

Meeting Youth Where *Some* Are : Online

Recommendation Videos for Family Planning
Digital Programs



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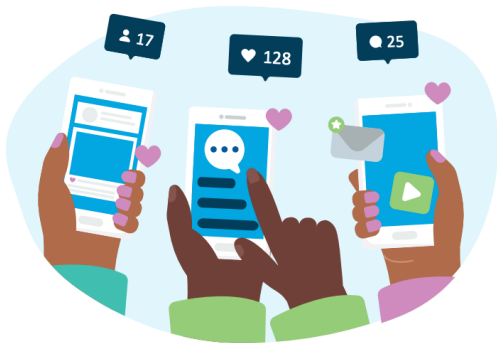
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FOR SOCIAL & BEHAVIOR CHANGE



Situation

- Young people (10-29 years old), are quickly becoming the majority of mobile phone users globally
- It can be difficult for young people to access quality, accurate information online
- Digital literacy varies among young people
- Information available digitally is often inconsistent, not tailored to young people, unreliable or inaccessible
- Digital health interventions can impact young people's family planning and reproductive health (FP/RH) knowledge, attitudes, and behaviors



Late 2020
Design & initial desk
review



Mid-2021
KII interviews
(n=23) and survey
design



Spring/Summer 2022
Video production



Early 2021
Key Informant Interviews (KII)
& desk review



Winter 2021
Data analysis
Online survey of youth
in LMIC (n=162)



Fall 2022
Video Launch

Findings

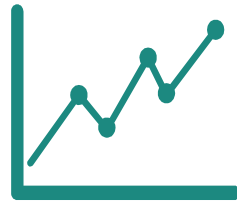
“...people expect tech to be a silver bullet. We need to see tech for what it is – a powerful tool that can be accessed. Tech is one of the best tools we have at our disposal, but not to be used as a standalone, cure-all.”

- Implementer KII

- Digital can be an effective addition to reach segments of young people BUT is not always best
- Many interventions focus on providing information on the body, contraception, and relationships, to young women
- Online platforms valued for anonymity, confidentiality, bias-free access by young users
- Field is growing rapidly: geographically, marketing, platforms, M&E approaches, “competition,” and more...



Five Recommendations



1. Apply Best Practices

2. Convene the Right Team

3. Know that "Content is Queen"

4. Expand Content + Channels to Navigate the Digital Divide

5. Use Monitoring and Evaluation for Adaptive Management

Breakthrough ACTION conducted a review to understand how to leverage **digital** technologies to reach young people about family planning.

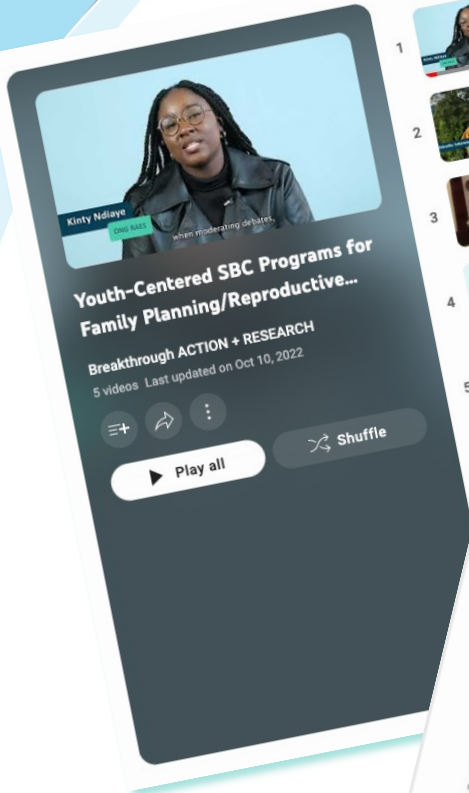
Implications for the SBCC Field

- Digital technologies and channels can offer substantial opportunities, but the SBC best-practice of **leveraging multiple channels** remains key
- New approaches to key messaging, developing trust
- More research on digital technology's SBC impact is needed in LMICs, among non-cisgendered individuals, and as digital access increases among priority youth segments
- Partnering with youth remains key

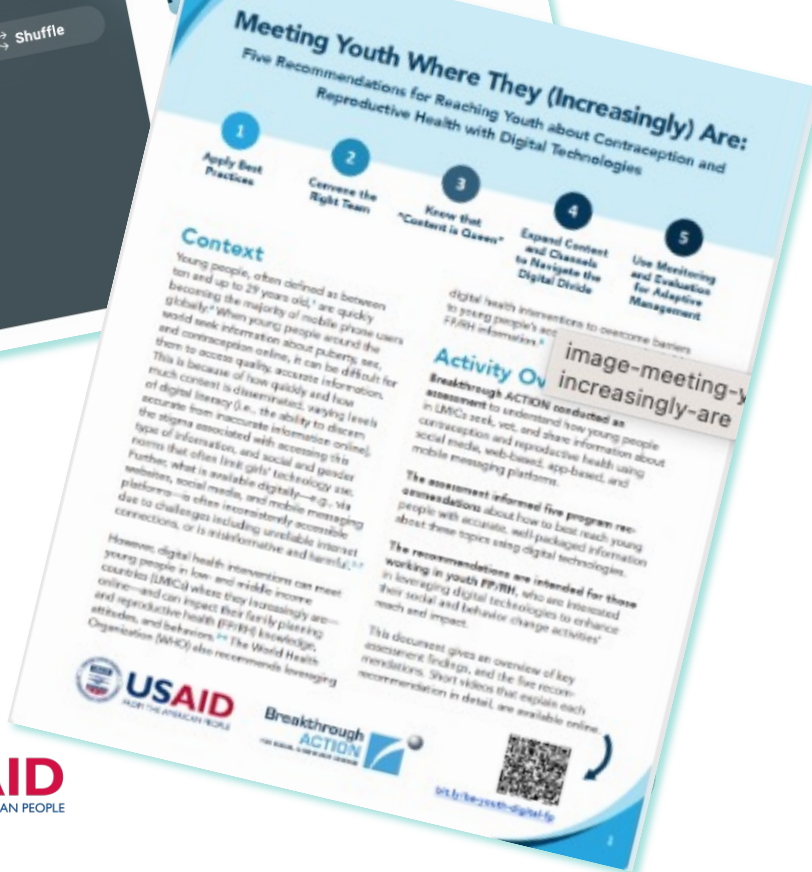


[Bit.ly/ba-youth-digital-fp](https://bit.ly/ba-youth-digital-fp)

- Videos are available in English, and with French and Arabic subtitles
- Brief is available in English and French



- 1 **Apply Best Practices**
Breakthrough ACTION + RESEARCH
- 2 **Convene the Right Team**
Breakthrough ACTION + RESEARCH
- 3 **Content is Queen**
Breakthrough ACTION + RESEARCH
- 4 **The Digital Divide**
Breakthrough ACTION + RESEARCH
- 5 **Adaptive Management**
Breakthrough ACTION + RESEARCH



Thank You

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