

well told story

OVERVIEW
★ MONEY ★
★ HEALTH ★
GOVERNANCE
MEDIA

THE STATE OF KENYAN YOUTH 2018

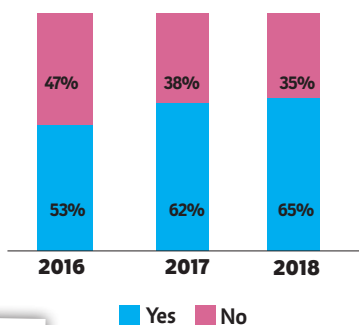
INTRODUCTION

Sexual and reproductive health (SRH) remains a sensitive topic among young Kenyans; modern contraception (MC) being strongly associated with social judgement and stigma, youth are forced to choose between immediate social disdain and long-term consequences of unprotected sex. The Shujaaz media focus on norming modern contraception among young Kenyans by encouraging an open conversation, celebrating positive deviants and empowering youth to have safe sex and more fun on their terms.

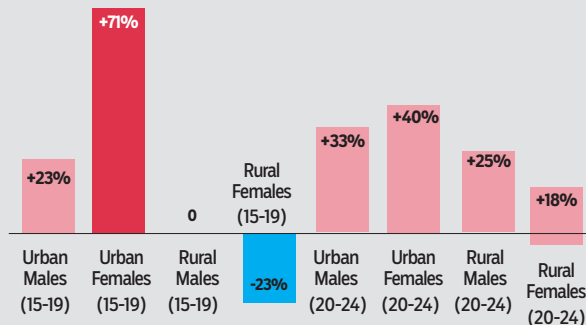
CURRENT STATE OF SEXUAL AND REPRODUCTIVE HEALTH

In 2018, 65% of youth 15-24 are sexually active – a continued upward trend since 2016. Growth is mostly driven by the increase in sexual activity among urban females, adolescent females in particular.

Are you sexually active?



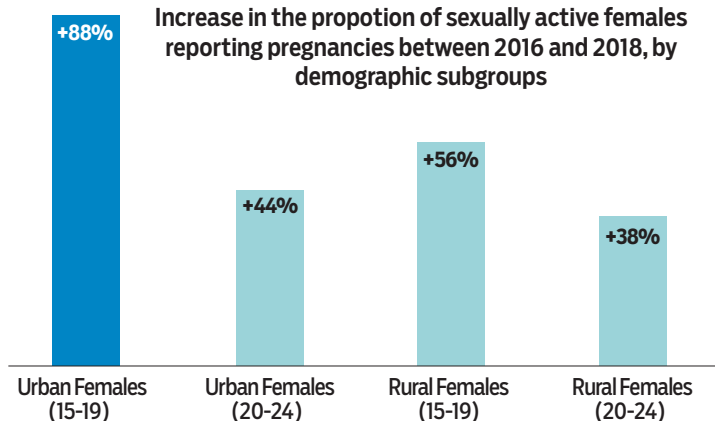
Increase in the proportion of sexually active youth between 2016 and 2018, by demographic subgroups



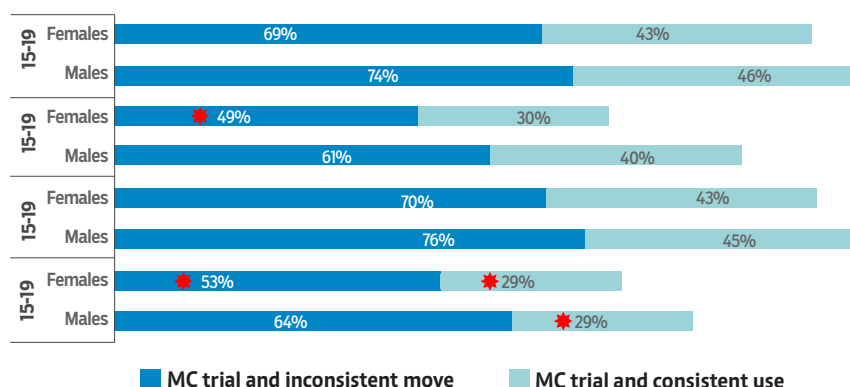
MODERN CONTRACEPTION TRIAL AND LONG-TERM USE

In 2018, sexually active urban adolescent girls also report low rates of MC adoption – 53% of the group have tried a contraceptive (second lowest after rural adolescent girls) and only 29% proceeded to using every time they have sex (the lowest along with urban adolescent males). In other words, almost ¾ of all urban adolescent girls either never tried MC or tried and stopped using – resulting in a stark increase in pregnancy rates vs. 2016.

