

السَّلَامُ عَلَيْكُمْ



# WISE GIRLS

IDEO



# Gaps in Developmental/ Humanitarian Sector

- Youth and adolescents as passive recipients of services vs. active agents of change
- Gap between the services provided to youth and adolescents and the needs they have
- Quantity vs. Quality
- Services guided by what's trending

*“As NGOs, you assume the problem, and assume the solution”*

*Community consultations; Irbid*

# The Girls Center

Alternative space for girls to build their capacity as leaders in programming.

Serves as a knowledge and innovative hub that upholds the rights and well-being of adolescent girls by putting them in the lead to design, implement and evaluate their own programs.

Amplifies girls' voices to share with practitioners working with them and ensure that girls represent themselves in the field of development.



# How the story began

- Amplify Reproductive Health Challenge
- Original idea
- Winning & attending the Amplify Design Boot camp

# The Phases

1. Inspiration
2. Ideation
3. Prototyping
4. Piloting



# Inspiration

*“The inspiration phase is all about listening to the communities you’re engaging - your potential end users. You want to immerse yourself in the community and absorb as much knowledge as you can about it.”*



*“I asked my mom about the period, she only told me it’s blood.”*

- 11 year old girl reflecting on the inspiration phase

# Ideation

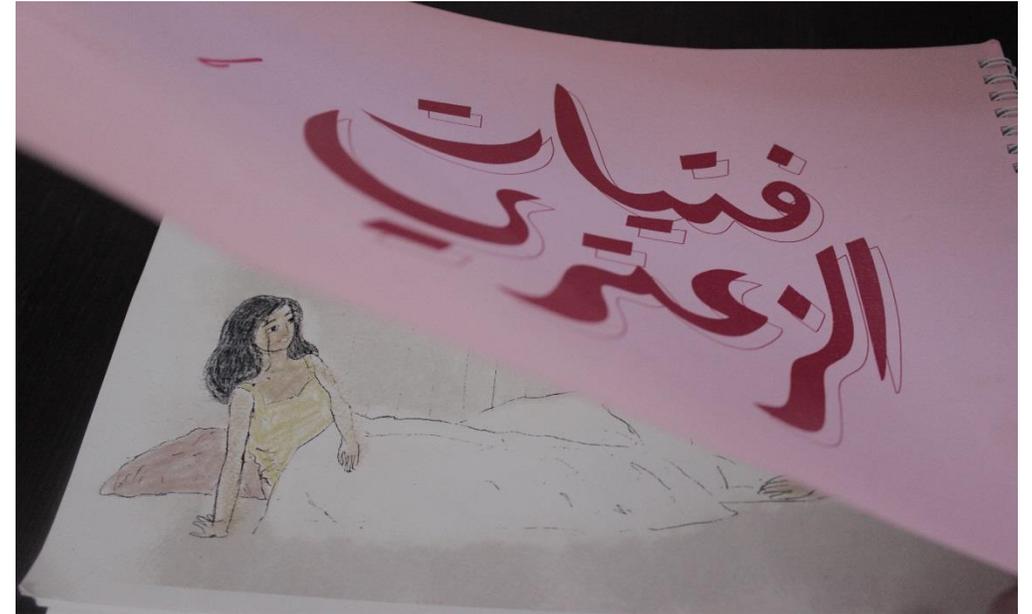
*“ The Ideation phase is where you begin to gather your data and make sense of it, which will help you come up with all sorts of ideas. In this phase you will also build rough prototypes of your ideas, share them with the community you’re engaging and getting their feedback.”*

- Puppet show
- Board Game
- Story
- Play



# Prototyping + Testing

- The storytelling component
- The length of the story
- The initial title of the story



*“I tried to make sure that I wasn’t giving wrong information to the tweens”*

- 17 year old adolescent girl

# Prototyping + Testing

فضة جنة الكرفس



# Piloting+ Implementing

*“In the Piloting (Implementation) phase, you bring your solution to life, and you can ensure your success by keeping the very people you’re looking to serve at the heart of the process. This includes producing a prototype and continuously iterating it so that it eventually meets the needs of your community.”*

*“ We used to tell the tweens that menstrual blood is impure, but apparently it is not impure or anything like that. ”*

- 16 year old adolescent girl reflecting on the training



# Piloting+ Implementing

- Girls leading the sessions
- Follow up meetings
- Girls' and mothers' feedback
- Lessons learnt

*“We had enough knowledge to tell a facilitator from another program that the information she was giving us was wrong, we said “the uterus isn’t a sponge it’s a muscle!”*”

- 17 year old adolescent girl



# Piloting+ Implementing

- *“Is love forbidden?!”* -tween
- *“We started discussing things we did not discuss before”* - mother of a tween
- *“I gave the story to my cousin”* - tween



- Where we're currently at?
- What's next?
- Why a project like this is important?



Shukran! شكراً!