



A360 Nigeria

EMERGING INSIGHTS

for Design

December 20, 2016

This document is intended to capture what Adolescent 360 Project learned during the inspiration phase in Nigeria.

It reflects the voices of the people the team spoke with and provides the A360 Consortium with a springboard for design opportunities.

INSPIRATION PHASE SO FAR

SCOPE: In October 2016, our multi-disciplinary field team set out to learn about the lives of adolescents in Nigeria, focusing on their access to, and attitudes towards, reproductive health services. We conducted research in the south in Lagos state and in the north in Kaduna state. These locations were selected because they were considered representative of the target populations of northern and southern Nigeria, respectively.

METHODS: We used IRB–approved research methods to spark conversations with girls and community members about values, community norms, and experiences.

LIMITATIONS: We were inspired by the girls’ stories and narratives that we heard, but our research was limited to the types of girls who were available at the research communities. The insights and opportunities outlined here are not comprehensive of everything we heard, but are highlighted for design potential.

ETHICS: All participants gave consent or assent to talk with us. No names have been used to assure confidentiality and anonymity.

WHAT ARE INSIGHTS?

INSIGHTS: Statements that help point the way forward and drive towards design solutions. Some may be novel while others not; the most important thing is that the combination of insights help launch the team into novel ideas.

FOCUS ON BEING ACTIONABLE: Through the course of our research, we heard about many topics—from finance to living conditions to love. While we acknowledge that all topics are an important part of a girl's life, the insights that follow represent the strongest patterns that emerged across age and regions.

OUR PROCESS



Synthesis in
San Francisco







Abuja Insights Workshop



FANTASTIC!

