

Targeted Interpersonal Communication for AGYW's integrated maternal health services in Uganda: Evidence from DREAMS Project 2016- 2017

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BACKGROUND

Uganda Census report 2016:

- Youngest population in the world
- **11.3%** adolescent girls
- **9.7%** young women
- Contraceptive use among adolescent is **11%**
- **34%** unmet for family planning

HIV prevalence among AGYW

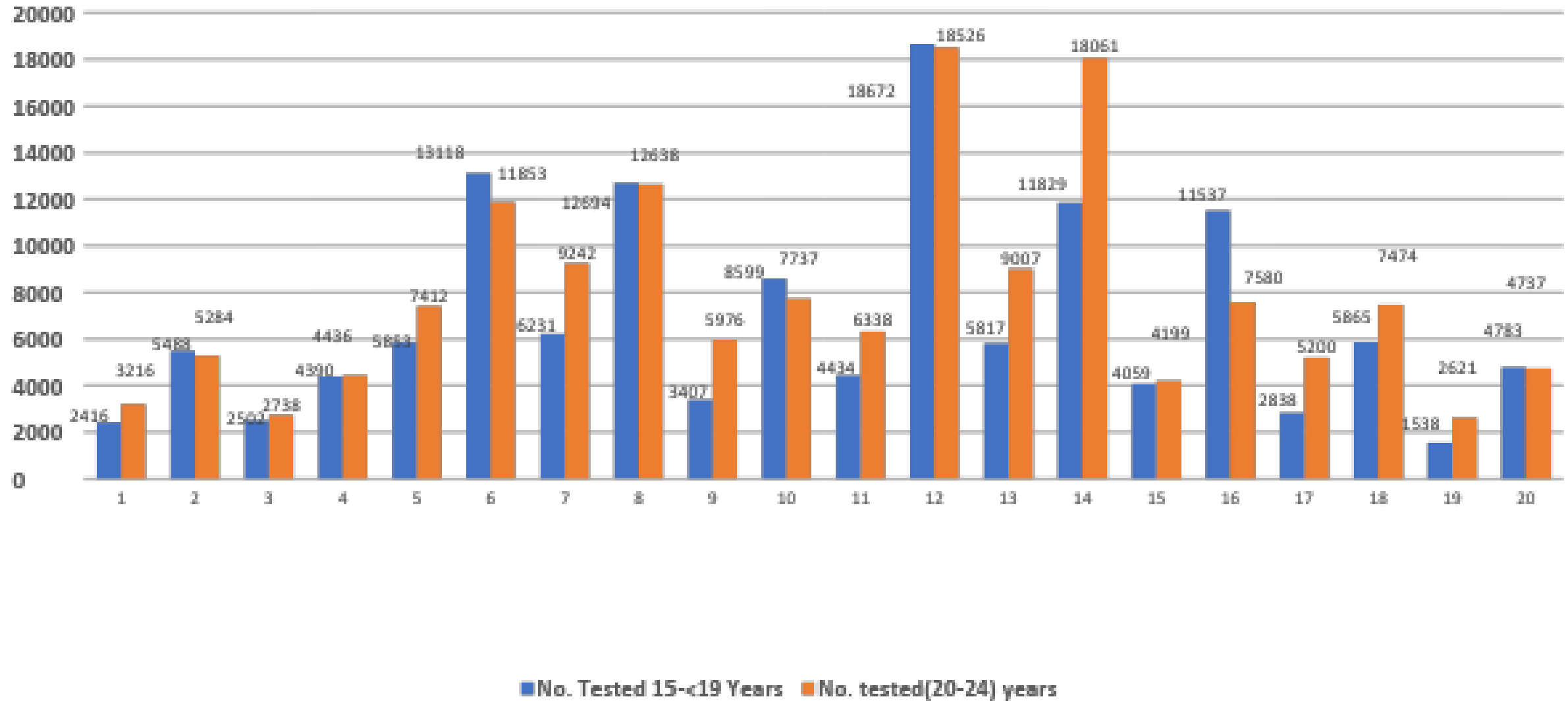
- **4.9%** for the (15-19 yrs)
- **7.1%** for 20-24 yrs
- Low FP use
- Early sex debut exposes them to the risk of HIV and unplanned pregnancy

