# "Kiran"

## Theme: **Are we ready for the next wave?**

Are our current healthcare and wellness measures sustainable?

1st August, 2021   Germany and The United States

# Team

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# Narrative

Kiran is a college student who moved back to live with her family during the pandemic lockdown. She was raped by a family member and got pregnant. The unplanned pregnancy broke her completely and a child is not what she wants. She feels helpless and doesn't know what to do. She finds it difficult to talk about this to her family or anyone due to the fear of judgement and shame. She is in a vulnerable state and doesn't know how to approach an abortion.

Women like Kiran are not alone. A significant number of women in India and across the world face enormous challenges like forced sex, marital rape, and molestation. The COVID pandemic has made it much worse - leading to a huge rise in unplanned pregnancies.
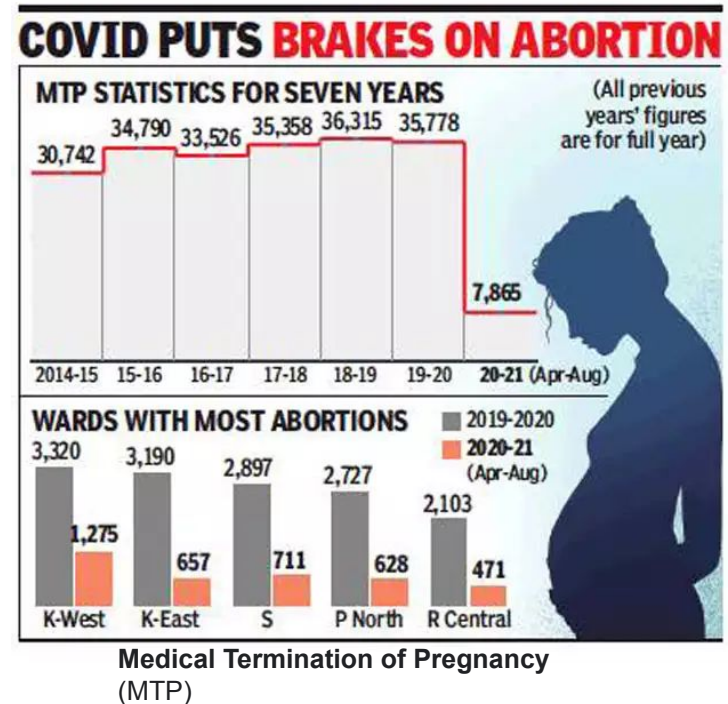
# Problem Identified

**System Level** - How might Kiran, a vulnerable young adult looking to terminate an unwanted pregnancy during the pandemic, get necessary and urgent medical support to make informed decisions, without any fear of judgement.

**"A silent and lethal 'shadow pandemic' is currently unfolding across the globe as millions of girls are witnessing the erosion of their sexual and reproductive health and rights under lockdown." (Plan International, 2020)**

**Why the problem is urgent/ important to solve**

- Lockdowns and social distancing measures have led to a heavy spike in domestic violence, while severely restricting access to both emotional and logistical support.
- The pandemic has led to the closing of thousands of centers providing sexual and reproductive health services, and more closures are predicted, potentially eliminating 80% of such services.
- Even a 10% cut is estimated to lead to 15 million additional unintended pregnancies, more than 3 million additional unsafe abortions, and 28,000 additional maternal deaths - that are preventable.
- Access to safe abortion is a reproductive rights and justice issue, and it is imperative that safe abortion access during and after the COVID-19 pandemic is a reality for all.



**COVID PUTS BRAKES ON ABORTION**

MTP STATISTICS FOR SEVEN YEARS — (All previous years' figures are for full year)

30,742 — 34,790 — 33,526 — 35,358 — 36,315 — 35,778 — 7,865

2014-15 / 15-16 / 16-17 / 17-18 / 18-19 / 19-20 / 20-21 (Apr-Aug)

WARDS WITH MOST ABORTIONS — 2019-2020 / 2020-21 (Apr-Aug)

| Ward | 2019-2020 | 2020-21 (Apr-Aug) |
|---|---|---|
| K-West | 3,320 | 1,275 |
| K-East | 3,190 | 657 |
| S | 2,897 | 711 |
| P North | 2,727 | 628 |
| R Central | 2,103 | 471 |

**Medical Termination of Pregnancy** (MTP)

# "Whenever disaster strikes, nobody talks about sexual and reproductive health," said Jasmine Lovely George

## How can it help us minimize the impacts of 3rd Wave / Next Subsequent Waves

- Contraceptive methods may fail and are not always available, and so safe abortion services ensure that women can terminate unwanted pregnancies.
- Helping women to terminate unwanted pregnancies safely and early will:
  - Reduce medical issues like maternal and neonatal death, self-harms, severe mental problems
  - Reduce the risk of getting unsafe abortions and abortions during the second-trimester
  - Reduce financial and social burdens accompanying unwanted childbearing following the pandemic
  - Reduce the risk for these women (who are willing to do anything to terminate their pregnancy )  to make unsafe choices

