

Detailed Implementation & Financial Report

Adolescent Girls' SRHR Digital Platform January – December 2024

1. Project Overview

- **Title:** Adolescent Girls' SRHR Digital Platform
 - **Location:** Western Province (pilot) & Zambia-wide digital reach
 - **Duration:** January – December 2024
 - **Objective:** Provide adolescent girls with accessible, stigma-free SRHR information and referral services through a mobile platform and SMS hotline.
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2. Background & Rationale

- Adolescents in rural Zambia face barriers in accessing SRHR services due to stigma, distance to clinics, and cultural taboos.
 - Mobile penetration is increasing, creating an opportunity for youth-friendly, anonymous platforms.
 - The project was designed to address gaps in SRHR knowledge, link users to services, and promote agency among adolescent girls, in line with Zambia's Adolescent Health Strategy and SDG 3 & 5.
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3. Activity Components

- **Co-Design Workshops:** 25 adolescents engaged in app design and content development.

- **Platform Development:** Built mobile app and SMS hotline, accessible in English and Lozi.
 - **Awareness Campaigns:** Disseminated information through schools, radio, and community meetings.
 - **Health Facility Linkages:** Partnered with 10 clinics for referral services.
 - **Monitoring & Data Analytics:** Tracked usage, queries, and referral outcomes.
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4. Detailed Execution Phases

- **Phase 1 – Design & Development (Jan–Mar 2024):** Youth-led design workshops; platform built and piloted.
 - **Phase 2 – Outreach & Promotion (Apr–Jun 2024):** Launched SMS hotline and app; conducted awareness campaigns.
 - **Phase 3 – Service Linkages (Jul–Oct 2024):** Integrated platform with clinics for referrals; trained health workers on youth-friendly service delivery.
 - **Phase 4 – Monitoring & Reporting (Nov–Dec 2024):** Collected analytics and user feedback; prepared impact report.
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5. Implementation Timeline

- Design & Development: Jan–Mar 2024
 - Outreach & Promotion: Apr–Jun 2024
 - Service Linkages: Jul–Oct 2024
 - Monitoring & Reporting: Nov–Dec 2024
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6. Outcomes & Impact

- **Platform Reach:** 5,000 queries received (SMS + app), with 70% from adolescent girls.
 - **Knowledge Access:** 3,800 users accessed SRHR content, including contraception and HIV prevention.
 - **Service Uptake:** 200 girls successfully referred to clinics for services.
 - **Youth Participation:** Adolescents co-created content, ensuring relevance and ownership.
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7. Key Partners

- **AmplifyChange:** Grant provider.
 - **Airtel Zambia:** Supported SMS hotline and subsidized airtime.
 - **Ministry of Health:** Provided technical guidance and clinic integration.
 - **Youth Advisory Board:** Ensured adolescent perspectives guided implementation.
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8. Beneficiary Testimonials

“With just one text, I learned about safe contraception. Before, I had no one to ask without shame.” — **Ruth, 16, Platform User**

“This tool is bridging the gap between young people and clinics. Girls now walk in saying, ‘I was referred by the app.’” — **Nurse, Mongu District Health Facility**

9. Financial Report – AmplifyChange Grant (\$120,000)

Budget Item	Amount (USD)	Description
Co-Design & Youth Engagement	\$15,000	Youth workshops, advisory board, content development

Platform Development	\$40,000	App & SMS build, hosting, technical maintenance
Outreach & Awareness Campaigns	\$20,000	Radio spots, school promotions, posters
Clinic Integration & Training	\$15,000	Training health workers, referral systems
Monitoring, Data & Analytics	\$10,000	Usage tracking, surveys, reporting
Administration & Coordination	\$10,000	Project management, communications
Contingency	\$10,000	Buffer for technical support & emergencies
Total	\$120,000	Total Grant Funding

Summary

The Adolescent Girls' SRHR Digital Platform provided a breakthrough in delivering safe, accessible, and stigma-free SRHR information and services to adolescents in Zambia. By leveraging technology and youth co-design, the project improved knowledge, linked users to health facilities, and created a scalable model for nationwide implementation.

Approved by:



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Date: 15th January 2025