



C'EST LA VIE RESEARCH

SURVEY RESULTS

August 5 to September 23, 2020

BACKGROUND

C'est La Vie (CLV) is an edutainment soap opera promoting behavior and social change related to sexual and reproductive health and rights as well as gender violence across West Africa. As a mass and digital media project, its goal is to invite partners and populations to discuss and debate key issues at the personal, community and political levels using social and behavior change communications (SBCC) techniques.

Working with the CLV team and teams from Drexel and UCLA, we developed an experiment to determine the impact of *C'est La Vie* content on changes in knowledge and attitudes towards the human papillomavirus vaccine (HPV).

APPROACH

We began this work with a large-scale baseline survey. The survey included demographic questions, questions about CLV viewership and five questions regarding the respondents knowledge, attitudes and practices (KAP) regarding HPV. These questions came from the team at Drexel/UCLA.

1. HPV is a virus that can cause cervical cancer
2. HPV is a virus transmitted through sexual contact
3. There is a vaccine that can prevent cervical cancer
4. Getting a vaccine to prevent HPV is safe
5. If it was available, I would get the HPV vaccination for my child

Using Facebook Audiences, we subsequently divided the respondents into four groups:

1. Encouraged to view CLV episodes on Facebook and YouTube
2. Shown ads on HPV-related topics
3. Both of the above
4. Neither of the above, as a control group

Having shown groups one to three ads and TV episodes for one month, we then completed an endline survey to determine whether the audience's KAP shifted.

BASELINE SURVEY AND ADS

Using Facebook ads, the baseline survey reached **3,565,502 Facebook users** across nine countries.

We had **36,500 link clicks** on our ads and finished with **20,300 completed responses**.

See [a summary of the baseline survey results here](#).

We divided those responses into four groups, using Facebook Audiences.

1. Ad viewers: 3,600
2. Video viewers: 4,700
3. Both videos and ads: 2,800
4. No content: 3,300


We achieved a frequency of 7.8 for the ad viewers, meaning the average person in that group saw these ads about eight times. Similarly, the video viewers were encouraged to watch the promoted videos 8.6 times.

SAMPLE ADS

The following are examples of the top-performing ads for the HPV content:

C'est la vie
16 August · 🌐

Le virus du papillome humain (VPH) se transmet par contact sexuel.
See Translation



WHO.INT
Human papillomavirus (HPV) and cervical cancer
Human papillomavirus (HPV) is the most common viral... [Learn More](#)

20

Like Comment Share

Instagram

cestlavie_tv
Sponsored


UN CANCER DU COL DE L'UTÉRUS MET
15 À 20 ANS
À SE DÉVELOPPER
CHEZ UNE FEMME
EN BONNE SANTÉ.



#RATANGNEWS

cestlavie_tv Saviez-vous qu'il existe un vaccin sûr et abordable qui vous protège contre du virus du ... [more](#)

cestlavie_tv
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Le virus du papillome humain (VPH) est un virus qui peut causer le cancer du col de l'utérus.

ENDLINE SURVEY

Not unusually, we were presented with the challenge of capturing enough endline respondents from our four groups. Ultimately, we got **914 endline responses, evenly distributed across the four groups**. We used a combination of Facebook ads and email and SMS follow-up.

