTED BY PARENTS

CREATE CONTENT THAT TAPS INTO YOUNG PEOPLE'S EMPLOYMENT ASPIRATIONS AND DESIRE FOR ENTERTAINMENT

NAVIGATE TEENS TO SRH SERVICES IN A SAFE, COST-EFFECTIVE WAY

BYPASS PROVIDER BIASES ABOUT CONTRACEPTION FOR YOUTH

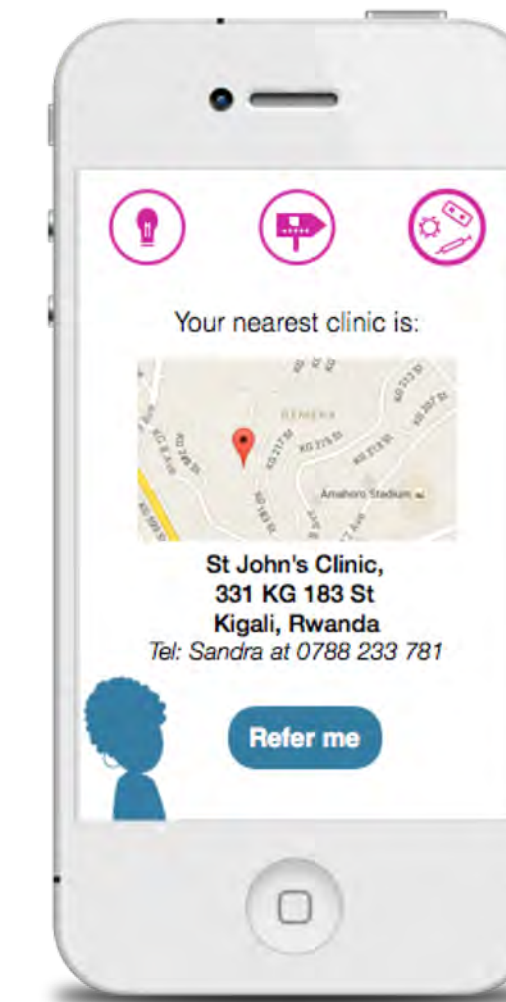
FIRST PROTOTYPES FOR YOUTH



POCKET GUIDE TO SUCCESS

DISCOVER

Aspirational, skills-building content integrated with SRH information to engage and empower girls



ASK JULIETTE

NAVIGATE

A virtual nurse / educator that answers questions and refers you to a local youth corner





previous work

- Teacher support
- Encouraging children to participate
- opportunity to all
- Ask high ability learner
- Game
- Achieve by acting
- Learning depends on the

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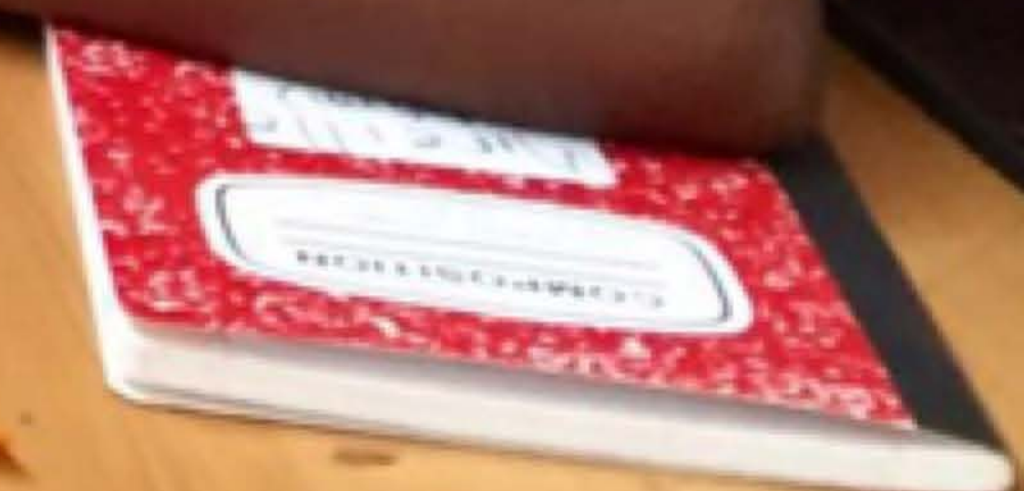


