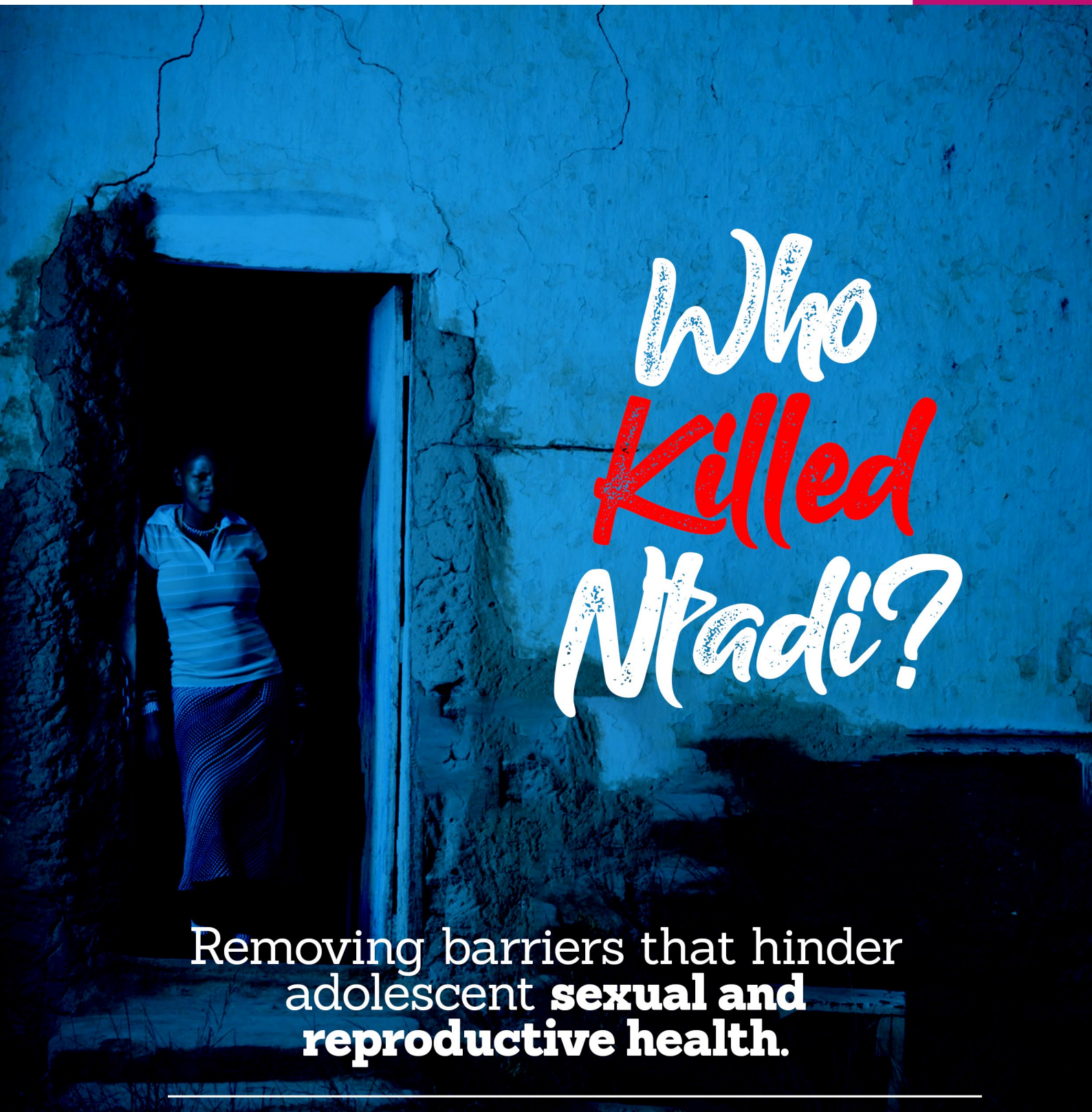


MY CHOICE

A Quarterly Newsletter of Marie Stopes Nigeria | Volume 4

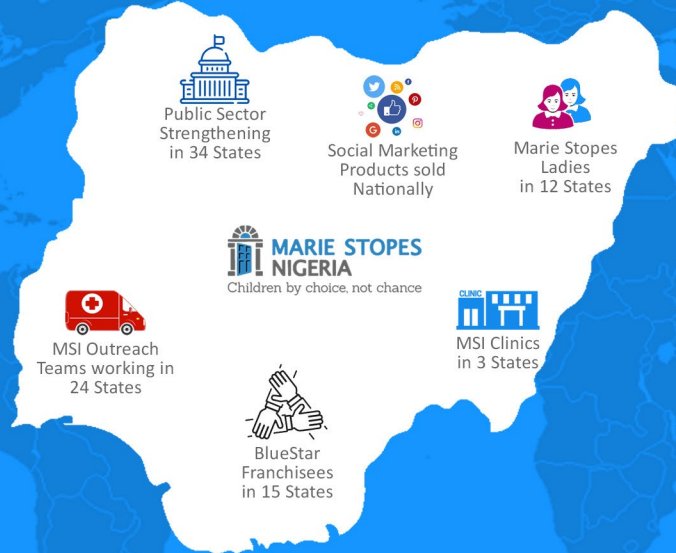
March 2021



Who
Killed
Ntadi?

Removing barriers that hinder
adolescent **sexual and
reproductive health.**

ABOUT MARIE STOPES NIGERIA



Marie Stopes Nigeria envisions a nation in which every birth is wanted. Our mission is to empower women and couples in Nigeria to have children by choice and not chance.