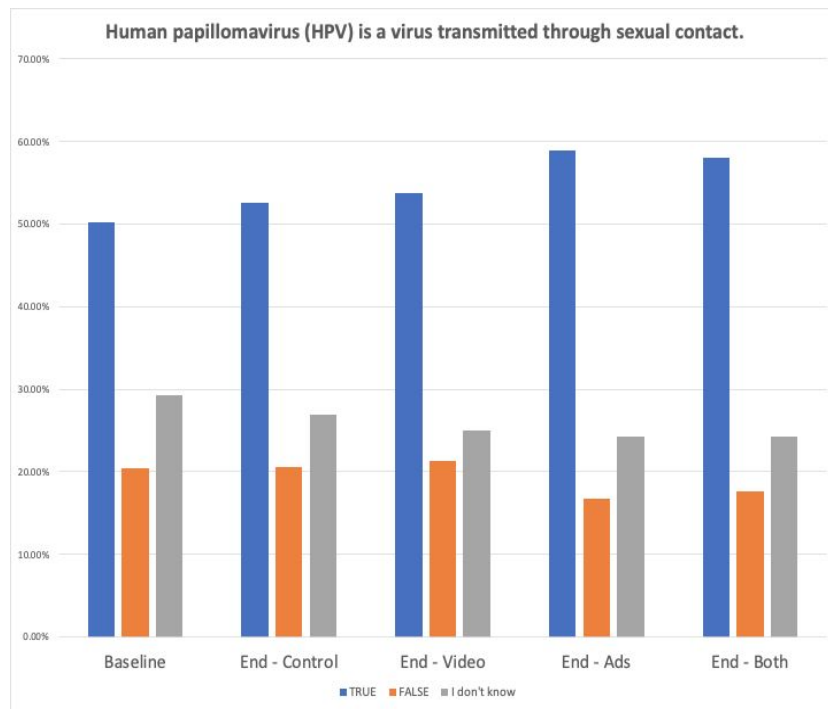
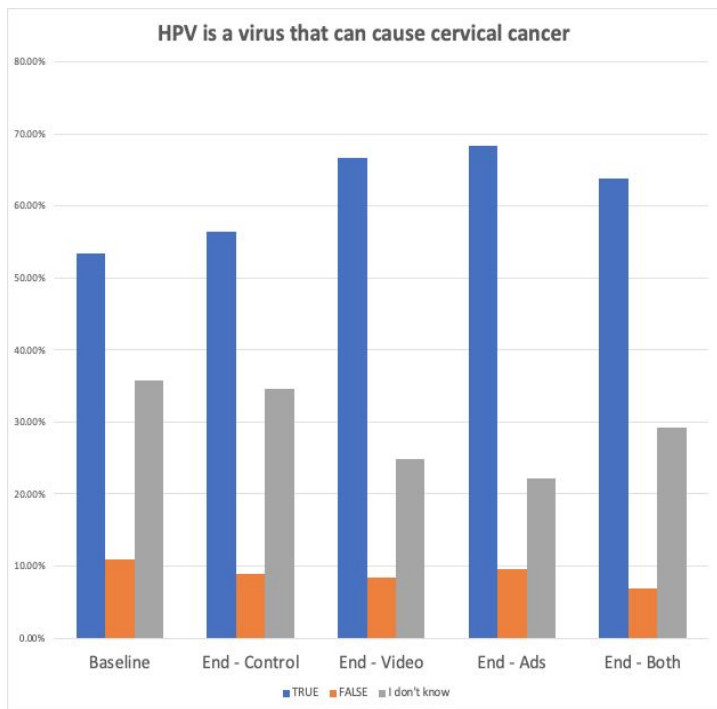
In evaluating the endline results, we actually had two ways of dividing up the respondents.

1. The first is the original method, where-in we divided the baseline respondents by what kind of content they would see.
2. We also asked respondents (in both the baseline and endline surveys) if they had watched at least one episode of CLV and/or seen any HPV-related content from the CLV Facebook page in the last month.

Interestingly, while both approaches show increases in KAP, the second, self-reported approach shows a greater increase.

