



Youth Market Development Workstream update

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Quick practical overview - Key aspects - MDA

EVALUATING THE MARKET

Unmet need of all sexually active women 15-19, 20-24.

Analyze separately

Inefficiencies

Lack of information on side effects

Demand prediction - unmet need not always factored in

Potential Interventions

Demand creation: i.e. RH fairs for youth

PP alliances to reach youth (Honduras example, UNFPA)

Improved demand forecast to include unmet need

Youth and Equity



Young people in low- and middle-income countries face a range of barriers - **Cultural, Financial, Geographic, Stigma, & Provider Bias** - that impede their access to RH information, support, and supplies.

Mario Balibago, Youth Leader - Philippines

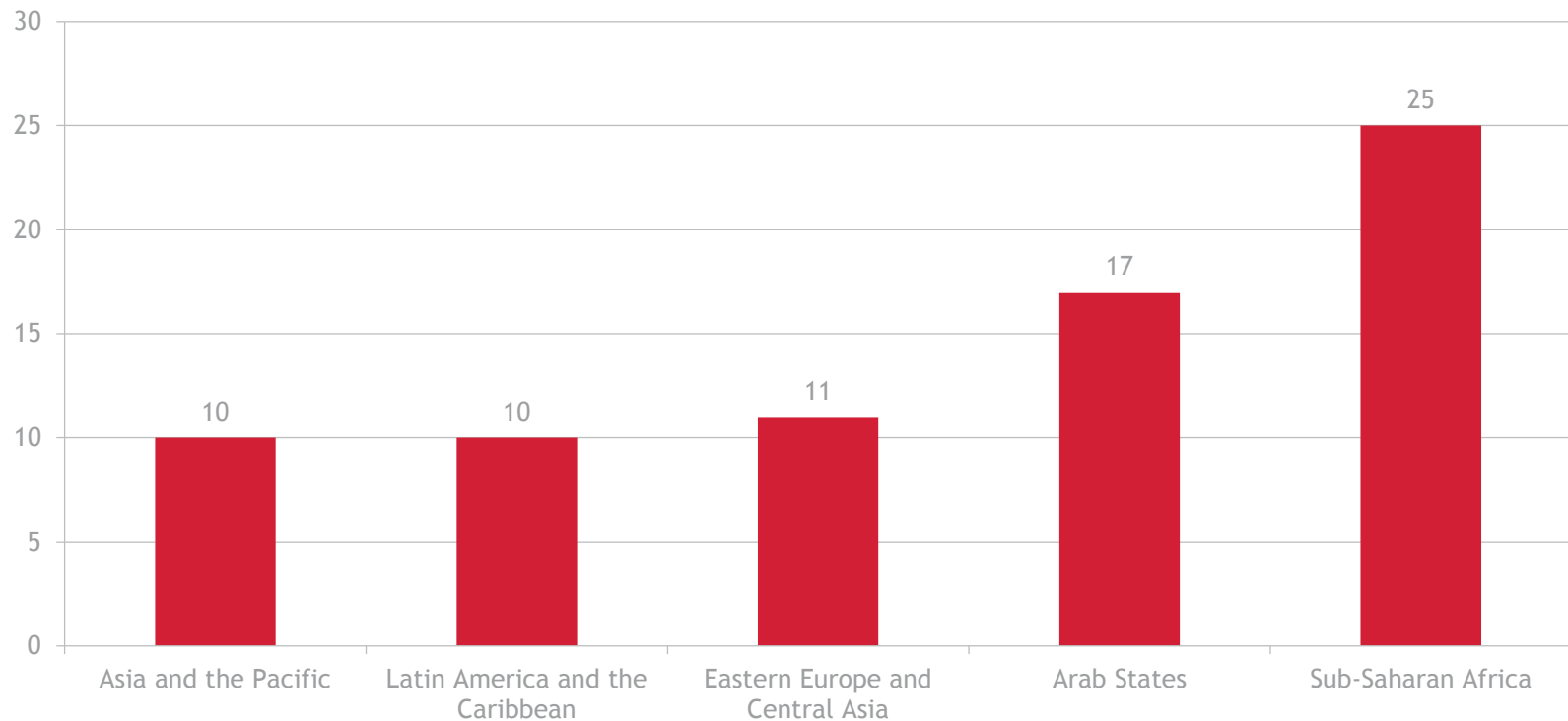


Thousands of youth want contraceptives and cannot get them

- In developing countries about half of sexually active women of reproductive age, or 818 million women, want to avoid pregnancy, meaning that they do not want to become pregnant for at least two years or want to stop childbearing altogether. About 17 percent of those women, or 140 million, are not using any method of family planning, while 9 percent, or 75 million, are using less-effective traditional methods. Together, these 215 million women are said to have an unmet need for modern contraception.¹
- 4 of 10 women 15-24 (sexually active) have unmet need in LAC
- Unmet need is higher amongst adolescents (15-19) than youth (20-24)

Is our view focused on sexually active women?

Unmet need for family planning, per cent, 2012



Reproductive Health Surveys, Demographic Health Surveys, Women of Reproductive Age

Opportunities to develop the Youth Market



- Marketing can be used to make LARCs a more attractive and better understood choice for youth people
- Policy changes are critical in many countries to reduce the barriers faced by young people
- Shifts from traditional youth friendly sites to new and more innovative approaches to reach adolescents

Ana Nohemi Chel Gomez, Youth Leader, Guatemala

Improving youth access to RH supplies

“Roadshows, concerts, moonlight clinics, campaigns are good avenues of engaging the youth. Incentives like branded T-shirts, caps, wristbands, necklaces, sweatshirts, stationary, photo shoots. These incentives can create a lot of demand for modern contraceptives” - Mark Gachagua Youth Leader, Women Deliver, Kenya

More places: Universities, RH fair, pharmacies, discoteques, bus and taxi stops, shopping malls.

**WOMEN
DELIVER**