We are a leading not for profit organization that is specialised in quality sexual and reproductive health interventions. We are part of Marie Stopes International (MSI)'s global partnership and was founded in 2009. Since inception, MSION has worked collaboratively with the government of Nigeria at all levels to redefine quality in sexual and reproductive health; and with donors and civil society to increase access to quality and affordable sexual and reproductive health (SRH) services focusing on promoting universal access to contraception (family planning) for all people in Nigeria. Our programmes are implemented across 36 States and the Federal Capital Territory.

At MSION, we provide comprehensive SRH services that enable women all over the world to choose their futures. Our services across Nigeria are free from stigma and discrimination and non-judgemental from stigma, judgement, and discrimination, regardless of age, gender, location, background, marital or economic status. Our services include Contraception, Comprehensive Post-Abortion Care (CPAC), STI

testing and treatment, Maternal and child health care, plus Health Systems Strengthening.

At Marie Stopes Nigeria, we do not do one-size-fits-all. We keep our clients at the centre of our intervention and tailor services and approach to address the unique challenges of the client. We employ several channels of service delivery to ensure no one is left behind. These include,



Centres: These are MSION operated clinics. Our centres set the standard for our services. Centres provide quality sexual and reproductive health services including family planning, cervical cancer screenings and treatment, vaccinations, well woman and laboratory tests.



The BlueStar Healthcare Network (Social Franchise Channel): These are private-sector provider network managed by MSION under the 'BlueStar' franchise. MSION supports these private providers with training, quality assurance, branding and demand generation support.



Outreach: We have been very successful in reaching women and girls, those underserved populations in remote locations, lacking reproductive health services through our outreach channel.



Marie Stopes Ladies (MSL): These are community-based healthcare

providers who deliver services door-to-door or from their own homes to women within their communities.



Public Sector Strengthening (PSS): MSION works collaboratively with the government to strengthen the health system through training of providers on long-acting methods of FP. By the end of 2019, MSION had supported the scaling up of service providers' training and supportive supervisions to over 5500 providers but currently supports over 2,100 public sector facilities and providers in 35 states.



Social Marketing: MSION uses modern management and marketing techniques to provide quality reproductive health care, child spacing and associated products that aim to reduce infant and maternal deaths.



Contact Centre: MSION's service delivery channels are reinforced by a toll-free free hotline for clients. Our contact centre provides professional, non-judgmental and confidential SRH information, counselling and referrals as part of our continuum of care.

Our Contact Centre numbers are:

0800-00-22252 (Toll-free);
22252 (Charges apply)

0908-00-22252.

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COVER STORY

Who killed Ntadi?



SPECIAL FEATURE

- Reaching Adolescents in Conflict Yobe and Borno States with SRH services



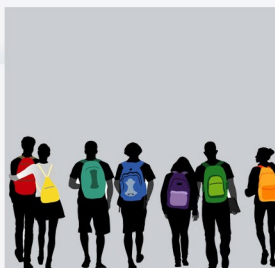
CLIENT SPOTLIGHT

- Unlocking the grip of Myths and Misconceptions
- Uncommon partnership



PROGRAMME GIST / EVENTS

- MSION Stars award
- 🔥 Fire outing at The Headies



GUEST COLUMNIST

- Meeting Adolescent Sexual Reproductive Health Needs in a Digitalized World



WHEN THE GOING GETS **TOUGH!**

2020 was a disruptive year by many standards, experiencing the global disruption caused by COVID-19. The impact of COVID is still with us and may have changed what we called 'normal' in more ways than we know. Gratefully, the vaccine is available now in Nigeria. I encourage us to take responsibility to protect ourselves, our family members, clients, and the public that we serve by doing all that is possible and that includes getting vaccinated.

Despite the disruptions and challenges, I am grateful that we did not only survive 2020 but made it into a new decade! At the beginning of the decade (2010), Marie Stopes International Organisation Nigeria (MSION) saw less than 1000 clients take service from our outreach or clinic channels.

At the close of the decade in 2020, we served 5.2 million clients with family planning in one year, generating over a 7.2 million Couple Year of Protection (CYPs)! We prevented over 14,000 maternal deaths, 1.1 million unsafe abortions, 2.4 million unintended pregnancies and achieved a direct health cost saving of over 111 million pounds. These could not have been

***The state of
our program
will grow from
strength to
strength.***

possible without the clever work and dedication of the MSION team.

Not only did we achieve this at the most challenging time of our lives - sustaining services during and post COVID lockdown, but we also did it with grace and style. We impacted the lives of millions of women and girls this decade, we have made families strong and healthier, and we contributed to a healthier Nigerian nation.

Personally, as I reflect on the year 2020 and the last decade, I cannot but be grateful for the opportunity to lead a people as courageous, clever, hardworking, and brave as team MSION. I am constantly amazed by your resilience and determined spirit; Nothing is impossible with you all!

I am grateful for the partnership and support received from the government and the communities we serve. The trust of our clients is gold!

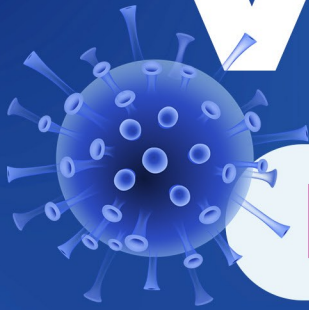
For these, I have faith in the future of MSION. You make me believe that 2021 and the new decade is for us. In this new decade, we have set bold targets to reach at least 48 million clients by 2030, ensuring that 1 in 4 women have their demand met for contraception by 2030 and 1 in 3 women have their demand met for safe abortion by 2025.

Though ambitious, I am confident that with continuous partnership between the government, donors and other partners, we will tackle every challenge and forge a brighter path that will see us reaching more women, girls, and families in Nigeria with access to contraception on their terms by 2030; and the state of our program will grow from strength to strength.