CONTEXT

Sexual Activity

OF GIRLS AGED 15—19 IN NIGERIA

35%

OF GIRLS
HAVE HAD SEX

17%

OF GIRLS
HAVE BEEN
MARRIED

11%

OF GIRLS
HAVE BEGUN
CHILDBEARING

16

MEDIAN AGE
OF SEXUAL DEBUT

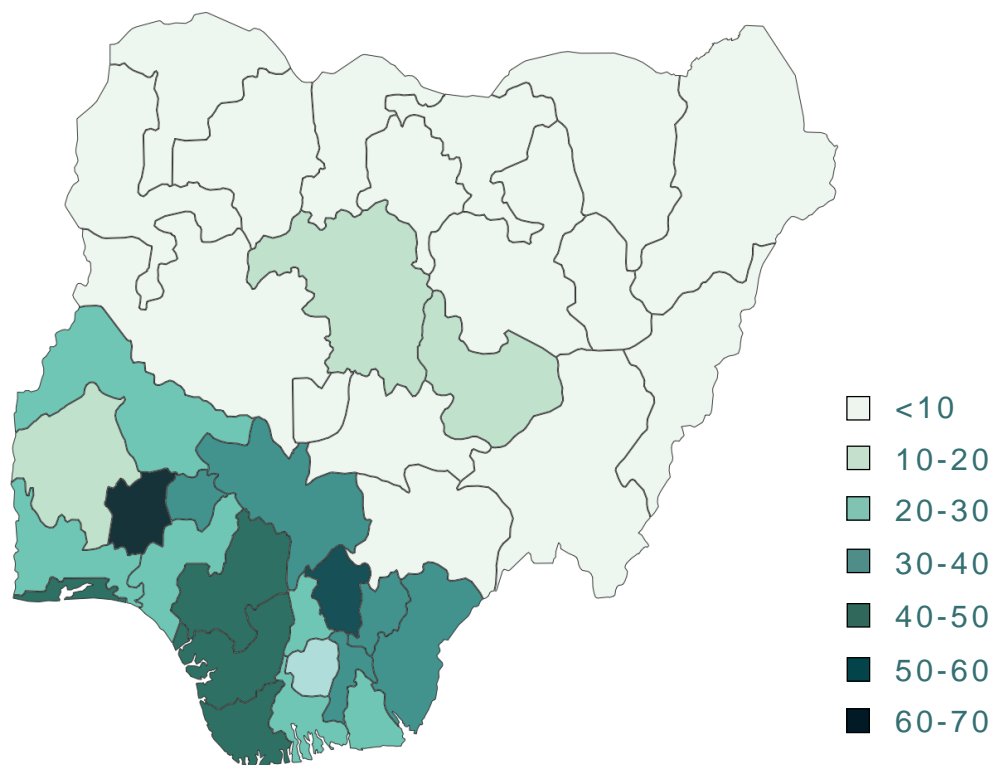
16

MEDIAN AGE
OF MARRIAGE

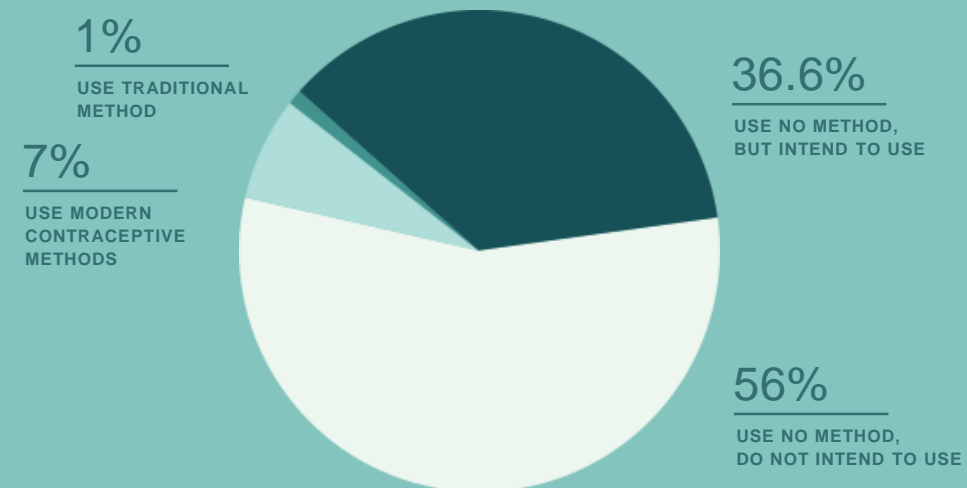
Contraceptive Use

OF GIRLS AGED 15—19 IN NIGERIA

ADOLESCENT mCPR BY STATE

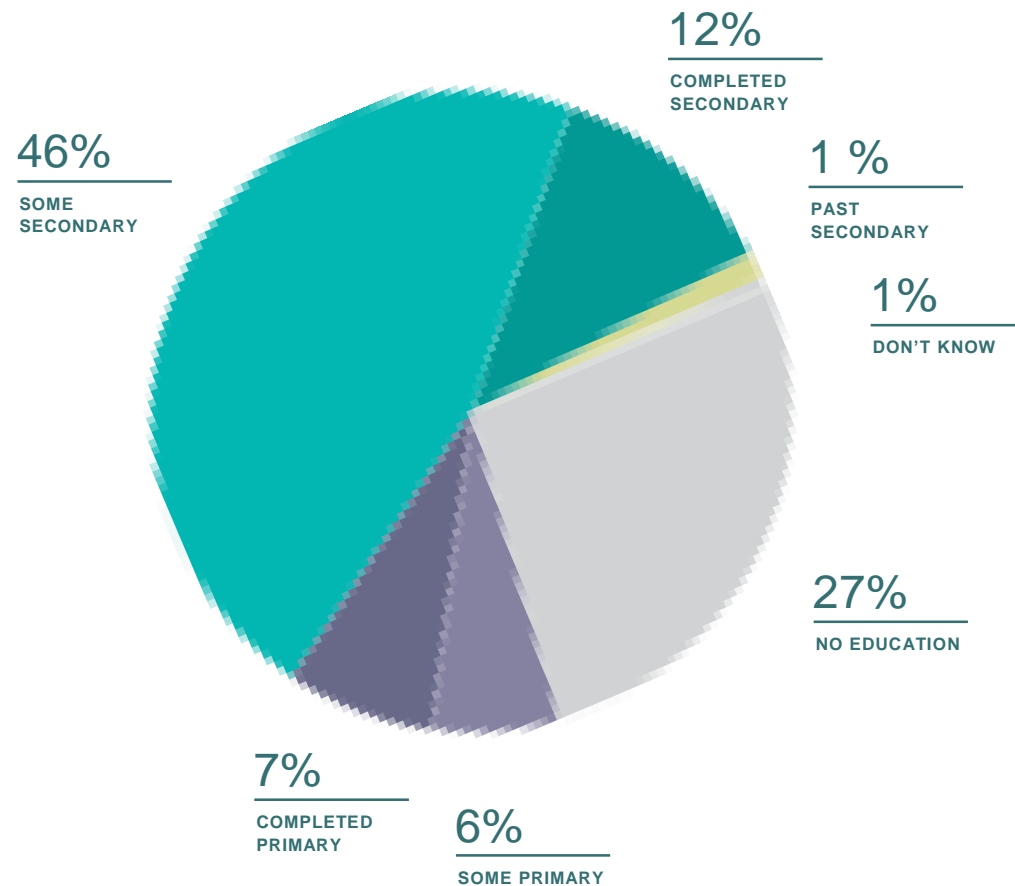


CONTRACEPTION USE & INTENTION



Educational Level

OF GIRLS AGED 15—19 IN NIGERIA



Only 12% of girls complete secondary education, and 1% complete post-secondary education.

Technology Access

OF GIRLS AGED 15—19 IN NIGERIA

78%

OWN A
MOBILE PHONE

37%

HAVE WEEKLY
ACCESS TO
RADIO

37%

HAVE WEEKLY
ACCESS TO
TELEVISION

10%

HAVE WEEKLY
ACCESS TO
NEWSPAPER

Segmentation: South

OMOLARA

Omolarra is Christian, unmarried, and sexually active but does not have children. She has finished secondary school and lives with her parents.



