

The logo for Springboard features the word "Springboard" in a sans-serif font. The "Spring" is in dark blue, and "board" is in light blue. Above the letters "b", "o", and "o" are several orange circles of varying sizes, arranged in a slight arc. The background has a light blue curved graphic in the top left corner.

Springboard

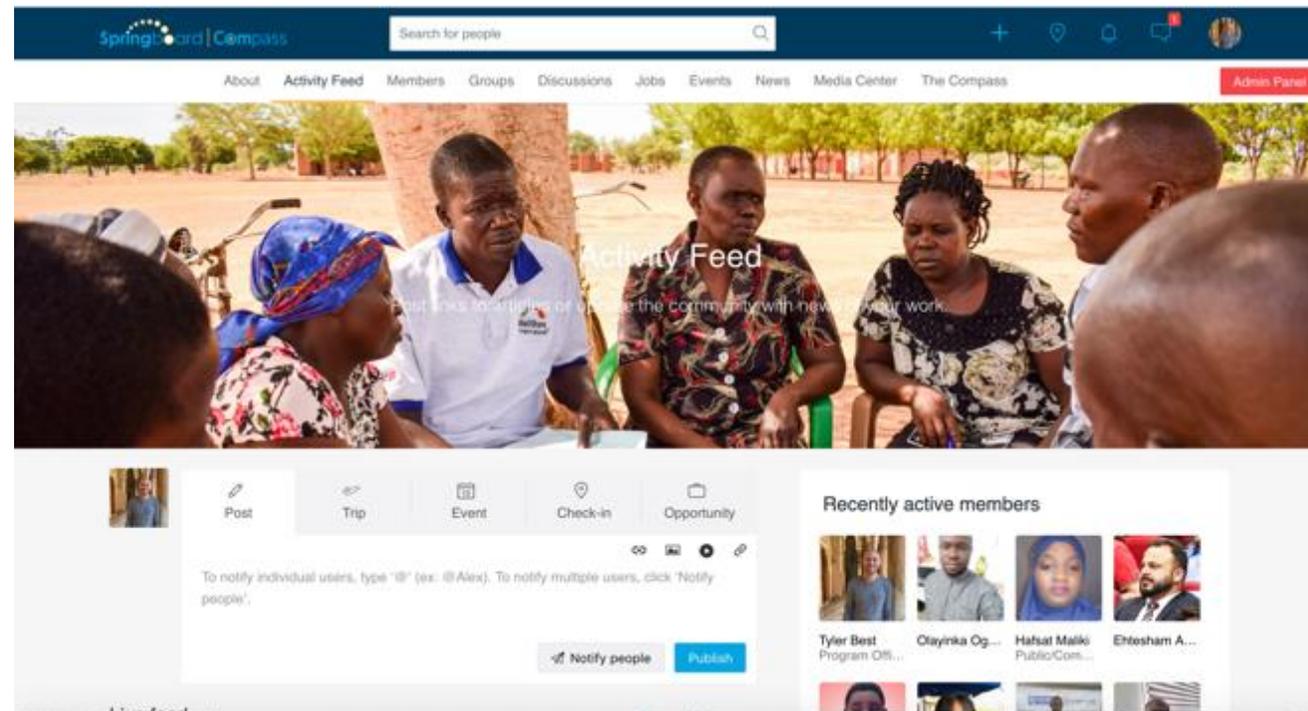
Working in the Digital Age: Using Social Media as an SBC Approach

September 28, 2021



What is Springboard?

- Springboard is an **online community** of nearly 4,000 social and behavior change (SBC) professionals



Springboard | Compass

About Activity Feed Members G

Angshuman Kashyap posted
Program Officer at Center for Communication and CH

During the 'unlock phase', it is important to wear a mask. An infographic developed by Center for Communication and CH explains the importance of wearing a mask and how it helps reduce the risk of COVID-19 infection/transmission. Available in Hindi at <https://www.ccci.org.in/news.php>

HOW CAN WEARING A FACE MASK REDUCE THE RISK OF COVID-19

INFECTED PERSON **HEALTHY PERSON**

6 feet

LOW

VERY LOW

Springboard | Compass

Search for people

About Activity Feed Members Groups Discussions Jobs Events N

Philip Horgan posted 2 months ago

Hi, I would be interested to see any guidelines on conducting qualitative research methods which mitigate covid-19 transmission risks? (I am looking for research methods without increasing risks to researchers. Do you have information they can share? with thanks, Philip

Like - (10) comments - 1 like

See all comments

Heather Hancock 2 months ago
<https://www.geopoll.com/blog/geopoll-wins-best-of-2020-forum-2019/>
Like - Reply

Heather Hancock 2 months ago
Geopoll has done some work on virtual focus groups.
Like - Reply - 1 like

OGADINMA IROKA 2 months ago
After selecting participants/respondents you could use platforms to conduct focus group discussions, in-home interviews as the case may be. As such, it is exposing both you as the researchers and the participants.
Like - Reply - 1 like

Telesphore Kabore a month ago
The same way as Iroka said community radios might be more challenging but interactive radio discussion is a good option.
Like - Reply - 2 likes

Philip Horgan a month ago
Thanks you all for your comments
Like - Reply - 1 like

Susan Leibtag a month ago
You could use Interactive Voice Response - where callers get additional info whether or not they are interested in the technical brief that might help - Technical Brief: Using Surveys during COVID-19 - <https://www.thecommunicationtools.com/technical-brief-using-sms-and-ivr-based-surveys/>
Like - Reply - 1 like

Springboard | Compass

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About Activity Feed Members Groups Discussions Jobs Events

Wendwaoga Yves ZONGO posted 2 months ago

Dans le cadre du Programme "Son choix" lutte contre le mariage d'enfants et promotion des droits en matière de santé sexuelle et reproductive, les filles des membres des clubs sont renforcées en technique de communication et sensibilisation.

Le Programme est financé par le Ministère des affaires étrangères des Pays-Bas par le canal de l'ONG Néerlandaise.

Burkina Faso, Ouagadougou du 10 au 12 juin 2020.



Recent discussions on Sprinboard

Search for people

 **Tyler Best**
March 31, 2020 Edit

COVID-19 for SBCC Practitioners Part 2: Continued Q&A

This discussion forum is to continue the conversation after the COVID-19 for SBCC Practitioners Part 2 webinar. Post your thoughts and questions.