The Senior Management Team and I wish all MSION team, clients and partners a great 2021 and a decade full of achievement for our clients, selves, and families.

*Welcome to a new decade,
everyone!*

Take the VACCINE



Prevent **COVID 19**



**MARIE STOPES
NIGERIA**

Children by choice. not chance



Who Killed Ntadi?

REMOVING BARRIERS THAT HINDER ADOLESCENT SEXUAL AND REPRODUCTIVE HEALTH.

Iyekeniga is a small riverine community in Enugu state. Ntadi, a 16-year-old girl in senior secondary lived in the community with her parents. She had sex with Obi her classmate and boyfriend, a common practice among her sexually active peers and became pregnant. The mixture of potash and warm water drunk after every sex act to prevent pregnancy failed.

To avoid shame, Obi spoke to the village medicine vendor who performed a procedure to terminate the pregnancy. After two days of bleeding Ntadi passed out and was rushed unconscious to the only hospital in the community belonging to the mission. They hesitated because it was an abortion case while precious time ticked. Finally, the nurse on duty attended to

Ntadi. She removed sanitary pads and pieces of clothes stuffed into Ntadi's vagina to control the bleeding. Ntadi died at mid-night from complications and severe loss of blood.

Teenage pregnancy is a major public health concern globally and in Nigeria because of its association with higher morbidity and mortality for both the mother and the child. Childbearing during adolescence is known to have adverse social consequences, particularly regarding educational attainment, as women who become mothers in their teens are more likely to drop out of school. In Nigeria, 19% of women age 15-19 have begun childbearing while 14% have given birth (NDHS, 2018).

**Marie Stopes
Nigeria is
committed to
the sexual and
reproductive
health of
adolescents.**



opportunity. Everyone considered me a useless girl and I lost confidence in myself. I wish I knew about better pregnancy prevention to keep me safe until I was ready to become a mother. My dream was to attend university and become a Journalist, but I have no hope that ambition to further my education will ever come through.”

Ntadi and Blessing represent many adolescents in Nigeria who go through adolescence without the right sexual and reproductive health education to inform decisions about their bodies and health. Even so, when unplanned pregnancies or death from unsafe abortion happen, the unanswered question is ‘Who is to blame? Is it the carelessness caused by youthful exuberance? The failure of parenting? Or the gaps in the health system, policy or legal environment that gives room for misinformation and quacks to flourish and satisfy an unmet demand? Or is it the failure of a society that lives in denial and shies away from empowering adolescents and young adults with the right information to make informed sexual and reproductive health choices necessary to prevent unplanned pregnancies; but would shame and punish her youths when they become victims of unplanned pregnancies.

The high incidence of teenage pregnancy in Nigeria reveals a disconnect as society lives in denial of just how common teenage sex, unplanned pregnancies and abortion is. The highest demand for contraception among sexually active unmarried women is among adolescents aged 15 – 19 at 93.9%. Only 28.3% of this demand is met, leaving a substantial 65.6% unmet. An important reason is, they do not have access to contraceptives. It should thus not be a surprise to anybody that the greater percentage of girls in this age group are at greater risk of unplanned pregnancy and complications from unsafe abortion.

The age-specific birth rate in Nigeria shows a birth rate of 120 per 1,000

Though the percentage of teenagers who have given birth or are pregnant with their first child has decreased since 1990, from 28% to 19%, the incidence is still high and carry grave consequences for the health, education, and development of the adolescent.

19-year-old Blessing from Delta State is the eldest of 4 siblings living with her widowed mother. Blessing’ future took a sad turn when an unplanned pregnancy made her drop out of school. Her experience as an adolescent mother has been most difficult. She explained that “from the time I got pregnant, my friends withdrew from me. My uncles saw me as a disgrace to the family and my boyfriend's grandmother rained abuses on me at the slightest

Adolescence is a transition period from childhood to adulthood, at this stage, adolescents face major physical, psychological, and social changes.

among girls aged 15 – 19 years. The adolescent birth rate decreases with increasing education at 228 among girls with no education, 232 among those with non-formal education, 184 for primary, 51 for girls with secondary education, and 9 for girls with higher education. This suggests that the longer girls are empowered to stay in school, the greater their chance at meaningful living and reduced risks of complications associated with teenage birth.

Adolescence is a transition period from childhood to adulthood, at this stage, adolescents face major physical, psychological, and social changes. They have questions and concerns about the changes in their life including sexual and reproductive health questions and concerns. Answering these questions and concerns without judgement provides that critical support adolescents need to avoid behaviours that could negatively affect their health and development. Access to SRH information empowers the young person to choose right when making reproductive health decisions. Adolescents worldwide face tremendous sexual and reproductive health challenges including sexual violence. In Nigeria, the challenges range from poor access to information and services, stigma and limiting social-cultural factors.

These highlights the need for improved investment in programmes that foster collective responsibility and supportive environments within communities and health facilities for positive adolescent reproductive health experiences. This will include:

- **Recognising that adolescents have the right to access reproductive health information and services that help them maintain safe behaviours and modify unsafe ones that put them at risk of negative health outcomes.**
- **Creating safe and youth-friendly spaces where a young person who is already sexually active receives support in a non-judgmental manner, and non-sexually active**



and non-sexually active young people receive the right information to delay sex until they are ready, and when ready, can negotiate and practice safe sex.

- **Educating the community to understand the needs of adolescents, and the importance of working together to respond to these needs rather than deny, shame and further push adolescents to their early graves.**
- **Active implementation and enforcement of existing National and state Adolescent Sexual and Reproductive Health policies, frameworks, and guidelines.**

Marie Stopes Nigeria is committed to the sexual and reproductive health of adolescents. Our programmes are designed to meet the needs of young women for whose health and wellbeing the consequences of unmet need for contraception are particularly devastating. We train and support all of our team members and providers to serve the young people and adolescents they encounter with respect and without judgement, and to challenge any prejudices about who should be accessing contraception – including their own.



