

## Recruitment and Methodology of the Study

### FactSheet #2

# C'est La Vie!" Research Recruitment and Methodology

Empowering Communities to Know, Engage, and Act



## INTRODUCTION

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 explains how we recruited participants and collected data, underscoring the importance of research in making digital health campaigns better.

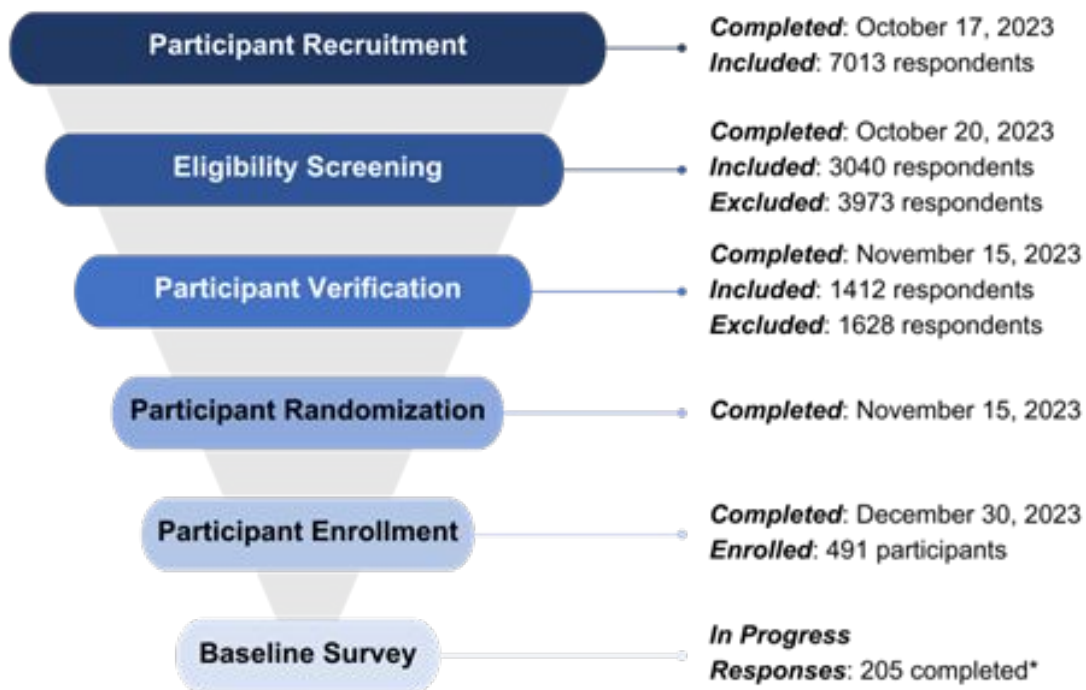
## Targeted Recruitment Strategies

The recruitment and enrollment process for the CLV phase II project is a crucial phase of the research that allows us to obtain a sample of 3000 participants.

This first campaign was about how to avoid early pregnancy.

- Recruitment was conducted via social media ads targeting young people aged 15-24 in Senegal, Côte d'Ivoire, and Burkina Faso. These ads generated over 1 million impressions and led to more than 7,000 survey completions, showing strong interest in the study.
- Participants were checked for age, country of residency, Facebook usage, and language proficiency in French. Of the initial respondents, 492 successfully met the criteria and were enrolled in the study.