The webinar:



COVID-19 for SBCC Practitioners
2020 International Social and Behavior Change Communication (SBCC) Summit
Thursday, April 2, 2020 | 7:30 - 8:45 a.m. EDT

Data tracking:

- <https://covidbase.com>
- <https://system1group.com/blog/coronavirus-tracker-25th-march>

If anyone needs a survey/data collection platform to do their research (using something more sophisticated than Google making our platform freely available to assist organisations in their response to COVID-19. Simply create a free account COVID-19 Response Toolkit to start creating forms.

On Zika | Mass Media | Materials Development | Nutrition | Service Delivery

Search for people

 **Tyler Best**
May 5, 2020 Edit

Voices from the field: Family planning in the time of COVID-19 / Des voix du terrain : La planification familiale à l'époque du COVID-19

Join us **14 May 2020 from 9:30–11:00 EDT** for a written Springboard discussion about family planning campaigns in the era and context of the current COVID-19 pandemic.

Velfies:



 **Uttara Bharath Kumar's Velfie** Copy link



 **Tovo Ranaivomino's Velfie** Copy link

On Zika | **COVID-19 for SBCC Practitioners Part 2: Continued Q&A** |  | 4 more

Looking for a webinar? Find it here!

Jun 25, 2020 - Going virtual for provider PrEP training

Jun 24, 2020 - Webinar: Engaging Family Members for Improved Maternal and Child Nutrition in LMICs

Jun 24, 2020 - [WEBINAR] Improving Provider Behaviors Related to Malaria: A Blueprint

Jun 18, 2020 - Continuity of Maternal, Newborn, and Child Health, Family Planning, and Reproductive Health Care in the Time of COVID-19: Webinar 1

Jun 17, 2020 - How will a COVID-19 vaccine be delivered?

Jun 16, 2020 - LIVE Q&A: Emergency Contraception & Young People, Your Questions Answered / Contraception d'urgence et les jeunes : Des réponses à vos questions.

Jun 12, 2020 - Challenges and Opportunities for Digital Health during COVID-19

Jun 12, 2020 - COVID-19 and face masks - guidance, behavioral insights and social science

Results: 172 Refresh results as I move the map

Jul 10, 2020 - The power of choice: Ensuring access to family planning in the COVID-19 era

Jul 10, 2020 - VIRTUAL COVID-19 CONFERENCE

Jul 8, 2020 - From Response to Resilience: Strengthening community health systems in the humanitarian development nexus

Jul 3, 2020 - Resilience in light of COVID-19: delivering greater action on adaptation and resilience to climate change on the road to COP26

Virtual Summit - Save the Date - Lives in the Balance: A COVID-19 Summit for the Health and Well-Being of Women, Children, and Adolescents

Jun 30, 2020 - Insights from an evaluation of provider provision of respectful maternity care in Zambia

Jun 26, 2020 - Webinaire en Français: Circulation globale des idées et des effets du COVID-19 sur le terrain en Afrique

Jun 26, 2020 - Webinar: 'Community Engagement for COVID prevention and control: Learning from previous epidemics and current country experience

Results: 10 Refresh results as I move the map

Aug 4, 2020 - L'utilisation des réseaux sociaux pour atteindre les jeunes

Jul 28, 2020 - Disease Prevention & Control Summit America

Jul 30, 2020 - Health Informatics Webinar

Jul 30, 2020 - [WEBINAR] Social and Behavior Change for Nutrition Programs During COVID-19

Research Dissemination Meeting & Public Awareness (HIV & Movies)

Aug 6, 2020 - Maximizing social and behavior change for nutrition during COVID-19

Oct 19, 2020 - Marrakech, Morocco International Social and Behavior Change Communication Summit 2020

Join today!



Click on the map below to see where Springboard members are located!
Cliquez sur la carte ci-dessous pour voir où se trouvent les membres de Springboard !

Join at springboardforsbc.org

Today's Agenda

- Presentations:
 - Bolade Oladejo, Breakthrough ACTION Nigeria, Johns Hopkins Center for Communication Programs
 - Erin Portillo, Breakthrough ACTION, Johns Hopkins Center for Communication Programs
 - Anurag Banerjee, Quilt.AI
 - Sneha Chaturvedi, Girl Effect India
- Question and answer

Working in the Digital Age: Using Social Media as an SBC Approach



Abolade Oladejo, MBA, CKM

Sr. Program Officer, Documentation and Knowledge Management,
Johns Hopkins Center for Communication Programs

September 28, 2021

SESSION OUTLINE



The current social media landscape



Some leverages for SBC



Deploying Social media for SBC



Key Metrics to Monitor

THE POWER OF SOCIAL



This picture inspired Pampers to install 5,000 diaper-changing tables in men's bathrooms across the US.



JUL
2021

SOCIAL MEDIA USE AROUND THE WORLD

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

⚠️ SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



we
are
social

4.48
BILLION

SOCIAL MEDIA USERS AS
A PERCENTAGE OF THE
GLOBAL POPULATION



KEPIOS

56.8%

ANNUAL CHANGE IN
THE NUMBER OF GLOBAL
SOCIAL MEDIA USERS



GWI

+13.1%
+520 MILLION

PERCENTAGE OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



GWI

99.0%

AVERAGE AMOUNT
OF TIME PER DAY SPENT
USING SOCIAL MEDIA



2H 24M

SOURCES: KEPIOS (JUL 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNINIC; MEDIASCOPE. TIME SPENT DATA FROM GWI (Q1 2021). SEE GWI.COM FOR MORE DETAILS. ***ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY EXCEED INTERNET USER NUMBERS IN SOME COUNTRIES. **⚠️ COMPARABILITY ADVISORY:** BASE CHANGES AND HISTORICAL REVISIONS. DATA MAY NOT CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.



