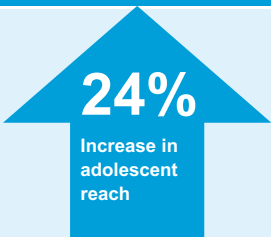


# La Famille Ideale: Engaging husbands and communities to improve access for adolescents in the Sahel

## KEY LEARNINGS

*La Famille Ideale* is a human centred design (HCD) approach which focuses on working with young women and key influencers, like husbands and in-laws.

When piloted in Burkina Faso, we noticed an improvement in adolescent reach from 15.8% to 19.6% at outreach sites during the pilot.

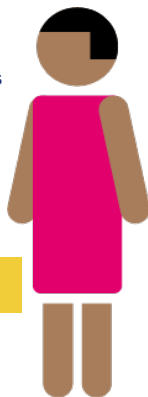


## THE CHALLENGE

### Reaching newly married adolescents

The Sahel remains a region with high levels of unmet need for family planning, partly driven by major social and cultural barriers.

According to PMA 2020, contraceptive use among married women aged 15–19 is currently 19% compared to 29% among married women aged 19–49.



19% aged 15–19

29% aged 19–49

## WHAT WE DID

### Human centred design puts family planning in context

*La Famille Ideale* is a suite of participatory tools for MSI community-based mobilisers, who help create community awareness and build an enabling environment in advance of the arrival of MSI's mobile outreach teams.

The tools (including a game and conversation-starting cards) aim to open-up conversations and encourage support for adolescent rural mothers to access family planning.

MSI outreach teams then deliver a full range of contraceptive methods for free at a nearby site to improve access.



Exploring family planning in the context of life aspirations, like education and financial security, helps create the positive community dialogue and male engagement required to support adolescent access to services.



## WHAT WE FOUND

### A positive impact on adolescent access

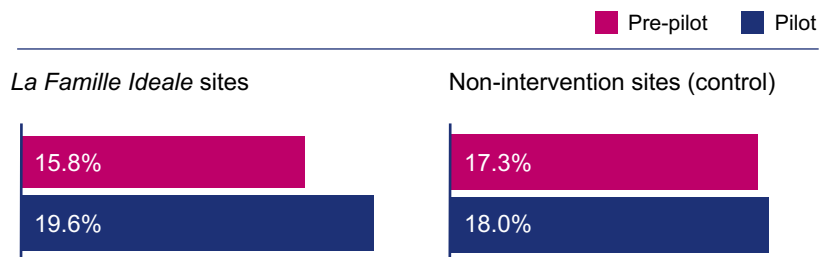
*La Famille Ideale* was piloted across all eight of MSI Burkina Faso's (MSBF) mobile outreach teams for nine months during 2019/ 2020. The participatory tools were used by two of the four Social Marketing Agents (AMS) working with each outreach team.

### Results

A difference-in-difference analysis showed statistically significant increases in the number of adolescent clients served where *La Famille Ideale* was being used in two of Burkina's outreach teams as indicated from the graphs below. There was variation in impact between different AMS, indicating some were able to put them to better effect than others.

Qualitative feedback indicated that *La Famille Ideale* enabled the AMS to open-up conversations about family planning in a unique and impactful way. The community dialogue supporting the role of women in family planning decision-making, helped participants to see how using contraception could play a role in the future of their family. The evaluation also revealed some challenges with integrating *La Famille Ideale* into existing ways of working and opportunities to strengthen its use.

For example, during the pilot, the AMS were not always using this approach with the hardest to reach groups in the community (e.g. husbands). This was despite *La Famille Ideale* being regarded as effective with these audiences. Teams are now exploring how to support AMS to use *La Famille Ideale* most effectively with men.



% of clients served by MSI Burkina Faso's outreach teams who were adolescents (under 20)  
Source: routine service data

## WHAT THIS MEANS

### Getting the most out of HCD

The evaluation is providing useful insights to support scale-up and sustained use of *La Famille Ideale* across our Sahel programmes. It also provides recommendations for using human centred design (HCD) most effectively:

**Recognise and utilise existing know-how** within programme teams during formative insight gathering.



**Before bringing in external HCD expertise, engage internal stakeholders** to ensure there is time and capacity to manage and support the process.



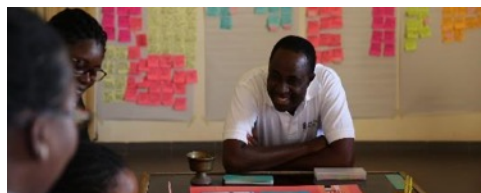
**Pay attention to context:** if there are issues with an existing system or way of working, or insufficient thought is given to how to integrate a new approach, a new intervention may not be able to overcome this.



**Use HCD to support adaptation of interventions from one context to another:** in 2019, MSI Senegal adapted the tools for their context using HCD, and in 2020 further versions were under development in Niger and Mali.



“They [the AMS] had two challenges (before *La Famille Ideale*) – firstly to have a dialogue with target groups and secondly they did not have good tools. So this is a tool to have a dialogue with the community.”



### MORE INFORMATION

For more information on MSI Reproductive Choices and the work that we do, please contact:  
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