

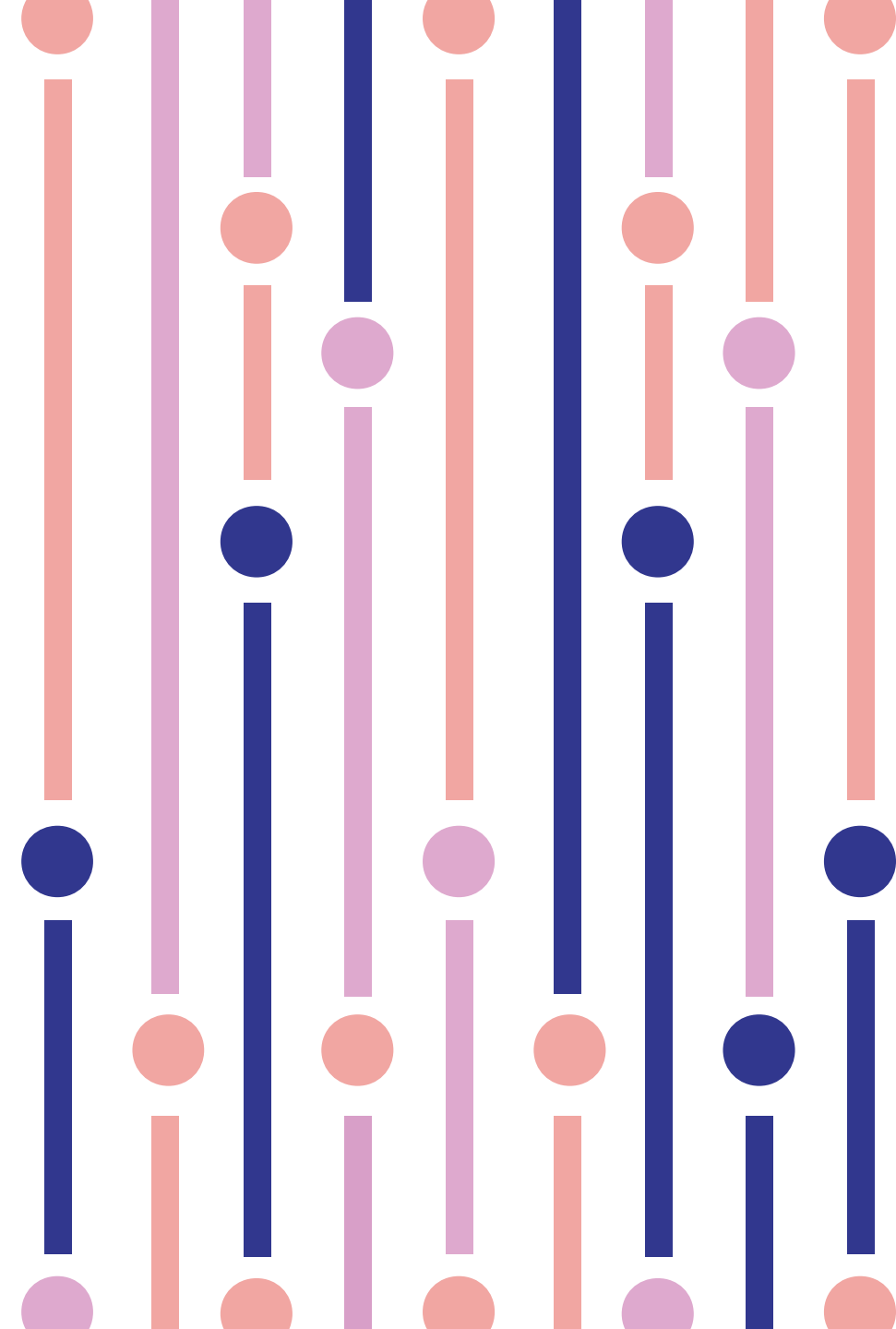
Combining online and offline solutions to reach and enable (young) women to make choices about their abortion care.