# Target User Persona

## PROFILE

Age: 20
Job Title: college student
Gender: female
Family Setting: living with extended family. Was being sexually abused during lockdown

## DEMOGRAPHICS

Income: $0
Education: Currently a college student

## FEELINGS

Goals: Terminating her unwanted pregnancy.
Worries: Covid-19 infection, social humiliation, financial burden, a broken self-esteem, paranoia, suicidal thoughts
Influences: Immediate family, extended family, society, Internet, friends, others with questionable suggestions for her
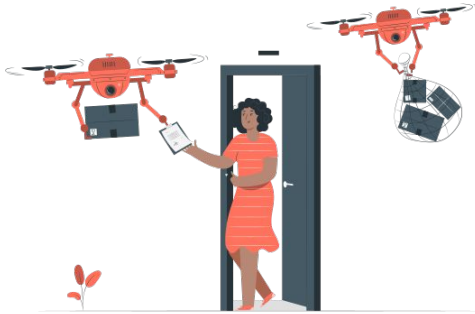
## OBJECTIONS

Cost: Self-blame, self-harm, emotional distress, financial burden
Value: Mental and physical well being
Fear: Guilt, public shaming, trauma for herself and family, Medical consultation unavailable due to pandemic, fetus growing with each passing day

# Explorations

1. Deliver abortion pills to households in remote villages based on request using drones. Allowing women in rural areas to have access to safe abortion during COVID.

2. Place vending machines that carry reproductive health products in pharmacies to help reduce social stigma when it comes to asking for emergency contraceptives or condoms. Preventing unwanted pregnancies during COVID.
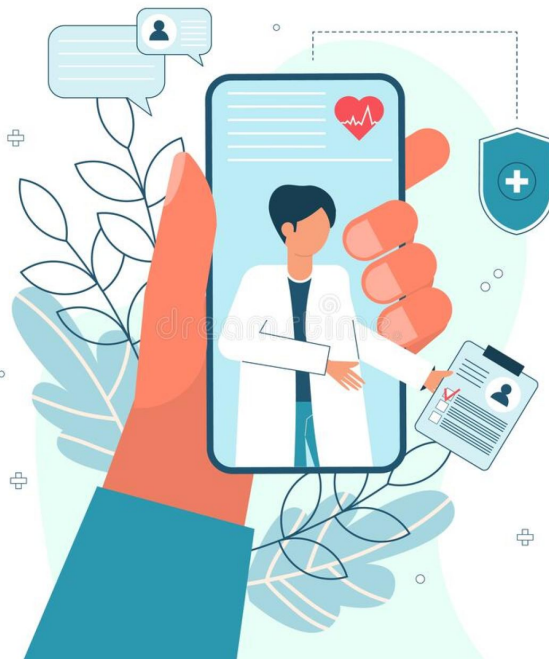
# Final Solution

Kiran, a mobile application created to help woman like Kiran obtain **immediate**, **safe, legal and trusted advice** for their sexual and reproductive care problems.

The app is run by a regulated and publicly governed body. Existing organizations can become partners and nominate their volunteers already trained in sexual and reproductive health care to become "advisors" in the app. There are various advisors specializing in a multitude of necessary skills - from medical care to emotional well-being.

When someone like **Kiran engages** and starts using the app, they are **immediately paired with an advisor ("saheli")** who works with them to determine the complexity and urgency of care needed.

The advisor then makes a holistic care plan, and lines up urgent care through other specialized advisors in the app as needed.

# How does our solution work for Kiran?



As Kiran registers with the app, Mamata, her "saheli" speaks with her to understand the situation and arrives at a care plan prioritized by urgency of action.
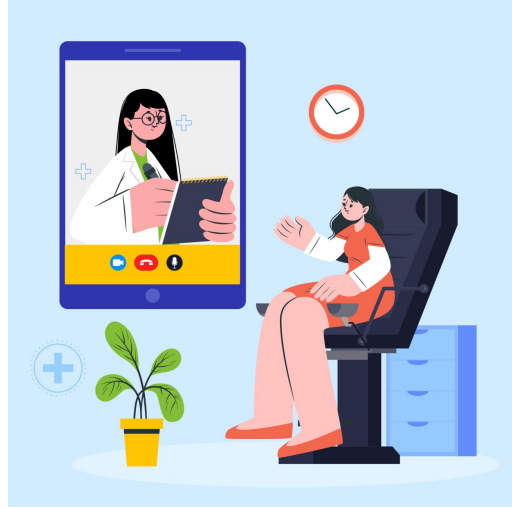


First, Mamata works with a medical advisor to get abortion pills approved for Kiran. The app provides a scannable code that can be shown at any pharmacy to obtain pills.



