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# SERVING YOUTH FAMILY PLANNING NEEDS DURING A PANDEMIC:

## Adolescents 360 Project COVID-19 Adaptations Brief



### Adaptation:

Any modification made to a planned program's activities, interventions, approach or funding due to COVID-19.



### NUMBER OF ADAPTATIONS IN NIGERIA

- 3 Social Behavior Change
- 2 Service Delivery
- 2 Enabling Environment

As COVID-19 spread across Nigeria, PSI's Adolescents 360 (A360) project implemented by Society Family Health (SFH) rapidly adapted their implementation approaches to continue their family planning (FP) services while keeping young women clients, communities and staff safe. To document and share crucial lessons learned, from May–November 2020, Research for Scalable Solutions (R4S) had supported the systematic monitoring of A360's COVID-19 program adaptations in Nigeria. This brief highlights key insights in COVID-19 adaptations across the FP High Impact Practice (HIP) categories: social behavior change, service delivery, and enabling environment. While COVID-19 is still impacting FP programs, based on operation efficiencies and potential increase in ability to reach young women clients, the A360 team in Nigeria has identified adaptations that will be maintained in a post-pandemic setting.

## SOCIAL BEHAVIOR CHANGE

**COVID-19 CHALLENGE**  
In-person FP program suspension, lowering youth FP demand.

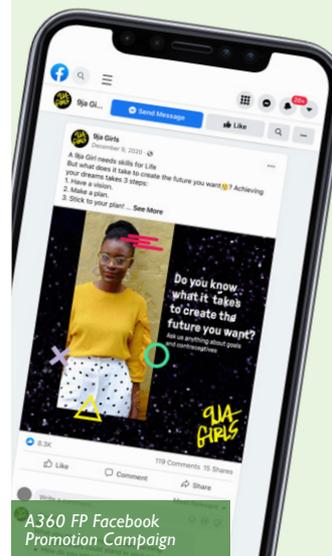
**ADAPTATION**  
FP Promotion Facebook Campaign

- In May 2020, A360 launched a Facebook promotion campaign for young women to safely access reliable on-demand FP information.
- Now with over 70,000 followers, the campaign broadened A360's client reach and linked newly interested youth to their digital FP curriculum taught by peer mentors.

**ADAPTATION**  
Virtual WhatsApp Life, Love & Health (LLH) Classes

- Prior to the pandemic, A360 promoted youth FP demand creation through in-person classes. To safely maintain FP awareness and referrals, in June 2020, A360 digitized their LLH curriculum on WhatsApp.
- Interested youth can receive personalized private online counselling and be directly referred to A360 providers.

### SOCIAL BEHAVIOR CHANGE IMPACT



During the pandemic, the use of social media broadened A360's client reach and maintained FP youth referrals.

Between May and June 2020, there was a **132% increase** in youth exposed to A360 interventions.

“During COVID-19, we both upgraded and increased the youth services we provide”

A360 Program Manager

## SERVICE DELIVERY

### COVID-19 CHALLENGE

Movement restrictions prevented youth from travelling to access FP services.

### ADAPTATION

#### Increasing Youth-Friendly Days at Spoke Facilities

- To bring quality FP service provision closer to youth's homes, in June 2020, A360 transformed certain outreach spoke delivery facilities into 'mini-hub' facilities by increasing the number of youth days with specialized providers at the post.

### ADAPTATION

#### Establishing the Big Sistas Program

- In May 2020, to improve short-term method continuation rates during COVID-19, A360 launched a socially-distanced community-based FP program where peer mobilizers, called Big Sistas, train, refer and support interested youth with follow-up.
- To date, 25 Big Sistas were trained, 152 youth were administered methods, and 40 youth were referred.

### SERVICE DELIVERY IMPACT

During the pandemic, there was an **increase in young women (15–19) married and unmarried adopting FP for the first time.**

Between May and June of 2020, there was a **159% increase** in new FP adopters.

## ENABLING ENVIRONMENT

### COVID-19 CHALLENGE

Movement restrictions prevented youth FP advocacy.

### ADAPTATION

#### Advocacy Training Courses for Government

- To ensure that youth FP advocacy efforts continued during lockdown, in May 2020, A360 began organising socially-distanced youth-friendly FP service trainings with members of four state governments.
- Engagement of state officials promoted FP stakeholder collaboration, which included Permanent Secretaries of the State's Ministry of Health, and executive directors of primary health care boards.

### ENABLING ENVIRONMENT IMPACT

Government capacity-building and engagement was essential in ensuring that **youth could have continued access** to quality FP services.

Youth voices are heard: in Nasarawa, the Adolescent Technical Working Group was created to **coordinate and lead adolescent program design** in FP during COVID-19.

“Oyo State has engaged A360 as a strategic leader...A360's involvement at the state level sets a good precedent for similar initiatives in other states”

*A360 Program Manager*

## INTEGRATION OF ADAPTATIONS BEYOND COVID-19

**Guided by insights on cost-effectiveness and potential in ability to reach young women clients, A360 will be integrating a number of adaptations into their routine FP programs, even beyond COVID-19.**

### Those adaptations include:

#### WhatsApp Life, Love & Health Classes:

- Given that the virtual classes have expanded A360's client reach, the adaptation is likely to continue with in-person provider and peer mobilizer follow-up.

#### FP Promotion Facebook Campaign:

- Since Facebook is a low-cost strategy that has been attracting new youth subscribers, A360 intends to continue using the platform to create interest and demand in long-acting reversible contraceptive methods.

#### Increasing Youth-Friendly Days at Spoke Facilities:

- A360 will continue to upgrade their spoke facilities with more dedicated youth-providers to reach and serve new rural clients.

“...social media is a key hypothesis as to why there is such an increase in conversion rates and accessing services”

*A360 Program Manager*

“Upgrading the spoke facilities to hubs has helped to increase access to a lot of youth in rural areas”

*A360 Program Manager*

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### Visit A360 on social media:

 [www.facebook.com/watch/Adolescents360](https://www.facebook.com/watch/Adolescents360)

### For more information about the A360 COVID-19 adaptations, contact:

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