**JUL
2021**

MEDIA CHANNELS USED FOR NEWS

PERCENTAGE OF **WORLDWIDE SURVEY RESPONDENTS*** WHO SAY THEY USE EACH MEDIUM TO ACCESS NEWS CONTENT

ONLINE MEDIA
(INC. SOCIAL MEDIA)



82%

FEMALE:	MALE:
81%	82%



TELEVISION
(BROADCAST & CABLE)



64%

FEMALE:	MALE:
65%	64%



SOCIAL MEDIA
(INC. MESSENGERS)



56%

FEMALE:	MALE:
58%	54%

we
are
social

PRINT
MEDIA



24%

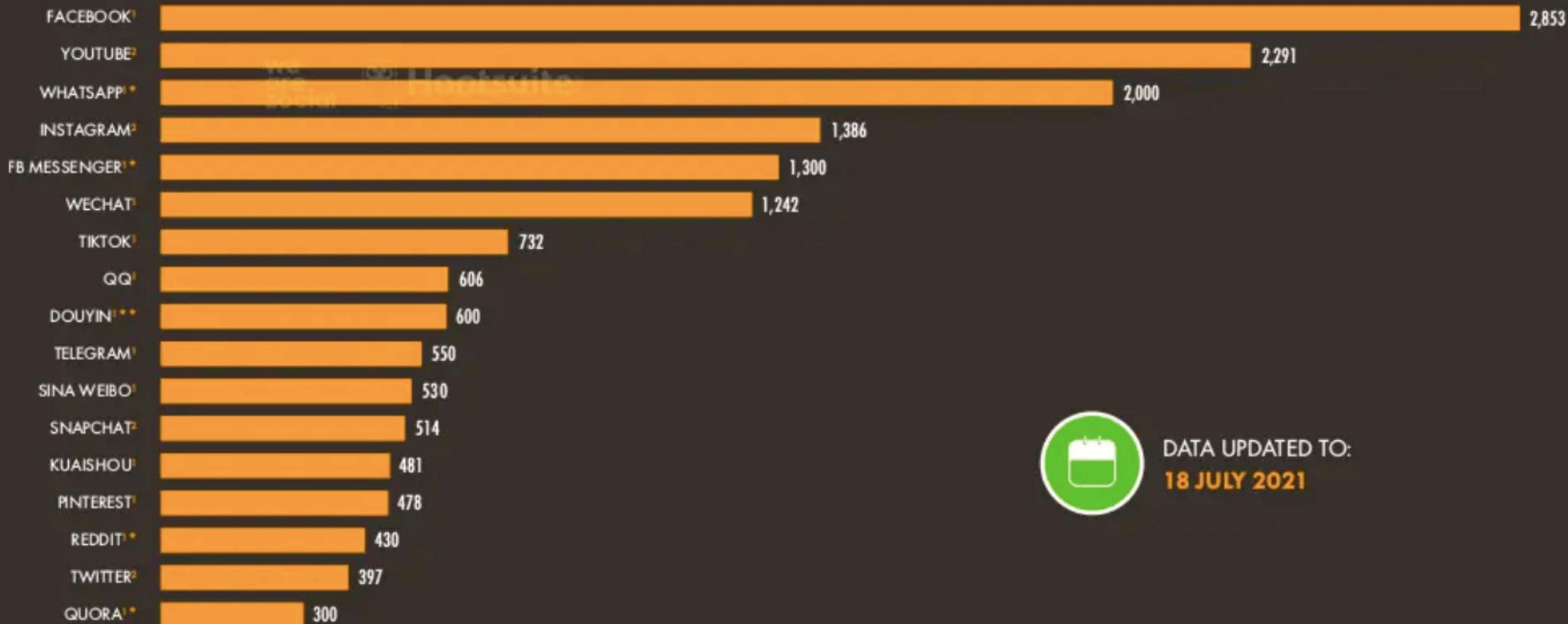
FEMALE:	MALE:
21%	26%



JUL
2021

THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*



DATA UPDATED TO:
18 JULY 2021

SOURCES: KEPIOS ANALYSIS (JUL 2021), BASED ON DATA PUBLISHED IN: (1) COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; (2) PLATFORMS' SELF-SERVICE AD TOOLS.

***NOTES:** *USERS* MAY NOT REPRESENT UNIQUE INDIVIDUALS. PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. (**) FIGURE USES THE REPORTED DAILY ACTIVE USER FIGURE, SO MONTHLY ACTIVE USER FIGURE IS LIKELY HIGHER.

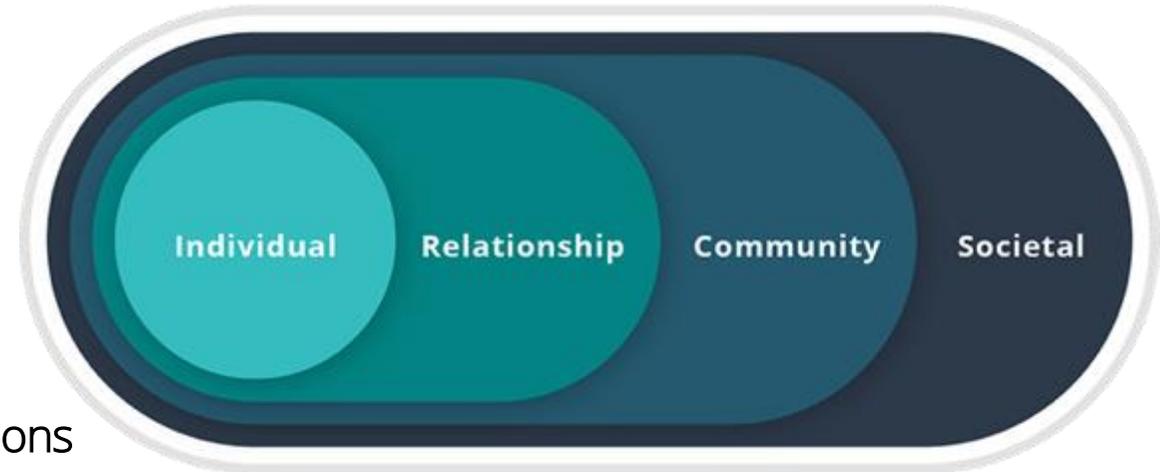
we
are
social

Hootsuite

SOME LEVERAGES FOR SBC

Targeted Messaging Across the Socio-Ecological Model

- Reaching specific audience with specific messages
- Engaging influencers on the same platforms
- Socializing behaviors across communities
- Cost-effective for large campaigns that transcends single locations



SOME LEVERAGES FOR SBC

Social Listening (Rumor Management)

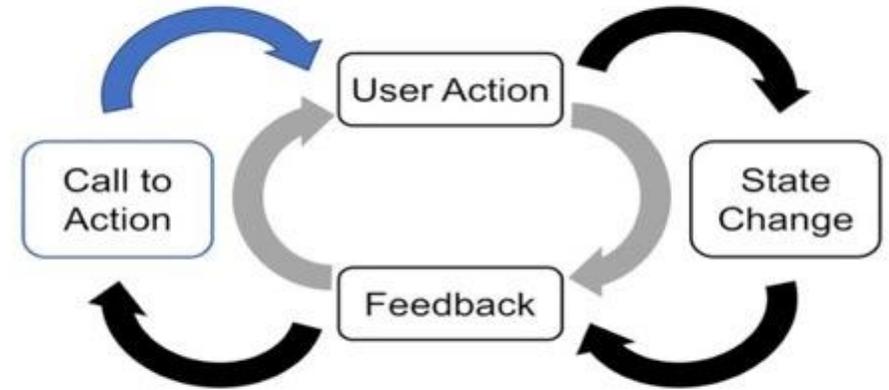
- Following the conversation on a particular topic
- Identify the influencers around the topic
- Understanding the current perceptions and misconceptions
- Content analysis to inform program design even offline



