

# Theory of Change

## Sexual and Reproductive Health and Rights

A world where young people have safe, healthy and pleasurable sex and relationships

IMPACT

Young people make informed decisions about SRHR in their personal lives

Young people access youth-friendly SRHR services

SRHR policies and practice reflect young people's needs

Media messaging is more inclusive of young people's SRHR

Accountability Ceiling

OUTCOME

Young people have more positive attitudes towards SRHR

Evidence is used to positively influence SRHR policies and programmes

Evidence on young people's SRHR views and needs is analysed, used and shared with media, advocacy organisations and service providers

Young people are referred to youth-friendly SRHR services

Young people have more knowledge on SRHR

Young people engage in discussion about SRHR topics (including sensitive topics)

Young people share their views, needs and stories

Media reflect RNW's SRHR messages

INTERACTIVE SAFE SPACE

OUTPUT

Digital media platforms accessible to young people

Young people access information about SRHR on platforms

Partnerships with media, advocacy organisations and service providers established

STRATEGIES

Create and maintain digital media platforms

Produce reliable media content

Create and engage with online and offline communities

Capacity development of implementing partners and teams

Build partnerships with media, advocacy organisations and service providers

Capacity development of external stakeholders

Inclusive  
User-centered  
Evidence and rights-based  
Aspirational and pleasure-positive

APPROACH



## Theory of Change narrative

### Sexual and Reproductive Health and Rights

RNW Media's sexual and reproductive health and rights (SRHR) programme works towards a world where young people have safe, healthy and pleasurable sex and relationships. We do this through delivering blush-free, evidence-based and – above all – pleasure-positive information on love, sex and relationships to young people aged 15 to 30. We work in countries where young people face barriers in accessing information and services for various reasons, including taboos and cultural or religious sensitivities.

We reach and engage our users in open, honest, and non-judgmental conversations through our digital media platforms. We tackle the topics they care about and cover sensitive topics such as contraceptive methods including abortion, lesbian, gay, bisexual and trans (LGBT), and gender-based & intimate partner violence. We create and moderate online spaces for young people to share their thoughts with their peers and to pose questions to (s)experts. This allows them to discover knowledge and new perspectives on topics that affect them on a personal level, wherever and whenever they need it. Our platforms also provide referrals to relevant SRHR services if users need them.

The social context plays an important enabling role for young people to enjoy their sexual and reproductive health and rights, for example the availability of youth-friendly services, public policies that support their needs, and non-judgmental media coverage of sensitive subjects. We address these important factors by building strategic partnerships with organisations working for an enabling environment. Our media partners support and amplify our messages to a broader audience, while we share our insights with advocacy organisations to create awareness on young people's needs. Together with service providers, we facilitate more options for young people to choose and find the support they need.

The millions of young people who visit our digital media platforms and engage with us and each other, provide us with important insights on the issues that matter to them, and the needs they have. RNW Media analyses this information in order to continuously adapt and improve our platforms and messages. We also use these insights to highlight the human side of our data and share real young people's experiences with our partners to inspire change. We collaborate with our strategic partners to positively influence SRHR programmes and policies using our data and evidence.

When young people around the world are enabled to develop a clear understanding of pleasurable sex and relationships and services and policies support their needs, we believe that they will make informed decisions in their personal lives. Acting on these decisions means young people will have safe, healthy and pleasurable sex and relationships.