Role of CHC in DREAMS

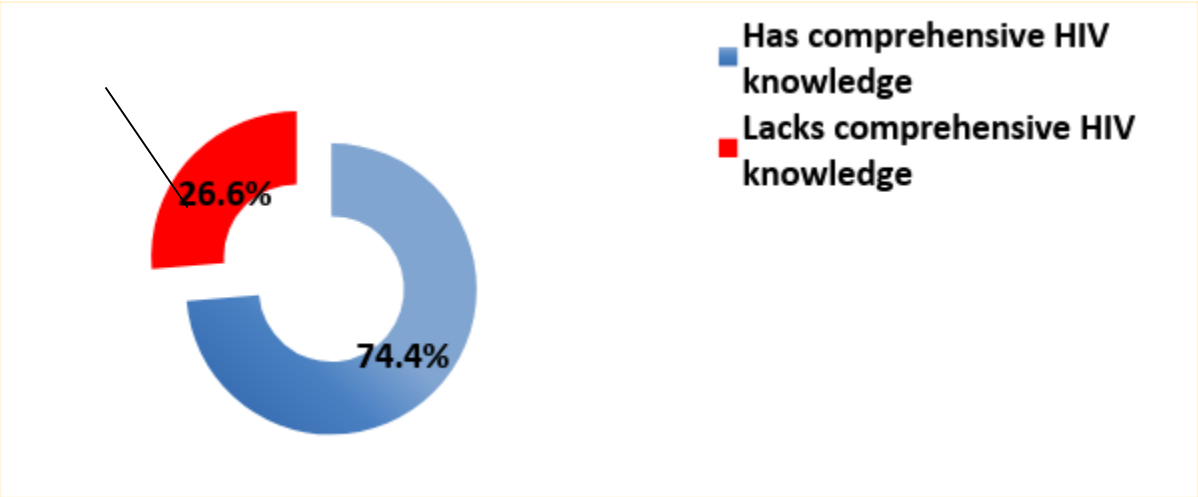
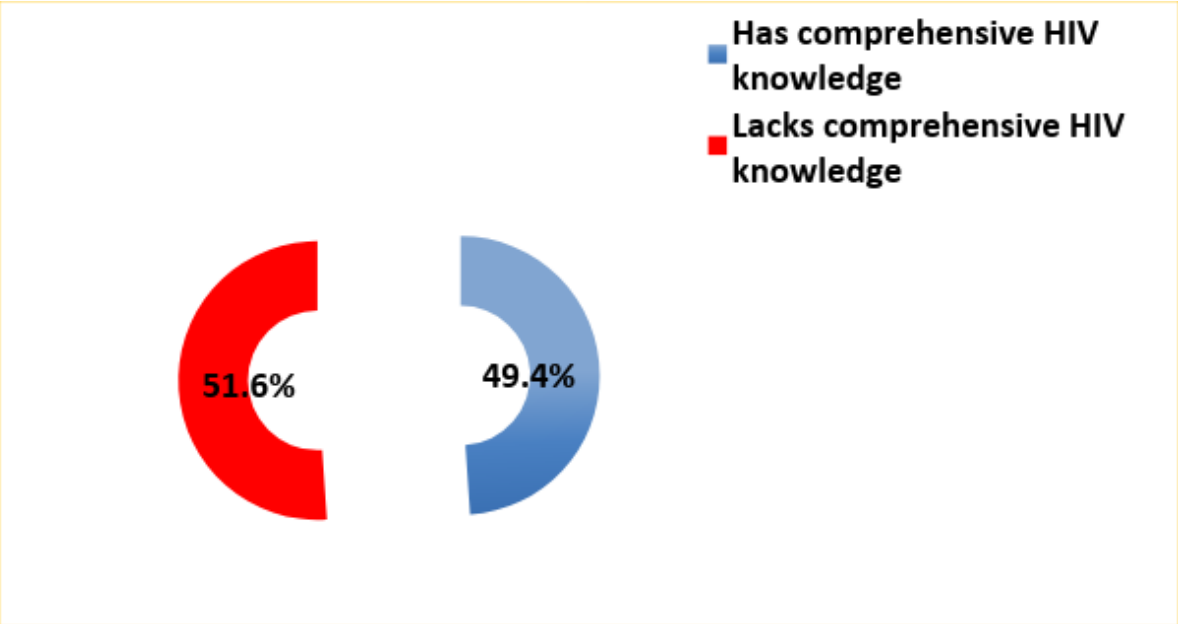
CHC is a 5 year, USG mechanism that supports GOU and USG IPs to design and implement quality HC Interventions that contribute; to reduction in HIV infections, total fertility, maternal and child mortality, malnutrition , malaria and tuberculosis