SOME LEVERAGES FOR SBC

Two-Way Communication – Feedback Loop

- Active Listening for Effective Communication
- Information exchange on-the-go for important queries
- Adaptive management of content or communication approach



SOME LEVERAGES FOR SBC

Communication for Emergency – Rapid Response

- Provide quick and important communication
- Maintain an open line of communication
- Promote preventive behaviors through socialization

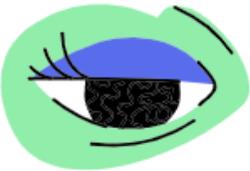


DEPLOYING SOCIAL MEDIA FOR SBC

- Audience Research
- Social Media Strategy
- Content Development
- Engagement Plan
- Monitoring
- Adapting



KEY METRICS TO MONITOR



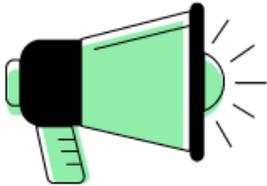
Views

How many people saw the content



Clicks

How many people clicked that content



Comments

How many people typed a response to the content



Shares

How many people shared the content to their own community



Reach

How many people shared the content to their own community

THANK

YOU

!



Merci Mon Héros :

Soliciting Empathy Online to Shift Youth
FP/RH Social Norms IRL

September 28, 2021



Presenter



Erin Portillo
Sr. Program Officer
Johns Hopkins CCP
Breakthrough ACTION

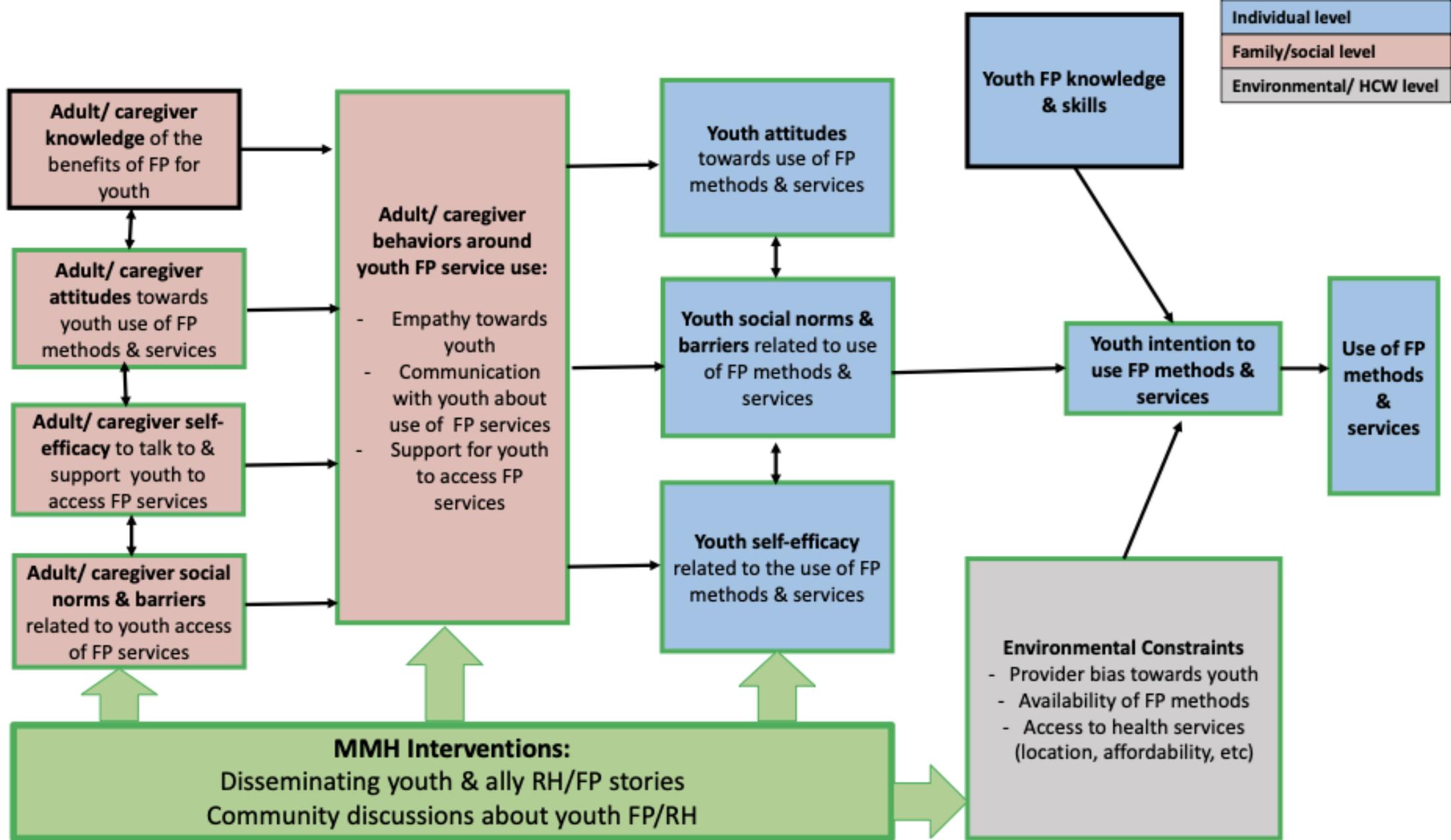


Merci Mon Héros



- MMH is a **multimedia campaign** (social media, mass media, community activities)
- Leverages testimonial videos to showcase the power of **empathy** to improve **reproductive health (RH) and family planning (FP)** access for young people in **francophone Africa**
- Goal: **Reduce impact of social norms that prevent youth from accessing RH/FP information and services**
- Disseminated in nine countries, including **Côte d'Ivoire, Niger, Togo, Burkina Faso**

MMH Video still frame : "If you don't exchange with your children [about reproductive health and family planning], you cannot help them."