30th November 2021

Lidya Mulat

Triggerise - Country Director Ethiopia

triggerise





● Our Rafiki

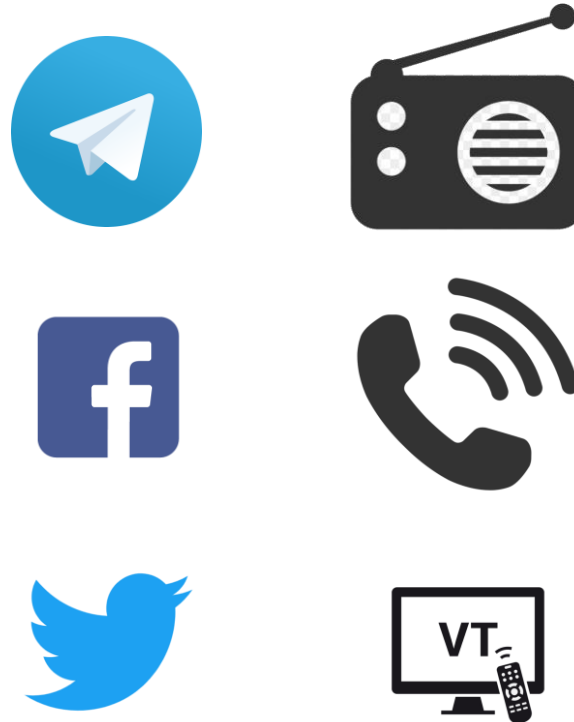
- Young women
- 15-24
- No or Low income
- In need of counseling and services of SRH & safe abortion services

● Generating demand for SRH services: online and offline approaches

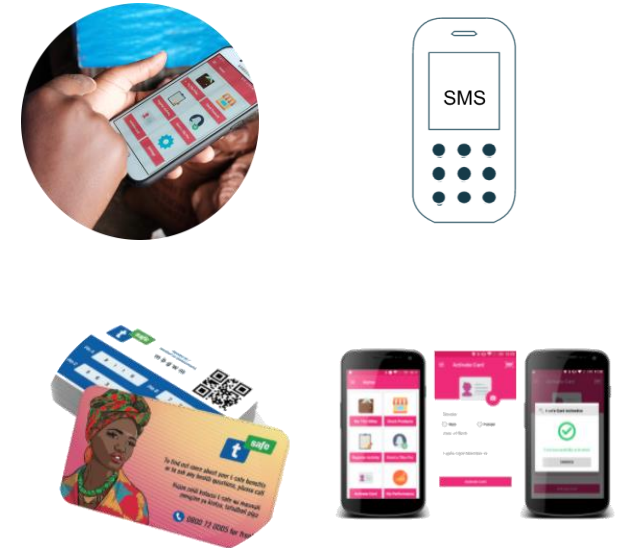
Offline

- Community events
- Mobilisers and community health workers
- University activations
- Posters and flyers
- In-person counselling

