

Lessons Learned Report on

THE EMAPS PROJECT



Introduction

In Nigeria, teenagers young people with no education are more than twice as likely to start childbearing early as compared to those with primary education (55% and 27%, respectively). Approximately 60% of new STI infections and 30% of new HIV infections occur amongst young people with HIV prevalence rates being almost three times higher amongst females than males. In terms of contraceptive prevalence, only 25.9% of women in Niger state and 88.9% in the FCT had knowledge of modern forms of contraception out of which only 4.4% in Niger state and 20.8% in the FCT had ever used any modern form of contraception according to the National Demographic Health Survey of 2008 (NDHS 2008).

NDHS 2013 estimates that 65.4% of females aged 15-24 years and 36.2% of males aged 15-24 years are currently sexually active. And only 8.7% of adolescent males boys and 67% of adolescent females girls are aware about a method of contraception. While knowledge of condom as a method of protecting Sexually Transmitted Infections (STIs) is high, its utilization is low. This is especially the case among young people as only 37% of adolescent girls and 52% of adolescent boys have used male condoms. Only 28.6% of females and 32% of males within the reproductive age have ever heard about female condoms and only 5% of women have ever used it. Indicators of teenage pregnancy showed that the percentage of teenagers who have started childbearing decreases with increasing level of education (NDHS 2013). (No HIV information).

Nigeria's strong civil society sector, having recognized the increased incidence and prevalence of HIV/AIDS, and the need for urgency in addressing issues of adolescent sexual and reproductive health, started a critical intervention through producing a national sexuality education curriculum for young people in-schools aimed at promoting awareness of and preventing HIV/AIDS: The Family Life and HIV Education (FLHE) Curriculum. This was a

major milestone in promoting youth sexuality education in Nigeria. The FLHE curriculum is designed to provide the information and life skills necessary to foster behavioural change to young people in schools. It was the culmination of efforts of organizations in Nigeria committed to comprehensive adolescent SRH education and services for young people. Traditionally, young people out-of-school have been the less reached by programs and information regarding HIV and AIDS and sexual and reproductive health and rights. This is due to several factors including their poorer literacy status, their high mobility compared to their in-school counterparts and their high heterogeneity (many sub-groups of out-of-school youths exist thus requiring different strategies to reach them).

One World UK, Butterfly Works and key partners in Nigeria including Education as a Vaccine, grasped the opportunity of using innovative and interactive digital media to promote and extend the FLHE curriculum within, and beyond, classrooms – empowering young Nigerians to gain access to accurate sexual and reproductive health information. The electronic Family Life and HIV Education (e-FLHE) which utilizes information and communication technology (ICT) to equip young people in Nigeria with the relevant skills to enable them make informed decisions about their sexual health, prevent HIV/AIDS and gender based violence, and associated mortality and morbidity especially regarding maternal mortality was initiated. The success of this project led to improved discussion and information on sexual and reproductive health education and reduced socio-cultural tendencies that led to reluctance about discussing these issues with young people out-of-school.

Today humanity exists in a digital world. Young people are the main users of new technologies, such as mobile phones, especially for entertainment purposes like downloading and playing music and movies, playing games,

and communicating with friends. ICT has also created new learning environments for young people by increasing the opportunities for obtaining information outside traditional channels. The use of mobile technology in addressing development initiative is on the increase. Many initiatives have harnessed these potentials for reaching young people with sexual health information using mobile phone technology. However, its use has been limited. Mobile phones have been used in increasing knowledge, but the potential for using mobile phones for behavioral change has not been explored.

Therefore, Education as a Vaccine (EVA) with funding from Ford Foundation developed three (3) Sexual and Reproductive Health and Rights (SRHR) themed mobile phone android applications and an online community for young people. The Applications were developed under the Expanding Mobile and Social Networking Solutions for Adolescents and Young People Out-of-School SRHR (EMAPS) project. These technology tools offer a broad range of information on Sexual and Reproductive Health and Rights, Menstrual Health and Hygiene as well as referral to Youth Friendly Health Services facilities for adolescents and young people across Nigeria. The innovative technology tools include (1) Frisky: Sexual Health Risk Assessment and Informational App; (2) Diva: Menstrual Health and Care app; (3) Link Up: Youth Friendly Service Finder app and (4) Youth Pulse: Virtual youth community website.