Our toll-free contact centre **(0800 00 22252)** opens seven days a week and provides confidential and non-judgmental SRH information, counselling, and referrals to clients. The contact centre links clients into youth-friendly and quality assured service provision points closest to the client across Nigeria's 36 states and the Federal Capital Territory, Abuja for service uptake and follows up care and support, facilitating the continuum of care for self-care, provider-based care, and client feedback. In 2020, Marie Stopes Nigeria served over 5.2 million clients with family planning and 27% adolescent reach.

Reaching Adolescents in the Conflict States of Yobe and Borno with SRH services.



Falmata, wearing the blue hijab, is a Marie Stopes Lady discussing sexual and reproductive health with married adolescents in Gujba, Yobe, state

It's more than a decade since the Boko Haram insurgency broke out in North-East Nigeria. In the most affected states of Yobe and Borno, residents have endured disruptions to their lives and livelihood. An estimated six million persons need basic survival, and over 1.5 million are internally displaced (UN,2017). The people's access to health took a downward turn as 64% of health facilities in Borno; 33% in Yobe are fully or partially damaged (2019).

With the population depending majorly on public health facilities for sexual and reproductive health services, the destruction of public health facilities and the high exodus of trained providers at the few functional facilities has left many

The model is rooted in the principle of entrepreneurship, financial inclusion, and sustainability while increasing access to family planning services for women in locations where services might not be readily available.

women and girls without access to essential reproductive health services like contraceptives. These women and girls live without support to deal with diverse sexual and reproductive health (SRH) challenges like unplanned pregnancies.

Falmata Madu is from Gujba, a Local Government Area in Yobe affected by the conflict. She was married at 16 and gave birth to her child the following year. Her husband is a Keke (tricycle) driver whose income is not enough to take care of his wife and child. Because of the conflict, the business has been poor, and they are just managing to survive. To prevent his wife from getting pregnant soon after their 1st baby, Falmata's husband decided to send his wife



and baby to his in-laws, hoping that the separation will delay another pregnancy. But Falmata was already pregnant. Her pregnancy upset the joy in their home as her irritated husband blamed her for getting pregnant. "I didn't ask you to get pregnant. I am not ready for another child now with this hardship. I know how I suffered during the naming ceremony of our child, and you just allowed yourself to get pregnant," Falmata's husband complained.

Like Falmata, many married and unmarried adolescent girls and women in the conflict-affected North East bear the consequences of living without access to contraception. Consequences like death or injury from unsafe abortion, blame and ill-treatment from the spouse, or abandonment from partners when an unplanned pregnancy occur. To deal with it, many resorts to unsafe abortion. A 2019 review of abortion care in conflict settings reported that more than two-thirds of IDPs in Borno flagged abortion complications as a primary sexual and reproductive health need. About half of the displaced women in North-East Nigeria who sought to terminate pregnancies left the camps to procure abortion clandestinely,

The MSLs provide community-based, easily accessible, quality-assured, and affordable contraception.

usually through unsafe means. This practice underscores the urgent need for contraception for girls and women in these conflict settings.

To improve access to sexual and reproductive health services, Marie Stopes Nigeria is building a community-based service delivery approach through a network of trained health providers called the Marie Stopes Ladies (MSL). The trained providers are resident in the communities and provide contraceptive services to community members. The MSLs employ a door-to-door approach that brings service closer to the clients and limits the dangers of women and girls being caught-up in health facilities that have become soft targets for insurgents. It also offers discreet

insurgents. It also offers discreet service to women and girls and reduces stigma, a barrier to access.

Falmata Abacha is a Community Health Extension Worker (CHEW) and one of the trained MSL providers in Yobe state. She fled her community in Gujba to Damaturu, the state capital, at the peak of the conflict, where she washed clothes and did house chores for families to feed herself and three children. With Marie Stopes entry into Yobe state, Falmata was identified through a selection process and trained on contraceptive technology in Damaturu. She returned to her community in Gujba after the training and started service provision. She works very closely with the community leadership, the Marie Stopes support team, and the Family Planning/Reproductive Health Coordinators for her Local Government Area.

The MSLs provide community-based, easily accessible, quality-assured, and affordable contraception. They receive training, supportive supervision, competency assessment and equipment from Marie Stopes Nigeria. The model is rooted in the principle of entrepreneurship, financial inclusion, and sustainability while increasing access to family planning services for women in locations where services might not be readily available. The model promotes the independence and socio-economic well-being of the MSL and strengthens communities by addressing the unmet need for contraception.

In 2020, the MS ladies in Yobe and Borno served 24,270 clients, with adolescents (15-19-year-old) accounting for 47% despite the challenges caused by the outbreak of COVID and the conflict. This model reaches the underserved through a sustainable approach that domiciles SRH capacities within communities and mobilises community ownership and participation in their sexual and reproductive health.

Staff Spotlight

Michael Isikalu

Community Mobilisation
Officer, MSION



“My role at MSION is an important one. I consider myself a problem solver. A lot of families would have separated if not for the lifesaving SRH services that we provide. I’ve seen several situations where families would have separated after the woman has had several kids and doesn’t want more. Being left with no option, she will start saying no to her husband’s sexual advances. But when we come in and tell them about family planning, it puts a stop to that problem.”

The above statement captures how Michael Isikalu, a Community Mobilisation Officer based in Ekiti State, feels about his role at Marie Stopes Nigeria.

