



Impact on Young People's
SRH Knowledge

FactSheet #3 Enhancing Sexual and Reproductive Health Knowledge Among Youth in West Africa

INTRODUCTION PARAGRAPH:

C'est la Vie! (CLV) is RAES's flagship, 360° communication initiative. CLV is centered around an eponymous television series and complemented with various traditional media, digital media, and community-based strategy. The "C'est La Vie!" digital health campaign empowers young people in West Africa to take control of their sexual and reproductive health. By sharing relatable stories from peers and local celebrities, the campaign promotes contraceptive use and encourages healthy lifestyle choices among youth in Burkina Faso, Côte d'Ivoire, and Senegal. This fact sheet examines the campaign's impact on sexual and reproductive health knowledge, with insights into how different digital strategies contributed.

KNOWLEDGE GAINS ACROSS KEY SEXUAL AND REPRODUCTIVE HEALTH TOPICS:

- **Contraceptive Methods:** The campaign significantly improved participants' knowledge about various contraceptive methods, including condoms, pills, and more.
- **Knowledge Improvement:** Survey results showed an overall increase in knowledge scores, from 6.6 to 7.5. The most significant gains were observed in groups exposed to content shared by role models (relatable figures) and influencers (local celebrities).
- **Effectiveness of Digital Strategies:**
 - **Role Models:** People who saw "C'est La Vie!" content shared by a role model content reported significant improvements in their knowledge. These relatable and authentic narratives helped make the information more accessible and impactful.
 - **Influencers:** Content delivered by influencers was effective in enhancing understanding of contraceptive use. Participants appreciated how these influencers presented topics in an engaging and easy-to-understand manner.

DEMOGRAPHIC INSIGHTS:

- **Age:** People of all age groups in the study showed knowledge improvement.
- **Sex:** Both male and female participants showed significant improvements, with men demonstrating slightly higher increases. This is notable as men started with lower baseline knowledge, whereas women began with higher initial scores.
- **Geography:** Knowledge gains were consistent across all three countries, with Burkina Faso participants showing the largest improvement.

QUALITATIVE INSIGHTS:

- **Addressing Misconceptions:** The campaign successfully addressed many initial misconceptions participants held about contraceptive methods. Relatable examples provided by role models led to increased confidence in discussing and using contraceptives.

Data from focus groups underscore the importance of knowledge and awareness, referencing misunderstandings and misinformation that can confuse and make healthy SRH decisions difficult.

"Yes [there are] bad prejudices about contraceptive methods. Especially coitus interruptus. My brother used to say he did it and the girl didn't get pregnant. I had my doubts. Your videos confirmed to me that it's not reliable" (young woman from Côte d'Ivoire).

“Before, I thought that using contraceptive methods wasn't advantageous, I thought they were things like narcotics, drugs, but through the page, I've understood that we have the choice to use them” (young man from Burkina Faso).

“In Senegal [...] it's taboo, we never talk about it [...]. Young people are convinced of the importance of family planning and preparing couples for pregnancy. Nevertheless, some young people think that the community is against FP, for example in our community, where it is badly perceived” (young woman from Senegal).

KEY TAKEAWAYS:

- Successful Knowledge Enhancement:**
 The "C'est La Vie!" campaign effectively increased sexual and reproductive health knowledge among young people in West Africa, demonstrating the success of digital strategies in health education.
- Culturally Relevant Communication:**
 The campaign's success underscores the importance of culturally relevant and relatable communication in health education, especially in correcting misconceptions about sexual and reproductive health.

SAMPLE VISUALS:

Average change in knowledge score, 2024

Group/Domain	Pre-Campaign Score	Post-Campaign Score	Change (+/-)
<i>Men</i>	6.4	7.1	+0.7
<i>Women</i>	7.1	7.5	+0.4
<i>Senegal</i>	6.5	6.8	+0.3
<i>Burkina Faso</i>	6.9	7.7	+0.8
<i>Côte d'Ivoire</i>	7.2	7.5	+0.3
<i>Control Group</i>	6.6	6.9	+0.3
<i>Role Model Group</i>	7.0	7.7	+0.7
<i>Influencer Group</i>	6.4	7.1	+0.7
<i>Role Model + Influencer Group</i>	7.2	7.5	+0.3

Scores ranged from 0 to 12, with 12 indicating knowledge of all 12 contraceptive methods.

■ Knowledge Score Changes

A table showing the average knowledge scores at baseline and endline, disaggregated by age, sex, and country.

■ Intervention Group Comparisons

A table comparing knowledge score changes across different intervention groups (role model, influencer, control, etc.).

■ Bar Chart of Knowledge Score Increases

A graph showing the percentage increase in knowledge scores from baseline to endline for each intervention group.

■ Bar Chart by Country

A chart showing knowledge gains across Burkina Faso, Côte d'Ivoire, and Senegal.



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