- DREAMS is a global initiative implemented in 10 countries. The program is in 10 districts in 3 regions- Central & Northern
- **Target** : 10-24
- Conducted by a consortium of IPs
- Interventions empower AGYWs and reduce their risk, mobilize communities for norm change & strengthen families to support & protect AGYWs
- Provided technical support to spearhead SBCC Interventions
- Conducted participatory development of HC materials and tools
- Strengthened the capacity of peer champions in use of HC materials while engaging peers.
- Support districts & IPs to conduct targeted demand creation activities
- Integration of messages WASH, nutrition, malaria, tuberculosis and other RH services
- Supported IPs to reproduce and disseminate materials.

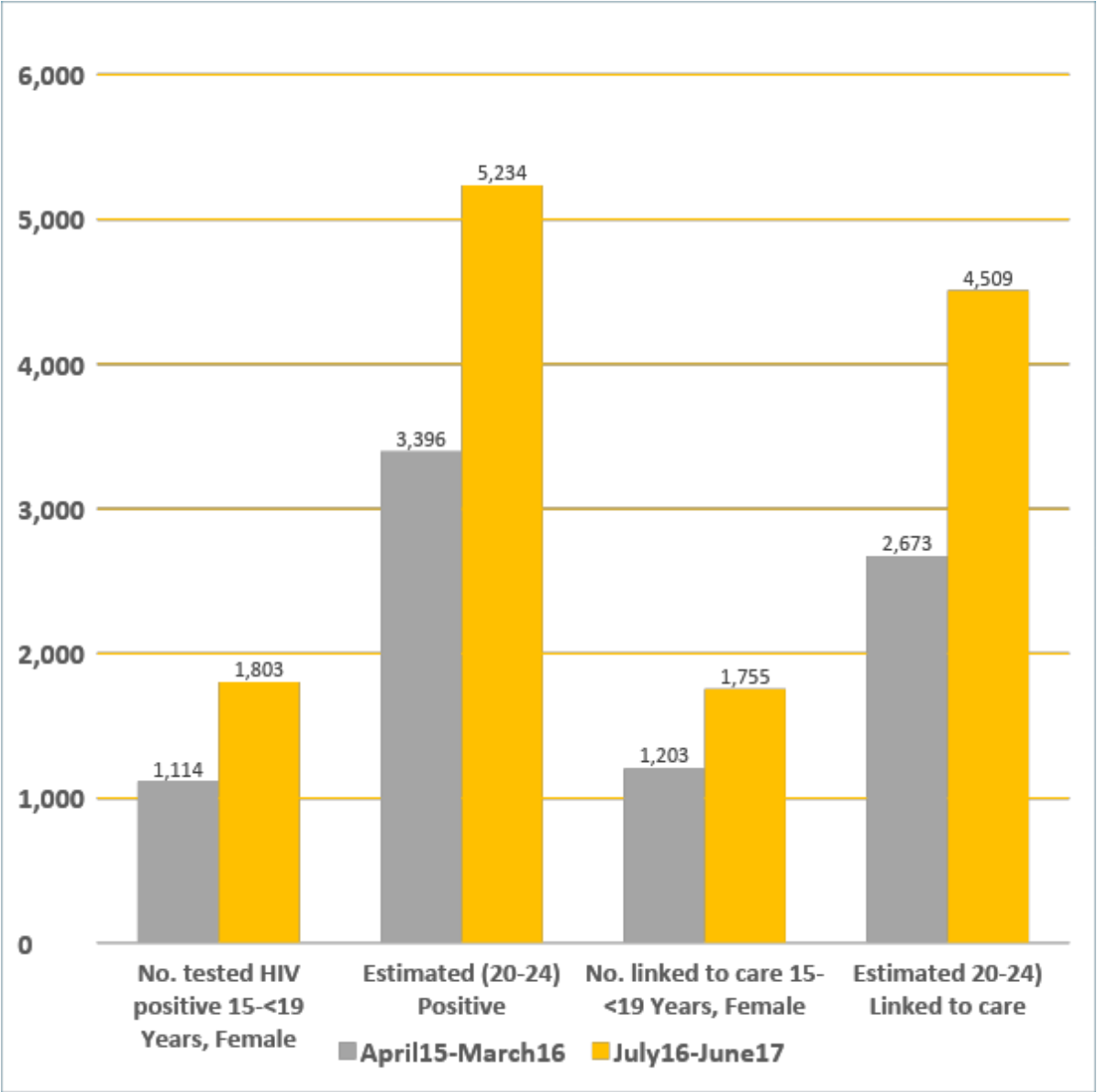
AG (15-19) and YW (20-24) HCT before (April 2015-March2016) and during (July 2016-June 2017) DREAMS project evaluation: Source CHC Baseline Survey 2015 & OBULAMU Audience Listening Survey 2017)