MMH Online Content + Activities

Online	TV/Radio	Community	Other
<ul style="list-style-type: none"> - Quizzes, quotes, discussion questions - Video promotion + dissemination - Facebook Lives / Tweet-Ups / Livestreams - Community, mass media event promotion 	<ul style="list-style-type: none"> - Appearances on existing shows - Airing videos / audio - Other campaign event promotion 	<ul style="list-style-type: none"> - Launch events - Discussion groups/forums - Mobilization events - One-to-one, small group discussions* 	<ul style="list-style-type: none"> - WhatsApp discussion groups



Campaign Reach

@MerciMonHeros



- 460,661 engagements
- 36,629 followers
- 5.6m impressions
- Average daily reach:
5,988



- 1,109 engagements
- 659 followers
- 19k impressions



- 5,758 engagements
- 520 followers
- More than 146k
impressions

Working with Influencers : Togo

La POZ TV

ELISABETH APAMPA
ANIMATRICE RADIO/TELE,
INFLUENCEUSE MMH

PROFESSEUR ABAWOÉ
ARTISTE HUMORISTE,
INFLUENCEUR MMH

OCÉANE AMÉ CODJA
ANIMATRICE TELE,
INFLUENCEUSE MMH

THEME :
**PRÉVENTION DES GROSSESSES
NON PLANIFIÉES**

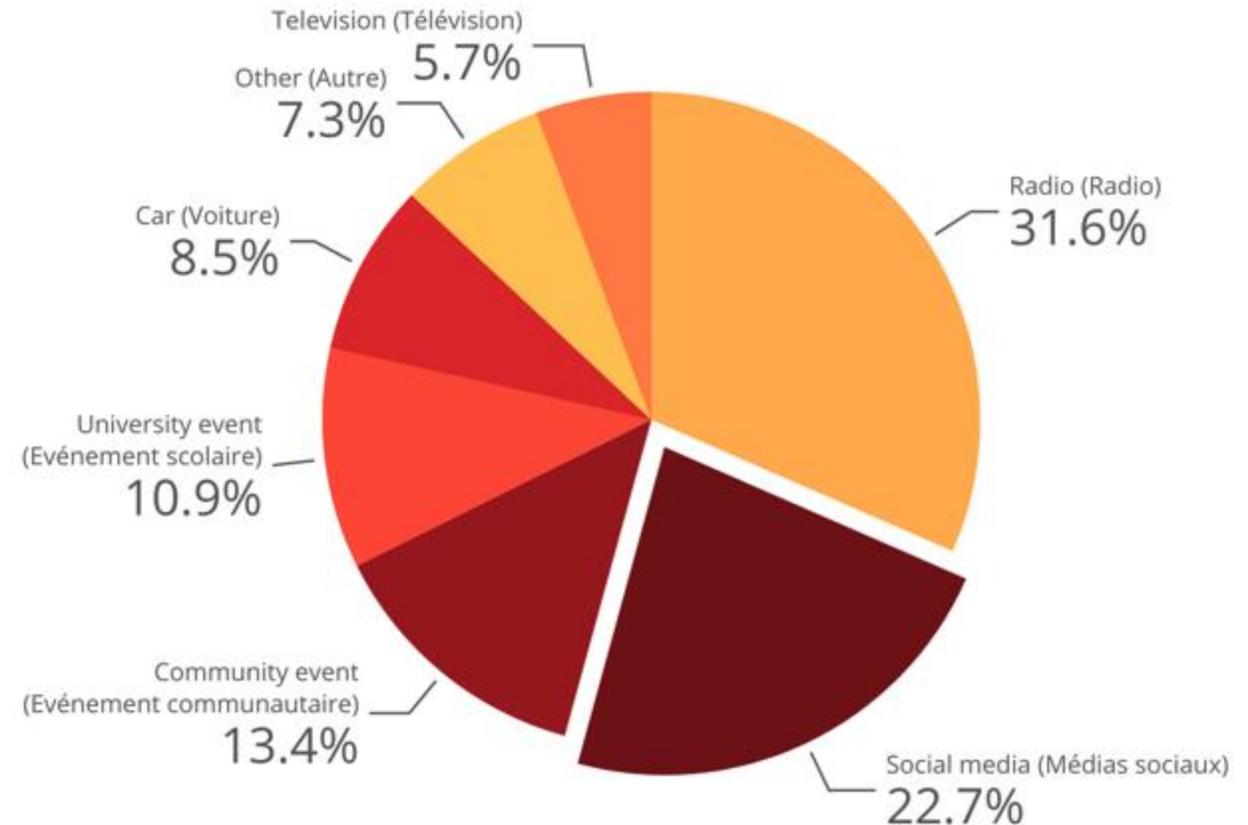
29
DEC
2019 | 11H30 GMT | | CANAL 260

#MerciMonHéros #BrisezLesTabous

- Comedian, TV, and radio hosts
- Selected based on reach, reputation, “brand” alignment with MMH messages
- TV appearances
- Social media promotion
- Involvement with in-person activities (mini concerts, mobilization events)
- Personal message videos

MMH Exposure Survey in Côte d'Ivoire

- 24.5% of participants recognized the campaign slogan
- Among those exposed to the campaign, the majority heard the campaign on the **radio** (31.6%) or saw it on **social media** (22.7%)
- Exposure to the MMH campaign was associated with:
 - Use of a family planning (FP) method
 - Use of family planning services
 - Speaking to another person(s) about RH or FP



Lessons Learned

- Manage adaptively
 - Breakthrough RESEARCH social listening reports impacted video length, themes to pursue, marketing techniques, messaging to present (older, male) audience
- Use complementary channels according to the level of impact you want
 - Community norms = community presence
- Live events are loved
 - Reinforce themes
 - Address other audience interests (through invited guests, questions you ask, etc.)
- All social media platforms are not the same



#MerciMonHéros

#BrisezLesTabous

A nighttime photograph of a city skyline, likely New York City, viewed from across a body of water. The lights of the buildings are reflected in the water. The sky is dark blue, and the overall scene is illuminated by the city lights.

QUILT.AI

Anurag Banerjee | September 2021

The world faces major challenges.

Across issues related to Gender, Climate Change, and Health.

Behavior change and shifting attitudes are at the heart of solving these challenges.





WE TURN TO THE INTERNET

There are 4.5 billion people online
today
and 3 quintillion bytes of publicly
available data is being generated
every 24 hours.



WHO WE ARE

HOW WE HELP

FOUNDATIONS:

We work with **the Bill and Melinda Gates Foundation** to better understand decisions on family planning, immunisation and maternal and child nutrition in Uttar Pradesh and Bihar.