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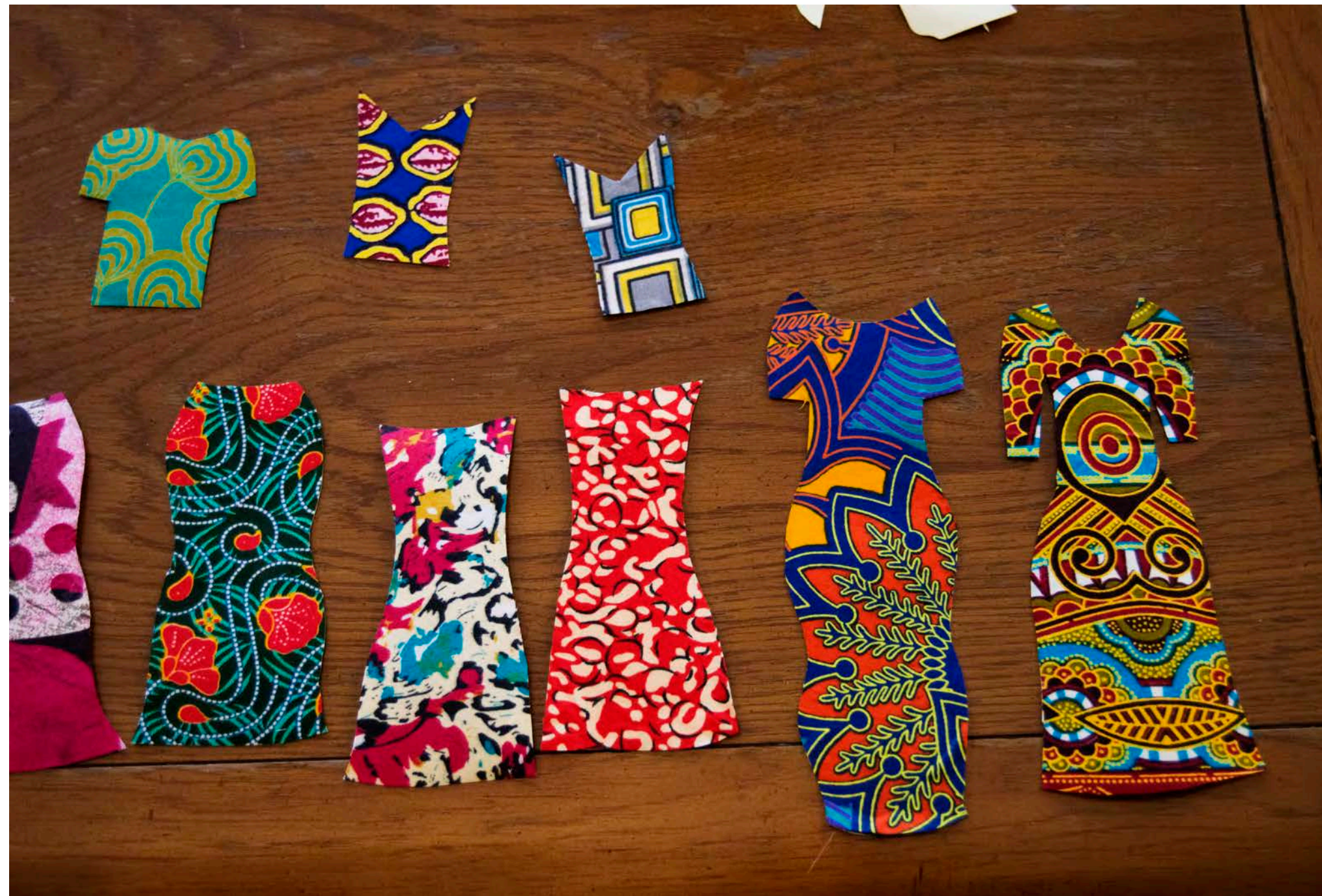
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EVOLUTION: JULIETTE TO MUTONI

Mutoni shifted from a nurse to a virtual peer educator. We worked with girls to co-design how the character looked and interacted with youth. The name Mutoni means 'one who is valued' and 'precious' and was chosen by our young Rwandan team members.