MOPELOLA

Mopelola is among the most diverse of the sample populations. She is likely a Christian, lives in a rural environment, is not yet sexually active or married. A small proportion are married with children.



Segmentation: North

SARATU

Saratu is Christian, lives in a city, is unmarried, and has no children. She is probably sexually active, has had more than one sexual partner, and is the most likely to have experienced sexual violence.



AISHA

Aisha is Muslim and Hausa-Fulani. She is likely married, lives in a rural environment, and has children. She is the least likely to be in school.



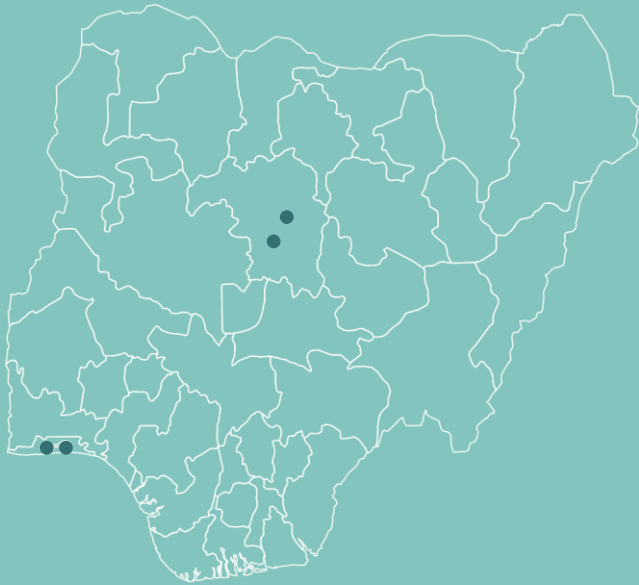
The A360 segmentation helped us orient to the research context. During our research, we spoke with girls reflective of the four segments. However, as stories emerged, we found that the reality of girls' lives is more nuanced than allowed for by the segmentation.