We work with **Children's Investment Fund Foundation** (CIFF) to change behavior among teenage boys on contraception usage and gender equality in Rajasthan. We collaborate with the **Clean Air Fund** to better understand what makes an air pollution campaign effective.

BILL & MELINDA
GATES foundation

CLEAN
AIR
FUND

CIFF CHILDREN'S
INVESTMENT FUND
FOUNDATION

INTERNATIONAL ORGANIZATIONS:

We work with **UN WOMEN** and **UNFPA** to assess violence against women in eight countries across Asia since the start of COVID-19 and what service providers and governments can implement during future crises.



NGOs:

We work with **Splash** to build a digital ecosystem of girls online in cities in Ethiopia and India to complement in-person menstrual health education with online content while schools were shut down due to the pandemic.

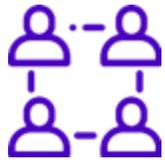


SOCIAL IMPACT AGENCIES AND INSTITUTIONS:

We work with **Purpose** to study protest movements in India and Mexico. We collaborate with the **International Center for Research on Women** to understand the impact of the COVID-19 lockdown on parents/guardians and minority youth in the United States.



WHAT WE DO



UNDERSTANDING THE COMMUNITIES YOU WORK WITH

We study millions of data points on the internet, both on social media platforms (what people publicly post) and search information (the truth an online user wants to know). We combine this with anthropological analysis to deeply understand communities.

Such audience profiling can make program design and implementation more effective and targeted.



ADVOCACY

Use ecosystem insights to help your organization raise awareness and advocate for change across funders/stakeholders with a more robust and representative evidence base.

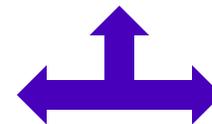
The internet is the world's largest focus group discussion. Collecting data online is less biased, less expensive and takes less time than conventional research initiatives



BEHAVIOUR CHANGE

Initiate and nudge behavior change through digital outreach, and measure impact across tangible change metrics.

Online behavior change interventions have an impact at much greater scale and speed than traditional behavior change interventions.



OTHER POSSIBILITIES

We build capacity on how to collect data online, denoise and analyse it. We do this through webinars and in-person capacity building sessions. We also create targeted and meaningful content, leveraged by content partnerships and robust insight reports.

Learning about online data and using our content will broaden your audience and increase your engagement metrics.

AT QUILT.AI WE ARE...



ETHICAL

- GDPR compliant
- Child Safeguarding Policy
- Removal of all personally identifiable information
- Disaster recovery protocols



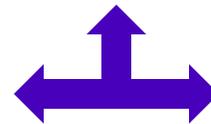
INNOVATIVE

- Fake News Index
- Misogyny Index
- Climate Change Analysis Tool



COMMITTED TO THE SUSTAINABLE DEVELOPMENT GOALS

- Gender equality
- Good Health and Wellbeing
- Climate Action
- Quality Education



BELIEVERS IN THE MULTI-STAKEHOLDER PROCESS

- Digital evaluations with a consortium of partners
- Multi-partner initiatives with both online and offline project implementation



**DRIVING
INTERNATIONAL
IMPACT**



CULTIVATING A “*RESPONSIBLE SEX*” MINDEST AMONG LOW INCOME BOYS IN INDIA

UNDERSTANDING THE DIGITAL ECOSYSTEM OF BOYS ON
CONTRACEPTION USAGE AND GENDER EQUALITY.

DATA ANALYSED



23 DISTRICTS IN RAJASTHAN

162 MILLION UNIQUE SEARCHES

**598,000 ARTICLES FROM NEWS,
BLOGS & FORUMS CONSUMED**

1.4 MILLION VIDEOS ON YOUTUBE & TIKTOK

7,000 SURVEY RESPONSES

This data analysed showed an increase from 1 search per day to an average of 29 searches per day for “buy condom”.



EXAMINING VIOLENCE AGAINST WOMEN AND GIRLS DURING COVID-19 & FINDING SUPPORT

ASSESSING CHANGES IN DEMAND FOR SUPPORT SERVICES FOR VIOLENCE AGAINST WOMEN AND GIRLS' (VAWG) AND IDENTIFY SERVICE PROVISION GAPS.

DATA ANALYSED (8 COUNTRIES IN THE ASIA-PACIFIC)

- 20 MILLION UNIQUE SEARCHES OVER A 6-MONTH PERIOD
- 3,502 UNIQUE KEYWORDS
- 2,000 SOCIAL MEDIA POSTS
- 17,000 TWEETS & IMAGES

This data analysed showed searches related to physical violence (i.e. “physical abuse signs”, “violent relationships”, “cover bruises on face”) in Malaysia , Philippines and Nepa; grew by 47%, 63% and 55% respectively between October 2019 to September 2020.



HOW DO WE MAKE CLIMATE CHANGE PART OF THE POLITICAL DISCOURSE?

UNDERSTANDING HOW CLIMATE CHANGE CAN BE ADDRESSED IN THE UK ELECTIONS.

DATA ANALYSED



10 YEARS OF PHYSICAL IMPACT OF CLIMATE CHANGE (I.E. AIR QUALITY, ETC.) FOR OVER 20 CITIES
300 CULTURAL DATA POINTS IN THE FORM OF BOOKS, MOVIES, AND ADVERTISEMENTS.

6 MILLION SEARCHES & SOCIAL MEDIA DISCOURSE

500,000 SOCIAL MEDIA POSTS

This data analysed identified several themes in communication in the UK and framed these against the backdrop of distinct city clusters. From these, a targeted communications guideline tailored to the specific clusters was determined.



SHIFTING ATTITUDES AND BEHAVIOURS IN IMMUNIZATION

DEVELOPED AN ONLINE BEHAVIOUR CHANGE STRATEGY THAT TARGETED AUDIENCE SEGMENTS AND NUDGED THEM TO ADOPT IMMUNIZATION IN UTTAR PRADESH AND BIHAR.

DATA ANALYSED



5+ MILLION SEARCHES & 20,000 DATA POINTS ACROSS YOUTUBE, TIKTOK, TWITTER, INSTAGRAM & FACEBOOK

3,502 UNIQUE KEYWORDS

2,000 SOCIAL MEDIA POSTS

17,000 TWEETS & IMAGES

This data analysed piloted an online campaign for 1000 respondents by dropping tailored content in each audience segment's social media. The pilot demonstrated a 20% positive shift in awareness about immunization.