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CREATE YOUR CYBERGIRL AVATAR!

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Cybergirl

MANAGE MONEY QUIZ

Visit cybergirl.org

Q: How often should I write down how much I spend?
a. Everyday
b. Whenever my big sister does
c. When I remember to
d. Every time I spend money

GOT QUESTIONS ABOUT HEALTH, RELATIONSHIPS OR FUTURE SUCCESS?

Visit cybergirl.org

Listen to your passion.

Listen to that thing that keeps you up at night. In Africa, it's like saying, 'else, chew our path, but listen to your heart.' Listen to what you want to do and what problems you want to solve.

Aloriza

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IBINDI BIBAZO

Ohereza ubutumwa bugufi ku buntu kuri telephone

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NGUBU UBURYO IKININI

Every Day 90%

MYTH BUSTED!
The pill is not just for married women - it's safe for teens too.

How
Take one pill every day at about the same time. It's a good idea to take it when you brush your teeth or wash in the morning.

Side-effects

- Changes in appetite, changes in sex drive, acne, breast tenderness and headaches

Pros

- Most women have lighter shorter periods
- Easy to use and available in pharmacies (and now here)
- Can reduce menstrual pain and improve sex

Cons

- You need to remember to take it every day to protect you against pregnancy

IBINDI BIBAZO

Ohereza ubutumwa bugufi ku buntu kuri telephone

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DID YOU KNOW?

The Implant

This implant lasts for 3-5 years. It can be removed at any time.

This implant is a long plastic rod inserted into your arm by a health provider. It contains natural hormones that temporarily stop eggs from maturing and prevent the sperm from reaching the egg.

Pros	Cons
<ul style="list-style-type: none"> Doesn't require daily or weekly action It's a good idea to take it when you brush your teeth or wash in the morning 	<ul style="list-style-type: none"> It's a good idea to take it when you brush your teeth or wash in the morning It's a good idea to take it when you brush your teeth or wash in the morning

Learn more at cybergirl.org or 0789923793

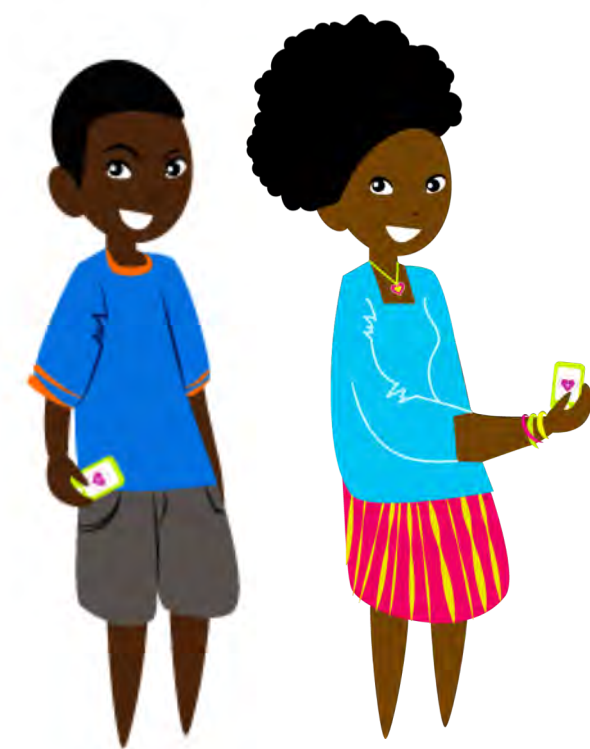
What is your dream?

