

# Demystifying the concept of Family Planning for teenaged girls

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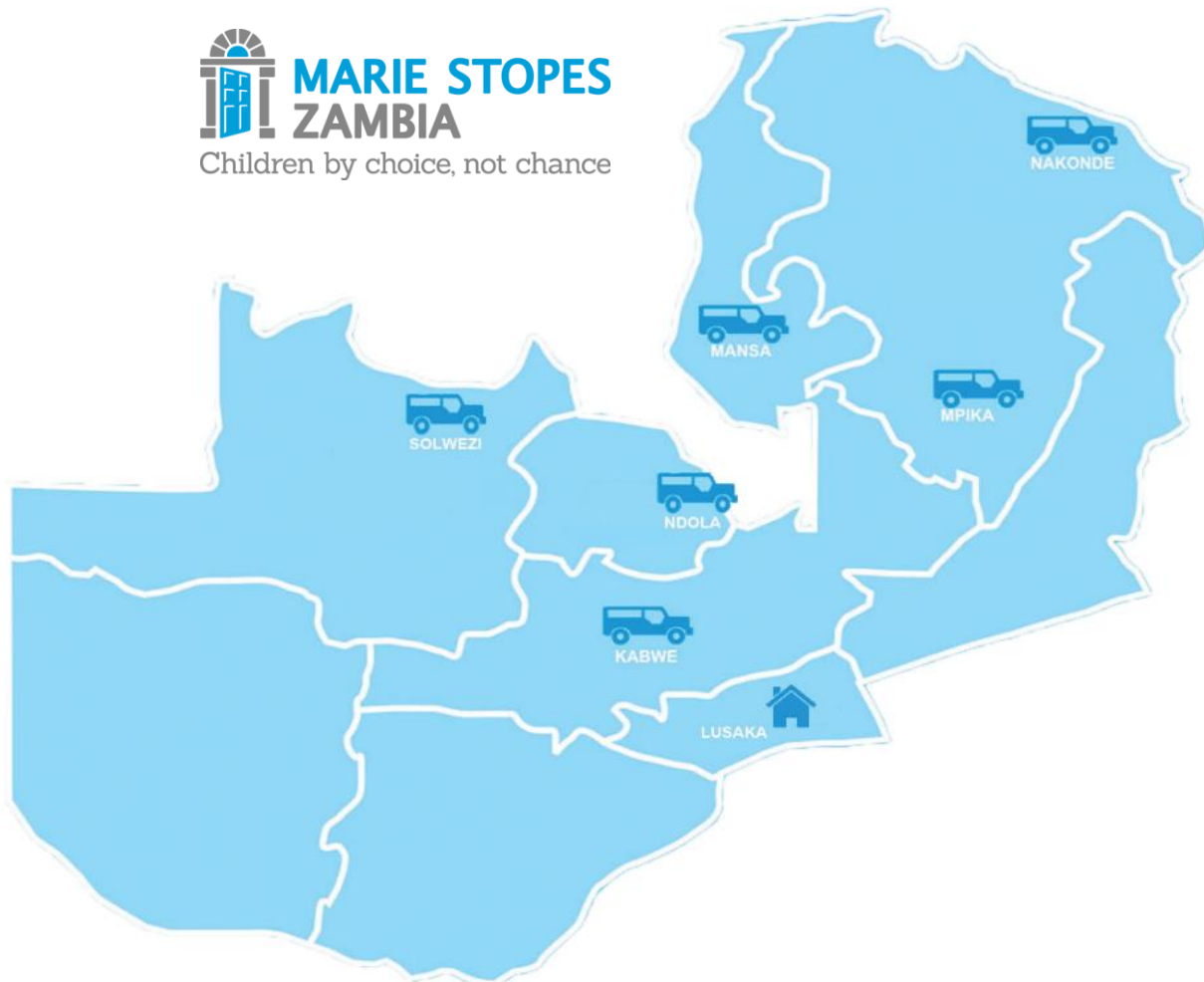


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Children by choice, not chance



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# The scale of our problem



- Teenage Pregnancy Stands at 20% for urban girls and 36.4% for rural based girls
- Only 10% of adolescent girls 15-19 use family planning methods– including condoms
- 8% of adolescent girls have been married by the time they are 15; 42% by the time they are 18



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# Why are teenaged girls not using FP?



*“I wish someone talked to me earlier, I didn’t know I had a choice”*

*“My husband and mother in-law expect me to have a baby now I am married”*

*“The people at the clinic will tell my mother that I am having sex and they will shout at me”*

*“Family planning can make you sick, its not for girls”*



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# What we did differently

## CONVERSATIONS AMONG FRIENDS

Encourage peer-to-peer information sharing at every point along the journey.