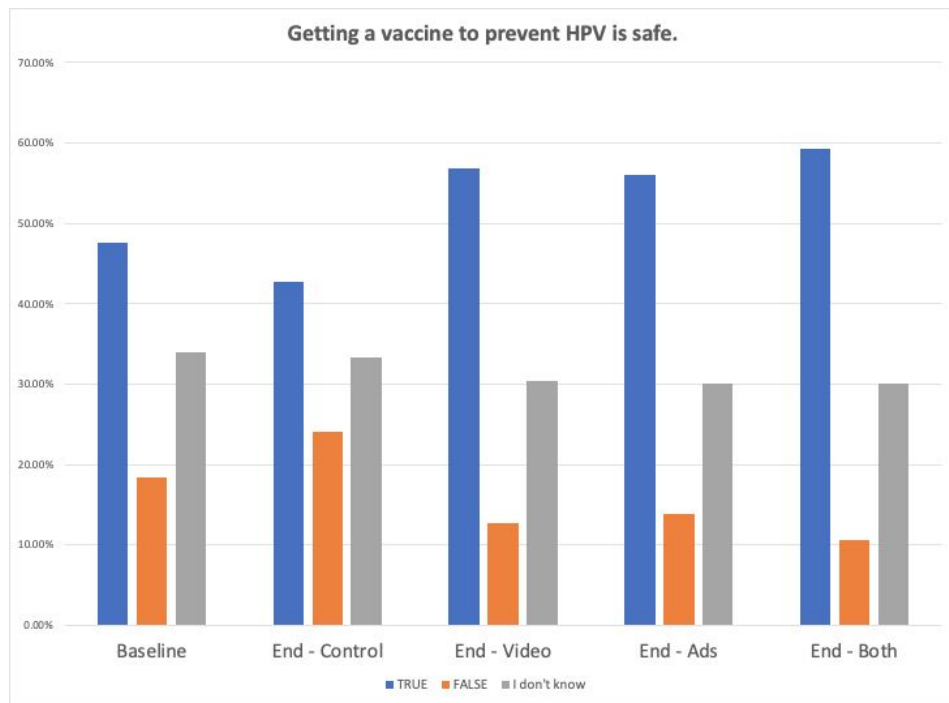
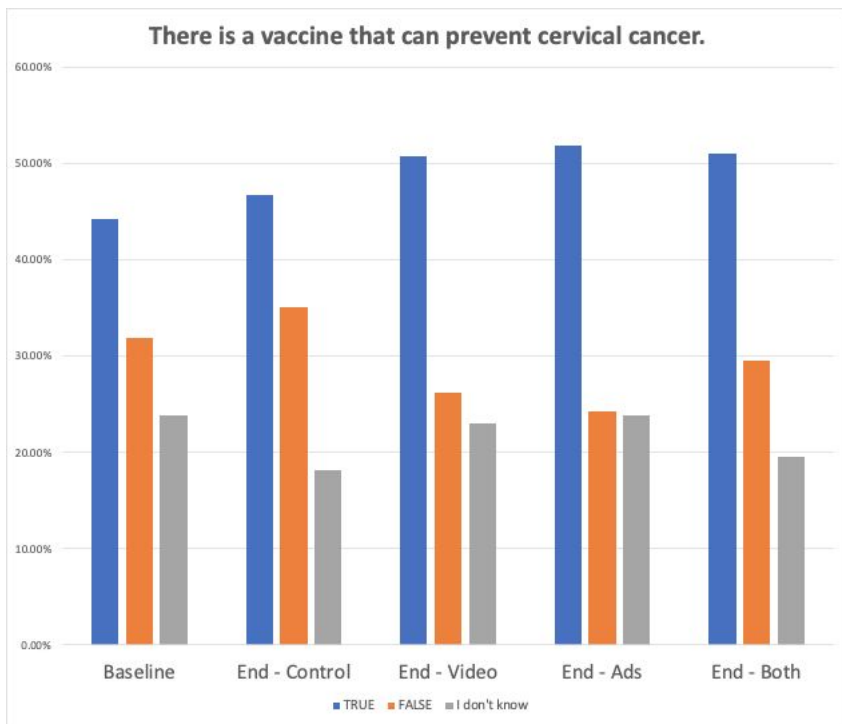
SURVEY RESULTS

These results are segmented by Facebook Audiences.



SURVEY RESULTS

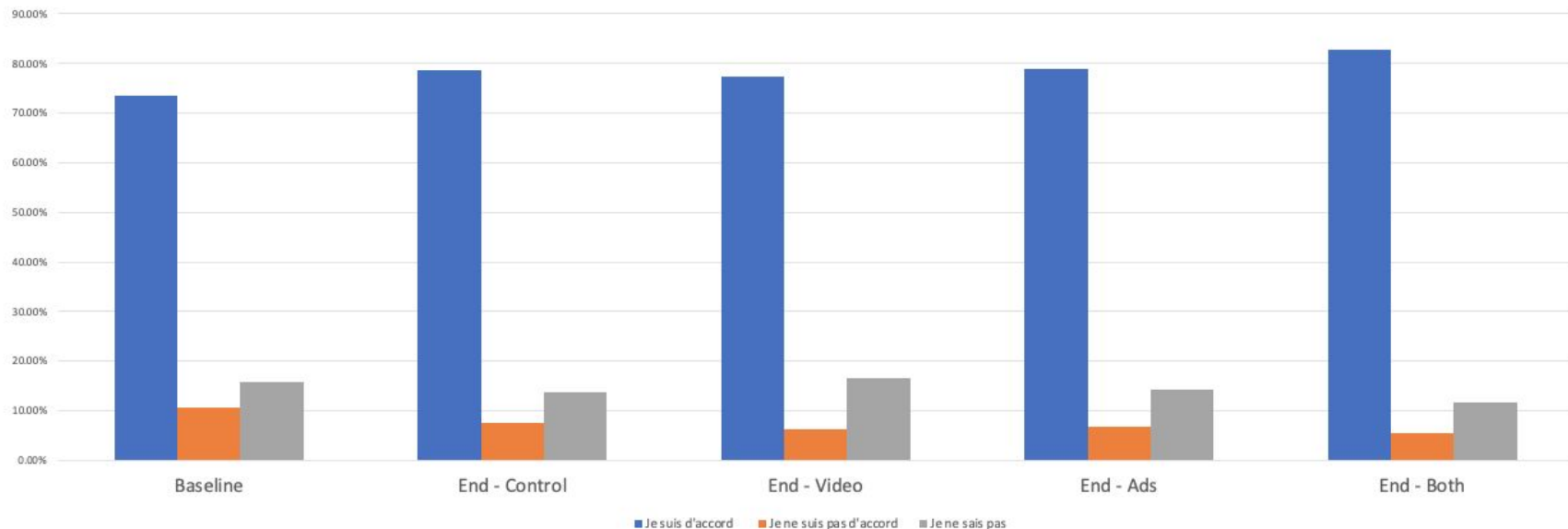
These results are segmented by Facebook Audiences.