As part of lessons learned in previous programs, the use of information and communication technology is the best approach for reaching young people out-of-school. This is due to the following reasons:

a. The electronic Family Life and Health Education (e-FLHE) which can be accessed on here (www.learningaboutliving.org/extra) and on compact disc (CD) provided for young people to be used on their personal computers or at cybercafés to get SRHR information recorded low usage. We noticed that not as many young people actually accessed the LAL Extra platform, through cybercafés, primarily because of the

cost for transporting to the cafes and the cost for accessing the internet. Representative of young people out of school that were interviewed as part of the learning for the project reported that they would have preferred to access the platform on their mobile phones. In addition, several cybercafés have closed down due to lack of patronage. One possible reason could be the fact that more people are having access to the internet through their mobile phones and on their personal computers through internet modems. This highlighted the need to convert the existing LAL platform into a mobile version. Beyond this, young people expressed the desire and interest in having a mobile application with same information as the LAL platform that they can access at anytime as well as without internet connectivity if possible.

b. Another reason for creating the mobile technology tools and applications was the successes recorded in using Facebook and other social media platforms for engaging young people on sexual and reproductive health information and education. This we found to be very possible, due to the fact that Facebook was the most patronized social media platform that EVA piloted under the first phase of the project. The My Question and Answer Facebook page had over 6,282 likes and followers with a lot of young people interacting with the contents on the page daily by liking, commenting and sharing posts as well as participating in contests on the page. Users also interacted on the #AskWednesday medium which was set up for asking personal and general questions on SRHR. However, a lot of young people did not use this medium for asking personal questions but more for sharing their knowledge and opinions about SRH issues generally. These further gave reasons for developing the mobile applications as well as explore the use of other social media platforms like WhatsApp to provide SRHR information confidentially to adolescents and young people,. sSince Facebook is not anonymous and the fact that young people who access Facebook through their mobile devices couldn't send messages through the "inbox" functionality on their mobile devices.

These lessons learned from the initial Ford foundation grant illustrated the need for us to explore more options for educating, engaging and positively influencing behaviors of young people out-of-school through mobile technology. This led to the development these SRHR-themed mobile phone applications, leveraging on social media platforms such as Facebook and WhatsApp as well as SMS and web based mapping functionalities to provide SRHR information and increase access to healthcare services for young people out of school at their fingertips.

The goals set to be achieved on the EMAPS Project

The overall goal set to be achieved on the project was to expand the use of mobile device based and social networking applications to increase access to comprehensive sexual and reproductive health information, counseling and referrals for healthcare services by young people out of school across Nigeria with a focus on semi- urban communities in FCT.

More specifically, other goals set out to be achieved on the project included but not limited to:

- a. Development of at least 2 SRHR themed mobile applications for out-of-school youth with inputs from adolescents and young people themselves and other Civil Society Organizations (CSOs) working with adolescents and young people out-of-school
- b. Explore and document opportunities for use of at least 3 social media and networking platforms actively used to engage adolescents and young people out-of-school on SRHR issues.
- c. Development of social marketing strategy document for educating adolescents and young people out-of-school about the availability of social networking and mobile based SRHR applications with inputs from

adolescents and young people as well as other CSOs working with adolescents and young people out-of-school.

- d. Development of mobile version of LAL extra comprehensive sexuality education curriculum website and actively used by adolescents and young people out-of-school

- e. Strengthened capacity of the existing My Question and Answer service to better target and meet the needs of adolescent and young people out-of-school

- f. Strengthen and leverage on strategic partnerships formed with CSOs, government, private sector and community actors to expand access to SRHR themed mobile based applications and social media platforms developed for reaching adolescent and young people out-of-school.

- g. Document and share experiences with using mobile based application and social media platforms for reaching adolescent and young people out-of-school with comprehensive sexuality education and referrals for youth friendly SRHR services.

The process of determining the mobile applications to be created

In determining the mobile technology tools to create, the opinion of young people whom it is intended for needed to be sought. The project team embarked on series of engagements and activities to determine the tools to be created as well as specifications. These engagements were kick started with:

- a. **Project Inception Meeting:** Inception meeting to debrief and plan for the execution of the project was conducted on the 4th and 5th November, 2014 at Education as Vaccine. This meeting was held between the Project supervisor, team leader and members of EMAPS Project team. The objective of the meeting was for debriefing on the project, development of



Project team on Advocacy visit to project community leader in Karu village

quarterly work plan and draft activity schedules to kick start the project. Key issues discussed during the meeting were strategies and criteria to use in selection/mapping of the communities to serve as project implementation site. Project implementation sites were identified, and dates to conduct onsite mapping was selected.

b. Project Implementation site mapping:

The next activity was to map out urban slums in Abuja to serve as implementation areas of the project. Mapping of project sites was conducted on the 19th, 20th and 21st December, 2014. The project team conducted mapping of communities in semi-urban slums of Abuja – FCT. Communities mapped to serve as project implementation sites were: Karu Village – Angwa Peshe and Angwa Hausawa, Kubwa village – Site 1 and Site 2, Dutse Alhaji – 1st gate and Sokale, Gwagwalada – Agwa Gwari and Angwa Azara communities. A total of eight (8) sites within four (4) communities were mapped out. Community focal persons were selected to serve as a link between the project team and the community as well as facilitate the advocacy visits to gatekeepers and open community meetings with project beneficiaries and target groups – adolescents and young people out-of-school.

c. Advocacy visits to community gatekeepers:

Advocacy visits to gatekeepers of communities mapped as project implementation sites were carried out between the 21st of November and 17th December 2014. The objective of the visit was to create community awareness of the project and to solicit for the community's support and involvement. The project team met with youth leaders in each of the communities, who also served as the focal persons for their communities on the project. A visit to the community leaders/village heads and stakeholders were conducted. After introductions and stating the objectives of the visits, which was to introduce the project and solicit for the community's support and buy-in for sustainability, the community heads were delighted and commended the efforts of the team especially as we deemed it fit to see the gatekeepers before starting the project in their communities. They all thanked the team for choosing their communities as a project site and promised full support whenever we were ready to start the project. They also assured of mobilizing their community members and young people needed for the project.

d. Consultations with adolescents and young people out-of-school: Focused group discussions with adolescents and out-

of-school young people were conducted in each of the communities serving as project implementation sites. The consultations were held to discuss ideas for the mobile and social networking applications in relation to SRHR. It provided opportunities to learn about the different types of phone models used by the target group as questionnaires were developed and completed by the participants. Other issues for consideration in selecting social networking platforms and developing the applications were also addressed during the focused group discussions. The focused group discussions were conducted between January 19th and February 12th, 2015. A detailed report of the consultations was developed and presented to CSOs and Government representatives at the stakeholders' dissemination meeting.

e. Meeting with CSOs and government representatives: The meeting was held to engage and involve CSOs, government representatives and other partners in the process of developing the mobile apps and leveraging social networking platforms to get their inputs as well as commitments to partner on the project. The meeting was held on the 21st of April, 2015 and was used to share what the projects intends on doing as well as results from the youth consultations and FGDs conducted in project communities. During the meeting, the team identified institutions that were willing to use the developed platforms in their programming for out of school adolescents and youth and as well as those willing to contribute to the development of the social marketing strategy and contents for the mobile applications. After all presentations were made by the project team to the CSOs, government representatives and partners present, questions, comments and concerns were raised to which adequate answers were provided. Other concerns included the need to focus on in-school youths as well as to get advice and permission from the Ministry of Education and Health on the contents of the information we intend to pass across to young people using this medium. After the consultation meeting, representative of organizations were requested

to complete an evaluation form. This was used to facilitate the collation of recommendations and suggestions needed for the next phase of the project which was the development of the mobile applications. Present at the consultation meeting were delegates from fifteen (15) CSOs and government agencies including Federal Ministries of Communications Technology, Youth Development, Women Affairs and Social Development.

The steps taken in creating the mobile applications

After all the consultations between representatives of out-of-school young people who were to serve as direct project beneficiaries and CSOs, government and other partners were completed, the next step was the development phase. The following activities were carried out in developing the mobile applications:

a. Consultations with Information and Communication Technology companies and professionals: The meetings were held to discuss the structural feasibility of developing the mobile applications with ICT companies and professionals in Lagos and Abuja. The process of converting the mobile phone application designs into reality was the main focus. In-depth explanation of what the apps were expected to provide was given to the ICT professionals, and detailed discussions of what is feasible were explored. The meetings provided an opportunity for project team to solicit proposals for the bidding process from the ICT company representatives in order to select the vendor who will develop the apps. The initial meeting was held in Lagos due to the large catchment of ICT professionals in the city, while a follow up meeting was held with tech companies in Abuja. A total of six (6) ICT companies were available for the meetings, after which all proposals were collected and studied to decide which company to engage in the development of the mobile applications.



Young people pre-testing the mobile applications

b. Development process of the mobile phone applications.

