



## TERMS OF REFERENCE

### SESSION: Progress and challenges in FP demand creation among adolescents and youth

*Total duration = 1h30*

#### Context

In the nine countries of the Ouagadougou Partnership, as in all African countries, the largest cohort of young people in the continent's history (45% of the population) will soon be of childbearing age and, consequently, sexual and reproductive health (SRH) service needs must be addressed. The fact is that many of them generally face numerous barriers and do not always have the necessary information to acquire the knowledge and develop the skills they need to exercise their rights or access services required to protect themselves from situations that could hinder or slow down their development.

The available literature suggests that the key barriers preventing adolescents from accessing RH/FP information and services are: family poverty, which often places girls in a vulnerable situation, especially in relation to their education and their autonomy. In the same vein, most parents fail to adequately prepare adolescents for responsible sexuality and are also unaware of the benefits of family planning. Added to this is the bias of some health care providers, who are sometimes reluctant to provide FP counseling or a FP method to single girls and young women. It is also important to note the significant influence of peers, as a result of communication and interactions on social networks and the media, including in the exclusion of certain young people in vulnerable situations (those with no schooling, those out of school, young housekeepers and street vendors, etc.) who do not always have access to reliable information. In some settings, information is available, but does not always reach the young people who need it and sometimes it does not always succeed in influencing behavioral change.

Adolescent girls often face high risks of early marriage, sexual and gender-based violence, and transactional and transgenerational sex. Gender inequalities, as well as the existence of negative social norms and practices, exacerbate these risks.

The sexual and reproductive health of adolescents must be defended. This includes access to comprehensive sexual education, services to prevent, diagnose and treat STIs, and advice on FP. It also means, above all, involving them in the process of developing demand creation strategies and taking their expectations and needs into account, especially in terms of FP and access to contraception.



During this session, the 8th annual meeting of the Ouagadougou Partnership seeks to address issues related to FP demand creation among adolescents and young people in order to initiate exchanges between stakeholders on the progress and challenges in Partnership countries.

**Objectives**

1. To give a voice to young people in vulnerable situations (**those with no schooling, those out of school, young housekeepers and street vendors, etc.**) to describe the major barriers they face in the decision-making process for the use of FP services

**Notes:** (by video for 8 countries and 1 young panelist from Benin)

- The young person from Benin will be an out-of-school youth
  - Videos up to 1 min. long will be produced in the other 8 countries in the local language and subtitled in FR to answer this question.
2. To identify major challenges for the inclusion of adolescents and youth in the development of FP programs in relation to demand creation strategies

**Notes:** The panelist will use SECONAF network experiences as a concrete example to support their overall point of view and the existence of a tool enabling the evaluation of the level of funding of demand creation strategies (E2A's TARP tool).

3. Discuss the need to implement and expand High Impact Practices (e.g. mass media—digital technologies—community engagement) and innovative tools related to demand creation to better take into account the specific needs of adolescents and young people;

**Notes** The panelist will present a practical experience from the field in the implementation of an innovation and its results (C'est la Vie Series) with the projection of a short extract of the series, if possible.

4. Obtain a government perspective on the role of demand creation strategies in FP programs and explore the environment and horizon for demand creation programs (RH Laws and Policies/Global Consensus for the use of long-acting methods among young people, how to address the challenges related to provider bias)

**Format**

<b>Moderator</b>	<b>Sorofing Traore, Youth Ambassador of Mali</b>
<b>Panelist 1</b>	<b>Choice to be made between two girls from Benin</b> - Isabelle Segnanou, 18 years old, apprentice hairdresser from Southern Benin, speaks different local languages: already exposed to some RH/FP programs



	<p>- Awa Soumana, 17 years old, Northern Benin, street vendor, speaks Dendi - No exposure to RH programs</p> <p>This panelist will discuss the challenges of creating demand for FP at the individual level (challenges in terms of information about RH/FP needs -, types of services, location of services, autonomy in decision-making for use of services)</p>
<b>Panelist 2</b>	<p><b>Dame Ndiaye</b></p> <p>He will present the challenges of developing and implementing demand creation strategies (product range information, program funding and demand-creation strategies, youth participation) with a focus on contraceptive products</p>
<b>Panelist 3</b>	<p><b>Mariam Abdou Gado</b></p> <p>She will discuss high-impact practices related to demand creation including mass media, digital technologies and community engagement (discuss major progress, such as the use of social networks and outreach campaigns.) A short excerpt from the CLV series will be used as a concrete example.</p>
<b>Panelist 4</b>	<p><b>Member of Government - Ms. Magnatié De Serifou</b></p> <p>Government's view of the importance of creating demand for youth in RH/FP, especially in the context of multisectorality. She will give an example of her role at the RCI Youth Ministry and also the commitments made by the RCI government to promote youth participation in decision-making. She will also discuss breakthroughs and major challenges and will end with prospects after 2020</p>

### Session agenda

#### Session introduction (5 min)

The session will be carried out in the form of discussions with a moderator who will introduce the topic:

- Demand creation as an essential element of service use
- Services adapted to adolescents and young people can only be used when young people are familiar with the existence of these services, where they can obtain them, and the range of services available.
- Strategies used in demand creation among young people are very context-specific.

#### Panelist presentation (5 min)

Following the moderator's introduction, each panelist will be briefly introduced.



### **Projection of mini video (10 min)**

Before starting the discussion with the panelists, the presenter will introduce the question on challenges and point out to the participants that this question was submitted to youth from 9 countries. Videos from 8 countries in a single format will be presented while the young Beninese member of the panel will share his/her perspective directly during the panel discussion.

### **Discussions (40 min)**

Each panelist will answer two questions. If there is enough time, the moderator may, after each answer, ask a clarification question if necessary, before introducing the next question. After the discussions, the moderator will summarize them before introducing a Q&A session with the session participants. The Q&A will last 30 minutes.

### **Q&A with the public: 30 minutes**

### **Session preparation**

To prepare the session, the moderator will make phone calls to the OPCU and the various stakeholders to better prepare the session and the planned interventions according to the terms of reference and expected results of the session. The youth identified for the session will also receive support from the Think Tank's sister organizations to better prepare for the session.

### **Suggested questions for the panel**

- For Panelist #1:
  - Who do young people speak to in order to access reliable information on reproductive health/family planning? What kind of information is available? In which languages?
  - How do parents and the community view young people seeking access to information about contraception?
- For Panelist #2:
  - In your opinion, what are the challenges faced in accessing information about the range of contraceptive methods available to young people?
  - As a young activist/Youth Ambassador, what is your assessment of the level of youth involvement in the implementation of the demand creation strategies and program for FP?



- For Panelist #3:

In recent years, there has been a global consensus regarding some practices that have a potential impact on the use of FP services. These practices are known as HIP: High Impact Practices

- Could you tell us a little more about these practices that are related to demand creation for contraception?
- Have you had any personal experience with them in the Ouagadougou partnership countries?

- For Panelist #4

- Beyond the commitments made, it is their effective implementation on the ground that produces results. What can be done to translate into real gains the policies that aim to increase demand for contraception for young people, especially girls, in our countries? How do you work with the MOH and youth organizations to ensure that your young people, especially girls, are aware of their rights and RH/FP services?
- While we thank our governments for the many efforts made, we still have a long way to go. You just heard about the challenges faced and the progress made. More effort is required. The theme of this meeting is "We Demand More: Youth and Social Behavior Change." So what are the prospects? Is the horizon uncertain, or will other more significant commitments be made?