

Future Fab: Dreaming big, taking action

The largest generation of young people in history is about to enter their reproductive years, and we know that access to contraception will be one of the most important determinants of their wellbeing. The unique barriers to access that young people face, however, make them one of the hardest groups to reach.

Future Fab is an innovative, aspirational brand and suite of interventions developed from a human-centered design process to address this challenge, implemented by Marie Stopes and IDEO.org in Kenya.

Since its start in 2016, the program has seen more than 18,000 adolescent clients and was recently recognized as one of Children’s Investment Fund Foundation’s “most successful adolescent sexual health programs in the world.”

Future Fab aims to reach Kenyan adolescents with youth-friendly contraceptive and sexually transmitted infection (STI) testing through a three-step demand generation process, supported by an active network of youth-friendly mobilizers.



1. ACTIVATE



COMMUNITY
DIALOGUES



FUTURE FAB
EVENTS

2. ENGAGE



PARENT
MEET UPS



TEEN
MEET UPS

3. DELIVER

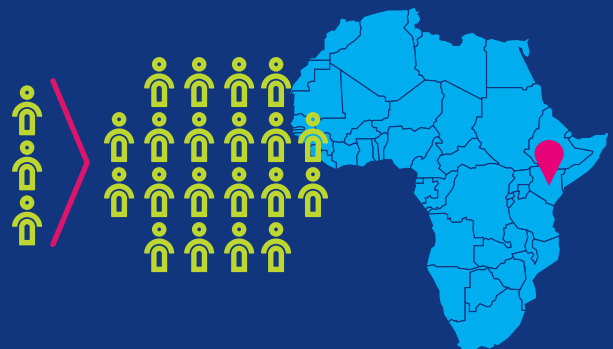


YOUTH-FRIENDLY
PROVIDERS



CONVENIENT,
WELCOMING
CLINICS

The weekly average adolescent client visits per Marie Stopes Kenya clinic increased almost 7-fold, from **3** to **20**



What did it take to reach adolescents in Kenya?

Free services + intensive demand generation

Contraceptive and STI services were made free at all MSK clinics in January 2016, but it wasn't until intensive marketing efforts began that the program saw a major shift in uptake of services among adolescent clients.

Youth-friendly providers

Better provider training and support meant adolescents were more likely to receive integrated STI and family planning services, indicating high-quality counseling.

Financial Investment

As we refine the Future Fab model cost per adolescent service decreases drastically. While reaching young people still requires significant up-front investment in mobilization and marketing, the long-term impact of investing in this group is high.



Nearly 2/3

of adolescent clients were both unmarried and pre-childbearing, a particularly difficult group to reach.



More than 3/4

of adolescent clients had contact with a Future Fab event or mobilizer before their visit.

For more information, contact:

Meghan Blake, Director of Foundation Relations, MSI-US
meghan.blake@mariestopes.org | (202) 803-7009