

Future Fab: Helping the next generation of Kenyan girls have a fabulous future

IN BRIEF

In Kenya, nearly half of all women have given birth by the age of 20. When girls have children before they're ready, it can drastically reduce their chances of finishing school and achieving their life goals.

Aiming to increase adolescent attendance at its 23 static clinics across the country, Marie Stopes Kenya introduced Future Fab – a new holistic and human-centred approach to raise awareness and align modern contraception with the aspirations of urban, pre-childbearing women under 20. The project had a huge impact, with ten times more visits to clinics by this age group than before.

THE CHALLENGE

Finding a better way to reach teens

Marie Stopes Kenya (MSK) has been providing sexual and reproductive health services across the country since 1985. Taking a holistic approach, Future Fab reached out to adolescents in Kenya with youth-friendly contraception and sexually transmitted infection (STI) services. The programme was built on four key strategies:

- 1 Aspirational design – demand generation campaigns and messaging to link contraceptive use to girls' aspirations and dreams
- 2 Community buy-in – involving parents, community leaders and county governments
- 3 Discreet, friendly and convenient services – with free, specialised teen services both in clinic and at pop up events
- 4 Interpersonal mobilisation – through a broad support network of community-based mobilisers, such as Future Fab Ambassadors and Diva Connectors

WHAT WE DID

Evolving our approach as we learned

Future Fab evolved into two phases. The initial implementation phase focused on engaging girls through large scale events, and smaller sensitisation meet-up events with young people and their parents – aiming to 'activate' and 'engage' the target audience.

This was refined in phase 2 ("refinement") with the balance shifting from teen and parent meet-ups to pop-up outreach service delivery to 'deliver' and make the most of the awareness generated in phase 1. This evolution was part of a commitment to make sure the Future Fab model was responsive, cost-effective and sustainable.



Future Fab led to a ten-fold increase in adolescent visits at Marie Stopes clinics

Demand generation process

1. Activate

Build excitement and acceptance in the community



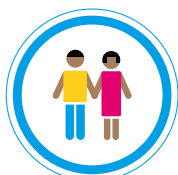
Community dialogues



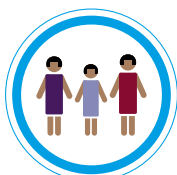
Future fab events

2. Engage

Educate about sexual health and contraception choices



Parent meet ups



Teen meet ups

3. Deliver

Provide access to safe and friendly services for young people



The diva experience



The diva space

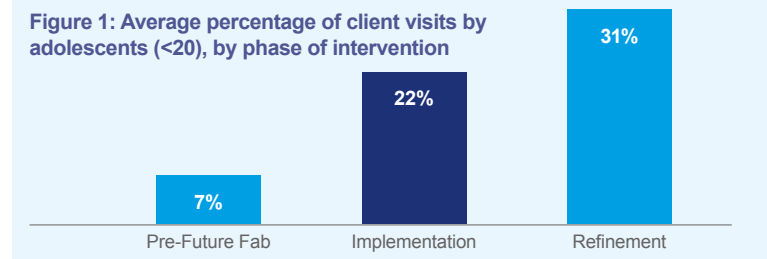
Demand generation process of Future Fab. The implementation phase focused on Activate and Engage and refinement phase focused on Deliver.

WHAT WE FOUND

Effective targeting boosts results

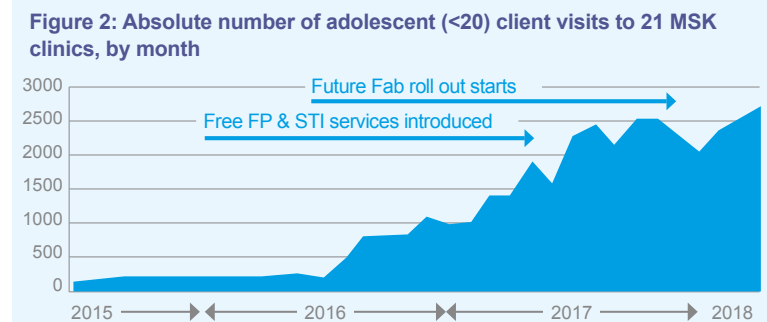
Future Fab had a huge impact on adolescent contraceptive uptake, particularly use of contraceptive implants. Each clinic saw a step-change in the number of adolescents attending right from the start.

In fact, there were ten times as many visits on average to each clinic per week, rising from about 2.5 before the project started to 26 during the refinement phase. At the same time the proportion of client visits by adolescents more than quadrupled between the pre-Future Fab period and the refinement phase (Figure 1), suggesting effective targeting of the adolescent age group.



Average percentage of FP/STI client visits by adolescents (<20) in 21 MSK clinics with data, by intervention phase. Data source: MSI electronic client record system (CLIC)

In total, from the start of Future Fab to end of March 2018, MSK saw around 35,000 client visits by clients under 20 across the 21 clinics that could provide data. And over three-quarters of adolescent clients had had some contact with either a Future Fab event or a Future Fab mobiliser.



Absolute number of adolescent (<20) client visits to 21 MSK clinics with data, by month. Data source: MSI electronic client record system (CLIC)



Large scale Future Fab event aiming to 'activate' the brand and the discussion.

A smaller 'teen meet up' aiming to 'engage' the target audience and continue the discussion.

'Pop up' discrete outreach services by MSK clinic staff, aiming to 'deliver' services on girls' terms.

Photo credits: IDEO.org



WHAT THIS MEANS

“I own my own future!”

It's clear from Figure 2 that making family planning and STI services free at MSK clinics at the start of 2016 was not enough – it was only when the full demand generation intervention began in mid-2016 that adolescent numbers started to increase. Future Fab involved a big investment at the start, but the cost per CYP came down dramatically over time, as the project was refined.

Future Fab had most success with urban, unmarried, pre-childbearing adolescent women. This is a difficult group to reach in Kenya and they face enormous stigma in accessing sexual and reproductive health services. But reaching this group has a massive long-term impact – preventing teenage pregnancy frees girls to finish school, take on careers and improve their chances of reaching their life goals.

Where can I find more information?

For more information on Marie Stopes International and the work that we do please contact:

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