Michael was recognised in January 2020 by the Country Director at the Marie Stopes International Organisation Nigeria (MSION) annual Star awards for outstanding performance and resilience in supporting the public sector strengthening (PSS) activities through excellent community and client mobilisation, and stakeholder engagement in 2020.

While speaking about his motivation to keep doing more, Michael noted that success motivates him. He said, “It’s a huge opportunity for me to serve as a link between the woman and her future which the use of contraceptives provides. I consider myself as the bridge between the woman and her access to contraceptives, and my responsibility is to bridge the gap.”

The CMO who loves to watch football and listen to music when he is not working says after a long day on the field, a plate of pounded yam alongside vegetable soup will always make him excited.



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PORT HARCOURT




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Unlocking the grip of Myths and Misconceptions

Myths and misconceptions are strong barriers hindering family planning service uptake in communities across Nigeria. Some of these myths are so powerful and rooted that dispelling them can be herculean. In some communities in Akwa Ibom State, South-South Nigeria, women fear that taking up family planning would cause 'heat'. This is not the usual discomfort felt because of the rising temperature. 'Heat' as used in Akwa Ibom refers to infection. A lot of these communities fear that using contraceptives would lead to infection.

Imaobong Aniefiok is a 26-year-old mother of two who has heard these stories told repeatedly that she believes them without question. Even though she has thought about using contraceptives to space birth, give more attention to her business and support her husband; the common stories told in her community about family planning discouraged her from taking up family planning.

During a routine community mobilisation activity with women in Ikot Udoabia, Marie Stopes Community Mobilisation Officer working in the Public Sector Strengthening (PSS) channel encountered Imaobong. He noticed her reservation about contraceptives and engaged her one-on-one to understand her fears and reservations. Imaobong stated her desire to space birth but is constrained by the fears of contracting 'heat' among other misconceptions she has heard. The CMO educated Imaobong on family planning, highlighting the benefits to her, her children family and community. He equally explained the side effects that may be experienced if a method is taken. Imaobong asked several questions which the CMO patiently answered.



When Imaobong understood that the stories she believed about family planning were wrong, she expressed surprise and anger. Anger because she said she would have taken contraceptives a long time ago if not that she believed the false stories told in the community. Imaobong consented to take up service and visited the nearby primary health care centre supported by Marie Stopes in Ikot Udoabia where she was counselled and received a method of her choice. She was filled with gratitude for the opportunity

Marie Stopes presented her. She said, "listening to people talk about contraceptives makes it look like it is a death sentence. I wish I never listened to them. However, I am happy that I am finally able to get one and will be a strong advocate of family planning use amongst my age group".

Marie Stopes Nigeria will continue to work in communities across Nigeria to dispel myths and misconceptions and enable more and more women like Imaobong to access services.

Uncommon partnership



Religious bias is a barrier affecting family planning acceptance across communities in Nigeria. Most religious adherents believe that it is a sin to take up family planning services. Some religious leaders fuel this belief by preaching against family planning. It is exciting when a preacher promotes family planning for his congregation.

Pastor Godwin Udosen is the resident pastor at The Way of the Cross Church in Ikot Udo, Mkpato Enin LGA, Akwa Ibom state. In this excerpt, he narrates his passion and use of the pulpit to educate his congregation on family planning.

“I came to The Way of the Cross Church of Nigeria, Ikot Udo, Mkpato Enin Local Government Area of Akwa Ibom state in August 2018. Between then and now, I have watched parishioners wallow in self-inflicted misery mainly because they have large families they cannot cater for or have broken homes. I have seen young girls drop out of school and others attempting to procure an abortion in an unsafe manner. I remember a certain young girl named Joy. She is a member of my church, aged 13. She was in JSS 1 when she got pregnant in 2019 and had to drop out of school. Now she is going through tough times caring for herself and her baby. Another mother of 9 children is unemployed and can barely cater to even a child. These have worried me over time, so I decided to use my pulpit to promote family planning services. Although I talk about it, I could not answer questions that may arise or refer parishioners to places to obtain contraceptive services. This handicap troubled me greatly until one fateful day when relief came. I was on my way to a neighbouring village when I saw women gathered at a town hall. Upon inquiry, I learnt that Marie

The CMO mobilised my community and neighbouring communities for the activity. I used my pulpit to mobilise members of the church to take up services.

Stopes was providing free family planning services in that village. I said to myself that these are the people I have been looking to meet.

I stopped to inquire and, the young lady I spoke with promised that they would contact me to make an arrangement to visit my community.

To my pleasant surprise, a staff of Marie Stopes contacted me. He introduced himself as the Community Mobilisation Officer. He worked with me to arrange for an in-reach (an out of post-service delivery that takes services closer to the users when the government-owned health facility is not very close) right in my church! The CMO mobilised my community and neighbouring communities for the activity. I used my pulpit to mobilise members of the church to take up services.”

On January 14th 2021, Marie Stopes held an in-reach in the premises of The Way of the Cross Church, 25 of the clients who received services were women from Pastor Godwin's church. An elated Pastor Godwin thanked the team and committed to using his pulpit to educate his congregation on contraception.

On the street with Marie Stopes: **Talking Contraception!**



It is no longer news that an unplanned pregnancy can interrupt a woman's life. While some people have the information about contraceptives and how useful they are in helping couples and individuals to plan when and how many children they should have, others sadly have never heard about contraceptives before.

In this edition of **MY CHOICE**, we share with you excerpts from conversations on contraception we had with everyday Nigerians on the street.

