Peace under pressure: MUSKA's pre-launch model for youth mental health, SRHR and climate stress

Speaker: Heela Yoon, Founder, MUSKA and AYAPO
Session: PS 3.4 Peace Under Pressure

Current status

- MUSKA is **approved and pre-launch**.

- Marketing and user acquisition are being set up now.

- **Early pilot and adoption data expected by January 2026**; until then we share design, safeguards, and implementation plan.

The problem in simple terms

- Young people, especially girls and women, face a triple hit: conflict trauma, blocked SRHR, and climate stress.

- Services are far, stigmatised, or unsafe to reach. Digital tools often ignore safety, dialects, and low connectivity.

What MUSKA is

- **Lightweight app** that works offline and on 2G.

- **2–3 minute self-help audios** for stress and sleep, cycle awareness, and bite-size SRHR lessons.

- **Verified directory** of trauma-informed providers and helplines, including faith-sensitive options.

- **Safety by design:** discreet mode, quick-exit, minimal data, consent nudges, local language aliases.

- **Community signals:** anonymous, opt-in check-ins to spot rising risks like heatwaves or displacement.

Example: A 19-year-old displaced by floods uses a two-minute grounding audio at night, reads a short lesson on period pain in heat, then books a low-cost tele-session in her dialect. She can hide the app and shares minimal data.

Why it matters for gender equity and population health

- Lower stress supports school, work, and non-violent problem solving.

- Early SRHR literacy improves maternal, child, and community outcomes.

- Private, safe access reduces gendered barriers like mobility limits and gatekeeping.

What we will present in January

- Co-design process with young women and frontline workers.

- Safeguarding-by-design framework you can adopt in funded apps.

- Implementation plan for low-data contexts and refugee settings.

- **If available:** early pilot metrics and user feedback snapshots.

Policy asks to unlock scale

1. **Zero-rate essential digital care** with mobile operators and regulators.

2. **Enable cross-border tele-support** so refugees can legally access remote counselling and simple payments.

3. **Adopt a gender-responsive safeguarding baseline** for crisis apps: discreet mode, quick-exit, consent, data minimisation.

4. **Fund localisation properly**: dialect, audio, offline builds, not just translation.

5. **Blend tech with people**: pair MUSKA with community health workers, youth mentors and faith-literate counsellors.

Learning agenda and measurement (planned)

- **Reach and equity:** active users by age, gender, location, connectivity.

- **Safety and trust:** incident reports, quick-exit use, perceived safety.

- **Early outcomes:** brief stress scales pre and post tool use, SRHR lesson completion, successful referrals.

- **System value:** cost per meaningful use and provider time saved.

Call to action: MUSKA is a bridge, not a silver bullet. With zero-rated access, cross-border rules, safeguarding standards and real funding for localisation, we can move from pilot to protection at scale for girls and youth living through conflict and climate stress.

Optional note you can send to the session coordinator

"Just to flag, MUSKA is approved and in pre-launch. We are finalising outreach now and expect early pilot and adoption data by January. My talk will focus on the design, safeguarding framework, implementation plan and, if available, first-wave metrics and user feedback."