PRESIDENT

HOW THE PROGRAM WORKS

BENEFICIARIES

Adolescents
15-19yrs
Urban / Peri-urban



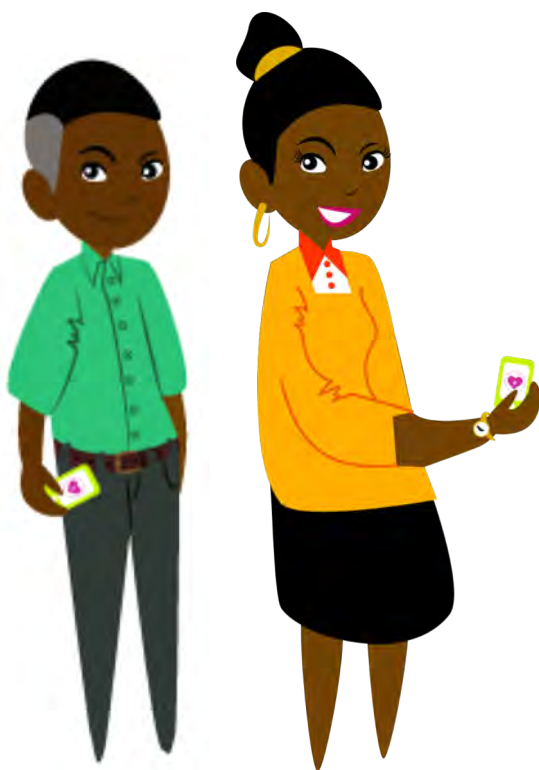
TEEN GUIDE TO SUCCESS

Youth access tablet-based and printed education tools on SRH and employment skills



BAZA MUTONI & BAZA NTWALI

Youth seek further information and referral via SMS and IVR hotline



CYBERNURSE

Youth access contraception and information from trained providers and provide quality feedback



ANTICIPATED OUTCOMES

Youth are empowered to set goals for their futures and access information & resources on sexual health and employment skills

Youth have improved confidence and knowledge to access sexual and reproductive health services

Youth receive youth-friendly, non judgmental information and services from a trained provider

SURVEY RESULTS: n=19 young women (17-23 years)

TRUE OR FALSE?	When having sex, condoms are the only way to prevent getting HIV and STDs/STIs	To prevent pregnancy, condoms work better when used with another contraceptive method.	The IUD is 99% effective in preventing pregnancy.	The condom is also 99% effective in preventing pregnancy.	A copper IUD does not use a hormone and can last up to 10 years.
PRE-TEST KNOWLEDGE CORRECT	15/19 (79%)	12/19 (63%)	10/19 (53%)	5/19 (26%)	7/19 (37%)
POST-TEST KNOWLEDGE CORRECT	15/19 (79%)	17/19 (89%)	16/19 (84%)	9/19 (47%)	17/19 (89%)
% DELTA	0.00%	+26%	+31%	+21%	+52%

LESSONS LEARNED



DESIGN WITH YOUTH

We need to engage young people in the design and implementation of adolescent health programs. We believe that HCD offers a creative and deeply participatory tool to co-design and prototype with youth for better program design



WORK WITH YOUTH

Hire and train young people, involving them at all stages of the process.



MEET YOUTH WHERE THEY ARE

An app is not the solution.
We need to leverage the
digital media that youth are
already using rather than
developing brand new
ones.



BE AGILE, ADAPTABLE

We shifted massively from our original idea. Test assumptions and be open to failing and pivoting rapidly based on what you learn from your users.



HUMAN-CENTERED DESIGN for PUBLIC HEALTH

SCALABLE & REPLICABLE - HCD CAN SUPPORT SCALING DIGITAL TOOLS INTO NEW CONTEXTS

RAPID DIGITAL DEVELOPMENT - FROM WIREFRAME TO WEB-APP IN TWO WEEKS

INCORPORATES YOUTH VOICE - WE DESIGNED WITH YOUTH, NOT JUST FOR THEM.

DATA-DRIVEN: WE PROTOTYPE EVALUATION TOOLS ALONG WITH PRODUCT PROTOTYPES



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FOUNDATION

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This year will mark the 10th anniversary of our YTH Live Conference and over a decade of connecting health professionals, young innovators, and tech experts. Come celebrate this milestone with us, reflect on our past successes, and help to forge our path into the future.

