

The role of “Digital” in the multi-media, regional Merci Mon Héros campaign



USAID
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Breakthrough
ACTION + RESEARCH
FOR SOCIAL & BEHAVIOR CHANGE



*How might we improve the image of young people in
Francophone African countries to ensure their
participation in reproductive health decision-making
today and in the future?*

2019 FRANCOPHONE SOCIAL AND BEHAVIOR CHANGE SUMMIT



MMH encourages judgement-free conversations about FP/RH between youth and adults, and among youth themselves, by :

- Increasing empathy for young people's FP/RH needs
- Removing taboos that prevent communication about these topics
- Increasing youth access to FP/RH services

Dissemination



Social media



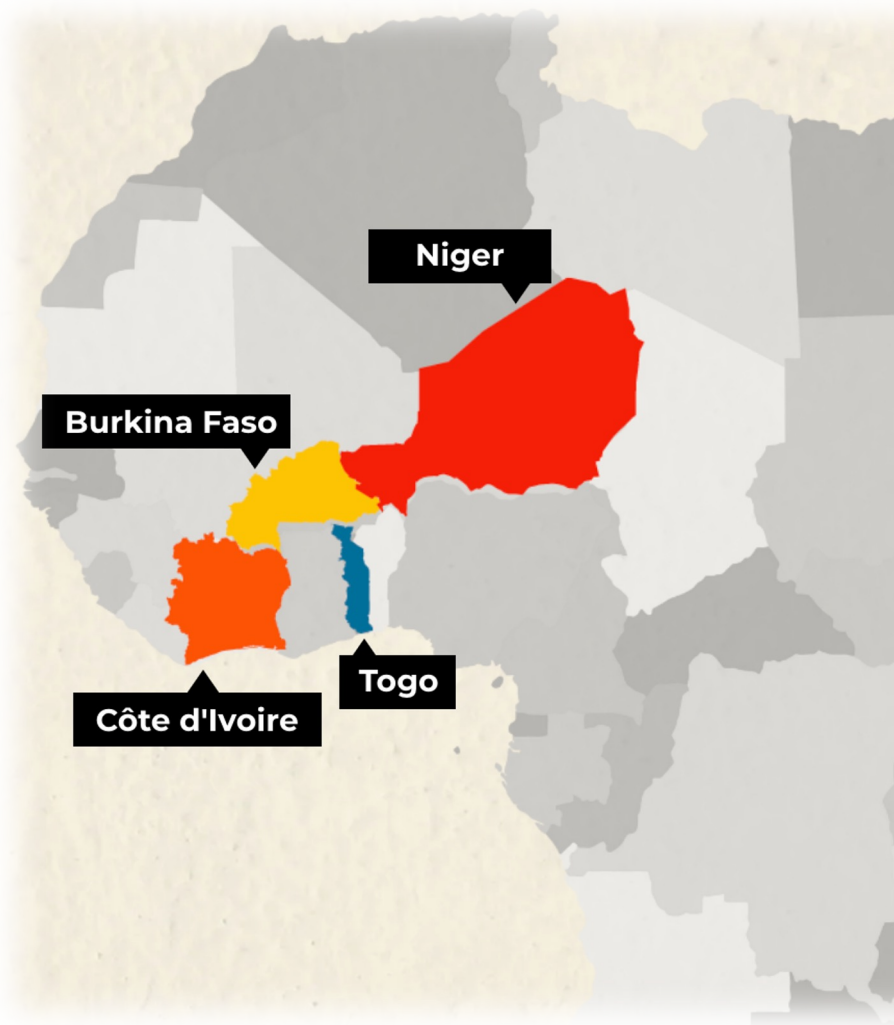
Community activities

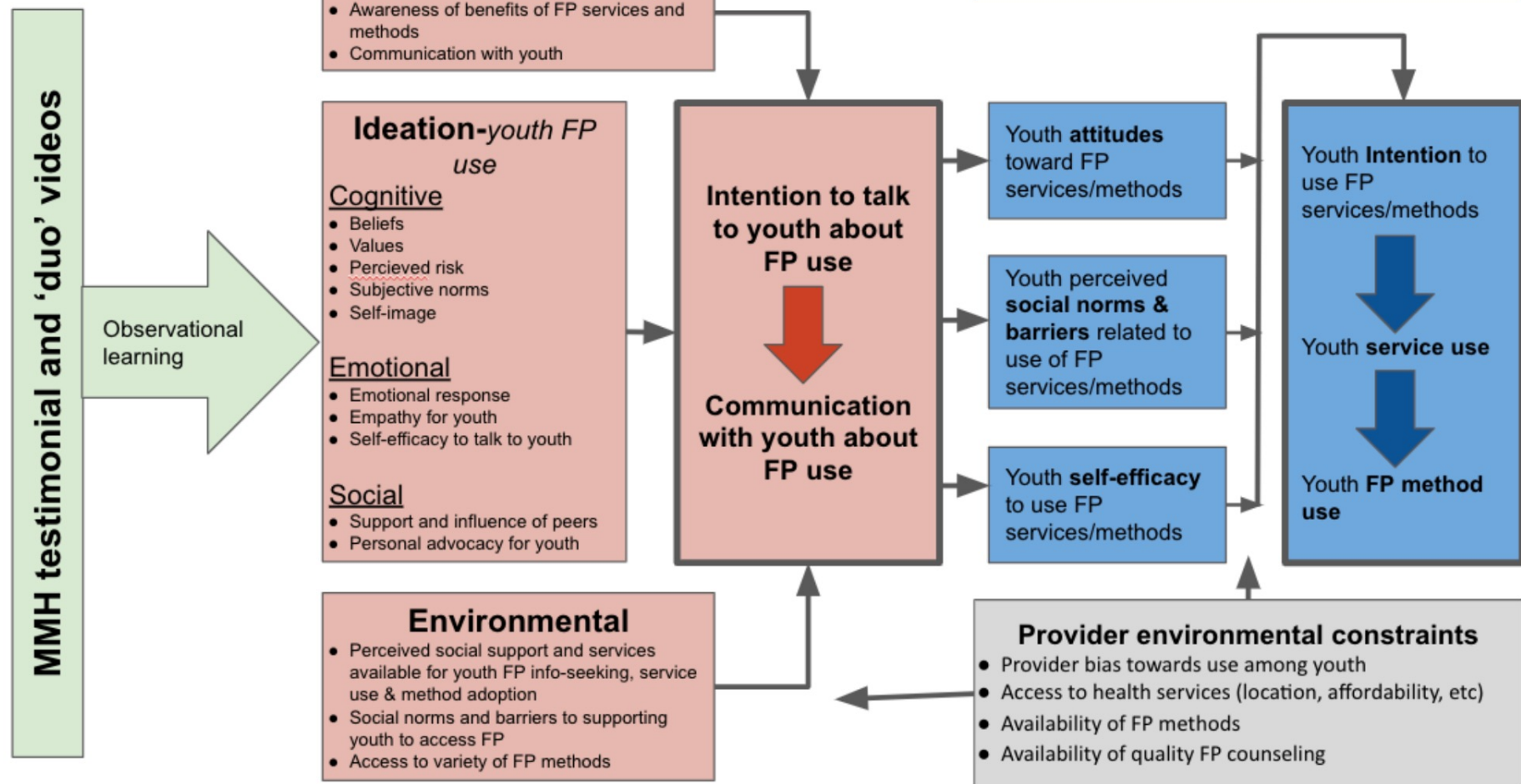


Mass media



WhatsApp







Digital Content

- Testimonial videos
 - Youth
 - Duo (adult + youth)
 - Ally (religious leaders, providers, etc.)
- Thematic content :
 - Quizzes
 - Discussion Questions
 - Livestreams
- Community, mass media event promotion



MMH Team

- Youth Consultants :
 - Source, film, produce videos
 - Organize lives FB, IG, and Twitter events
 - Develop and implement social media editorial calendars
 - Coordinate with other campaigns and partners
 - Provide virtual TA to teams in Guinea, DRC
 - Coordinate with one another...constantly



Monitoring + Adaptive Management



Social Listening

Finding	Programmatic Adjustment
Organic engagement yielded more engagement with the campaign than paid promotion alone	<ul style="list-style-type: none">• Maintained paid promotional posts to direct traffic to site• Looked into free ways to reach people in (Instagram and FB stories, Tweet-Ups with multiple organizations, song and poetry contest, increasing responding to responding to individual social media posts)• Researched other organizations and individuals with whom to collaborate
Facebook fans were primarily male	<ul style="list-style-type: none">• Shifted promotion campaigns towards young women• Included calls for action more targeting men including messages around consent, talking to other men about RH, etc.
Shorter videos increased view times	<ul style="list-style-type: none">• Shortened video duration, created video screenshot teasers to increase likelihood a video would be watched
Menstruation topical content, and FB Lives have some of the highest engagement levels	<ul style="list-style-type: none">• Decision to continue to include menstruation content and at least 1 FB Live per month
Most negative sentiment tied to the campaign was associated with religious or cultural beliefs against premarital sex	<ul style="list-style-type: none">• Including videos and FB Lives with religious leaders who promoted talking openly with young people about RH• Developed content about how social support to young parents is more beneficial than rejecting young (single) parents