## TEENS' BEST SELVES

Connect teens' choices to their aspirations for the future and their present-day needs.

## ON THEIR TERMS

Reach teens in their language, on their terms, and in the places they feel most comfortable.

## UNDERCOVER, BUT JUST ENOUGH

Design to be private enough to shield teens from judgement, but not so secretive to arouse suspicion.

### TEEN CONNECTOR OUTREACH



### CONTINUING CONVERSATIONS



### TEEN AMBASSADORS



### POP-UP EVENTS

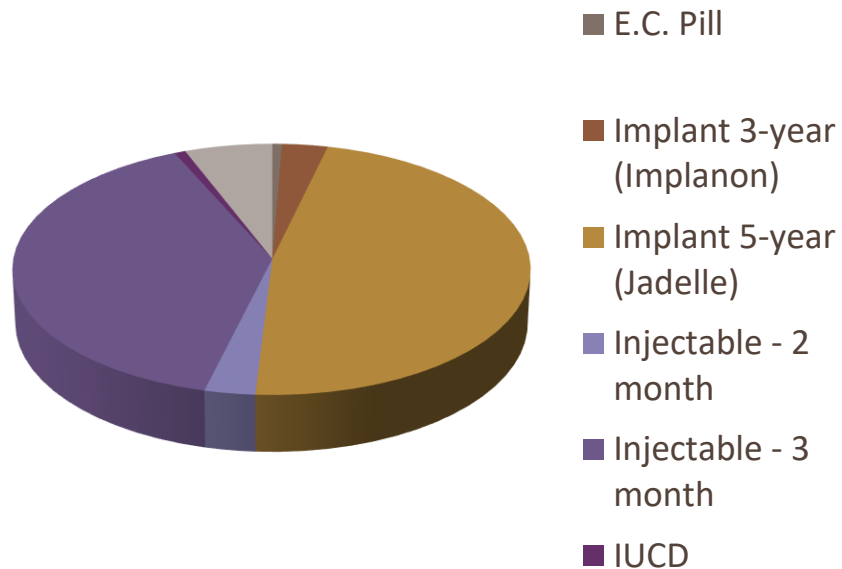


### TEEN ONLY SPACE

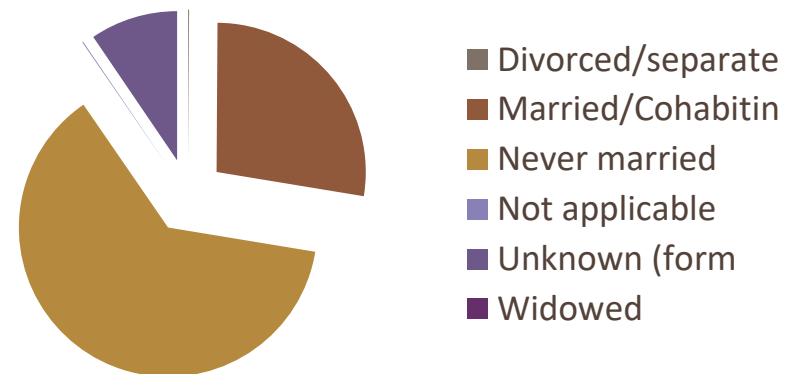


# Our results

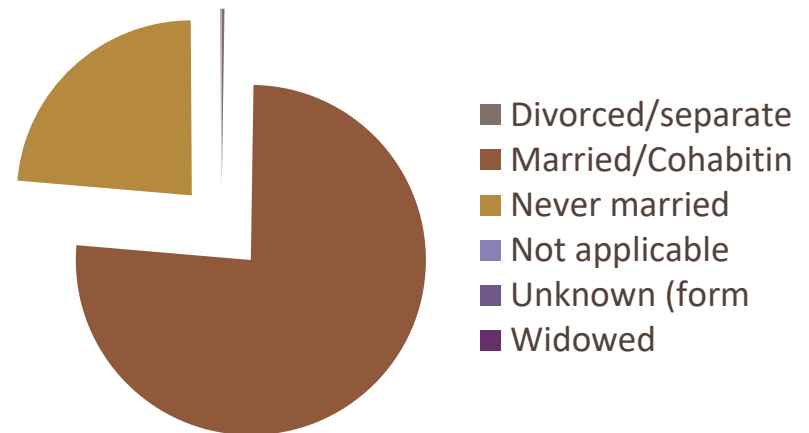
## Service Mix



## Diva Centres



## Outreach



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# Lessons Learned

- Professionalize all staff involved, particularly peer mobilisers
- Build systems for continuous meaningful client feedback
- Grass-root advocacy
- De-medicalized approaches in both service delivery and client communication
- Additional capacity building for service providers



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# Thank you



**MARIE STOPES**  
**ZAMBIA**

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