SURVEY RESULTS

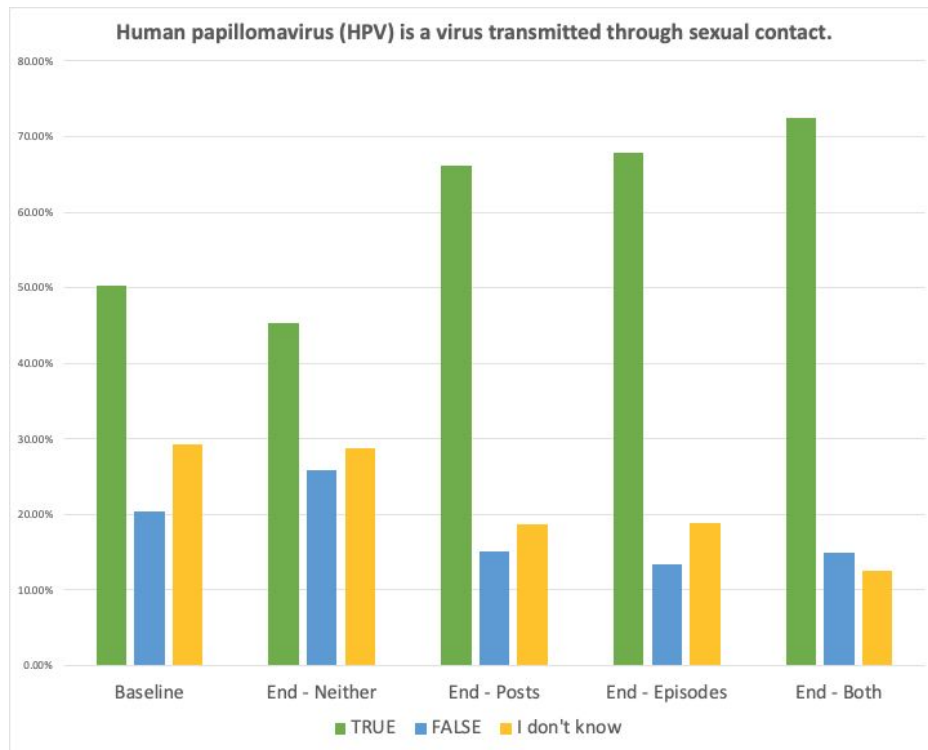
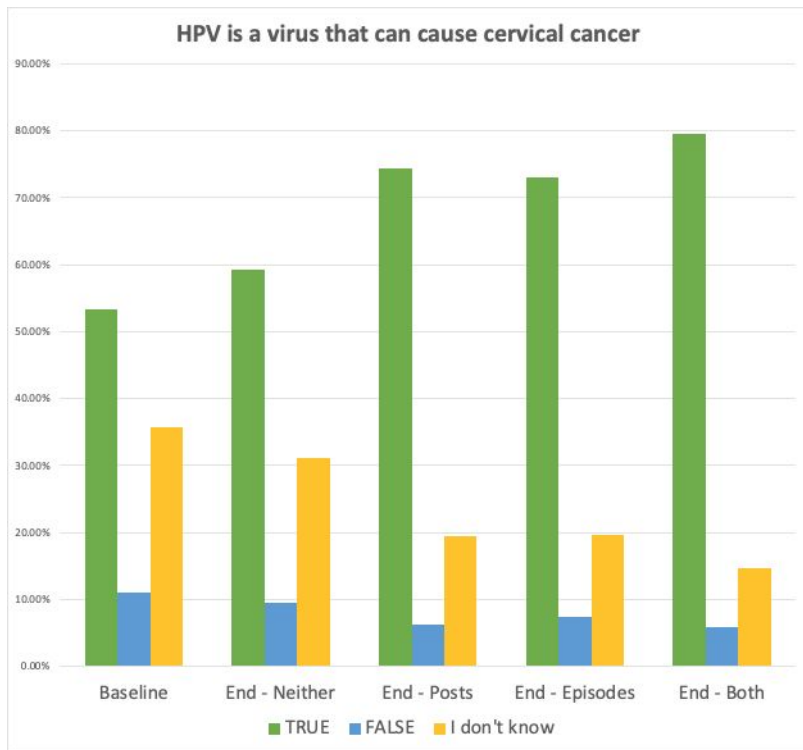
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