




Ground Truth: The next big thing for youth access to supplies

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Global stats tell us that over 70,000 adolescents die annually from causes related to pregnancy and child birth while pregnancy-related complications and HIV remain the leading causes of death among girls aged 15-19 and 20-24. Most of the world's births to adolescents - 95% - occur in developing countries, with about 19% of them likely to become pregnant before age 18, 3% before they are 15. In 27 countries, over 1 in 4 young women age 20 to 24 reports a birth before age 18. 22 of these countries are in sub-Saharan Africa.

These numbers point to the fact that young people, especially in the Third World, need access to affordable high quality RH supplies. However, how can we better understand young people's knowledge of and attitudes toward supplies so as to identify and deliver interventions that respond to felt needs and generate a high level of enthusiasm so that participation and ownership is ensured?