

## Proof of Concept Statement

The met need for family planning care and education is low in Zambia, particularly for adolescents and young adults in rural areas, resulting in a high number of unwanted pregnancies, some of which end in unsafe abortions. The Youths for Adolescent Contraceptive Care and Education project (Y-4-CARE) proposes to train youths as community-based distributors (CBDs) to deliver contraceptive care and education in rural areas of Rufunsa District. Y-4-CARE will use task shifting, a strategy where high-level medical skills will be taught to and delivered by lower-level cadres, in this case CBDs, to overcome barriers to access health services and information. Y-4-CARE will recruit ordinary community youths and train them to provide adolescent-friendly family planning services, as well as sexual and reproductive health and rights (SRHR) information, including counseling. CBDs will be equipped with cooler boxes to store contraceptives obtained from their local clinics, phone tablets for confirming orders, and bicycles to make deliveries.

Y-4-CARE will work in collaboration with existing structures, including the Ministry of Health through the community health unit and the adolescent health unit, to train CBDs in counseling, administering of contraceptives and impact monitoring. Y-4-CARE will work with Ministry of health's (MOH) facility-based health providers who oversee adolescent and young adults' health promotion activities in Zambia. Each youth CBD will be affiliated with a health facility that provides them with family planning commodities and technical support for adherence to safety and high-quality service standards. The project will also provide logistical support for youth CBDs to mobilize beneficiaries and hold weekly educational (SRHR) sessions (at least 20 dialogue sessions of up to 12 participants per session during the implementation period) to provide comprehensive information on SRHR, promote the services and popularize the Facebook project page and other social media platforms. These dialogue sessions will be a used for CBDs to engage with beneficiaries to whom they will then provide one-on-one services and support, as well as facilitate referrals to health facilities for beneficiaries to access other SRHR services, such as long-term family planning methods and STI screening.

To enhance distribution efforts Y-4-CARE will create a Facebook project page, through which clients can interact with counsellors and youth CBDs (via the page's direct messages). The page will also enable clients to book services, make orders for free condoms and/or oral contraceptives (including emergency pills), and have these products & services delivered to them by the youth CBDs. Additionally, with the goal of sustainability and public sector integration in mind, the project team will work towards a longer-term goal to partner with Ministry of Health and United Nations Population Fund (UNFPA) for the integration of this work into an existing, nationally-recognized mobile application ('TuneMe').

<sup>1</sup> Zambia Statistics Agency 2018

Proof of concept will be demonstrated by:

1. 75% of the 800 adolescents and 700 young adults who receive family planning & SRHR information & education through the Facebook page and/or via youth CBDs demonstrate increased knowledge on contraceptive methods and options
2. 44% (660) of the 1500 adolescents and young adults who information and education access contraceptive products (including emergency contraceptives) through youth CBDs
3. 25% increase in service utilization for family planning or contraceptives services among adolescents and young adults in the implementation sites, as evidenced by comparison of baseline and endline assessments
4. 80% of the 25 youth CBDs and 15 healthcare workers demonstrate increased family planning & SRHR knowledge, as well as capacity to provide adolescent-friendly contraceptive care and education
5. Progress towards *TuneMe* integration and/or refining of the Facebook delivery channel