Increase in the proportion of sexually active females reporting pregnancies between 2016 and 2018, by demographic subgroups



MC trial and conversion to consistent use, by demographic subgroup among sexually active youth in each subgroup



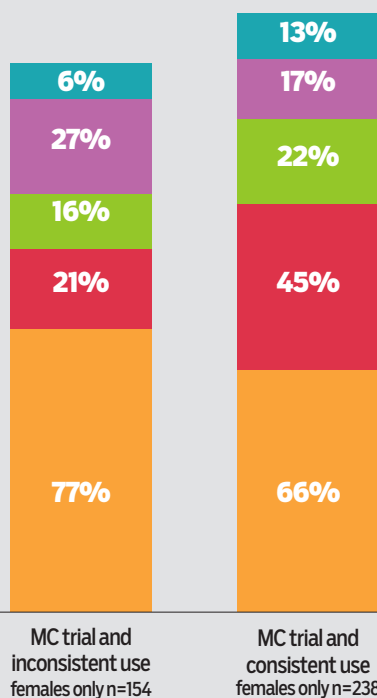
THE STATE OF KENYAN YOUTH 2018

In 2018, 63% of sexually active females 15-24 have tried an MC and 38% use consistently.

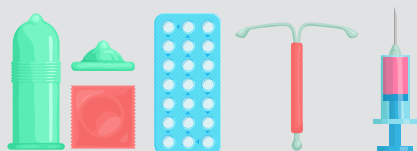
BENEFITS OF SUSTAINED USE OF MC

Aside from immediate benefits of using MC in all/most sexual encounters, committed users try a broader range of methods, including LARC – and are more likely to find the method that works for them.

What contraceptives have you tried?
Top-five MC trials among sexually active females within each subgroup

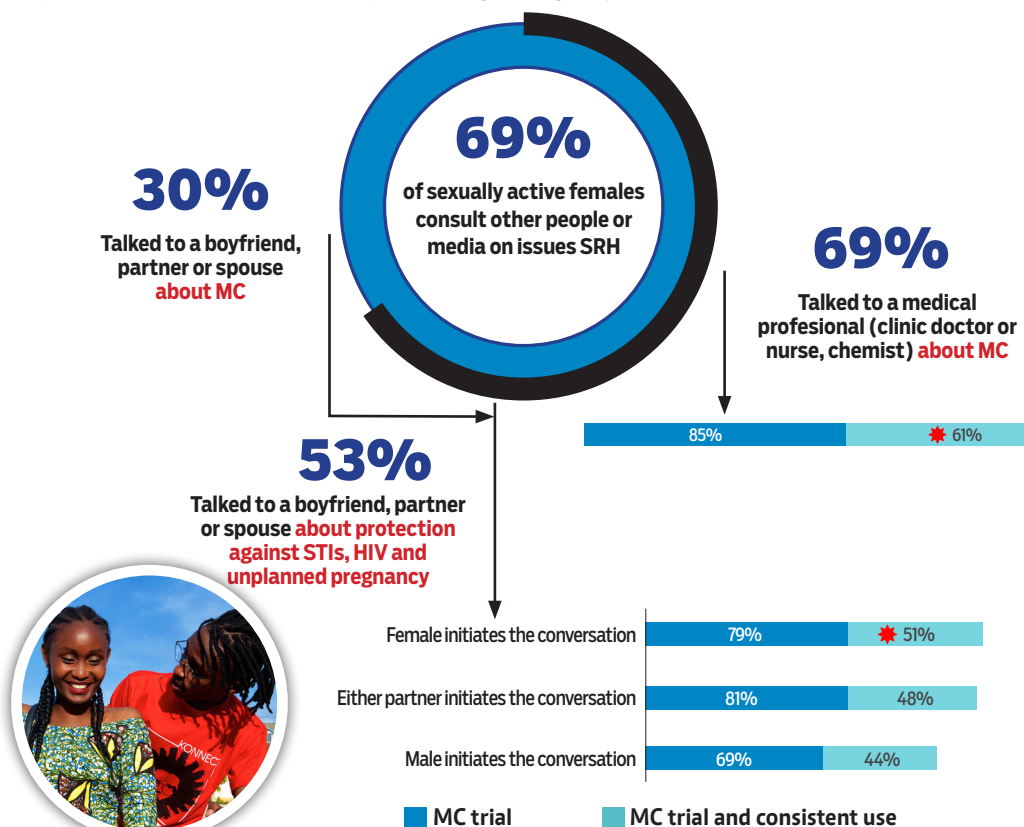


Male Condom
Injectable
Daily Pill
Emergency Pill
Implant



CURRENT STATE OF SEXUAL AND REPRODUCTIVE HEALTH

Conversations are critical to MC adoption, e.g., in 2018 among sexually active females, who consulted medical professionals, 60% more vs. average committed to routine use of MC. Furthermore, among sexually active girls who initiated a conversation with their partner on a specific, relevant issue (i.e., protection vs. MC) an extra third reported using MC regularly.



MODERN CONTRACEPTION TRIAL AND LONG-TERM USE

Personal factors have marginal positive effect of MC adoption. For example, among females, who are fully confident about their ability to find and use the MC of their choice, additional 11% are using MC regularly. At the same time, female social status and context make a noticeable difference. In particular, perceived social norms -- i.e., a belief that peers are already using MC -- are associated with additional 42% girls turning into committed users of MC.