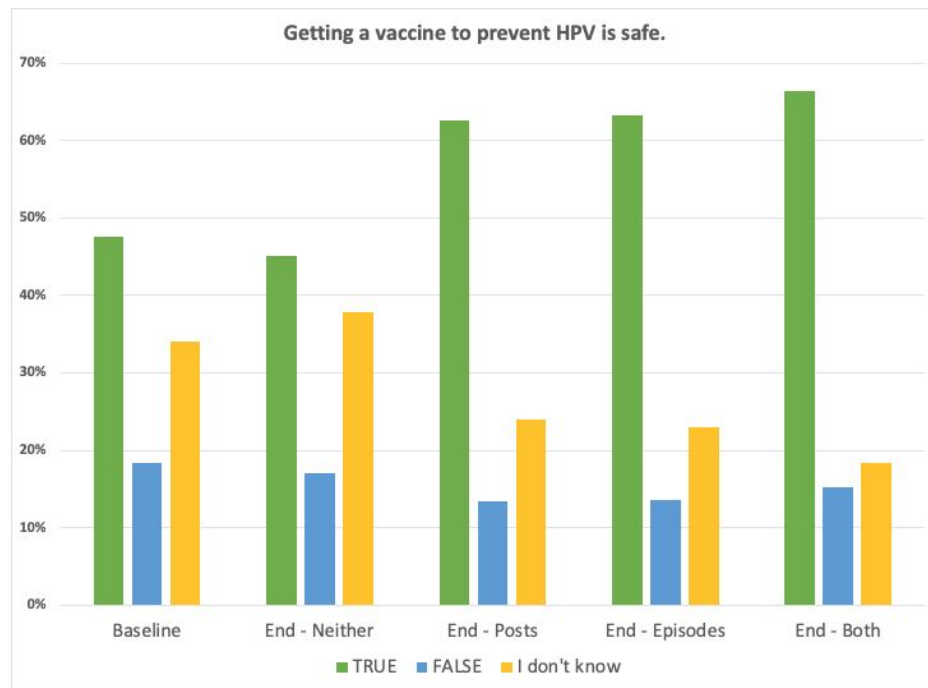
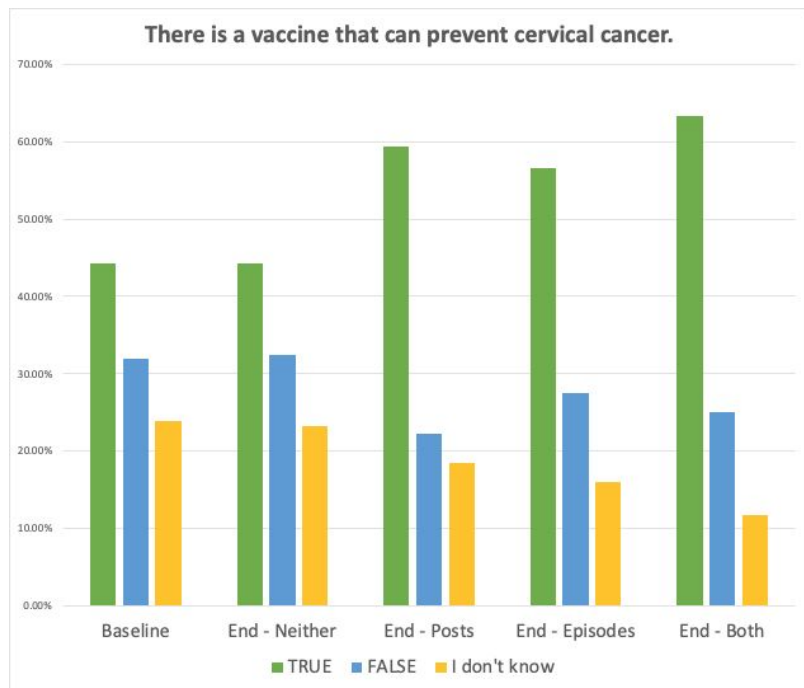
SURVEY RESULTS, CONTINUED

