Improving Care Seeking Behaviour of Young Women for Sexual and Reproductive Health in Assam and Madhya Pradesh
1 in four Indian women married before 18

8% of women aged 15-19 are pregnant or mothers

14% pregnancies amongst women under 20 are unplanned

34% highest maternal deaths among women aged 20-24 years
Our model adopts a **holistic, multi-sectoral approach** to make available sustainable, youth-friendly services in the public sector and improve young women’s access to services.

**Key Features**

- **Evidence-based Action**
  - Measurable indicators to inform program design and implementation
- **Normative Change**
  - Positive change in attitudes, mindsets and practices of young women and key influencers
- **Scalability**
  - Modular program components that are adaptable to different contexts
- **Alignment with Government Vision**
  - Aligns with federal government’s adolescent health program – RKS

**Referral linkages**

**Making available youth-friendly SRH services in the public sector**

**Accompaniment support**

**Improving young women’s knowledge and ability to access services**
KEY PROGRAM COMPONENTS

- School intervention
- Community group meeting
- Street theater
- Facility strengthening
- Youth Fair
- Community intermediary orientation
- Provider sensitization
- RKSK peer educator sensitization
- Accompaniment support
- Sanitary napkin distribution
- Communication package
- Media engagement
- Health camp
- Youth leaders’ training
STRENGTHENED PUBLIC HEALTH SYSTEM

- 24 health facilities strengthened with functional AFHCs
- 79,000 young women provided SRH services
- 3-fold increase in monthly SRH caseload of facilities

IMPROVED SRH OUTCOMES FOR YOUNG WOMEN

- 140,000 young women reached with information on SRH topics

Community-level evaluation shows improvement in SRH-related components*
- knowledge, attitude, practices as well as stigma reduction:
  - 51% young women reported correct knowledge on legality of abortion
  - 49% reported using sanitary napkin for menstrual protection
  - 30% young women reported accessing ANC services
  - 71% respondents believed that pregnancy among unmarried women is a sin

*statistically significant

“When I reached government hospital, I met with youth leader didi, who was present there, and she accompanied me to the doctor...I was suffering with white discharge related problems...doctor gave enough time to listen to my problem and gave good medicine. I got relief after taking the prescribed medicine.”
Unmarried girl, 17 years, Madhya Pradesh

“The youth leaders helped me open up about my SRH issues which was very difficult to discuss with anyone. I no more use old cloth rather use sanitary pads to maintain menstrual hygiene.”
Unmarried girl, 17 years, Assam

WHAT OUR PARTNERSHIP OFFERS

A potential to advance sexual and reproductive health of young women by integration of a tested model – that has demonstrated efficacy in varying geographic contexts – into the implementation strategies of the state RKSK programs
Ipas Development Foundation is an Indian non-profit organization that works to prevent and manage unwanted pregnancies in 11 states of India. We improve lives of 500,000 women and girls across India every year. We believe that no woman or girl should have to risk her life or her health because she lacks reproductive health care, and every woman and girl must have the opportunity to manage her fertility. We work to dismantle barriers and to foster the full realization of sexual and reproductive health and rights.

For more information, write to us at idf@ipas.org

Our model was recognized as a ‘Good, Replicable and Innovative Practice – 2019’ by the Ministry of Health & Family Welfare, Government of India at the “6th National Summit on Good and Replicable Practices and Innovations in Public Health Systems for 2019”

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