Then Mamata helps Kiran through the process and monitors her vitals as needed.
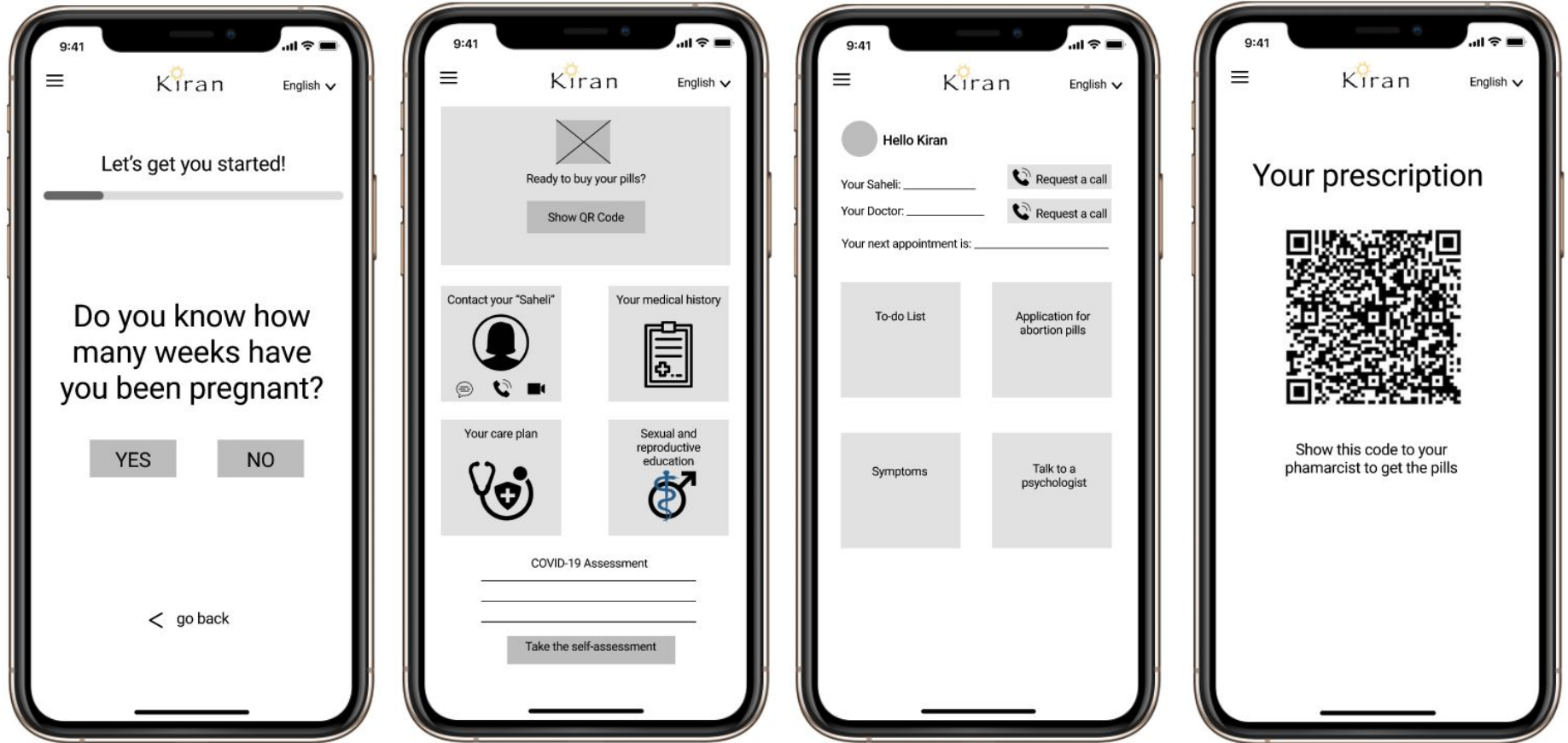
# How does our solution work for Kiran?





As Kiran is experiencing after-effects of the pills, she is unsure. But having Mamata and the medical advisor available and accessible at all times gives her comfort and strength to go through the process.

Meanwhile Mamata has also lined up other specialized advisors to help Kiran with any potential health-related issues after an abortion such as mental trauma.

# User Experience (sample wireframes)



**Screen 1:**

≡ Kíran English ⌄

Let's get you started!

Do you know how many weeks have you been pregnant?

YES  NO

< go back

**Screen 2:**

≡ Kíran English ⌄

Ready to buy your pills?