A360
FORMATIVE RESEARCH
NIGERIA

Where we went

217

INTERVIEW
SESSIONS



123

KADUNA STATE

94

LAGOS STATE

Who we talked to

365
**PEOPLE
INTERVIEWED**

105
**ADOLESCENT
GIRLS**

72
**ADOLESCENT
BOYS**

34
MOTHERS

38
FATHERS

31
**MALE
PARTNERS**

50
**COMMUNITY
INFLUENCERS**

24
**CLINICAL
PROVIDERS**

11
**OTHER
SERVICE
PROVIDERS**

Girls we talked to

NORTH

20%

MARRIED

18%

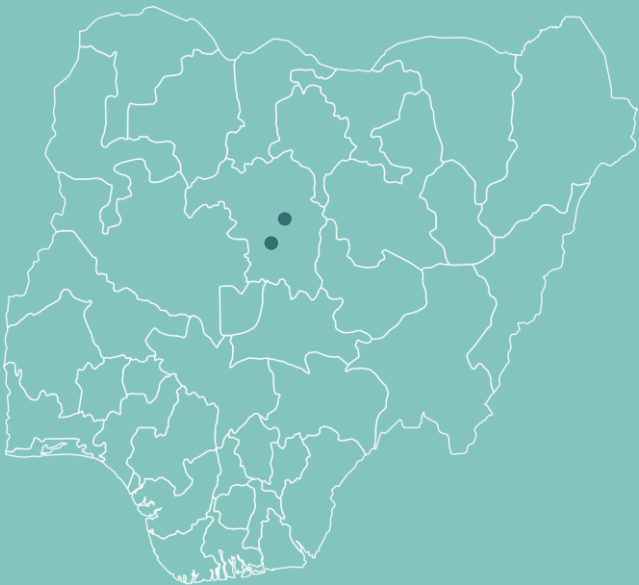
HAVE BEGUN
CHILDBEARING

38%

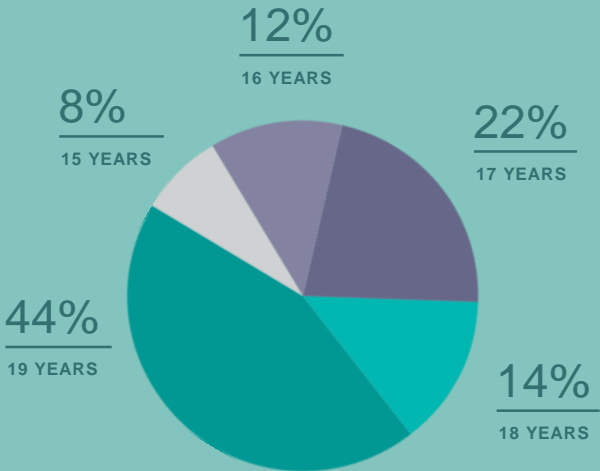
MUSLIM

61%

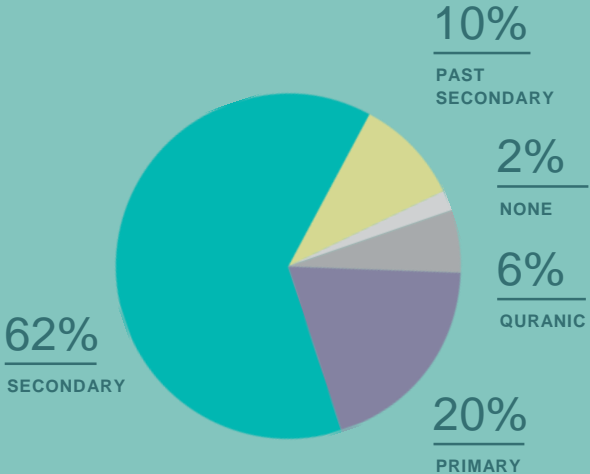
CHRISTIAN



AGES
OF GIRLS



EDUCATION LEVELS
OF GIRLS



6%

MARRIED

6%

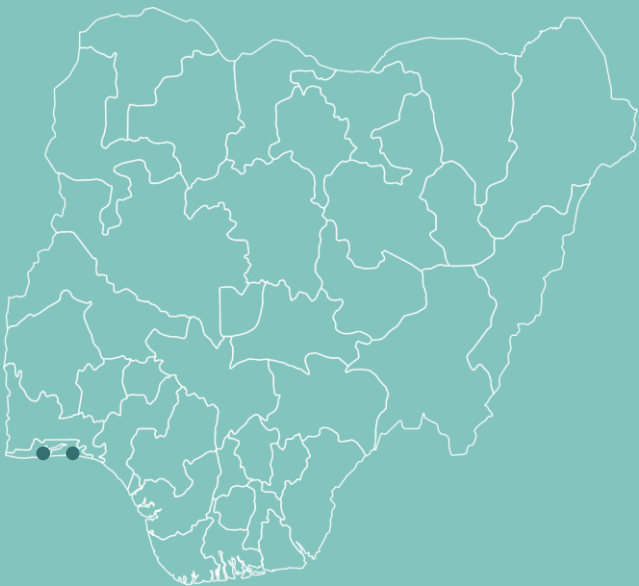
HAVE BEGUN
CHILDBEARING

40%

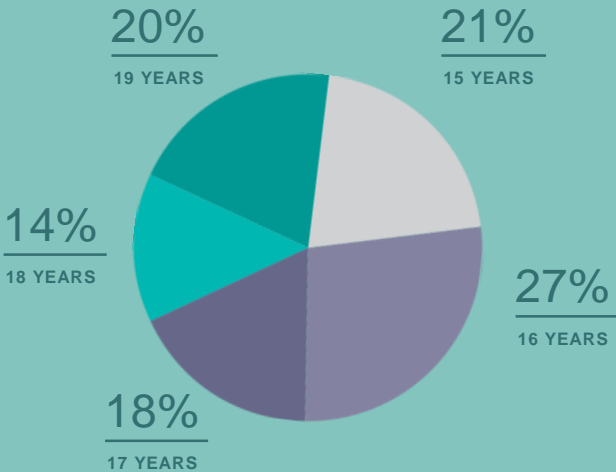
MUSLIM

59%

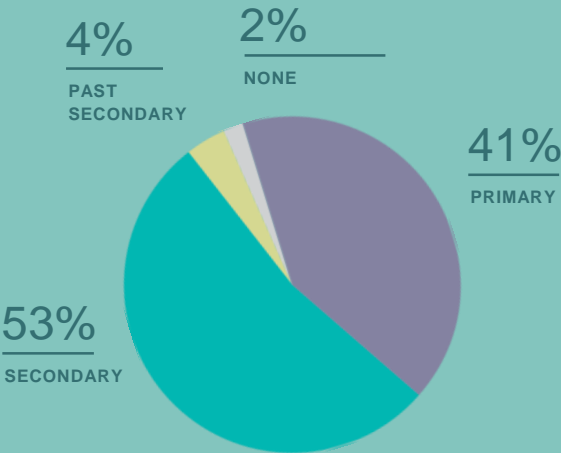
CHRISTIAN



AGES
OF GIRLS



EDUCATION LEVELS
OF GIRLS



A NOTE ON LANGUAGE:

In this document, our reference to “adolescents” is based on our field interviews and may not be representative of the larger country context.

PROLOGUE

Adolescents in Nigeria have a clear vision for their futures.

They know who they want to be and what they want to achieve.



In the north, many adolescent girls dream of finishing secondary school, getting married, having a family, and then continuing their education.

In the south, many adolescent girls dream of finishing school, learning a trade, gaining financial independence, and then getting married and having a family.



However, there are economic, social, and contextual factors that often stand in the way of achieving these dreams.



By protecting and improving girls' sexual and reproductive health, we can mitigate some of the barriers they face on their journeys, and empower them to work towards the futures they envision.