Read below:

"To be honest, most of the family

"I don get belle six times, and I get four children. Na every year I dey born pikin, I no like am. I don tire. Auntu nurse talk say dis thing go help me if I no wan carry belle again."

planning pictures and advertisements that I've seen show married couples. Over time, I've come to think that all these contraceptives and stuff are for married women. I'm still single, so I'll only use condoms for now until I get married. Then I'll decide," these were Oluchi's words during a chit-chat that centred on family planning and contraceptive usage among young unmarried ladies.

Sewuese, a single lady in her mid-20s, has this to say, "My sex life is in segments right now. I don't have a very active sexual life, so, it would be a waste of contraceptive for me. I don't think I need to go through that stress. When we

are not using the withdrawal method, we'll use a condom or I'll get the morning-after pill."

Itohan, a tall pretty lady with glossy light skin, thinks that waiting for a man to help her decide whether or not she should prevent an unplanned pregnancy was too risky. She believed that using a male condom was as good as giving a man the full right to decide her future. She revealed that she had taken up a contraceptive method to avoid future stories that touch.

Her words: "For me, I no dey reason say I go dey wait for when man use a condom before I go fit to prevent belle. What if we ready for the action and I'm no con get a condom? My boyfriend sef no dey too use a condom-like that, so I dey go hospital go take injection from time to time."

The conversation, which took place among some unmarried ladies at a cosy hair salon in the heart of Abuja, Nigeria's capital city, showed that just like Oluchi and Itohan, other single ladies in their circle also consider the male condom as the go-to contraceptive option especially as the method helps in the prevention of sexually transmitted infections.

Meanwhile, Doris, a young career-driven upcoming TV host holds an opinion about contraceptives that's in sharp contrast to those of her colleagues. For the young amazon, implants have helped her in the prevention of unplanned pregnancies for over two years. **"My boyfriend and I know that we are not ready to have kids yet, so he took me to a clinic where they gave me the implant. I've been using it for over two years now and I have not had any problem so far,"** she said.

On the other hand, Murjanatu, a housewife and mother of 4 in her early twenties who lives in the suburb of Abuja, the story was different as she only recently got to hear about the existence of contraceptives and their ability to prevent unplanned pregnancies.



The day Murjanatu walked into a Marie Stopes Outreach Site – Lafia Clinic and Maternity, One Man Village, Nassarawa State is one she will not forget in a hurry. The petty trader considers herself lucky to have joined other women to listen to the talk session on family planning facilitated by a service provider identified as Nanbien. On that day, she got to know about the various contraceptive methods available, their advantages and disadvantages.

As much as Murjanatu was excited

about her newfound knowledge of contraception, she was also sad, as she discovered that if not for her ignorance, contraceptives would have helped her in the prevention of unplanned pregnancies before now. Moving forward, she took up a method to give herself a break from having children.

"I don get belle six times, and I get four children. Na every year I dey born pikin, I no like am. I don tire. Aunty nurse talk say dis thing go help me if I no wan carry belle again."









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MSION 2020 STAR AWARDS

OUTREACH CHANNEL

AWARD TITLE	WINNER
The Most Improved Team	Gombe
The Most Productive Team	Ebonyi
The Most Impactful Team- Adolescent Reach	Jigawa A
The Most Impactful Team- Method Mix (IUDs)	Crossriver
The Most Impactful Team- Method Mix (PMs)	Benue B
The Most Impactful Team- PAC Services	Crossriver
The Most Outstanding team on Clinical Quality in 2020	Crossriver
The Most Outstanding team on Clinical Quality in 2020	Benue A

MARIE STOPES LADIES CHANNEL

AWARD TITLE	WINNER
Most Productive Team: CYPs	Niger/FCT
Most Productive Team: Service Income	Kano/Katsina
Overall Best Performing Team: All KPIs	Borno/Yobe
Most Productive Team: PAC	Ogun Safire
The Most Productive Team: Adolescent Reach	Ogun Safire
Most Productive Team: Clinical audits	Gombe/Bauchi

PUBLIC SECTOR STRENGTHENING (PSS) CHANNEL

AWARD TITLE	WINNER
The Best PSS Clinical Quality Team	Imo
The Most Valuable PSS Team: Overall Highest Income	Ebonyi
The Most Valuable PSS Team: CYPs Productivity per facility	Yobe
The Most Valuable PSS Team: PAC Productivity per facility	Ebonyi
The Most Impactful Team: Adolescent Reach	Bayelsa

SOCIAL FRANCHISE CHANNEL

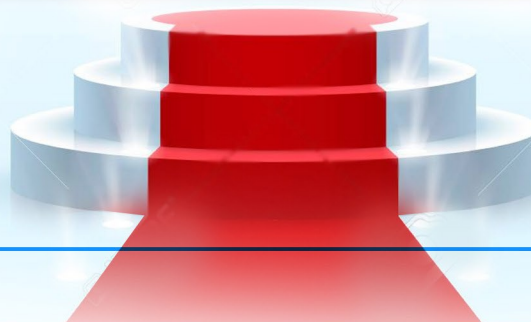
AWARD TITLE	WINNER
Most Productive Team: CYPs	Anambra/Abia
Most Productive Team: Service Income	Kano/Kaduna
Most Productive Team: PAC	Edo/Delta
Most Productive Team: Clinical Quality	Kano/Kaduna

MOST OUTSTANDING TEAM MEMBER AWARD

Temple Ndiribe - Finance
Teminioluwa Adebowale-Teluwo – Legal and Compliance
Ogechi Onuoha – Marketing and Communications

SCALING UP EXCELLENCE AWARD 2015-2020

Emmanuel Aja: Excellence in Programme/Operations Management
Daud Iqbal: Excellence in Financial Management
Wale Balogun: Excellence in People Management



fire Outing at The Headies



The Headies, Nigeria's biggest and most prestigious Music Award event, held its 14th edition on the 21st of February 2021. The award was sponsored by Fire Condom alongside other brands and watched by an estimated 70 million people on Nigerian TV stations, making it the most-watched entertainment event to date. The 14th edition also became the most attended virtual award show in Nigeria, with over 90% virtual community and a 10% Live audience participation. The use of innovative approaches that fused a blend of live and pre-recorded performances, semi-virtual packages, and presentations, as well as on-point messaging to amplify the messages of hope during Covid-19, gave audiences an



experience of a lifetime.

