



## **My body, My future**

Empowering girls to decide about their bodies and live in Laos

# My body, My future

Empowering girls to enjoy their sexual and reproductive health (SRH) and to promote gender equality is part of Plan International's global goals. The primary impact group of the My Body, My Future programme is adolescent girls, including vulnerable groups aged 10-19 in developing countries. For the Laos context, the focus is mostly on ethnic minorities, living in Oudomxay and Bokeo Provinces. Butterfly Works was asked to lead a design research process, together with Plan Finland and the Plan Laos team, local partners, government officials, teachers, students and out-of-school youth to understand the SRH context and to identify opportunities for the development of SRH resources for young people in Laos.

## The Challenge

### Empower girls to decide about their bodies and lives

In Laos, educational institutions in Oudomxay and Bokeo provinces struggle with a comprehensive approach to teaching SRH. Teachers and peer educators are using curricula that promote a leadership style that is not very cultural acceptable in Laos, promoting individual championship, where the Laos culture is driven by a consensual agreement. The topic of SRH is often approached with a fear or uncertainty. Through design research, Butterfly Works discovered key insights about how young people in Oudomxay and Bokeo provinces communicate and conduct their day-to-day lives.

## Our Method

### Creative research with stakeholders in Laos and remotely

Butterfly Works partnered with Plan Finland and Plan Laos to apply a design thinking approach to ensure that the target group as well as other stakeholders, such as government and partners, are included in the co-creation of the solutions. The research insights and recommendations informed formats for the development of peer education and teacher training including local stories, customized for the target and country context. The research activities were conducted remotely through a guided Exploration Lab, where young people in Laos became their own researchers, and in country during an 8-day design research trip and guiding an Exploration Lab. At the same time, we recognized the challenge of incorporating design

thinking and co-creation into an approach and conducted training among local partners to share our method and participatory way of working.

## The Result

### Design research and strategic recommendations to develop peer education and teacher training resources on SRH

Our workshop and activities brought together the insights from our design research activities and documenting the process into a visual and comprehensive design research report and video. These served as jumping off points to the next stage in the concept development and prototyping of the curriculum and teacher training. They provided insights from the perspective of diverse stakeholders, keeping end users at the center. Our findings offered insights into areas like the health and education field around SRH: exploring challenges, opportunities and current initiatives, the specific information needs of different end users and the challenges they face in accessing and providing information, available technologies, communication and media channels and their use.

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<b>About</b>	Sexual and Reproductive Health and Rights , Gender, Youth, Education
<b>Location</b>	Laos
<b>Partners</b>	Plan International Suomi (Finland) & Laos
<b>Period</b>	2018
<b>Services</b>	Creative Research
<b>Outcomes</b>	Strategic Recommendation

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