Show QR Code

Contact your "Saheli"

Your medical history

Your care plan

Sexual and reproductive education

COVID-19 Assessment

Take the self-assessment

**Screen 3:**

≡ Kíran English ⌄

Hello Kiran

Your Saheli: _____    📞 Request a call
Your Doctor: _____    📞 Request a call
Your next appointment is: _____

To-do List

Application for abortion pills

Symptoms

Talk to a psychologist

**Screen 4:**

≡ Kíran English ⌄

Your prescription

Show this code to your phamarcist to get the pills

Video link : https://drive.google.com/file/d/1k5wEgey6vt8evEnbJ6rVyUApXhOHkiPh/view?usp=sharing

## HOW OUR SOLUTION ADDRESS THE PROBLEM IDENTIFIED

80% of sexual and reproductive care centers have either closed or are expected to close, due to the impact of the pandemic.

Our solution enables them to operate in a lean way, without forcing a full closure.

Our solution makes urgent support immediately accessible to women in need, to help make informed decisions and get their life back on track - even through the pandemic.

## HOW IT IS INNOVATIVE

- The app emphasizes the **need for continued support and guidance** through a sensitive and emotional process, and goes beyond a standard "telemedicine" approach for care.

- Enables healthcare specialists to provide virtual support - making the app **a source of holistic, trusted care**.

- **Electronic prescription through QR code** is safe and verified, limiting abuse of such prescription drugs.

- **End-to-end encryption** protects patients' as well as advisors' privacy and safety.

- **Breaks down organizational silos across volunteers**, enabling them to collaborate for maximum outreach and impact.

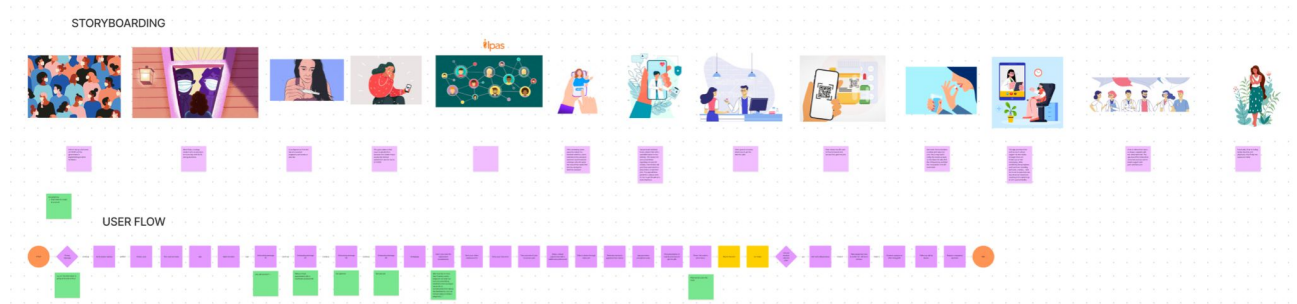# Design Process

**DESIGN PROCESS FOLLOWED**

Research Stage

- Literature Review
- Persona
- Empathy Mapping

Ideation Stage

- User Stories
- Affinity Mapping
- Storyboarding
- User Flow

# Impact on the Society

Helping women to terminate unwanted pregnancies safely and early through telemedicine will:

- Reduce medical issues like maternal and neonatal death, self-harms, severe mental problems.
- Reduce the risk of getting unsafe abortions and abortions during the second-trimester .
- Reduce financial and social burdens accompanying unwanted childbearing following the pandemic.
- Reduce the risk for these women (who are willing to do anything to terminate their pregnancy) to make unsafe choices.
- Telehealth could have multiple benefits during the pandemic by expanding access to care, reducing disease exposure for staff and patients, preserving scarce supplies of personal protective equipment, and reducing patient demand on facilities. (CDC, 2020).
- Empowering several volunteer communities to work together by partnering and contributing their expertise to at several steps to help fill in the gaps for the entire process.

# Sustainability

- A digitally accessible solution for reproductive care helps in reducing the stigma and judgement for such needs, while empowering those in need to take full control of their situation.

- Solving the problem using technology will reduce carbon footprint because people don't have to travel far to get access to health care that can be provided via telemedicine.

Leveraging an existing network of trained volunteers from organizations already operating in this space helps in

- Limiting redundant training and management costs.
- Providing continued space for such organizations to operate, with limited logistical expenditure, thus reducing the pandemic's impact on those organizations.
- Making such care more accessible and scalable than previous approaches.

# HOW CAN OUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

We will partner with different non-profit organizations committed to solving sexual and reproductive healthcare problems. Using the existing resources from those organizations, we can create a strong network of trained volunteers and professionals who will ensure that pregnant women are fully supported throughout the abortion process.

**Video link :**

https://drive.google.com/file/d/1k5wEgey6vt8evEnbJ6rVyUApXhOHkiPh/view?usp=sharing