

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

1

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

2

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

3

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

4

Migration, livelihoods and SRHR: a triple case study of young female migrants

5

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

Population
163 million

Capital:
Dhaka



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 Association of Bangladesh (UNYSAB)
- Bandhu Social Welfare Society
- Bangladesh Sanjukta Sramik Federation
- Indigenous Peoples Development Service
- HIV/AIDS Research and Welfare Centre
- Mayalogo Pvt. Ltd.

THE NETHERLANDS

- KIKID Foundation

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)

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.

'Encouraging the helpless'

Anushka Zafar, Digital 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.'

Recommendations

- Involve youth directly in programmes; understand the context of youth (including unmarried youth and young men) and involve them in **designing interventions**
- Engage & empower parents, teachers, **religious leaders and service providers** to support young people in developing positive behaviours
- Create a **safe space** for youth which is reliable, accessible, anonymous and sustainable