The project team reviewed all submitted proposals, after which two (2) companies were selected to work on the development of the mobile applications. Xhori constructs and Mohesoft tech Limited were selected and commissioned to develop the mobile applications. The process of developing the applications was phased and the applications to be developed were split between the two tech companies. Xhori constructs was commissioned to develop the Sexual Health Informational and Risk assessment Applications while the Youth Friendly Services finder and Menstrual Period Tracker App was assigned to Mohesoft tech for developing. However, after the review of the proposed budget and negotiations with both companies, Xhori construct was assigned the responsibility of developing all applications. This was after the Sexual Health Informational and Risk assessment app was merged into one, making the apps to be developed a total of three (3). A major reason for the selection was due to proximity as Xhori construct is located in Abuja hence monitoring of the process would be easy for the project team. The budget quotation presented was more realistic and feasible as well as their experience in developing a similar app (konji) with their sound knowledge of the

requirements of the project and apps to be developed. The apps were pre-tested all through the development phase from the design of the user interface (UI) to the user experience (UX) by target beneficiaries - adolescents and young people out-of-school.

Some activities conducted engaging young people in creating the apps

Series of activities were carried out during and after the development of the mobile technology tools. Majority of these activities actively engaged young people in the processes. Some of these activities were:

a. Pre-testing of mobile applications:

Before the applications were made available externally to adolescents and young people, they were pre-tested with a small cohort of adolescents and young people to identify challenges and fix any bugs that existed. The pre-testing gave opportunities to get ideas from adolescents and young people about the names, logos, slogans and images that were used in designing the apps. These groups of young people from target communities were



Consultant from CC Consulting, delivering social marketing strategy training for young people at the social marketing strategy workshop

also engaged to test the functionality and UX of the version 1 apps on their smart phones. The apps were transferred to their phones and pre-tested, feed backs and bug issues reported during the testing were collated and forwarded to the developers for fixing before deployment onto the Google play store.

b. Upload of health facilities onto the Youth Friendly Health Facilities Finder mobile application: The LINK UP Application which is the Youth Friendly Health Facilities finder app was pre-tested with selected young people. As part of the pre-testing, young people were engaged as consultants across the country. The consultants were selected from two (2) states in each geo-political zone and facilities to be uploaded and tested were to cover the three (3) senatorial district of each state. The states selected were Kaduna, Nasarawa, Niger, Benue, Bauchi, Gombe, Ondo, Lagos, Rivers, Abia, Cross Rivers and FCT. Adolescents and young people who served as consultants downloaded the applications, and visited the facilities in their respective states. The facilities were uploaded with detailed information about the facilities and contact persons, the GIS location of the

facilities were also captured on the app which is used to search for facilities. Using the search results, consultants visited the facilities and gave feedback on the review/rating section of the application.

c. Development of social marketing strategy and plan for the mobile Apps and Youth Pulse website: As a means of increasing young people's awareness and understanding of the youth pulse website as well as get input and ideas on how the site can be made available, accessible and relevant to young people, a strategy development meeting was conducted with 25 youth leaders to brainstorm and develop key messages for actionable next steps for the Youth Pulse website. The strategy development workshop was held on the 16th of June, 2016. The workshop was used to develop implementation plans and young people present developed strategies and key messages for actionable next steps for the youth pulse website. This process helped in the improvement of the website as inputs from participants were collated by the developers who were present at the workshops to modify and make the website more appealing and relevant to young people.

CC Consulting Services Limited, a bespoke communication and social media strategy firm in Abuja was also contracted to facilitate a (2) days social media marketing strategy workshop. The scope of the training included but was not limited to designing a marketing strategy as well as to expand access to and use of the developed mobile apps. The two (2) days workshop was conducted with participants on the first day drawn from in-school youths (secondary and tertiary institutions) and out-of-school youths (from project implementing sites). The second day had partners and stakeholders from organizations working in areas of adolescents and young people sexual and reproductive health and rights. The overall aim of the workshop was to brainstorm and develop social marketing strategies for ensuring wider coverage and access to the apps by adolescents and young people both in and out-of-school. The strategy development workshop was held on the 20th and 21st of December, 2016 at Valencia Hotels Ltd, Abuja.

