BANGLADESH

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# **REACHING HARD-TO-REACH YOUTH**

The research projects were conducted between 2015-2018, and were part of a three-country research programme supported by the Ministry of Foreign Affairs of the Netherlands.

# **5** RESEARCH PROJECTS



Digital sister for urban youth: Using new technology for effective SRHR communication

Age population aged 10 - 24 years



# 'We want more'

Three of the research projects developed the app Amra Jante Chai (We Want to Know) for young people who want to learn more about gender, sexuality, femininity, masculinity and SRHR issues.

# Population 163 million



Breaking the shame. Towards improving SRHR education for adolescents and youth



The Campus Hero Cafe: engaging young men and boys in the promotion of SRHR and the prevention of violence







of young female migrants



Psychodrama and transformative intervention in the SRH of oung men in urban slums

### **Research organisations**

#### BANGLADESH

- Jahangir Nagar University
- University of Dhaka
- National Institute of Mental Health
- Center for Men and Masculinities Studies (CMMS)
- **BRAC University**
- **Research Initiatives Bangladesh (RIB)**

#### THE NETHERLANDS

- Vrije Universiteit Amsterdam
- Radboud University Nijmegen
- Erasmus University Rotterdam
- University of Amsterdam

#### USA

Promundo-US

### **Practitioner organisations**

### BANGLADESH

- BRAC
- **Bangladesh SRHR alliance**
- United Nations Youth and Students Associati-
- on of Bangladesh (UNYSAB) Bandhu Social Welfare Society
- Bangladesh Sanjukta Sramik Federation
- Indigenous Peoples Development Service
- HIV/AIDS Research and Welfare Centre
- Mayalogy Pvt. Ltd.

#### THE NETHERLANDS

KIKID Foundation

# 'Encouraging the helpless'

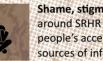
### Anushka Zafar, Diaital sister project

'Our goal was to encourage those feeling helpless in their own situations to at least find the courage to speak to someone they trust. [This is) the first small but significant step towards getting the help they need.'

## Insights



Urban youth, both poor & middle class, are not aware of the changes taking places in their bodies



Shame, stigma, taboos, myths around SRHR constrain young people's access to reliable sources of information

Stigmatisation of SRHR issues



leads to high risk behaviours and practices by young people, especially men



Different parts of society have different levels of knowledge/information on SRHR issues



Reliable source of SRHR information is absent



Young people are hungry for precise skill-based knowledge which address their needs (e.g. how to use a condom)

# **Recommendations**







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Create a safe space for youth which is reliable, accessible, anonymous and sustainable



SRHR: a triple case study

