

Did I get it right and what are the options?

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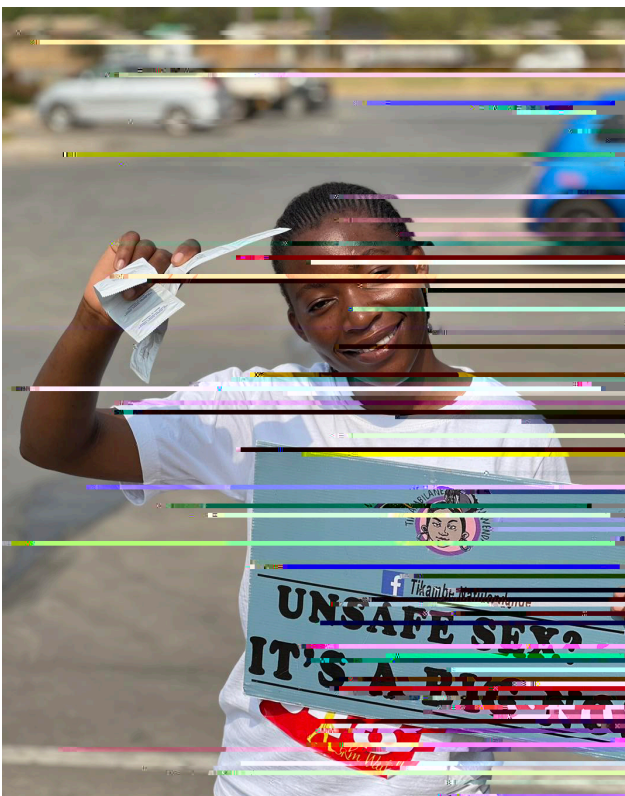
Context

Tikambe programming provided accurate, practical and relevant information about SRH. It created a safe space for young people to discuss SRHR and aimed to prompt for family and community discussion on related topics. It covered issues including safe sex, contraception, SRH services and decision-making in relationships. It also highlighted the importance of several key factors:

- Sex and relationship education in schools and communities
- HIV and sexually transmitted infection (STI) prevention and treatment
- SRHR and gender equality

In addition, community-based facilitators conducted outreach activities including SRHR clubs at youth-friendly spaces.

Tikambe's media content and outreach activity worked in line with the CSE curriculum and was tailored to one of two age groups – those aged 14–19 or 20–24. For example, for the use of contraception, content targeted at the younger age group covered what a condom is and how to use it while content targeting the older group covered themes around deciding to use condoms and negotiating contraceptive use in relationships.



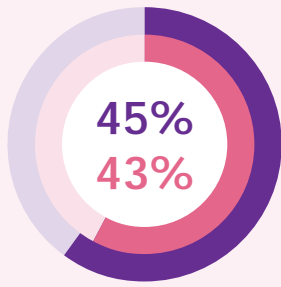
Research methodology

The evaluative survey was conducted in 16 districts across the four focal provinces (Central, Copperbelt, Lusaka and Northern) in September and October 2023. In the 16 districts, the research team selected a

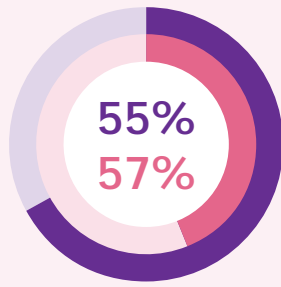


Gender and location

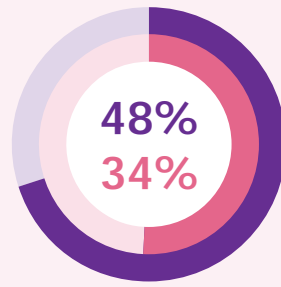
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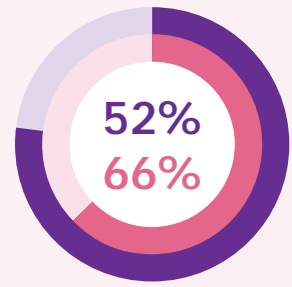
MALE



FEMALE



URBAN



RURAL

Province

Household income level

Education level

Social media reach and engagement

Throughout phase three, SRHR social media content was posted on the *Tikambe* Facebook page. Page visits grew by 5.3%, generating 15,342 new followers that were within the age range of 15-25-years-old and with a total reach of 25.2 million over the period of September 2022 – August 2023.

Among the survey respondents, 6% said they had accessed or seen content on the *Tikambe* Facebook page.

The three *Tikambe* posts with the greatest audience reach and engagement achieved a combined total of 2.2 million people, generating 37,329 “likes”, comments or shares.

Phase three of the project also include a phone service that young people could use to raise questions about their SRH. A total of 203,230 callers accessed the this service.