Fire Condom was well represented at the event with the brand logos on the event branding, an activation stand, to engage consumers and products packs that were given to consumers to sample. Fire condom also trended for hours during the event and the Fire Television commercial was aired at least four times during the event with the Fire condom logo appearing on Television screens and social media live streaming platforms.

Marie Stopes Country Director Sir Effiom N. Effiom, the Director Social Marketing Mr Winston Ailemoh, and Director Human Resources and Administration Mr Wale Balogun were dignitaries at the event.



COMMUNITY PUSH STOCK PROJECT
VEHICLE OUT OF MUD



DURING A MSION SRH AWARENESS
ACTIVITY IN IMO STATE POLYTECHNIC



MS LADIES CMO ABDULLAHI ABDULHAMID
WORKING OVERTIME TO DISTRIBUTE
BUSINESS KITS TO TEA VENDORS FOR HCD
PROJECT IN KANO



PRESENTATION OF AWARD TO MSION BY
OSUN STATE PHC BOARD



DR TOMI COKER, OGUN STATE COMMISSIONER
FOR HEALTH STRIKES A POSE WITH OUR
COUNTRY DIRECTOR, EFFIOM NYONG EFFIOM
WHEN SHE PAID MSION A COURTESY VISIT



DURING A GROUP COUNSELLING SESSION WITH
MSION OUTREACH TEAM IN BRAMA
COMMUNITY, MBO LGA, AKWA IBOM STATE



MSION OUTREACH TEAM, AT MBO LGA,
AKWA IBOM STATE



MESSAGE DEVELOPMENT WORKSHOP: FMOH,
MSION AND KEY STAKHOLDERS MEET TO
INTEGRATE COVID-19 AND SRH MESSAGES



HCD TEA VENDOR IN BAUCHI SUPPORTED
BY MSION MAKING TEA WHILE WEARING
APRON TO ENGAGE CUSTOMERS ON FP
DISCUSSION



MSION OUTREACH TEAM, AT GEMBU
SARDAUNA LGA, TARABA STATE



MSION DEMAND GENERATION TEAM DURING THE 2021 REVIEW MEETING

2020 International Women's Day

Marie Stopes Nigeria team members striking the **#ChooseToChallenge** pose as we mark the International Women's Day.

*we
#choosetochallenge
the existing barriers
stopping women
from deciding their
futures through
access to quality
sexual and
reproductive health
services.*



Dr Damiaris Osunkwo, Health Commissioner Imo State and Effiom Effiom, MSION Country Director.

**#Choose to
Challenge**


International
Women's Day

 **MARIE STOPES
NIGERIA**
Children by choice, not chance

fire
CONDOM

FIRE FIERCELY

- 🔥 Dotted
- 🔥 Flavoured
- 🔥 Enhanced Pleasure



Available in stores and pharmacies nationwide!

Meeting Adolescent Sexual Reproductive Health Needs in a Digitalized World



Adolescence is a unique time in which children become adults. This journey is full of firsts. First in communication patterns, first in new boundaries etc. Adolescence comes with things to celebrate but also has its challenges like sexual and reproductive health challenges.

Different sources cite different adolescent age range. For example, the World Health Organization says adolescents are between the ages of 10 and 19. Other sources set the minimum age higher, at 12 years old. Some say the age range should go to about 24 years old when the brain stops developing. Whatever the specific numbers are, adolescence occurs between late childhood and early adulthood. It is a transitional phase that takes individuals from childhood into adulthood.

Phases of Adolescence: Psychologists break down the age range for adolescent people into three distinct phases. These are early, middle, and late adolescence. Each of these

Organisations like Marie Stopes is committed to reaching adolescents in their programming using multiple channels one of which is the digital space.

phases comes with its characteristics, challenges, and goals. (1) Early adolescence occurs between 10-14 years of age, (2) Middle adolescence occurs between 15-17 years of age, and (3) Late adolescence continues from age 18 to adulthood. Irrespective of the phasing, one fact is that the adolescent phase of life is both exciting and challenging at various fronts.

Adolescents and Digital Technology: The explosion in digital technology is a mixed blessing for today's adolescent, unlike the adolescent of yesteryears. - Lifestyles and practices hitherto farfetched or even never to be known or practised by adolescents in the past are readily available to today's adolescents right inside their bedroom, on their palms. The multi-media information overload they face daily presents both education and confusion to them. One area of concern is adolescent sexuality. Adolescents experiment with their sexuality and often make fatal mistakes when not

well informed and guided.

Adolescents experience several rites of passage, specific events that mark the maturation from childhood to adulthood. Specifically, on adolescent sexual health and developments and milestones around it, the most common rites of passage include the beginning of menstruation for girls, first date, first sexual encounter, 18th birthday, high school graduation, moving away from home for the first time, the first exposure to alcohol and drugs, 21st birthday marking the end of adolescence etc.

The role of the digital space in adolescent sexual health services:

Digital information technology play a central role in all aspects of human endeavours, be it politics, business, education and or religion. Thus, there is no gainsaying the relevance of it in advancing the course of adolescent sexual health service provision. Programmers daily take advantage of the digital technology to educate, sensitize and refer adolescents to healthier sources of service provision against the pull to misinformation. Health programmers can use bulk SMS, comedy skits, graphically illustrated short stories, cartoons, memes, billboards, virtual walls on social media etc., to present sexual reproductive health issues, solutions, and referral points.