COUNTERING GENDER BASED VIOLENCE TO GENDER EQUALITY

UNDERSTANDING THE SOCIAL MEDIA DISCOURSE ON GENDER
BASED VIOLENCE AND NARRATIVES OPPOSING GENDER
EQUALITY ONLINE IN SINGAPORE.

DATA ANALYSED



**819,190 UNIQUE SEARCHES OF KEYWORDS
RELATING TO GENDER-BASED VIOLENCE**

**1200 SOCIAL MEDIA POSTS ACROSS FACEBOOK,
INSTAGRAM AND TWITTER**

1620 COMMENTS ON YOUTUBE

**This data analysed found that much of the discourse
focuses on females in comparison to sexual abuse
faced by men, children, and the LGBTQI+ community.**

**It's noted strong narratives dismissing feminism
and other gender related issues.**



UNDERSTANDING FATHERS' ROLE IN THEIR CHILDREN'S NUTRITION JOURNEYS

UNDERSTANDING HOW FATHERS COULD BE MORE INVOLVED IN THE NUTRITION JOURNEYS OF THEIR CHILDREN IN BIHAR AND UTTAR PRADESH

DATA ANALYSED

- 1,529 UNIQUE KEYWORDS
- 47 MILLION SEARCHES
- FOCUS ON 6 CITIES
- 1,000+ SOCIAL MEDIA POSTS

Through online surveys and ads, we saw some positive shifts in children's nutrition behaviors. For example, we found increases in children's consumption of meat products and green and yellow vegetables.

A person's hand is shown in the foreground, holding a small, light-colored object. The background is a vibrant, neon-lit room with a large, glowing yellow 'V' shape on the wall. A dartboard is visible in the background, and the overall atmosphere is futuristic and colorful.

LOOKING AHEAD
SO WHAT DOES
THIS MEAN?



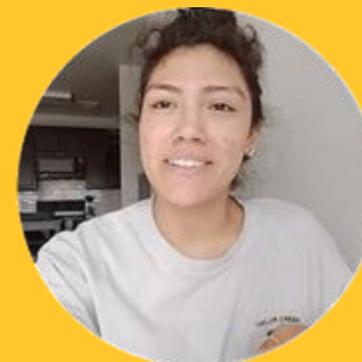
QUILT.AI

Ready, Set, Stitch

enquiries@quilt.ai



GIRL EFFECT USES
**THE POWER
OF MEDIA**
TO UNLOCK THE
**THE POWER
OF GIRLS**



OUR APPROACH TO DRIVING DEMAND FOR SERVICES

**LONG-TERM MEDIA-BASED SHIFTS IN BEHAVIOUR
FOCUS ON 8 'PSYCHOLOGICAL DRIVERS'
RIGOROUS TESTING & LEARNING
MONITORING FOR PROOF OF IMPACT**



छाजा!

Chhaa Jaa is India's first social media led, digital youth brand aimed at girls from low-income, vulnerable contexts in India's Hindi belt

CHHAA JAA LAUNCHED IN 2019 BASED ON HIGH-POINTS OF LEVERAGE

Targeting...

15-19

Girls at a transitional age, increasingly needing to make choices about their future



From low-income families in urban, changing environments (SEC C&D)



But with frequent & growing access to the internet



Within the Hindi speaking belt

Currently focusing on..



Shifting her attitudes & behaviours towards her body and health



While inspiring and equipping her to negotiate everyday norms and challenges



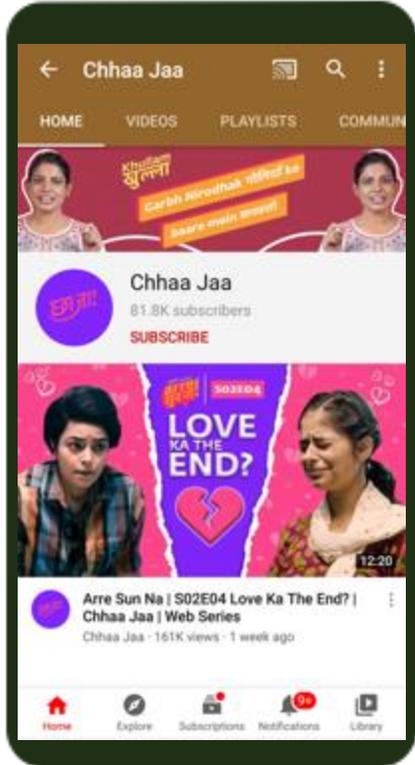
Risky SRH behaviours

“When I discovered I was pregnant, I told my boyfriend. He bought pills from a chemist for me to have an abortion. We didn’t go to a doctor since she would have told my family.”

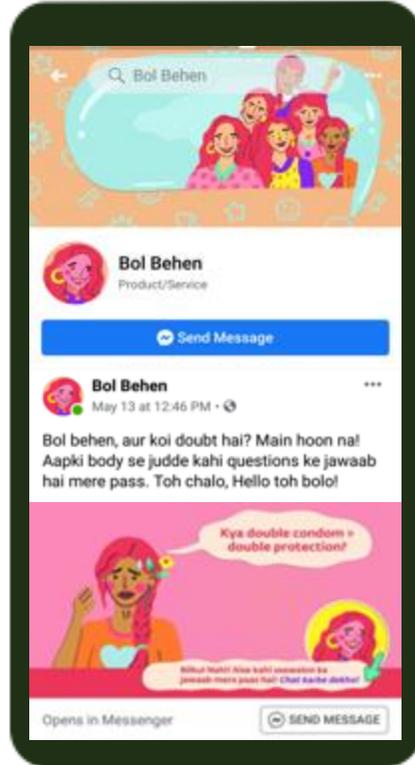
“I don’t go to the doctor because I don’t know what to say. And unmarried girls shouldn’t go to lady doctors anyway. It’s better to look online or check with my boyfriend.”