Challenges faced during the project execution and ways they were resolved

As with every project and endeavours, the mobile applications development project had its unique challenges. Some of the major challenges encountered during on the project are listed below, followed by some recommendations on how they were fixed:

a. Delay in mobile applications development and deployment on App store:

the development phase of the project took longer than anticipated, and this was due to series of testing and generation of feedback from target audience which were then implemented

b. Technical hitches and bugs: The apps were built to be accessed using two methods; users could either create their own username and passwords or log in directly using their Facebook accounts. Due to technical hitches encountered when accessing the registration option, users were forced to use the

Facebook log in option and users who either do not have an active Facebook account or have forgotten their Facebook login details will most likely delete the apps due to the inconvenience of creating a Facebook account before login in to the apps especially Diva and Frisky. Also, the security and protection of users' identity was particular with Frisky app where users had to take personal risk assessment quizzes and Diva app which has some very personal information that users might not want to be made public hence having their profiles on the apps linked to their Facebook accounts gave some level of discomfort with some users.

c. Marketing and distribution of the Apps for download: Besides the development challenges, there was the need to get the applications into the hands of as many as possible young people whom it is developed/produced for. This means there is a need to increase awareness, download and use of the apps which is a challenge as the number of downloads and users though encouraging needs to be increased.

Recommendations

a. Detection and fixing of bugs usually takes time due to the technology involved however, this challenge was mitigated by getting feedback across to the developers on time after pre-testing. Bugs and technical hitches are a usual occurrence with mobile applications development, hence the project team worked closely with the App developers which yielded positive results as the Apps were completed and deployed successfully

b. The App developers tried to fix the technical hitches and bugs by providing the option of registering separately, however the Facebook option needs to be removed completely. By doing this, the developers can then ensure that the registration works perfectly. Since the major aim of the registration functionality is to get the socio-demographics of users, making it simple and easy to login will avoid Facebook authentication hitches and also solve the concerns raised on privacy of users.



Partners and stakeholders at the National HIV prevention conference during the launch of the mobile applications

c. The app developer should be engaged in the social marketing activities of the applications especially online/virtual marketing. Bearing in mind that the apps were developed by the company, they would be in a better position to create marketing campaign products like video clips, images and advert materials which were highlighted during the marketing strategy workshops as tools for increasing downloads and use of the apps. Engaging an independent communications and marketing company could also help in promoting the apps, this can be achieved by taking advantage of their wide reach as well as sound marketing strategies. The company could also be tasked with organizing tech meet up events, youth hang outs and collaborative activities to promote the apps and increase downloads.

Some achievements in the apps development project - EMAPS

The mobile technology tools development project – EMAPS had some achievements and success stories. A few will be highlighted below:

a. *Development of the mobile applications:*

The overall goal and achievement of this project was the development and deployment of two (2) youth friendly information and communications technology mobile based applications. This was achieved and even beyond with the successful development and deployment of three (3) mobile Apps - Frisky, Diva and Link Up mobile applications in the Google play store. The project also developed an online youth community website – youth pulse. With these innovative technology tools, all the information young people need on sexual reproductive health and rights are available at their fingertips. This is evident by the testimonials and quotes from young people in target communities.

"Seeing this App, I feel it is a good thing, because most of the things I see in the App we can see them in textbooks but since they bring it in this way (App) it is a good one and will prevent us from falling victim" –Male 20, Karu Village.

"the App is good because it teaches about sex education, so you will not say my parents did not teach me, so it was not my



Cross section of participants at the National HIV Prevention conference during the launch of the mobile application

fault but my parents fault. So the App can help teach you so you will not blame your parents" - Female 19, Dutse Alhaji.

"It is a good initiative and a welcome development because not all schools will want to teach sex education, so this App is a very nice idea and a good initiative" - Female 16, Gwagwalada.

b. Dissemination of the mobile applications among stakeholders and young people:

Another major achievement of the EMAPS project is the engagement of young people during the deployment and dissemination of the apps. The apps were launched during the HIV prevention conference with presentations at the youth pre-conference as well as a sponsored session which involved adolescents, youths and stakeholders from across Nigeria who were all present at the conference. During the launch, presentation was made on the roles of adolescents and youths in HIV prevention, sitting innovative approaches, and the mobile apps were displayed as an example to youths during the preconference. The download links were shared and youths present downloaded the apps. Also, a special session was sponsored

by the organization at the conference titled Revolutionizing the HIV Pprevention Rresponse through Ttechnology. Presentations were made by the project officer as well as other stakeholders using technology to respond to HIV prevention for young people such as Merdoits' Slidesafe and UNICEF's U-Report. At the end of the conference, participants and stakeholders downloaded the apps and promised to also take them to their various states for dissemination among their target groups and project beneficiaries.

c. Community dissemination activities among young people:

The development of the mobile applications involved adolescents and young people in various communities within the FCT. After the apps were deployed to the app store, young people were also engaged to draft out marketing strategies to increase the number of downloads for the apps, one of such strategies was to engage young people to serve as ambassadors of the apps and use word of mouth to increase awareness and downloads of the apps. To this end some community level dissemination activities were conducted and several young people were enlisted as app ambassadors, tasked with promoting the apps



Educating and disseminating the mobile apps among NYSC members in FCT

and increasing downloads in their communities. The project also involved other youth groups like the National Youth Service Corps, through their weekly Community Development Service meetings, project officers visited and distributed the apps to them and they were also encouraged to distribute the apps to their colleagues and students for those teaching in higher secondary schools. Since the apps can be shared using file share apps on android devices, it was easy to disseminate among some groups who may not have data on their devices at the time.

d. Collaboration with Youth and Technology Events:

In furtherance to increasing the awareness and downloads of the mobile applications, it was necessary to engage and participate at youth hang out events especially relating to technology and new media. Some highlights and achievements of the project were participations at tech events such as the Social Media Week, Lagos held between February and March 2016. This event afforded the opportunity to make presentations and create lasting networks and partnerships to enhance the promotion of the applications. Other technology events attended

were the Health meets tech conference held in Abuja as well as the HealthTech App challenge held in Lagos in May 2017.

e. International Commemoration Day Activities for Dissemination:

The mobile applications being developed specifically for adolescents and young people, it has always engaged them from the onset of development to dissemination. Every opportunity to engage young people on the project have always been utilized hence the commemoration of the International Youth Day held in August 2016 presented another opportunity. The need to promote the applications as well as work with youth based and youth focused organizations was the major reason behind organizing the campus storm in FUT Minna, Niger State. A campus based youth organization – ArrangeBody was partnered with to organize an awareness activity on the IYD event as well as sexual and reproductive health using technology. The event engaged students during the Student Union Government (SUG) week by providing accurate information on SRHR as well as the developed applications, students were given health awareness talks, downloaded the apps, and participated in



Cross Section of Participants at SMW Lagos

games and contests to which prizes were won. There were other tools dissemination activities in other schools such as University of Abuja, College of Education Zuba and Kwara State University, Ilorin. There were also community app disseminations in Karu, Kubwa and Kuje among out-of-school youths.

Next steps and Moving forward

Building or developing a mobile application is one step; the next steps are maintaining the apps through regular updates so they don't go out of fashion or become out of date. There are some key events and social marketing activities to undertake moving forward on the mobile apps project:

a. Uploading more health facilities on the app: Currently, the number of states with health facilities on the youth friendly health facility finder application – Link Up is about two in each geo-political zone except the North Central which has all states except Plateau and Kogi States. The next step is to ensure every state of the federation has at least ten (10) health facilities on the Link Up app. Another step is to

include facilities rendering other services such as sexual and gender based violence services including , rape survivors' management and assistance centers sexual assault and referral centers, onto the application.

b. Regular update of features and exploring additional features/functionalities: One major way of maintaining a mobile application is by regular updates with new and exciting features; these would enhance the user experience and appeal to new and existing users. The apps should periodically undergo updates on their user interface by changing the images and icons to attract potential users. Considering the apps are focused on promoting behaviour change especially on sexual reproductive health and rights of adolescents and young people, the use of virtual gaming is an idea that can be explored to drive this social change. There is enormous potential for young people to be actively involved in changing their behaviours, communities and indeed the society. Young people in any society are consistently the most adept at using and recognizing the potential impact of technology. Just like the game "Your Excellency" seeks to educate players on governance, games can also be used to



Project team member educating young people at FUT Minna, Niger State on IYD 2017

communicate sexual reproductive health information and enhance informed decision among adolescents and young people. Moving forward, the organization may want to consider creating a game that will educate players on sexual reproductive health and rights. Considering the fact that funding might be a challenge to creating a separate new mobile app for this, adding a game section on the already developed apps will make them more appealing to young people. Another reason for including mobile gaming into the app will be to ensure continuous/repeat use of the applications. Most young people download apps and delete them as soon as they see no reason to come back to the apps. Even though the risk assessment and online WhatsApp chat functionality of

the app could bring repeat users. Including a gaming section will definitely increase number of downloads and users will most likely keep using the apps thereby enhancing use and popularity of the apps among target audience.

c. Continuous marketing to increase demand and use: Finally, as stated previously in the challenges section, increasing demand and use of the apps cannot be over emphasized. Through aggressive marketing strategy and activities moving forward this can be achieved. This is because the Apps need to be made available to every young person that has access to a smart phone all across Nigeria, which is the main aim of the project and is very much achievable.



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