Online

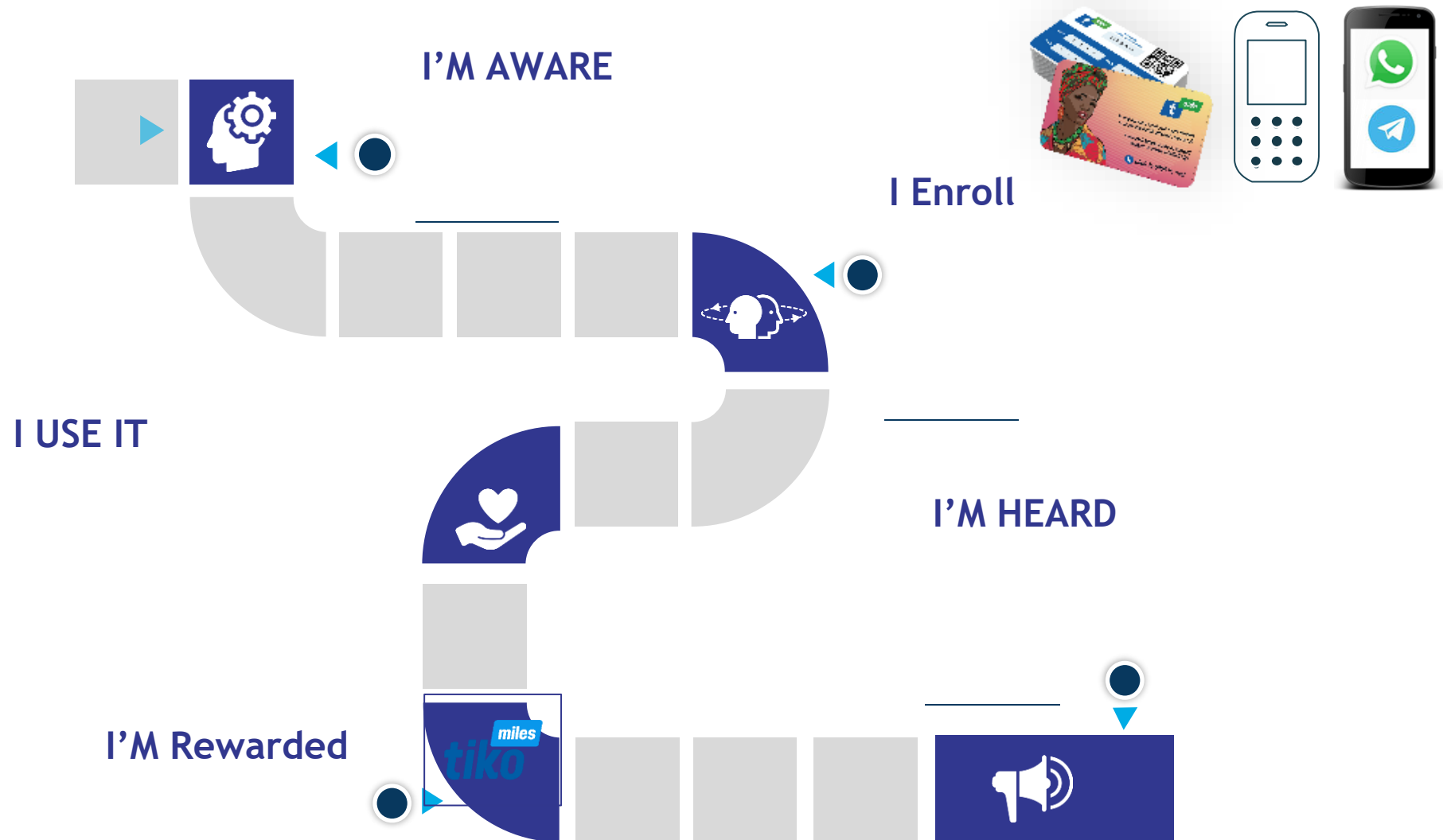


Touch points (Interaction points)



Our platform allows users with and without a phone to interact with our system

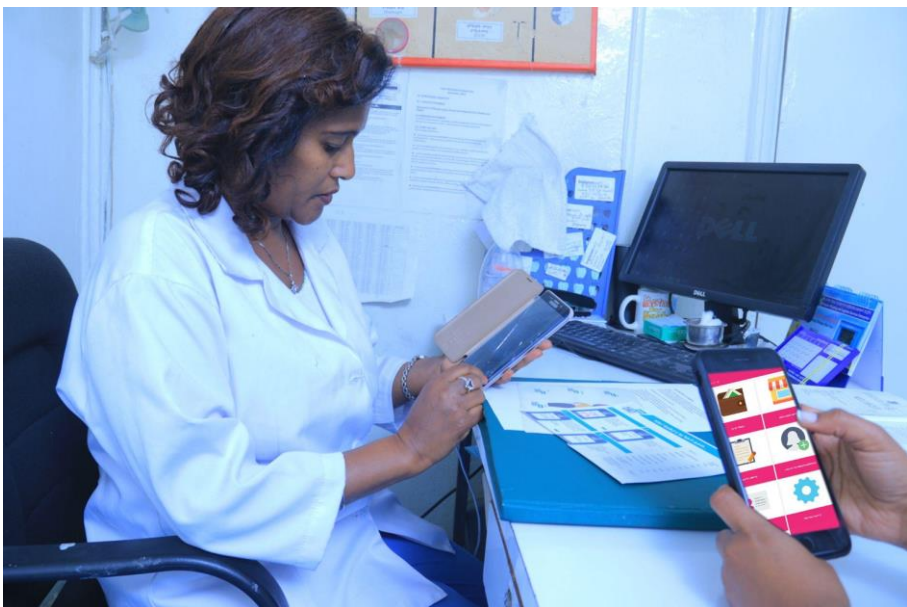
Triggerise's digital platform: embedding online and offline interactions



