

Smart Start for Married Girls (15-19 year old)

What is Smart Start? A community-powered movement to address unmet need for family planning

- Smart Start is co-created solution for 15-19 year old married rural girls and people around the girls to enable them envision their future and position contraception as key asset to achieve their goal.
- Smart Start finds and supports married adolescent girls in their most vulnerable moments and enables them to envision, make decisions, and achieve their dreams
- Smart Start is anchored within the existing Health Extension Program (HEP); it supports the existing HEP without introducing another structure.
- Smart Start shows Health Extension Workers (HEWs) that married adolescents are potential clients of contraception and gives them the tools to counsel girls in a compelling, respectful manner.
- Smart Start facilitates age appropriate and culturally sensitive conversations.
- Strong youth-adult partnerships are embedded: married adolescent girls and people around them are positioned as designers, change makers and change managers so that they own and generate their own health.
- Smart Start affirms gender equity and equality through meaningful male engagement. The husband is invited all the time.
- A User Centered Design (UCD) approach allows for an iterative process, fast failures and quick fixes before huge resources are invested.
- Flexible, innovative operational models such as “Catch up and Keep Up” allowed Smart Start to offer six weeks intensive support for overburdened HEWs reducing bottlenecks to uptake.

The Data

SMART START EARLY RESULTS

Our early results are promising:

January 2018- August 2018 implemented in
246 Kebeles

13,940	7,239	52%
GIRLS ATTENDED A SMART START SESSION	CONTRACEPTIVE ADOPTERS WITH SMART START	ACCEPTANCE RATE

Promising Results for scale up

- 1 in 2 married girls who participate in Smart Start adopts a modern contraception method.
- Smart Start is showing that married girls who receive counseling will choose to take up a wide range of methods, including long term methods.
- Smart Start reaches the girls at the right time because more than 50% of method adopters have 0 children.
- Among girls who interacted with Smart Start together with their husbands 70% of them took up a contraception method.

