



Using Mobile Technology to Improve Young People's Health in Nigeria

62.5% of Nigeria's population is under the age of 25. Yet young people in Nigeria often face stigma, cultural taboos, discrimination, and misinformation that prevent them from meeting their sexual and reproductive health needs. From knowing about modern contraception to learning about healthy relationships, young people have a right to accurate sexual and reproductive health information. This is where Da Subject Matter comes in.

Da Subject Matter: Meeting Young People Where They Are

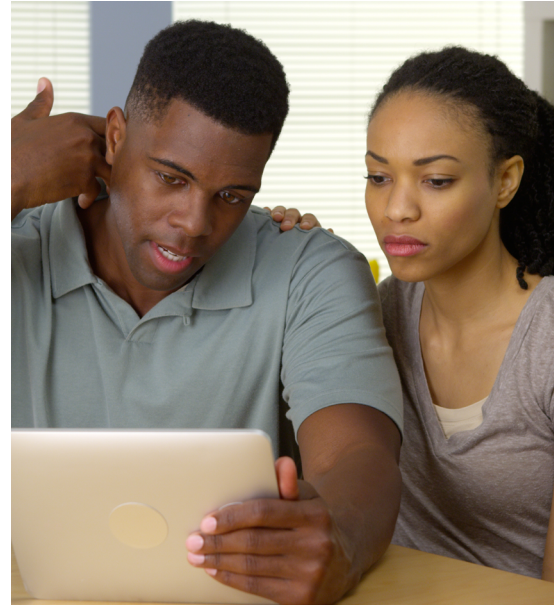
Da Subject Matter is a joint effort by Planned Parenthood Federation of America and the United Nations Population Fund (UNFPA) to make sexual and reproductive health information and access to services available to young people in Nigeria. Da Subject Matter uses mobile platforms to connect adolescents to medically accurate, culturally sensitive health information with a human rights and gender equality perspective and over 132 health centres throughout Nigeria that provide adolescent and youth friendly health services.

Da Subject Matter's sexual and reproductive health information was reviewed and approved by the Federal Ministry of Health, the Federal Ministry of Youth Development, the Federal Ministry of Information, the National Primary Health Care Development Agency, Braveheart Organization, Planned Parenthood Global, Planned Parenthood Federation of Nigeria, and UNFPA Nigeria.

Why Mobile, Why Now

Nigeria has Africa's largest mobile market, with more than 148 million subscribers, and one-third of active mobile subscriptions in Nigeria are for users between ages 15-24 years. Crucially, as mobile phone usage grows, we see another trend: young people, often in moments of panic, confusion or indecision about their sexual and reproductive health, turn to the Internet for answers. Da Subject Matter ensures that adolescents can find accurate and helpful information in their moment of need.

Visit the site at: <http://www.dasubjectmatter.org>, or on Facebook, Twitter or Instagram: [@dasubjectmatter](https://www.instagram.com/dasubjectmatter)



"There was a time I used my phone and searched 'sexual and reproductive health'. My fiancé was there and some of my brothers and sisters. I invited them to look and saw it was telling us about our bodies and most of the things that I hadn't thought about, like preventing pregnancy, and how to have safe sex."

-18 year old boy, Kuje, Nigeria