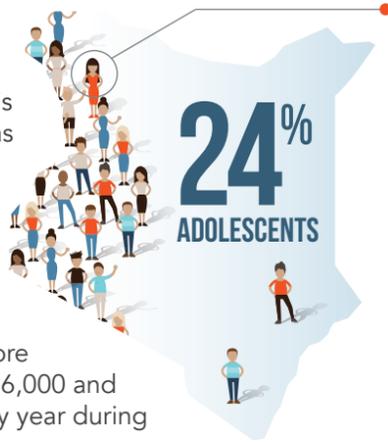


Caught at the crossroads of a culture in transition, Kenya's youth receive neither the frank guidance they need from the adults in their lives, nor the reproductive health services they seek. To help these young people take control of their health and their futures, Jhpiego Kenya—in partnership with the Kenya Red Cross and with support from Merck, Sharp and Dohme (MSD) and Merck for Mothers—is rolling out G-Amini (which translates as "Believe in Yourself"). This innovative initiative has the goal of contributing to an increase in the percentage of family planning demand met with modern contraceptive methods among sexually active young people.

The Problem

Adolescents make up 24% of Kenya's population; this demographic bulge has huge implications for the country's health and development. Currently, 18% of adolescent girls in Kenya give birth or become pregnant before they turn 20; between 6,000 and 8,000 women die every year during childbirth.



The Story of One:



"The two biggest barriers when it comes to youth and sexual reproductive health are: we [young people] don't prioritize health and when we do go out to seek reproductive health services, we receive a lot of judgment and hostility from health providers."

Jill 21, Law Graduate



Working with the Youth as Managing Partners

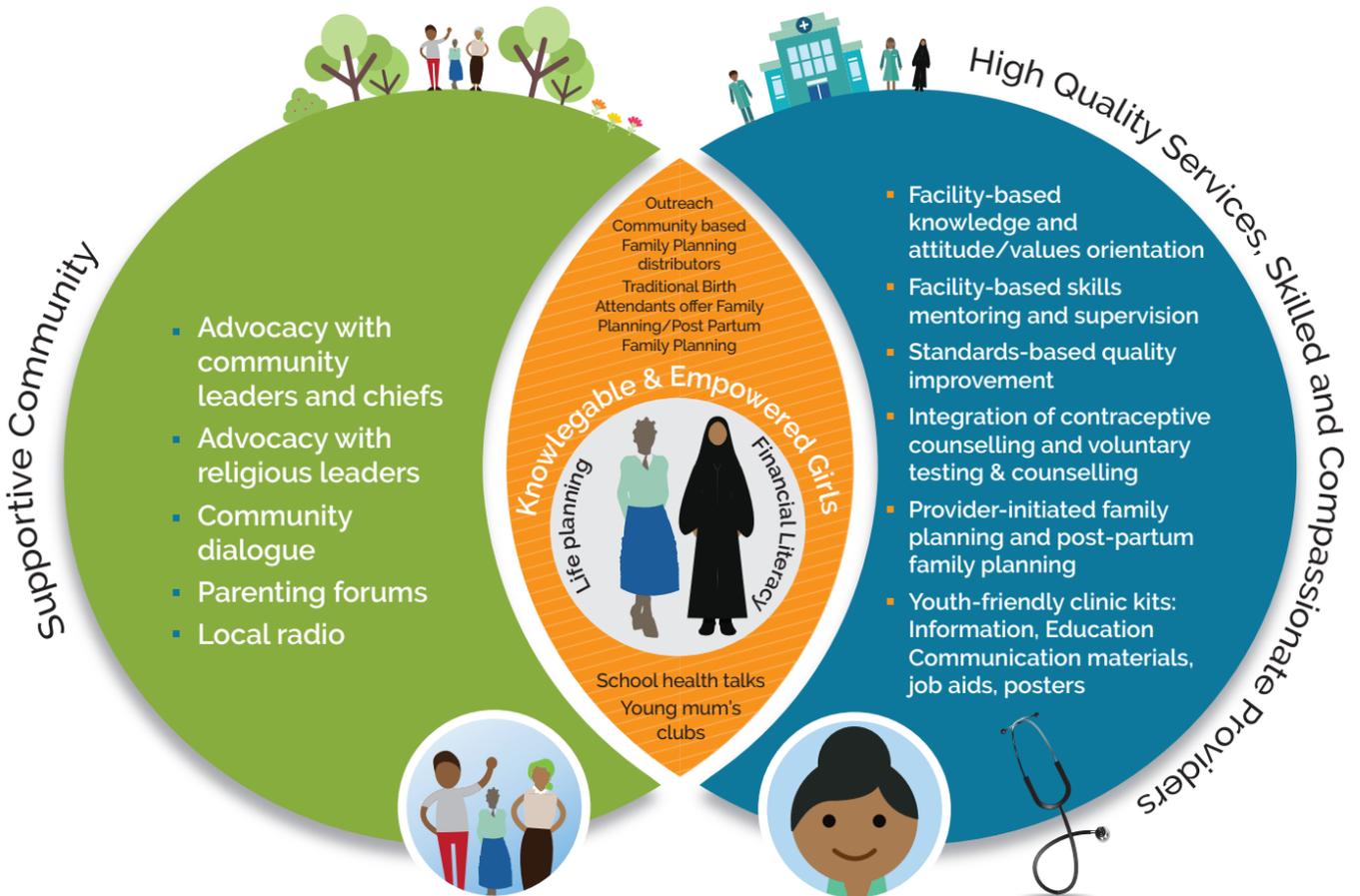
Jhpiego understands that for G-Amini to be successful youth must be at the center of our project design. Therefore, G-Amini is partnering with youth at every level of project design and implementation—providing the support young people need to lead this agenda.

Project Plan

The project is conducting facility-based training and orientation to transform a critical mass of service providers into skilled and compassionate partners of young people. We are developing innovative strategies to engage youth to lead demand creation and service delivery activities. We believe that at the intersection of a supportive community, high-quality services and compassionate health care providers there are knowledgeable and empowered youth. Therefore, we are using innovative techniques to confront and transform the socio-cultural norms that limit adolescents' free access to sexual reproductive health information and services.

Strong and Committed County Systems Fully Engaging Youth

Committed leadership, coordinated partners, funded plans, technical capacity to train and supervise, youth participation, public-private partnerships,



Part of a larger story

MSD is part of the Private Sector Health Partnership (PSHP Kenya) to complement ongoing efforts to ensure high-quality, accessible and affordable maternal and newborn health care services in two of the six counties that account for close to 50% of all maternal deaths in the Kenya. Through MSD's investment in Jhpiego, the G-Amini project will increase availability and demand for youth friendly health services and build the capacity of health professionals to provide these services—thereby ultimately reducing maternal mortality and providing a brighter future for Kenyan youth.