Context: Ethiopia

Location: Addis Ababa, Ethiopia

Partners: DKT Ethiopia, Family Guidance Association of Ethiopia (FGAE)



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More than 40,000 adolescent girls enrolled on the platform



116 clinics providing services



60,000 girls and young women accessing SRH services & products



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28,000 girls rating the service they received



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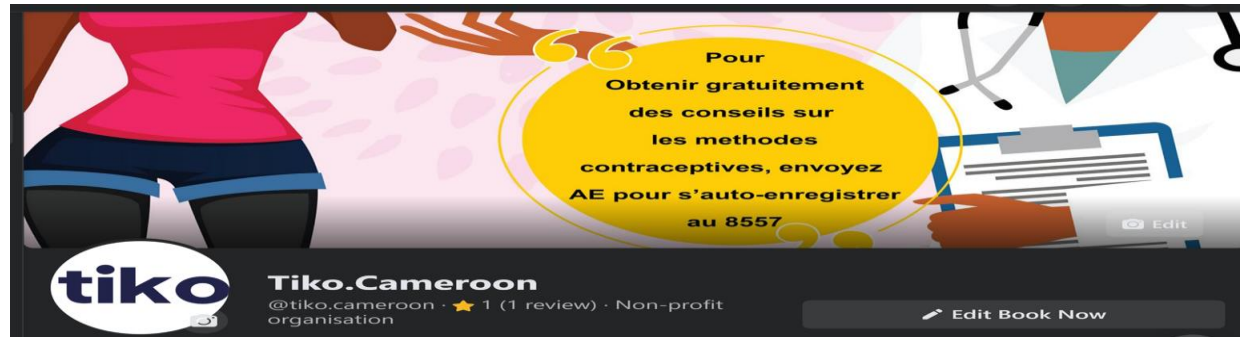
Over 1,600 Tiko Pros (mobilisers)

All connected using Triggerise's digital platform.

Context: Cameroon

Location: Yaounde, Cameroon

Partners: Women for a Change (WFAC), CAMNAFAW, DKT, Ipas, Women's First Digital (WFD), Sama's Care,



