



Impact on Young People's SRH Intentions

FactSheet #4 Shaping Future Intentions and Action: The Impact of Digital Campaigns on Sexual and Reproductive Health



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 explores how the campaign influenced young people's intentions to use contraceptives and engage in positive sexual and reproductive health behaviors.

Increased Intention to Use Contraceptives:

- The campaign significantly increased participants' intentions to use contraceptives. Among men, 35% reported their use of contraception after the campaign, up from 28% before. Similarly, 34% of those exposed to messages from the role model group reported using contraception, an increase from 22%.
- There was a notable decrease in the intention to avoid contraceptive use. In Côte d'Ivoire, the percentage of non-intenders dropped from 30% to 20%, and in the role model content group, from 37% to 26%.

INFLUENCE OF DIGITAL STRATEGIES:

- **Role Models:** Role models were especially effective in encouraging participants to consider contraceptive use, with many citing the personal stories shared as a key influence in their decision-making.
- **Influencers:** Influencers played an important role in reducing stigma around contraceptive use, particularly among younger participants, by presenting sexual and reproductive decisions as a normal and responsible part of adulthood.

DATA:

- **Age:** Improvements in contraceptive intentions were observed across all age groups.
- **Sex:** Men, who initially had lower intentions to use contraceptives, showed substantial gains, narrowing the gap with female participants in the study.
- **Geography:** The most significant increases in contraceptive intentions were observed in Côte d'Ivoire, followed by Burkina Faso and Senegal, reflecting regional differences in attitudes before and after the campaign.

QUALITATIVE INSIGHTS:

- **Shifting Cultural Norms:** Focus group participants revealed that the campaign helped shift cultural norms around contraceptive use, particularly in communities where such discussions are taboo.
- **Empowerment and Decision-Making:** Participants reported feeling more empowered to make informed decisions, with the campaign providing both the knowledge and social support needed to turn intentions into actions.

Key Takeaways:

- The “C’est La Vie!” campaign effectively shaped sexual and reproductive health intentions across different groups, with role models and influencers helping to drive these changes.
- Addressing cultural and social barriers to contraceptive use was important to the campaign’s success.



Sample Visuals:

Self-reported contraceptive use among participants, 2024.

	Pre-Campaign (%)	Post-Campaign (%)
Men		
Yes	28	35
Intend	42	39
No	30	26
Burkina Faso		
Yes	26	33
Intend	42	47
No	32	20
Côte d’Ivoire		
Yes	27	40
Intend	43	39
No	30	20
Role Model Group		
Yes	22	34
Intend	42	40
No	37	26

Table of Intention to Use Contraceptives

A table showing the percentage of participants intending to use contraceptives at baseline and endline, disaggregated by demographic variables.

Table of Changes in Intentions by Intervention Group

A table comparing the changes in intentions across different intervention groups.



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