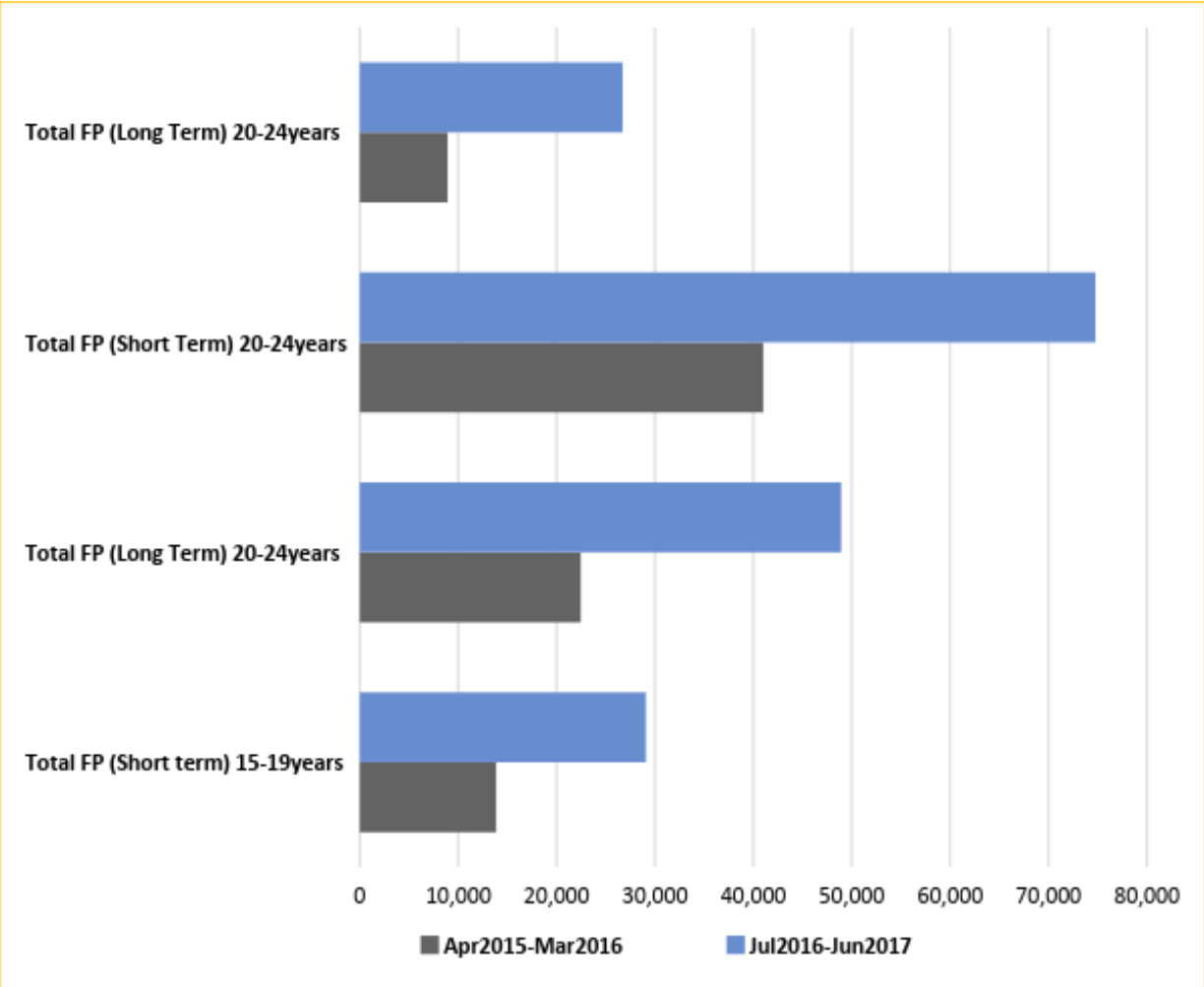
Levels of comprehensive HIV knowledge among AGYW 2015 – 2017