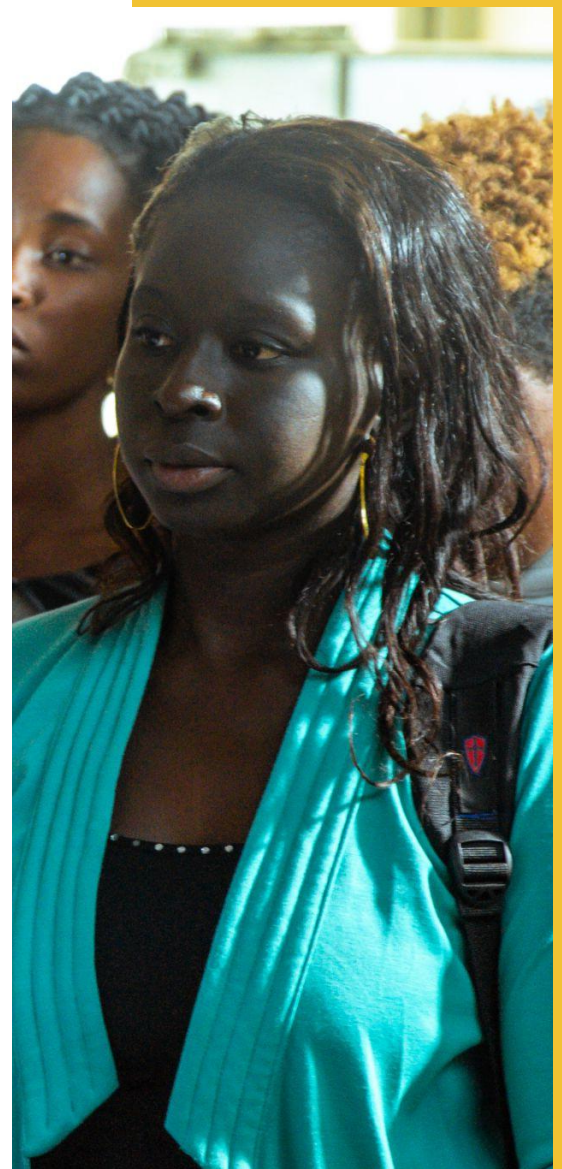
*Figure. Processes and screening procedures for determining eligible participants and enrolling them into the evaluation study. \*As of December 31, 2023.*

## Study Design

- ❑ Participants were randomly assigned to one of four Facebook groups:
  - Normal CLV content
  - Role model content
  - Influencer content
  - A combined role model + influencer content group
- ❑ Surveys were administered before and after the campaign to assess changes in sexual and reproductive health knowledge, attitudes, and behaviors.
- ❑ The study also utilized call logs from reproductive health service providers, focus group discussions, and social media engagement metrics.

## Key Takeaways

- Internalize the recruitment process for better follow-up
- Don't neglect the time required for vetting, baseline and endline stages
- Make WhatsApp number a mandatory part of the registration process
- Include a demonstration video to show how to copy the Facebook link
- The recruitment strategy successfully reached a diverse group of young people across all three countries.
- Using multiple methods to collect data gave us strong, reliable results, helping us clearly see how effective the campaign was.
- Tackling challenges early and adjusting our approach to fit local needs were crucial in making the study successful



# Sample Visuals

## Study Timeline

A visual timeline showing the key stages from recruitment to data analysis.

- **RECRUITMENT (SEPT - OCT 2023):** Participants were recruited through targeted Facebook ads.
- **SCREENING & ENROLLMENT (NOV 2023):** Eligible participants were screened and enrolled into private Facebook groups for the study.
- **CAMPAIGN LAUNCH (JAN 2024):** The digital health campaign began, with content starting across social media.



## Participant Demographics

Participant demographic characteristics (%), 2024

**TOTAL**  
( 492 participants )

<b>AGE GROUP</b>	15-19 years	24%
	20-25 years	76%
<b>GENDER</b>	Male	51%
	Female	49%
<b>COUNTRY</b>	Senegal	45%
	Burkina Faso	25%
	Côte d'Ivoire	30%



- **CONTENT DELIVERY (JAN - FEB 2024):** Research participants received tailored SRH messages via Facebook groups.
- **DATA COLLECTION (DEC 2023 - FEB 2024):** Surveys, focus groups, and social media analytics were conducted.
- **DATA ANALYSIS (MAR 2024):** Collected data was analyzed to measure the campaign's impact.



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