“He is 28 years old so he knows how these things work. He said he has needs and that sex after 9 months of dating is common. He took me to a hotel room – it hurt a lot and I bled for 4 days after”

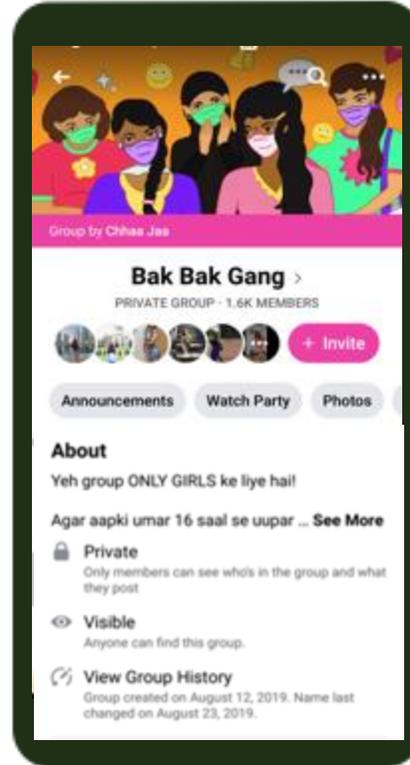
AN ECOSYSTEM OF HINGLISH PRODUCTS THAT HELP HER CONSUME OR SEEK US AT HER CONVENIENCE



CONTENT based on 'modelling' techniques that both inspire and equip her



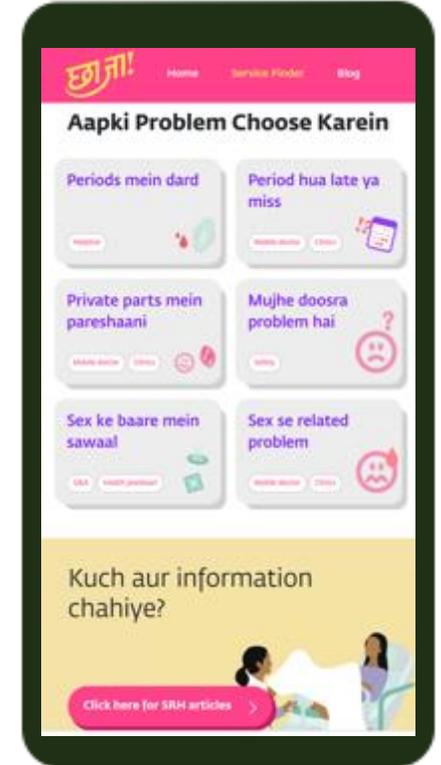
CHATBOT that lets her pursue her curiosities in a private, self-paced environment



GIRLS-ONLY COMMUNITY where she can connect with other girls like her and break her sense of isolation

Ma'am you explain so well. No one ever told us in school also. Our teacher skipped the [relevant] lesson only in embarrassment. But the videos you are sending on Facebook are really admirable, and because of them teenagers like us will become aware.

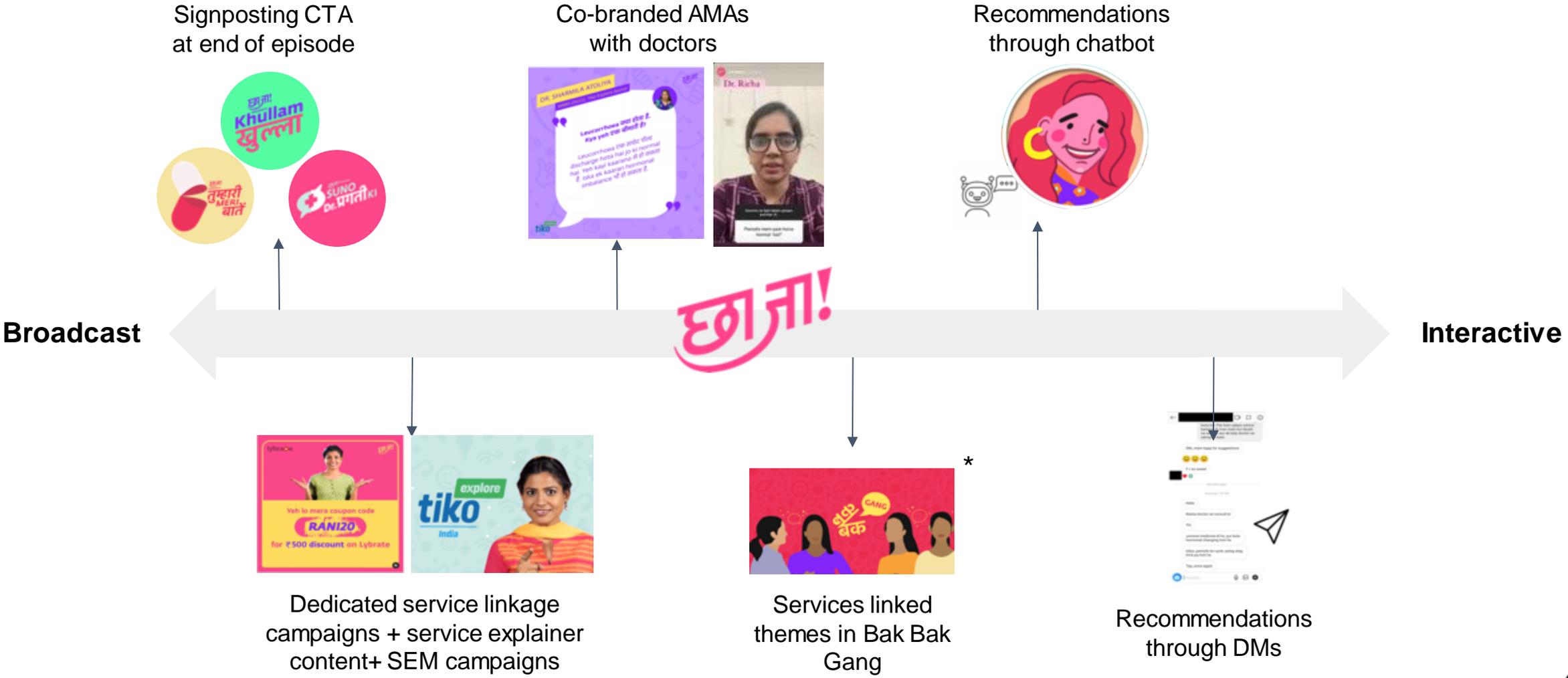
MODERATION of every message and comment we receive to reinforce messages and drive to services



SERVICE DIRECTORY that aggregates resources that help her cross the last mile into accessing services



MULTIPLE TOUCHPOINTS TO NUDGE HER TO SERVICES



LEARNINGS – PROGRAMMING

- The internet is not equal, so we need to invest in reaching the right audience
- Build an ecosystem that meets your audience where they are
- 'Content + Conversations' model - Interactive products play a complementary role to broadcast content
- Different social media platforms have unique roles
- Social media needs to be agile
- Digital safeguarding needs to be woven into every aspect of programme design

LEARNINGS – EVIDENCE

- Longitudinal approaches are challenging
- A hybrid digital and offline evidence framework works best for a digital based programme
- Leverage 'observed' digital data in conjunction with traditional self-reported survey data
- Social listening is a rich source of insights but important to supplement with regular research



THANK YOU