



# Using A.I. to break cultural stigma in Sexual and Reproductive Health

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# BACKGROUND

- Youth used to talk to their aunts
- Aunts guide youth on personal matters which includes SRH

## Shortcomings

- Information shared based on cultural practices and myths that entertained practises such as FGM, early marriages etc
- Families live scattered because of socio-economic activities, no more connection!

# CURRENT SITUATION

- The Government has built more than 7000 SRH Centers countrywide.
- Other stakeholders like UNFPA have contributed massively to educate the public on SRH

## SRH Challenges:

1. Youth not going to get services in these centers.
2. Unfriendly services
3. Poor health service provider attitude

# Effects of Lack of SRH Education

1. Teenage Pregnancies (2 of 5 girls got pregnant)

School dropouts, Deaths, Diseases such as Fistula etc

2. STDs

Lack of SRH Rights, Sexual abuse

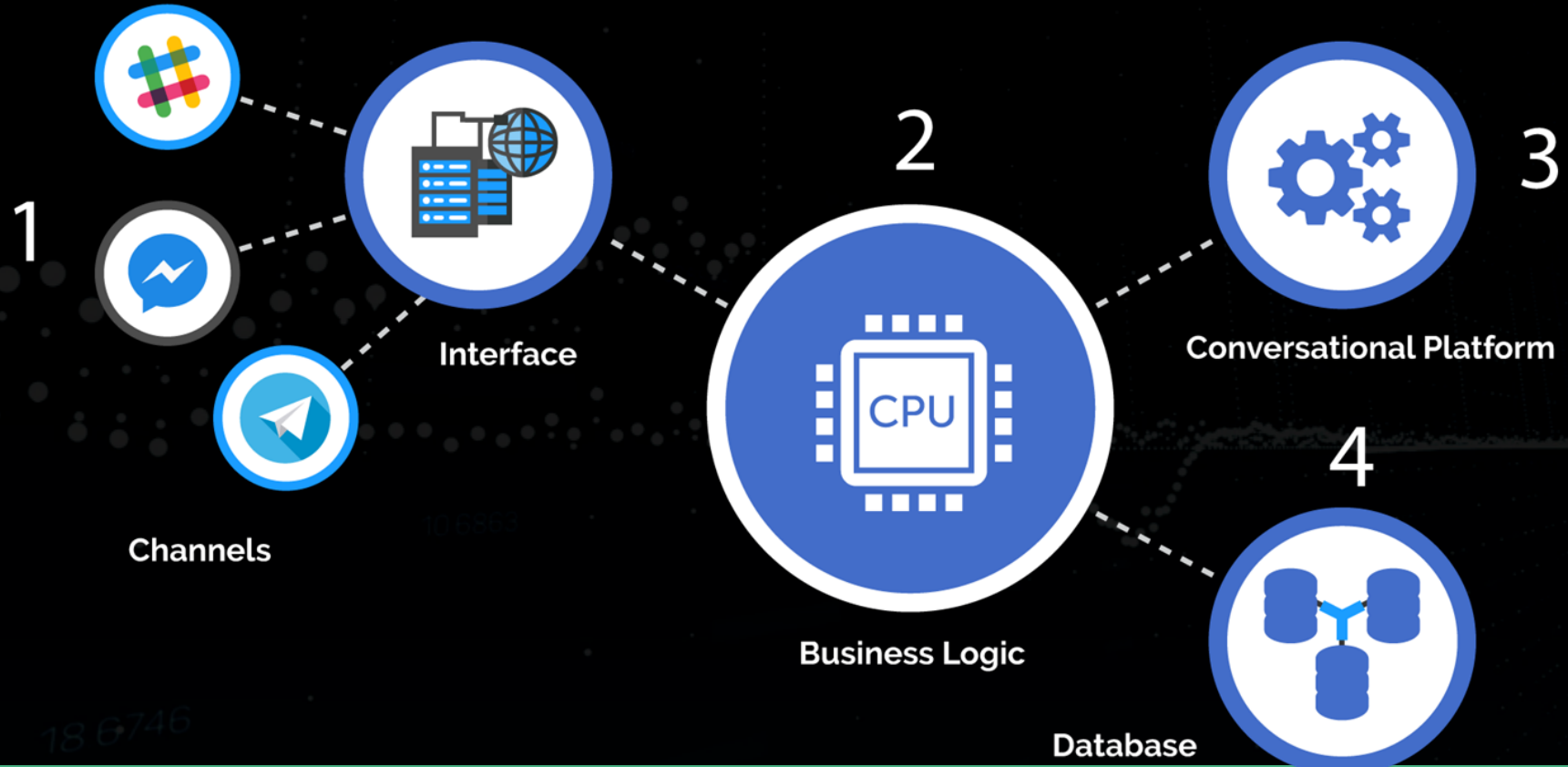
# eShangazi

An online personal assistant for SRH powered by AI

- An online Aunt (shangazi) inspired by the cultural taboo of getting SRH guidance from the Aunt
- SRH materials from SRH experts fed into eShangazi Platform

Works on Social Media, since most of the youth spend most of their time on these platform.

# HOW eShangazi WORKS



# FOCUS AREAS



TEENAGE PREGANCIES



MENSTRUATION



SRH RIGHTS



FAMILY PLANNING

# OTHER AREAS....



DIRECT MESSAGES



REFERRAL EXPERT



QUESTIONS & ANSWERS



SERVICE DELIVERY POINT



# eShangazi ASSURANCE

eShangazi breaks the SRH stigma by addressing SRH issues with:

- 1) Privacy
- 2) Confidentiality
- 3) 24/7 service
- 4) No biasness

# IMPACT

FB Page Insights from JAN 2018 – DEC  
2018

Women **41** %

Men **59** %

**4,625**

Weekly post  
engagements

Reached

**145,380**

People

# CHALLENGES

- Lack of enough referrals to support the platform
- Usability issue where users assume they are conversing with a real person
- Lack of funds to support a network of AI researchers who will improve the data



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[www.eshangazi.co.tz](http://www.eshangazi.co.tz)