More than 3,300 adolescent girls enrolled on the platform



26 clinics providing services



4.74 Average clinic rating

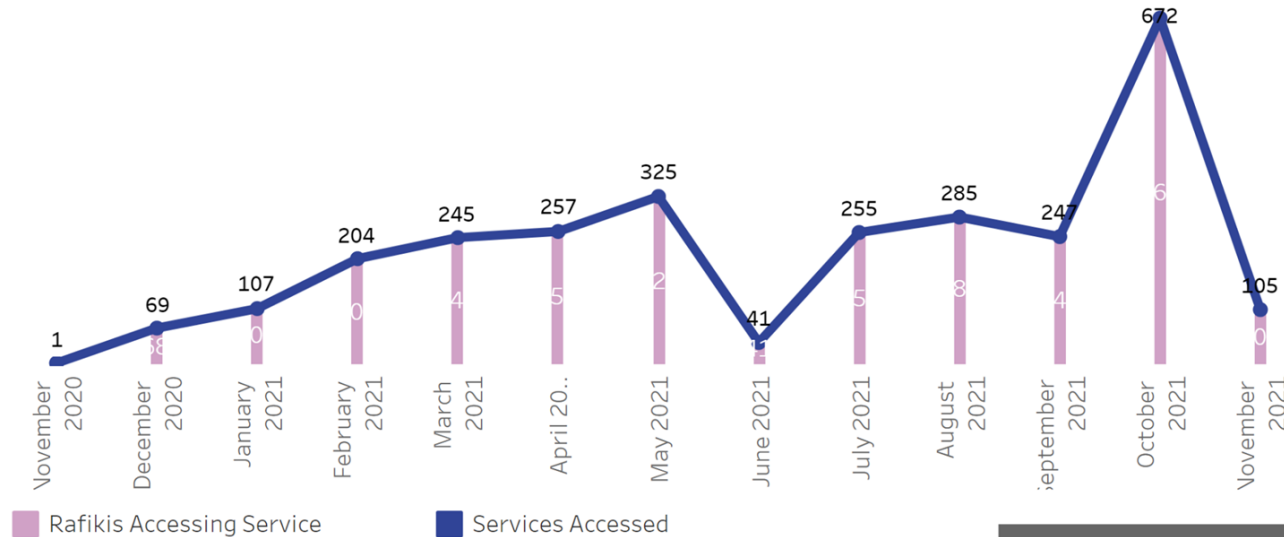


30 Tiko Pros (mobilisers)

All connected using Triggerise's digital platform.

● Importance of data in measuring impact

How many rafikis accessed services? What services did they access?



Data Summary

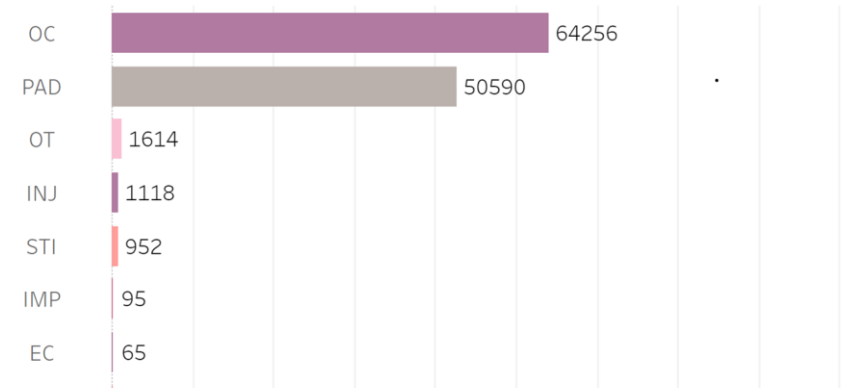
Services Accessed by Service Type

Select a button to see the total values by service type or category. By default the chart

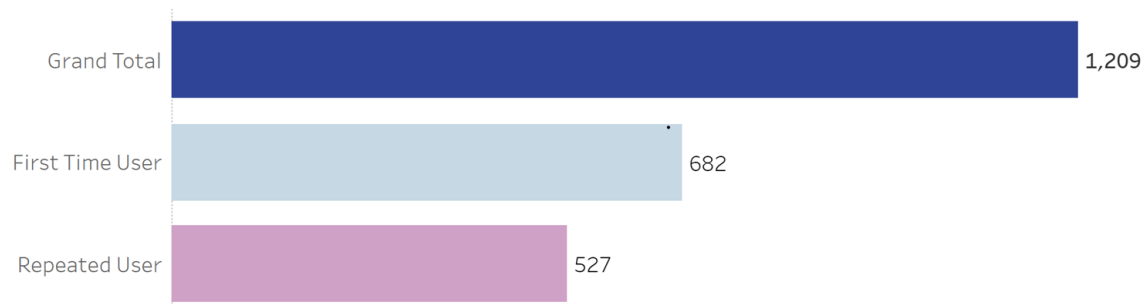
Service Type

Sub Category

On mouse-over, is displayed a table with the number of girls, number of services and percentage of total services by service



How many enrolled users are using contraceptives for the first time?



% Girls Giving Feedback

93.66%

4.86



Girls Giving Score Feedback



● Recommendations for combining online and offline strategies and operations

- Apply online and offline approaches enables implementers to **capitalise on the digital revolution**
- Introduce **multiple media channels**
- Develop **effective online and offline communication strategies**
- Use of a **digital platform gives access to data** to inform programming and ensure value for money



Bigger Impact

