Digital Youth FP Review

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Challenge

Educators, healthcare professionals, and digital content managers are faced with a delicate balance between

leveraging digital spaces' potential to deliver quality content to diverse audiences

and

ensuring that young people have the skills necessary to selectively engage with the content that they encounter

Research Questions

1) How do young people use mobile and digital technologies to access RH/FP information?

2) What types of content formats resonate with or successfully engage with young people about RH/FP?

3) How do young people decide which information they find online is correct and reliable?

Methodology

Three data sources:

- Desk Review of peer-reviewed and grey literature (over 60 reviewed ; ~30 retained)

- Key Informant Interviews (22; implementers, researchers, funders)

- Online survey of youth in low- & middle-income countries *(to be launched early October)*

Selected Findings & Recommendations

Selected Findings

- Digital can be an effective addition to reach segments of young people BUT is not always best

- Context, demographics (e.g., age, sex), and infrastructure affect access to online content

- Many interventions focus on providing RH/FP information to young women

- Online platforms valued for anonymity, confidentiality, bias-free access by young users

- Online, Content is Queen (*more on this* in Recommendations)

- Field is still growing: geographically, platforms, marketing, M&E and more

Recommendations

1. Start with Best Practices
2. Convene the right team
3. Content is Queen*
4. Use M&E to confirm & adapt
5. Expand FP content offerings with respect to sex*

more coming next slides!

Content is Queen

- Trustworthy
  - Correct
  - In audience's words, image
  - Branding of a trusted organization, which may (or may not) include MoH
  - **Responsive**
  - **Repeat engagement as a metric of trust**
- Friendly, not scary – like a mascara commercial. Humor, not horror. Pleasure-positive.
  - Holistic approach to relationships and sexual health
  - **Competition for online attention : entertainment series, erotic content**

Content is Queen

- Role models (nurse, auntie, doctor, young woman), storytelling

- Aligned with audience's values, priorities, experiences, viable actions

- User-generated content
  - Moderation strategy – chatbots, Live responses, Safeguarding

Expand FP content offerings with respect to sex

- More boys than girls worldwide own smartphones

- Few platforms intended for boys/young men – potential gap, lost opportunity

- Highlights need for mixed channels (online vs offline) to reach priority audiences – including young women

Discussion

Discussion

1) What are your reactions?

2) What opportunities exist to build trust between adolescents/youth and adults in the digital space?

3) What are educators, health workers, and digital content creators doing to ensure adolescents/youth are accessing quality information?

Thank You

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