Platform + Third-Party Analytics

Changement dans les engagements (total et par plateforme)

Période 7: (1 février 2022 - 31 Mars 2022)

Engagement Metrics	Totals	% Change
Total Engagements ⓘ	12,042	↘ 0.7%
Twitter Engagements	855	↘ 24.1%
Facebook Engagements	11,005	↗ 2.1%
Instagram Engagements	182	↘ 17.6%

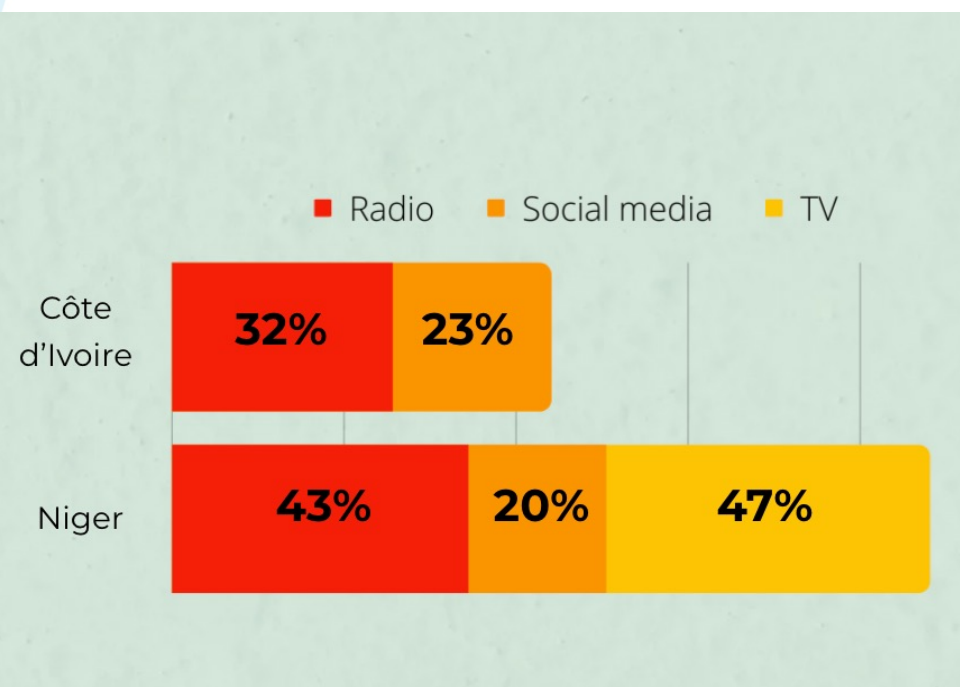
Période 8: (1 Avril 2022 - 31 Mai 2022)

Engagement Metrics	Totals	% Change
Total Engagements ⓘ	31,967	↗ 158.4%
Twitter Engagements	1,420	↗ 57.1%
Facebook Engagements	30,272	↗ 168.3%
Instagram Engagements	275	↗ 48.6%



sproutsocial

Exposure Studies



In NIGER :

- Ages 15-24 (47% of men vs 29% of women)
- Adolescent and adult men had increased odds of:
 - high contraceptive self-efficacy
 - having spoken to anyone about FP/RH
 - having spoken to either a youth or adult member of their family about FP/RH
 - reporting current FP method use (themselves or partner)
- **Adult women** had more than two-times greater odds of reporting high contraceptive self-efficacy
- **Adolescent women** had nearly three-times higher odds of having spoken to someone about FP/RH
- **Adolescent men** exposed to MMH via any channel showed a positive dose-response relationship to many priority behaviors the more they heard or saw MMH via social media.

Observed limitations

“Digital’s” Potential:

- Impact of digital divide - access trends male, urban
- “Viral” expectations can be unrealistic
- Digital is so vast, and fast : Tailoring content to each channel can be challenging
- One of many components of behavior change

Resources:

- Can be cost effective, but you need a diverse team to truly implement
- Wealth of real-time data doesn’t always match RMEL capacity / availability (especially for multi-channel interventions)

Coordination:

- In-person team connection or problem solving differs from online

Best Practices

- Ensure you are equipped for digital before taking the plunge
 - Developing trust
 - Connecting with and being available to your audience
 - Monitoring
 - Developing, tailoring, diversifying content
 - Nurturing partnerships
- Leverage what digital has to offer – but remember the benefits of IRL
 - Wealth of information – use it
 - Info sharing and rapid-fire coordination and trouble-shooting
 - Link to in-person activities, services for full SBC cycle

Thank You

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