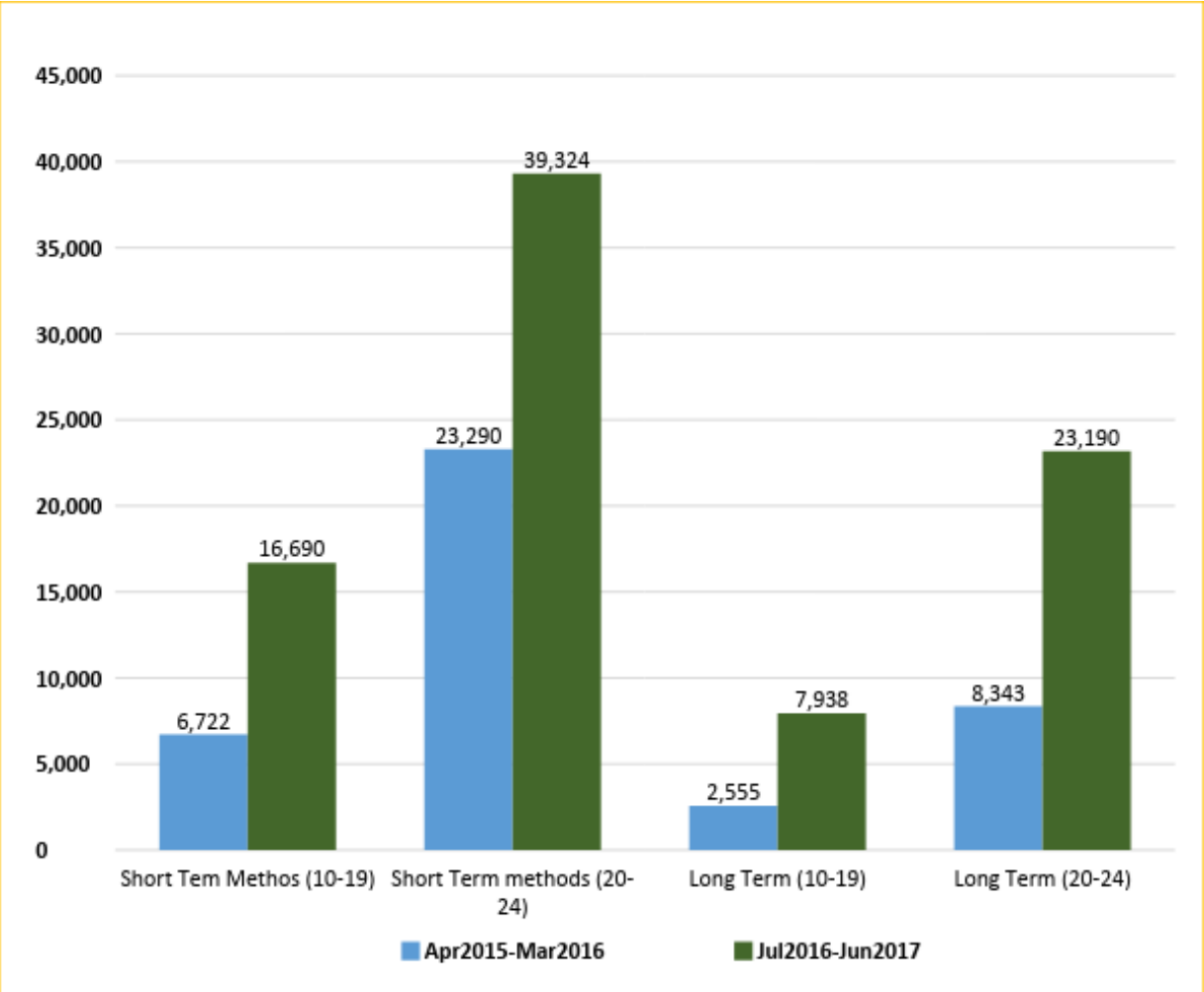
Tested and linked to care



Total FP Uptake Before and after DREAMS implementation in the districts



Short Term & Long term FP new users before and after implementation in the DREAMS districts



IMPLICATION



- Coordination and layering with IPs who provided the services to AGYWs
- IPC was key in promoting behavioral change for the of AGYWs
- Visual materials increased comprehensive knowledge of AGYWs
- Tackled key barriers to uptake of DREAMS service

Profile



- Has experience in media engagement
- Over the years she has cultivated deep interest in gender, maternal and child health issues.
- Expertise in adolescent health and programming, coordination and layering, community mobilization, nutrition and social behavioral change communication.
- Works as a Regional Communications Officer Central region 2 with FHI 360