These results are segmented by self-reported behavior--respondents who said they'd watched videos or seen HPV-related content from CLV.



SURVEY RESULTS, CONTINUED

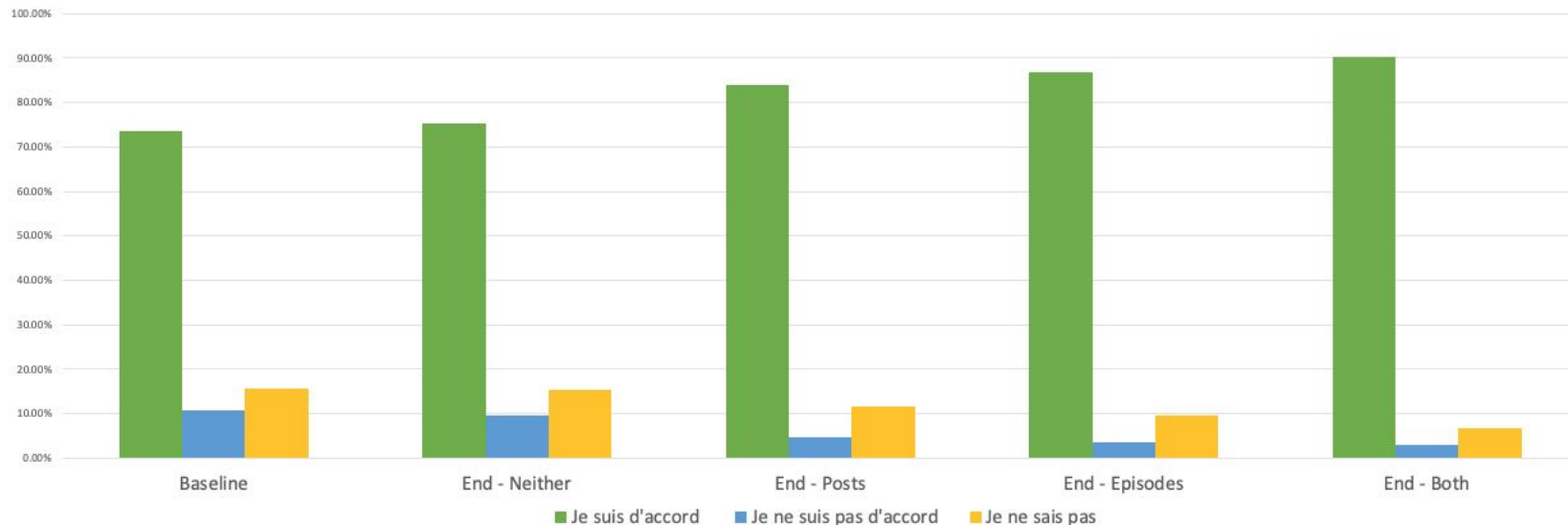
These results are segmented by self-reported behavior--respondents who said they'd watched videos or seen HPV-related content from CLV.



SURVEY RESULTS, CONTINUED

These results are segmented by self-reported behavior--respondents who said they'd watched videos or seen HPV-related content from CLV.

If it was available, I would get the HPV vaccination for my child.



CONCLUSIONS & LEARNINGS

What have we learned?

- We demonstrated that we can increase the knowledge of a healthcare topic (HPV) using Facebook ads or edutainment videos.
- We demonstrated that we can increase the self-reported intent of respondents to seek HPV vaccination for their child
- We can recruit survey respondents for healthcare surveys at a fraction of the cost and much more quickly than an “in the field” approach.
- We can use Facebook Audiences as an ad hoc segmentation tool, controlling how and when different segments see the content we’re promoting.
- One puzzling result was, for the Facebook Audience-segmented results, the “both” group didn’t perform as well as the “ads” or “videos” group. We’re not sure why this is.