



Improving Care Seeking Behaviour of Young Women for Sexual and Reproductive Health in Assam and Madhya Pradesh



Project supported by:

Grand Challenges Canada®
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**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**

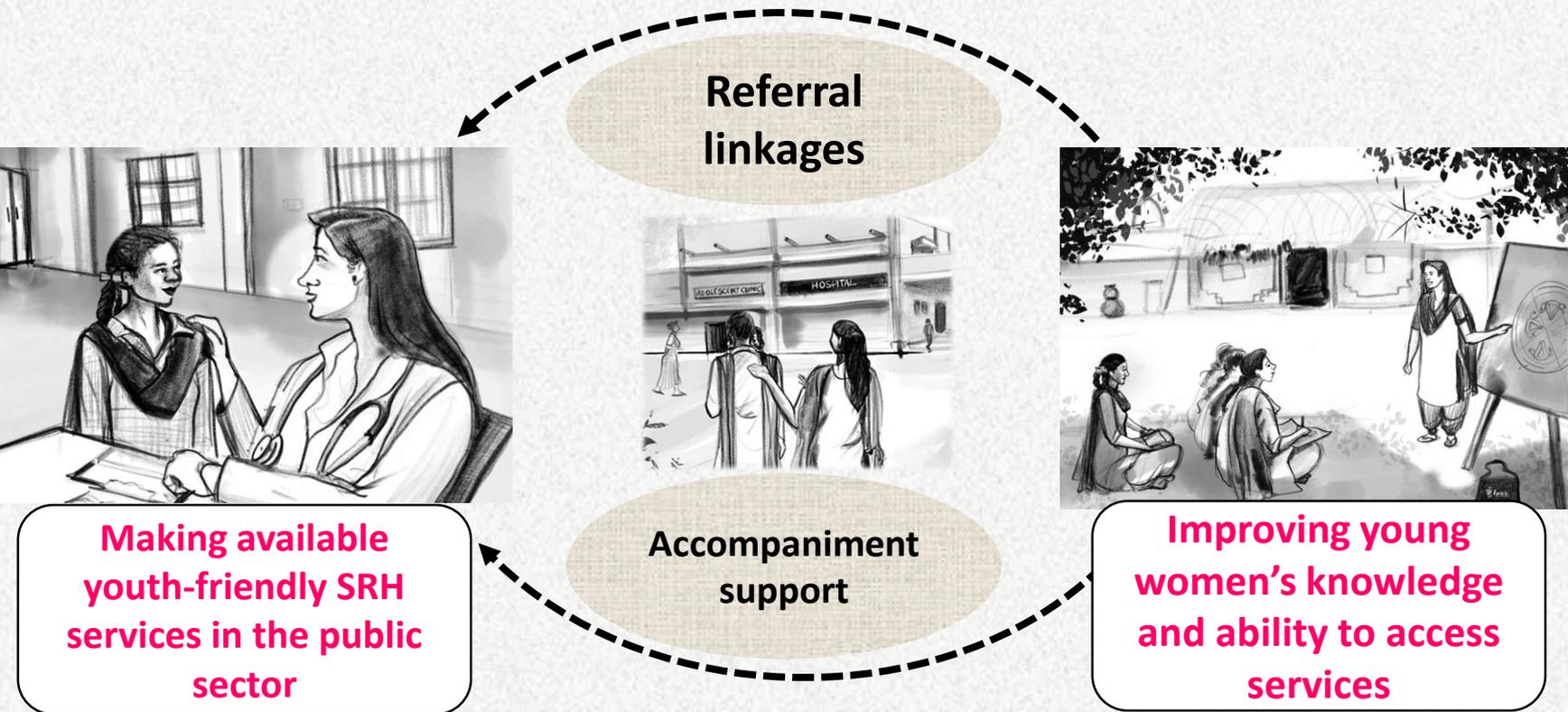
34%

highest maternal deaths among women aged 20-24 years



OUR MODEL

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 – RKSK

KEY PROGRAM COMPONENTS

Street theater

Community group meeting

School intervention

Youth Fair

Youth leaders' training

Communication package

Accompaniment support

Community intermediary orientation

Sanitary napkin distribution

RKSK peer educator sensitization

Provider sensitization

Media engagement

Facility strengthening

Health camp

KEY ACHIEVEMENTS

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

**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”**

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



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