Blessing Kindness Etim (16) has two children (oldest 1 and 10 months, youngest 2months) living in Ikot Oku Akpan community, Akwa Ibom State. While on her way to the market in a tricycle, a radio programme was going on tagged “The Women’s Dairy” on Planet Radio FM Uyo. Representatives of Marie Stopes International Organization (MSION) were speaking on Family Planning intervention in Akwa Ibom State. A toll-free contact centre number was provided during the call-in session, Blessing decided to call after the programme when she returned from the market and indicated interest to obtain a family planning method.

Adolescents experience several rites of passage, specific events that mark the maturation from childhood to adulthood.

Because Blessing lives in a remote and hard to reach community, she had to wait for the MSION Outreach Team’s visit to that community a few days later. On arrival, Blessing came with her elder sister Aniebiet Kindness Etim (19). Kindness (who has hearing impairment) is a single mother of 3 (oldest 7 and youngest 1month) and ekes out a living selling vegetables to provide for the children. Both sisters took up Jadelle Implants after proper counselling.

Boldness, a 19-year-old indigene of Ntak Inyang, a small community in Akwa Ibom state, came across one of the MSION FP digital posters in a group WhatsApp she belongs to. One of the MSION Community Mobilization Officers (CMO) had liaised with the group admin to share his contact as well as the toll-free number of the MSION contact centre with any interested adolescent.





Boldness reached out to the CMO requesting an audience and if possible, a referral to a service provider. She was taken to PHC Base, a Health Facility in Ibesilkpo LGA of Akwa Ibom. After counselling, she took up a method of her choice. Since then, she has been sharing such digital posters with her friends who have accessed one form of service or the other.

Immaculata is a MSION trained Demand Creation and Marketing Agent (DeCMA) covering Abia State University, Uturu campus and environs. She uses MSION IEC materials as her profile picture to reach out to her peers on campus. She consistently posts SRH issues on her status. Posters displayed in and around the campus bears her phone number. Lydia, a 19-year-old undergraduate is her mutual Facebook friend. However, the DeCMA narrated that they do not

DeCMA narrated that they do not frequently talk rather view each other's direct message on Facebook status.

One day, Lydia slid into her friend's direct message again and decided to engage her in a discussion. Immaculate explained to her the different pregnancy prevention methods. After much clarification and assurance on the efficacy of the different methods, she went to Eve women Specialist Hospital, Okigwe and took up a method. Lydia is now an advocate of Family Planning among her Facebook friends. This has increased adolescent reach in Eve Women Specialist Hospital, Okigwe. The provider in the facility attends to about 20 students from the university on average, monthly.

Cases like these three above show the power of digital technology in helping adolescents make sound

sexual reproductive choices and avoid fatal mistakes. Organizations like Marie Stopes is committed to reaching adolescents in their programming using multiple channels one of which is the digital space. This affords confidentiality and quality service provision to adolescents. The digital handles of the organization.

The toll-free lines function 7 days a week morning to night on a multilingual mode while the social media handles offer confidential one on one engagement with qualified consultants.

A date with Corps Members at the Ikare NYSC Camp



On Monday, March 15, 2021, Marie Stopes International Organisation Nigeria (MSION) and Kids and Teens Resources Centre visited the Ondo State National Youth Service Corps (NYSC) Orientation Camp in Ikare to educate corps members on Sexual and Reproductive Health and Rights.

During the session with the MSION team, corps members learned more about sexual and reproductive health including, where and how to get services.

At Marie Stopes International Organisation Nigeria (MSION), we have consistently provided support for young adults needing answers to sexual health questions or dealing

with sexual health challenges.

These include concerns about unplanned pregnancies, sexually transmitted infections, menstrual hygiene, and other sexual and reproductive health issues that young people experience in Nigeria.

At the close of the activity, we reached 986 (467 males, 519 females) corps members.

The NYSC is a program set up by the Nigerian government to involve Nigerian graduates in nation-building and development. Since 1973, graduates of universities and polytechnics have taken part in the National Youth Service Corps program for one year.

At the close of the activity, we reached 986 (467 males, 519 females) corps members.

If it is not later than **72 hours**, you have the option of using emergency contraception like **Back-up** to help prevent an unplanned pregnancy.



For **FREE** pregnancy prevention advice and support

 **0800 002 2252** (Free),
22252 (Charges Apply)

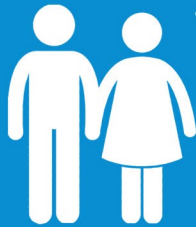
 **0909 902 2252**
   @mariestopesng

HEALTH AND ECONOMIC IMPACT

January - December 2020

5.2 million clients served with Family Planning

In 2020, MSION served 5.2 million clients with family planning services through Marie Stopes health system strengthening efforts in the public and private health sectors, as well as direct service delivery through MS Ladies, Outreach, and Centres.



Couple Years of Protection (CYP) delivered

7.2 million



Unintended pregnancies prevented

2.4 million



Direct healthcare costs saved

111 million
Pounds saved



Maternal Deaths and Unsafe Abortion prevented

14,000
maternal deaths,
1.1 million
unsafe abortion



MARIE STOPES NIGERIA

Children by choice, not chance




Talk to us on:


- Painful Period
- Family Planning
- Missed period
- Any fears and concerns on use of contraception
- Cervical Cancer Screening and Treatment
- Sexually Transmitted Infections
- Youth Friendly Services



English
Pidgin
Igbo
Hausa
Yoruba

 **Call us on:**
0800 002 2252 (free)
22252 (charges Apply).

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