Reach of Tikambe media and interpersonal communication



Research findings: Impact



Increasing young Zambians' confidence to protect their SRH

In Zambia, young people hold back from accessing SRH services for reasons including fear of discrimination and a lack of youth-friendly health workers. The evaluation found that youths who were regularly exposed to *Tikambe* media, including going to a health centre to discuss contraception and access STI tests, or discussing

positive SRH behaviour *Tikambe/Tikambe* media to practice

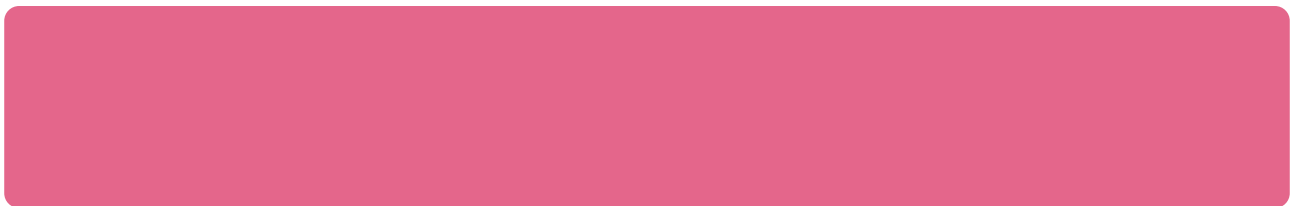
14-24-year-olds regularly reached by *Tikambe* and *Tikambe* media

Activities contributing to the observed change

In addition to *Tikambe* media, BBC Media Action and Restless Development organised various outreach events that were carefully designed to help participants develop a deeper understanding of their bodies, rights and the importance of open communication in relationships. These events increased demand for contraceptives including condoms and facilitated a greater uptake of SRH services, strengthening links between healthcare facilities and local adolescents.

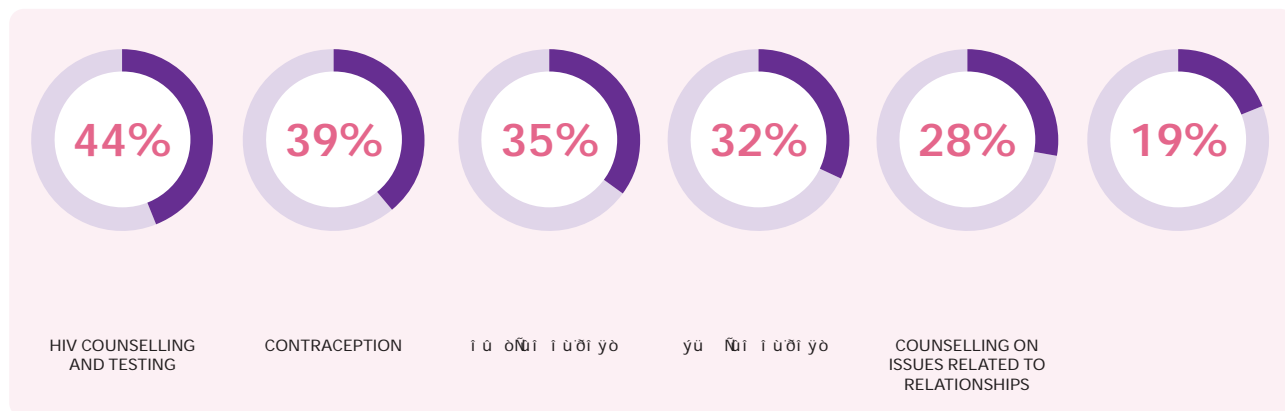
This phase of the project also engaged young men and women through club sessions and provided mentoring sessions to empower young Zambians to pursue their aspirations and facilitate conversations around relationships.

Prompting discussion and dialogue around SRH issues



result (see Figure 4).

Figure 4: 14–17-year-olds' who reported accessing the following services or discussing information on *Tikambe*



Increasing awareness of youth-friendly SRH services

The *Tikambe* project aimed to drive an increase in using youth-friendly SRH services. This initiative to encourage young people to seek health services, especially SRH services. These youth-friendly spaces are set up in schools and community centres, where young people and health practitioners trained in youth-friendly healthcare and counselling. A UNESCO report on youth-friendly services, such as fears of being stigmatised, worries

The endline research found that young people who were regularly reached by either or both *Tikambe* outreach and media were 2.9 times as likely to be aware of youth-friendly centres, and those regularly reached by *Tikambe* media alone were 1.9 times as likely to be aware of these centres than unexposed young people.

Activities that contributed to this change

Tikambe media and outreach activities created awareness about youth-friendly facilities and encouraged young people to use them by reassuring them of healthcare workers' professionalism and highlighting that fellow young people were points of contact at these centres.

All PSAs aired on various platforms alerted young people to the availability of SRH services, including youth-friendly centres. When needed, the project also put in place a system to refer young people from schools to youth-friendly services, making 839 referrals across 50 schools.

Local journalists – who form a vital link between the population and local radio stations – managed some



Conclusion

At the start of the *Tikambe* project, baseline research among young people in Zambia revealed low levels of

Acknowledgements

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