

## The Concept:

# UNALA - an innovation in making investing in youth sustainable

In 2014 UNFPA initiated UNALA as an innovative model that engages the private sector in the delivery of health information and services for young people in Yogyakarta, Indonesia. The expected result of UNALA is improved potential for youth (aged 15 to 24 years old) through increase access to SRH information and services in Yogyakarta.

The name 'UNALA' comes from Sanskrit, and means 'your ability to make decisions'. The name reflects our aim to empower youth. Yogyakarta was chosen as the site of the pilot project, since it is a province with a large proportion of young people, with many universities and a mix of rural and urban youth. It also has a vibrant private sector. If this model is successful it can be replicated nationwide, which means it has potential to transform sexual and reproductive health information and services for youth in Indonesia.



UNALA established a network of private general practitioners working closely with youth networks to provide a comprehensive package of appropriate, high-quality and youth-friendly sexual and reproductive health services for young people, which includes counselling, physical examination, as well as specialist and laboratory referrals. Young people have been reached through multiple routes in an integrated way to ensure that they are aware of SRH (including family planning and pregnancy) and other health issues, including through UNALA's website ([www.unala.net](http://www.unala.net)), social media assets and community outreach activities. UNALA offers a package of youth-friendly SRH services for IDR 30,000 with the UNALA voucher promotion, which include counselling, physical examination, as well

as specialist and laboratory referrals if required. Vouchers were distributed by online download and in print during outreach activities, as well as directly by UNALA doctors.

UNALA branded clinics began serving clients in June 2014. The project has set up a network of 7 licensed clinics with 9 GPs. UNALA's services were made available in five districts in a friendly, private, non-judgmental and comfortable environment. The GPs are socially motivated to engage with UNALA to provide avenues for youth friendly SRH services. The project has worked with youth-based organizations, NGOs engaged with youth and several schools and universities for demand generation and outreach. The marketing strategy was designed to create brand awareness and build the UNALA community. Developed to be a source of comprehensive and trustworthy SRH information, UNALA's website and social media assets played a key role.

## UNALA Model



## Current Achievements:

- Over the 2-year period between September 2014 and December 2016, 964 clients visited UNALA doctors (686 visits in 2016).
- In 2016, UNALA led to 2018 youth reached with ASRH information through outreach events (such as Youth-gether and Youth-Care), 324,769 through social media (Twitter Facebook and Instagram). Youth-gether events typically featured a UNALA doctor presenting to young people in an institutional or social setting, e.g. a school or pesantren.
- UNALA has built working relationships with a wide range of organisations serving young people in Yogyakarta, especially through the Youth-gether network program. These include 21 government, private and religious schools at the primary, secondary and tertiary levels.



## The Way Forward: Proposed Business Plan

UNALA has shifted from a focus on the clinics to a youth-centred model. To do that we need to build a UNALA community that will empower young men and women with information on SRH methods and products, counselling and where these products and services can be accessed. UNALA would be perceived as a one-stop for client-friendly, affordable, quality SRH and other health services for young people. UNALA will be seen as a youth friendly facility for confidential and comfortable service and information access.



The target of the model by 2018 are:

- UNALA will reach at least 200,000 youth across 5 districts in Yogyakarta
- UNALA will strengthen at least 55 clinics across 5 districts in Yogyakarta
- UNALA's success will significantly reduce unintended pregnancies, the spread HIV/STIs, and prevent gender-based violence among youth in Yogyakarta.

For demand generation, we will reach young people through multiple routes in an integrated way to ensure that they are aware of SRH and other health issues (including family planning and pregnancy). The project will adopt a life-stage appropriate and audience-segmented approach to ensure effective communication to young people with layered and synergistic communication approaches at service delivery, community and individual levels using new and proven technologies. Given the current use of mobile phones, Internet and social media the project can harness these technologies to provide compelling content to engage young people. We will also expand opportunities to experience the UNALA services, including through local activation of outreach around the clinics and mobile application – developed in collaboration with young people. To provide a comprehensive package of appropriate, high-quality and youth-friendly sexual and reproductive health services for young people, UNALA will support capacity building of health care providers on youth friendly health services, including communication and counselling skills and knowledge on adolescent sexual and reproductive health. We will add more health care providers (physicians and midwives) in the UNALA network. To improve the access of young people to UNALA, vouchers will be distributed through online and youth events. UNALA will also engage in partnership and advocacy activities with religious institutions, key government stakeholders, including the provincial government and associated decision making bodies. We will also build partnerships with local youth and non-profit organizations to build support for and credibility of the UNALA community.